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# Broadcasting Mar 11

## VOLUME 25

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# Broadcasting Mar 11

## FCC about to open 80-90 floodgates Frederick becomes RCA's CEO State broadcasters lobby against ad ban

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# Closed Circuit

## General decline

Dan Rather, who celebrated fourth anniversary as anchor of *CBS Evening News* March 9, does not equal ratings pulled by his predecessor, Walter Cronkite. Early evening network news ratings at all three networks are down. During last three years of Cronkite reign (1978-1980), CBS's evening news averaged 13.7 rating compared to 11.9 for NBC and 10.7 for ABC. As share of network news audience, CBS averaged 37.7%, NBC 32.8%, ABC 29.5%. During 1982-84 Rather years CBS averaged 12.8 rating, ABC 10.7 and NBC 10.5. Shares of network news audience were CBS 37.6%, ABC 31.5%, NBC 30.9%. (Lately, NBC has made advances; in 14 of last 15 weeks, NBC has been second or tied for second place.)

CBS researchers attribute 2.3 drop in total network news ratings to increased competition from independents and cable, plus expansion of local news time periods, which, they say, spreads out audience viewing of news.

## Who's to get breaks

FCC's proposed preference for AM daytimers for 689 new FM's resulting from Docket 80-90 proceeding (see story, page 31) was target of last-minute lobbying by Hill staffers last week. FCC source said Tom Rogers, senior counsel for House Telecommunications Subcommittee, and Larry Irving, legislative director and counsel to Representative Mickey Leland (D-Tex.), called commissioners to express concern about effect of daytimer preference on preferences for minorities. Source declined comment on whether lobbying had proved successful. "I think we can reach an accord on the daytimer preference and the divestiture issue that will meet most of the key concerns that have been expressed," source said.

## Jurisdictions at stake

ABC and National Association of Broadcast Employees and Technicians begin negotiations for new contract tomorrow (March 12) in sessions that may get lively before present contract runs out March 31. Union is expected to guard status quo, and ABC to push for parity with NBC-NABET pact signed last fall. NBC gained increased control over emerging computer technology and temporary hiring of ENG personnel. Other issues could include guidelines for ABC's use of one-person camera crews

and whether contract should run to 1989 or to Olympic year, 1988. Negotiations are to begin in San Diego.

## Looking at radio

LBS Communications, well known for its distribution of advertiser-supported television programming, is expanding into new field. It has engaged former Mutual Radio president, Marty Rubenstein, as consultant to find ways it can break into syndicated radio programming. Rubenstein is said to be evaluating available opportunities to determine how LBS can leverage its assets—principally as purveyor of first-run programming and seller of advertising time—so that Grey Advertising subsidiary can make "major commitment" in barter radio programming.

## Stalemate

Republican and Democratic members of House Energy and Commerce Committee remain at odds over establishment of representation of each party on key subcommittees (BROADCASTING, March 4). At issue is Republican membership on three subcommittees, Telecommunications, Commerce and Transportation, and Health. Republicans asked for additional seat on each subcommittee and have refused to make assignments or attend hearings until Democrats acquiesce. Sources say, however, that Subcommittee Chairmen Henry Waxman (D-Calif.) and James Florio (D-N.J.) are indicating willingness to meet Republican demand. But Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), sources say, will not budge.

## Difficult exit

What's left of Comsat's Satellite Television Corp.—and there isn't much—has been trying to sell or lease capacity on its two high-power, direct broadcast satellites, nearing completion by RCA Astro-Electronics. But so far it apparently hasn't had much luck. Comsat or STC officials made pitch to United States Satellite Broadcasting, but USSB President Stanley Hubbard told BROADCASTING last week he is not interested, saying satellites RCA Astro has begun building especially for USSB are better than STC models. Official line from Comsat on marketing of birds: "We are looking at a number of different uses for the satellites." (Hubbard also dismissed

speculation that USSB is trying to merge its DBS ambitions with those of Comsat.)

Satellites are costing Comsat plenty. According to Comsat, as of Dec. 31, 1984, STC had made payments totaling \$113 million for satellites, PAM-D rocket and upfront launch costs. STC still owes \$136 million on those items, but STC spokeswoman said firm is contractually committed to pay only "small portion" of balance due.

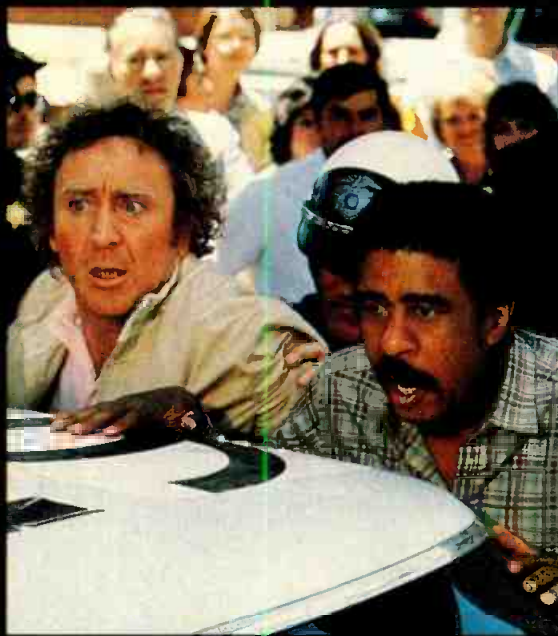
## Boost for Dougan

State Department's Office of Coordinator for International Communication and Information Policy, which had relatively modest origin less than two years ago, is due for its largest expansion yet, this week. Barring last-minute and unexpected veto by Congress (deadline is 6 p.m. today [Monday]), office headed by Diana Lady Dougan will be elevated to level of bureau within department.

Reorganization—proposed couple of weeks ago by Secretary of State George Shultz in letter to appropriate committees in Senate and House—envisages reprogramming of funds to permit merging Office of International Communications Policy, now in Bureau of Economic and Business Affairs, into coordinator's office. Office of International Communications Policy, which deals with International Telecommunication Union and its technical committees, will add some 10 slots to 21 now in Dougan's office. Dougan, who has rank of permanent ambassador with equivalent rank of assistant secretary, will have title of director of new Bureau of International Communications and Information Policy. Creation of new bureau will not represent increase in appropriations for State.

## C-Span futures

C-SPAN will hold annual board of directors meeting for two days in Washington, March 27-28, when board chairman, Jack Frazee, executive vice president of Centel Corp. and president of subsidiary, Centel Communications Co., will be nominated for second term. Centel is independent phone company and 24th-ranked cable MSO. At this point, no opposition has surfaced to challenge Frazee. Also on agenda: move of C-Span to larger headquarters in Washington, improvement of network's marketing and prospects for televised coverage of the Senate. Directors will hear from Senator Al Gore (D-Tenn.), advocate of Senate TV coverage.



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STIR CRAZY  
STRIPE  
THE SURVIVORS  
USED CARS  
WARLORDS OF ATLANTIS  
WHOLLY MOSES  
YOR, THE HUNTER  
FROM THE FUTURE**



## EEO implementation

The FCC has proposed to amend its rules to implement the equal employment opportunity provisions of the Cable Communications Act of 1984. The act requires cable operators to establish EEO programs and requires those with more than five full-time employees to file annual employment reports at the FCC. Among other things, it also requires the FCC to certify that cable systems are complying with the EEO provisions and to investigate the about 3,000 cable employment units at least every five years to make sure they're in compliance. For the annual reports, the FCC has proposed adding three questions to existing annual employment reports (FCC Form 395A) concerning information on hiring, promotions and the recruitment sources used.

The FCC said it thought that information would provide a "good indication" of whether a cable operator is complying with the act and should be certified. The FCC also proposed to conduct the five-year investigations "primarily" on paper by requiring cable units to file more extensive information on a new FCC Form 397. That form would contain a series of questions addressing the policy aspects and program obligations contained in the act, the statistical employment information contained in the annual report and "additional information" to verify this statistical information. The FCC also proposed to conduct a "limited" number of random, on-site audits and other audits of "particular problem areas," to check compliance.

In addition, the FCC has proposed to use the processing guidelines it has already adopted for cable. Under those guidelines, cable units with five to 10 full-time employees are expected to have 50% parity with the labor force and 25% parity in the top four job categories. Units with 11 or more full-time employees are expected to have 50% parity overall and in the top four job categories.

## Deregulating technical rules

The FCC wants to delete technical rules governing quality of service and concentrate on matters concerning interference, James McKinney, FCC Mass Media Bureau chief, said in a speech before the Society of Cable Television Engineers in Washington last week. "The marketplace will handle quality; folks simply won't pay for lousy products or services," McKinney said. "But the marketplace will not provide for interference concerns. In fact, there are some in the business who would profit from interference to competitors' service; and so the FCC must be constantly on alert for those matters in order that the public can enjoy all forms of communications without repeated interruption."

McKinney added that one concern is that the FCC's technical deregulation might lead to 50 or more sets of technical criteria hav-

ing to be met in the states. "We, too, are concerned that local authorities not impose upon cable systems restrictive rules that the federal government would not require, and so we are suggesting the establishment of industry standards to replace government regulations," McKinney said. "But our concerns about the possible proliferation of local standards cannot be the controlling factor in deregulation. If we allow fear of the unknown to control our actions, there will be no change. You will receive no flexibility to meet future demands. Your industry will slow its innovative pace and that would truly be unfortunate for the people of the United States."

## The coverage case

To televise or not to televise.

The question of whether government proceedings such as the Canadian Parliament, the British House of Lords, or even the U.S. Senate should be televised, received a full airing last week when C-SPAN dedicated more than four hours of programming to the subject. Among the programming aired were portions of televised proceedings from both the Canadian Parliament and the British House of Lords followed by a call-in program featuring Michael White, a reporter for the *Manchester Guardian*.

In addition, C-SPAN aired testimony presented in January by Senator Robert Byrd (D-W.Va.), on his bill (S. Res. 2) that would permit broadcast coverage of the U.S. Senate. Byrd's proposal calls for a test period before coverage would be available to the public. Byrd's measure also provides for a number of rule changes to streamline Sen-

ate procedures.

Another resolution (S. Res. 81), introduced Feb. 27 by Senator William Armstrong (R-Colo.), is identical to the measure offered in the last Congress by former Senate Majority Leader Howard Baker. S. Res. 81 calls for gavel-to-gavel radio and television coverage of the upper chamber, with the TV cameras operated by Senate employees.

The cable network also aired a speech by Associate Supreme Court Justice John Paul Stevens at the dedication of the Florida State University's new law library (BROADCASTING, Feb. 4). Stevens discussed whether television should be allowed to cover sessions of the Supreme Court, but did not take a firm position. The coverage of his speech was followed by a call-in program with Larry Scharff, counsel for the Radio-Television News Directors Association.

## The dominos

Cox Cable's decision to drop the Playboy Channel from its system serving Virginia Beach, Norfolk and Portsmouth, all Virginia, two weeks ago ("In Brief," March 4) has had the intended effect. Commonwealth attorney Paul Sciortino said last week that state was dropping obscenity charges brought against the system for carrying certain movies on Playboy. "When they pulled the Playboy Channel, I saw no reason to go any further at this point in time," he said. The "whole purpose of the exercise" was to stop the system from telecasting what the grand jury felt were obscene movies, he said.

## Service shutdown

Two specialized cable program services have announced termination of their operations, both citing operator resistance and marketing problems as reasons for the shutdowns.

Santa Fe Communications, which began offering religious and family-oriented programming early in 1984, ended transmissions Feb. 28 over Satcom IV. The network claimed 26 systems serving about 525,000 homes and said it was considering distribution of some of its programming through other means. Santa Fe operates UHF broadcast stations in Los Angeles and El Paso. A spokesman said the company may re-enter cable at a later date.

On Feb. 19, the board of directors of the Professional Education Network voted to end a two-hour weekly feed of programming designed for lawyers, accountants and other business professionals over Satcom III-R. The service, fed from 4-6 a.m. NYT, was designed for taping by users for viewing at later times. Only one cable system, 40,000-home Coachella Valley Television in Palm Desert, Calif., had been signed.

## Stepped up

Arts & Entertainment expects to expand its multimillion-dollar advertising campaign to



Canadian Premier Brian Mulroney



Stevens

television in the second half of the year, according to Andrew Orgel, vice president, affiliate sales and marketing. At a press conference to explain the campaign, which began in January in print and on network radio, Orgel said a number of companies have indicated an interest in boosting the ad budgets for shows that they sponsor on A&E.

The campaign was developed by The Manhattan Group, a New York-based agency, and features a new Arts & Entertainment logo as well as the slogan "surprise your eyes." The campaign currently appears in national publications, including *Good Housekeeping*, *Town and Country*, *TV Guide* and *Dial*. It also uses special magazines for cultural events, such as *Playbill*, and in January and early February ran on the ABC Radio network.

Orgel said the marketing effort also has involved the development of a "Cable Community Marketing Program" for cable operators, telling them how to tap the interest of local arts and cultural groups. Currently in development is a brochure for those groups telling them how they can work with the cable operator.

### SSS looks to the future

Up to now, the bread and butter service of Tulsa-based Satellite Syndicated Services has been superstation WTBS(TV) Atlanta. SSS transmits the signal of WTBS to more than 8,000 cable system affiliates with a basic subscriber universe totaling more than 31.5 million. But, according to Ed Taylor, the company's chairman and chief executive of-

ficer, the superstation business will account for considerably less of SSS's revenues and profits as it expands its other principal activities and enters new ones.

The company has closed its acquisition of the Satellite Program Network, which leases time to independent program producers who then go out and sell advertising for their programs. Taylor, who was also the principal owner of SPN, will receive most of the \$8.5 million paid for the network, in addition to another \$11 million that may be paid over the next three years if SPN meets certain revenue goals. At a press luncheon in New York, Taylor said he expects SPN to develop into a major profit center for SSS. The network, which offers a menu of informational, international, sports and music video programming, as well as classic movies (mostly public domain material), now reaches about 11.5 million cable subscribers. In 1984 SPN made about \$1 million on gross revenues of about \$6 million. Five years from now, said Taylor, he expects the network to be worth about \$70 million. "We'll position it behind USA Network or CBN Cable," said Taylor, in a bid to give those two networks "a run for the money."

SSS has also launched a plan to expand its cable operations over the next five years. The plan is to acquire smaller systems, primarily in the Southwest, at a rate of about 20,000 subscribers per year, about the number it has acquired over the past 12 months, until systems with about 100,000 subscribers are in tow. The acquisitions will be funded with capital raised when SSS went public in 1983 and with bank loans.

Taylor said another business SSS will

strive hard toward making a principal profit center is cable audio, which the company has just begun to market in earnest. It offers 10 channels currently, but Taylor says that's "way too low," and indicated that perhaps five or 10 more may be added as they can be developed (at a cost of about \$200,000 per format).

Another business Taylor is eyeing seriously—despite the many setbacks it has faced in its infancy—is DBS. Taylor said he fully intends to sign a contract by the November 1985 deadline with a satellite manufacturer to construct two 16-channel satellites for about \$180 million, "give or take \$20 million."

### Boston blast

Boston's Office of Cable Communications has criticized the city's financially troubled cable franchisee, Cablevision, for providing poor service and failing to meet many of its franchise obligations. "Strong, decisive management, creative marketing and a commitment to provide subscribers with quality programming and services is desperately needed to strengthen the overall financial viability of the system," said Thomas P. Cohan, director of the office. "It will be the residents of Boston who will eventually make or break this cable system and this cable operator, yet it is just these people who have borne the brunt of the problems associated with the construction and operation of the system to date." The office said it has conducted an "interrelated" financial evaluation of Cablevision's problems.

## The American Chiropractic Association announces its



## 1985 JOURNALISM AWARDS COMPETITION for distinguished service in health reporting

Plan now to do a story or program in 1985 that will bring public attention to the health needs of our nation. Then enter it in this important competition. Closing date — March 1, 1986.

If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation...if your work has served to motivate your community to a better understanding of a health problem...if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues' programs for awards.

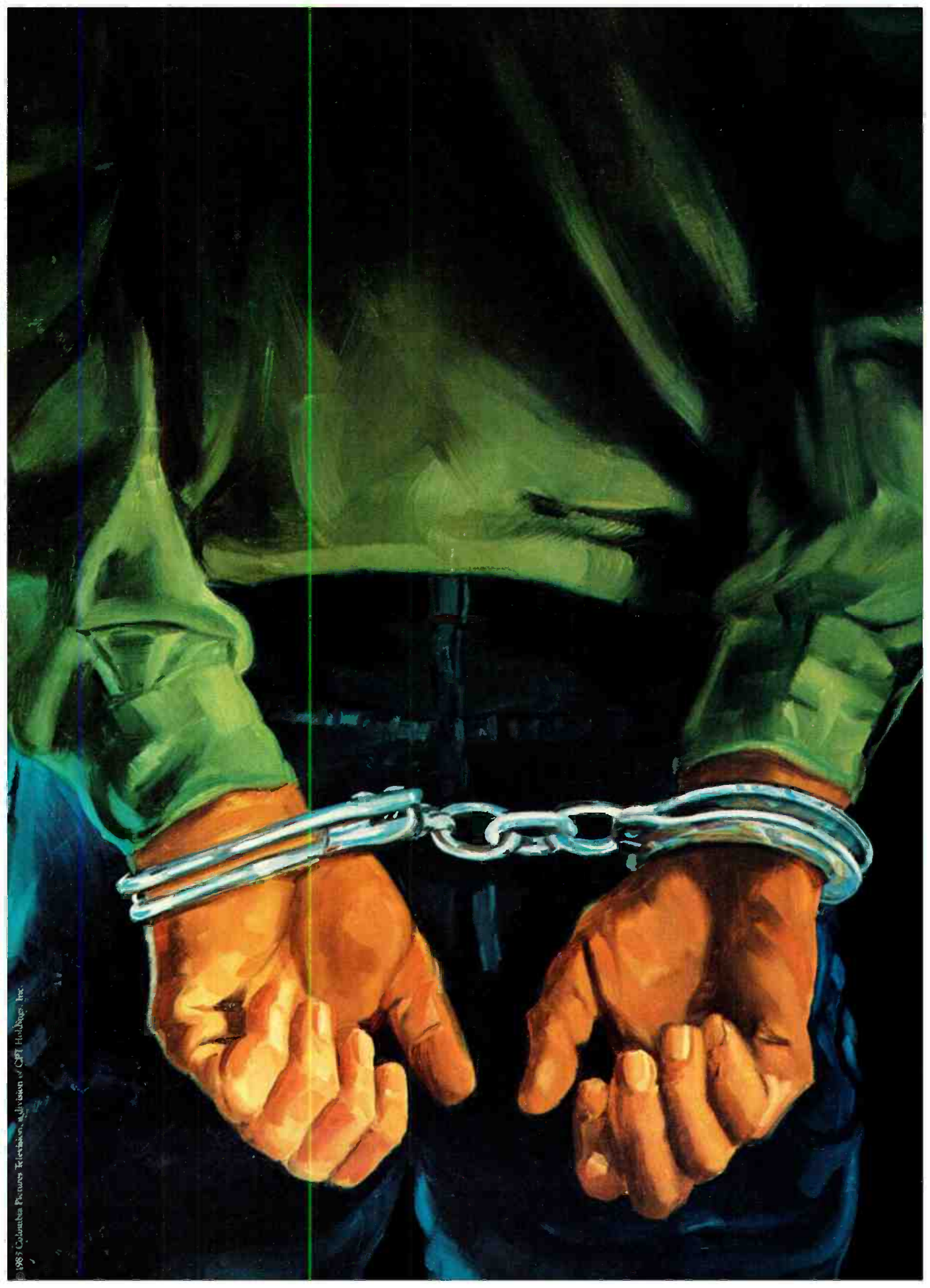
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Put the highest quality dramatic series ever produced on your station. Contact Columbia Pictures Television today.

## POLICE STORY

A David Gerber Production  
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# Business Briefly

## TV ONLY

**McRae's Department Store** □ Image-building campaign will have seven-to-10-day flight, starting in late March, in 11 markets in Florida and Mississippi. Commercials will run in all dayparts. Target: adults, 21-54. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

**Huffy Manufacturing** □ Bicycles will be spotlighted in five-week flight to begin in late March in about 15 markets. Commercials will be placed in fringe time slots. Target: teen-agers; adults, 18-34. Agency: Grey, Chicago.

**Bullock's Department Store** □ Lancome cosmetics will be featured in two-week flight starting end of March in Los Angeles, San Diego, Las Vegas and Phoenix. Commercials will be broadcast in fringe periods. Target: women, 25-54. Agency: Bozell & Jacobs, New York.

**Lee Jeans** □ Three-week flight is set to begin this week in 25 markets.

Commercials will be carried in fringe and sports periods. Target: teen-agers and persons, 12-25. Agency: Bozell & Jacobs, New York.

**Luzianne Tea** □ Second-quarter campaign will begin in early April in about 50 markets. Commercials will be presented in daytime, fringe, prime, sports and children's periods. Target: women, 18-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

**Chrysler California** □ California sales and marketing arm of car company is launching campaign next week in Los Angeles, Sacramento, San Francisco and San Diego to continue through end of year. Commercial stresses Chrysler's sportier models and showcases them in California playgrounds, accompanied by hard-driving rock 'n' roll music. One scene shows two elderly Californians expressing doubt that cars are from Chrysler. Third man unfolds paper hiding his face and assures them cars are from Chrysler. Man in five-second cameo



role is Lee Iacocca, Chrysler board chairman. Commercials will run in all dayparts. Target: adults, 25-49. Agency: Kenyon & Eckhardt, Los Angeles.

## RADIO ONLY

**Snyder Leather Outlet** □ Two-week flight in support of leather jackets and coats is set to begin this week in five markets in Northeast. Commercials will run in all dayparts. Target: adults, 18-34. Agency: Pro Media Inc., Boston.

**Herman's Sporting Goods** □ One-week flight will be launched in mid-March in nine markets. Commercials will be carried in all dayparts during weekdays and weekends. Target: men, 18-34. Agency: RDR/Timebuying Services, New York.

**MC Corp. Multi-Bank Holding Co.** □ Two markets will be added to two already existing for campaign to sell IRAs for three weeks, beginning in early March. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Richards Group, Dallas.

**Martlet Importing** □ Molson beer and ale will be spotlighted during flights in second quarter, starting April 1 in about 30 markets. Commercials will run in all dayparts. Target: men, 18-34. Agency: Dancer Fitzgerald Sample, New York.

## RADIO AND TV

**Family Circle Magazine** □ Test campaign to promote circulation of magazine will begin next week in eight markets, with markets to be changed over period of several months. Final choice will be selection of 15 to 18 markets to conduct regular campaign. Commercials will be scheduled in all dayparts. Target: adults, 21-54. Agency: Hicks & Greist, New York.

**Honey Baked Ham Co.** □ In pre-Easter

## AP SALABLE UPCOMING FEATURES

### WIRECHECK: AP RADIO WIRE

**MAJOR LEAGUERS HEAD SOUTH FOR SPRING**—April 1—AP previews the '85 baseball season. Find out who's hot, and who's not, in our 5-part report from Spring training in Florida. 90-second scripts run in advance March 30.

**THE MASTERS**—April 6—The greatest names in golf battle it out April 11. Learn what to expect when the heavyweights start swinging in Augusta in our pre-tournament report. Three 60-second scripts run one time only on April 6.

### AIRCHECK: AP RADIO NETWORK

**OSCAR COUNTDOWN**—March 15—Chuck Rich reports on the artists and films nominated in the major Academy Awards categories and offers his picks for the Oscars in this 10-part Special Series. Reports are 90 seconds each.

**SIZING UP THE SEASON**—March 28 & 29—Mike Gracia takes a close look at the teams in Spring Training, then offers this 26-part major league baseball preview. Listen to how all 26 managers size up their chance in the 1985 pennant race. Reports are 90 seconds each.

**CHIP TALK**—Mon.-Fri.—Computers play a central role in everyone's lives and Dave Ross explains this fascinating high-tech world in his daily feature "Chip Talk." Features are 90 seconds each.

For more information call (800) 821-4747

**AP ASSOCIATED PRESS BROADCAST SERVICES**



# GHOST STORY CIRCLE OF FEAR

HOURLONG  
SUPERNATURAL SHOCKERS...  
SPOTLIGHTING  
MAJOR GUEST STARS!



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## AVAILABLE IN SYNDICATION FOR THE FIRST TIME!

Hosted by Sebastian Cabot, popular star of the long-running "Family Affair" series.

Compelling titles promise strange and bizarre tales...

And top stars bring those tales to life week after week.

### JASON ROBARDS & STELLA STEVENS

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### MARTIN SHEEN & KIM DARBY

Dark Vengeance

### STUART WHITMAN & GENA ROWLANDS

The Concrete Captain

### JAMES FRANCISCUS & ELIZABETH ASHLEY

At the Cradle Foot

### KAREN BLACK

Bad Connection

### HELEN HAYES

Alter Ego

### JODIE FOSTER, MILDRED DUNNOCK & MELVYN DOUGLAS

House of Evil

### MARIETTE HARTLEY, JACKIE COOPER & DOUG McCLURE

Cry of the Cat

### HAL LINDEN & MIKE FARRELL

Elegy for a Vampire

### RIP TORN & GERALDINE PAGE

Touch of Madness

### PATRICIA NEAL & ALICE GHOSTLEY

Time of Terror

### JANET LEIGH

Death's Head

### TYNE DALY

Earth, Air, Fire and Water

### BARRY NELSON

Doorway to Death

### PATTY DUKE ASTIN

Graveyard Shift

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### DAVID SOUL

The Phantom of Herald Square

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CIRCLE OF FEAR...

22 off-network hours of fresh  
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# **KNOTS LANDING**

**It's Sizzling • It's Explosive • It's Provocative**

**And Just  
Sold!**

NASHVILLE  
SAN ANTONIO  
ALBUQUERQUE  
ALBANY, NY  
FLINT  
TULSA

## **It's Sold!**

CHICAGO  
HOUSTON  
JACKSONVILLE  
MEMPHIS  
CEDAR RAPIDS  
SAVANNAH  
TALLAHASSEE  
SPRINGFIELD—  
DECATUR  
CHARLESTON—  
HUNTINGTON  
ORLANDO  
HARTFORD

DALLAS  
FRESNO  
GREENVILLE—  
ASHEVILLE—  
SPARTANBURG  
NORFOLK  
W. PALM BEACH  
COLUMBUS, GA.  
LEXINGTON  
DES MOINES  
MOBILE  
OMAHA  
TAMPA

**130 EPISODES — FALL '85**

**LORIMAR®**

## AdVantage

**Split 30's surge.** Fastest-growing television commercial form in 1984, according to Television Bureau of Advertising, was split 30, which accounted for five-tenths of percent share, up from one-tenth percent in 1983 in nonnetwork sector. For network television, split 30's rose from four-tenths of percent in 1983 to 2.9% in 1984. In 1985, TVB said, Broadcast Advertisers Reports will arrange split 30's into separate category. Thirty-second spots continued to be dominant form in 1984, accounting for 88.2% of all commercials.

□

**Testing loyalty.** BBDO Inc., New York, reports it has developed new, copyrighted research technique called "The Loyalty Factor," which measures viewers' loyalty to television programs week after week. BBDO spokesperson said technique is based on existing television ratings data but is refined with formula created by BBDO. Loyal viewers are defined as persons who watch same program three or four times during four-week period. BBDO says loyalty score of programs indicates which shows have large and loyal audiences every week. BBDO tested its concept by analyzing loyalty factors of 1983-84 television programs that were returning for 1984-85 season and making predictions of their strength or weakness. Agency reports that of 34 programs analyzed, BBDO was "correct" in 82% of cases.

□

**Station switch.** WABC-TV New York has chosen Lois Pitts Gershon Pon/GGK, New York, as its advertising agency, effective last Wednesday (March 6). Amount of billings was not disclosed. Previous agency was Altschiller Reitzfeld Solon, New York.

□

**And cable too.** Publishing Advertising Reports, division of Interactive Market Systems, has resumed name of Leading National Advertisers, and starting this year will measure reports on cable TV advertising expenditures. LNA, which has been in business for more than 36 years, was acquired by PAR in December 1983. Return to former name was decided upon because LNA has become well known throughout advertising industry. LNA will supply advertising data for network and spot TV, network radio, magazines and cable TV advertising expenditures, which will be collected by Broadcast Advertisers Reports. New data will include advertising spending of CNN, CBN, MTV, USA Network, superstation WTBS(TV) and ESPN.

## LEARN TO SELL TV TIME FROM THE MAN WHO TAUGHT REPRESENTATIVES OF WPIX, WNEV, KTTV, WDVM, KTVU AND WSB.

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

But to learn the business you had to be in the business. Until now.

Now, Martin Antonelli, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and

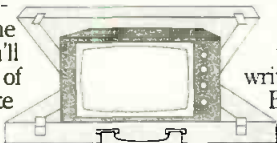
markets. You'll understand the role of news, movies, specials, sports and cable.

You'll learn how to maximize your revenue by using your total inventory of shows, how to present to ad agencies, and how to create a package of shows. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Seltel, Petry and Katz. Plus dozens of major stations all across the country.

To learn how you might work in TV time-sales, call or write for more information.

But do it today because new classes are starting soon.



## ANTONELLI MEDIA TRAINING CENTER

20 West 20th Street, New York, New York 10011 (212) 206-8063

ANTONELLI MEDIA TRAINING CENTER, INC. LICENSED BY THE N.Y. STATE DEPT. OF EDUCATION.

promotion, company will begin two-week flight in late March in four TV markets and 13 radio markets, including Dallas, Indianapolis and Phoenix, Ariz. Commercials will run in all dayparts. Agency: Mills Hall Walborn, Cleveland.

**Gordon's Jewelers** □ Company is planning two flights in April, one April 1-13 in 75 radio markets and second April 14-27 in 75 radio markets and 10 television markets. Commercials will be scheduled in morning periods on radio and in all dayparts on TV. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

**Van Munching & Co.** □ Heineken beer will be promoted on network television and radio and spot television and radio as part of \$20-million campaign in 1985. Spot television will be used on year-round basis, heavier in summer, with 16 major markets used for television and about 20 for radio. Commercials will be used in all dayparts, particularly on sports programs. Target: men, 21-54. Agency: SSC&B, New York.

## RepReport

WFSL-TV Lansing, Mich.: To MMT Sales from Seltel.

□

KVOD(FM) Denver; KEYS(AM)-KZFM(FM) Corpus Christi, Tex.; WHUM(AM) Reading, Pa., and WYMJ-FM Beaver Creek, Ohio: To Republic Radio from Torbet Radio.

□

KBEQ(FM) Kansas City, Mo.: To Republic Radio from Hillier, Newmark, Wechsler & Howard.

□

KLTO-AM-FM Salt Lake City and KNSS(FM) Reno, Nev.: To Republic Radio (no previous rep).

□

WXCM(AM)-WIBM(FM) Lansing, Mich.: To Weiss & Powell from Torbet Radio.

□

WTJZ(AM)-WNVZ(FM) Newport News, Va.: To Republic Radio from Katz Radio.

□

KXTO(FM) Corpus Christi, Tex.: To Caballero Spanish Media (no previous rep).

□

KWNZ(FM) Reno, Nev.: To Hillier, Newmark, Wechsler & Howard from Weiss & Powell.

□

KRRZ(FM) Fargo, N.D.: To Republic Radio from Eastman Radio.

□

WJIZ(FM) Albany, Ga.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

KCFX-FM Harrisonville, Mo.: To Weiss & Powell (no previous rep).



## Have you ever tried to negotiate with 45,000 songwriters?

Think about it: 45,000 contracts, each with potential problems. That's what you'd face if you chose to negotiate directly with BMI's music creators.

Fortunately, BMI makes it easy for you to use their music. And it's the music your audience wants to hear. Most of the music played on radio is licensed by BMI.



We handle the business of negotiating. So you can concentrate on the business of broadcasting.

Wherever there's music, there's BMI.

**AFTER 8 YEARS  
IN SYNDICATION  
FAMILY FEUD  
NO LONGER  
BEATS EVERY  
SHOW.**

**JUST THESE:**

PM MAGAZINE  
HEE HAW  
PEOPLES COURT  
JEFFERSONS  
DIFFERENT STROKES  
JEOPARDY  
BENSON  
DANCE FEVER

SOLID GOLD  
TAXI  
TOO CLOSE FOR COMFORT  
BARNEY MILLER  
PHIL DONAHUE SHOW  
DUKES OF HAZZARD  
FAME  
WKRP IN CINCINNATI

STAR SEARCH  
LOVE BOAT  
ONE DAY AT A TIME  
ALICE  
HAPPY DAYS  
STAR TREK  
HOUR MAGAZINE  
TIC TAC DOUGH

ON TOUR - WELK  
LIFESTYLES OF THE  
RICH AND FAMOUS  
HE-MAN UNIVERSE  
AT THE MOVIES  
BUCK ROGERS VS PLANE  
GREAT AMERICAN HERO  
LOVE CONNECTION  
LET'S MAKE A DEAL  
PUTTIN' ON THE HITS  
JIM ROCKFORD  
SANFORD AND SON  
TRANSFORMERS  
LAVERNE AND SHIRLEY  
CHIPS PATROL  
NEWLYWED GAME  
ALL IN THE FAMILY  
ENTERTAINMENT  
THIS WEEK  
IN SEARCH OF . . .  
INTERNATIONAL WRESTLING  
SCOOBY DOO  
SFM HOLIDAY  
ENTERTAINMENT  
SOUL TRAIN  
WILD KINGDOM  
YOUNG PEOPLE'S  
SPECIAL  
MUPPET SHOW  
ANDY GRIFFITH SHOW  
BRADY BUNCH  
HEATHCLIFF

AMERICA'S TOP 10  
NEW WILDERNESS  
SUPERFRIENDS  
WOODY WOODPECKER  
& FRIENDS  
DIVORCE COURT  
FLINTSTONES  
BUGS BUNNY  
HAWAII 5-0  
INSPECTOR GADGET  
KIDS INC.  
TAKING ADVANTAGE  
TALES FROM THE DARKSIDE  
HOGAN'S HEROES  
JACKSON 5  
LEAVE IT TO BEAVER  
GILLIGAN'S ISLAND  
HARDY BOYS/NANCY DREW HOUR  
MUSIC CITY USA  
THIS WEEK -  
COUNTRY MUSIC  
BEWITCHED  
GUNSMOKE  
I LOVE LUCY  
FAT ALBERT  
POPEYE  
BIG VALLEY  
I DREAM OF JEANNIE  
SWITCH  
AMERICA COMES ALIVE  
RITUALS

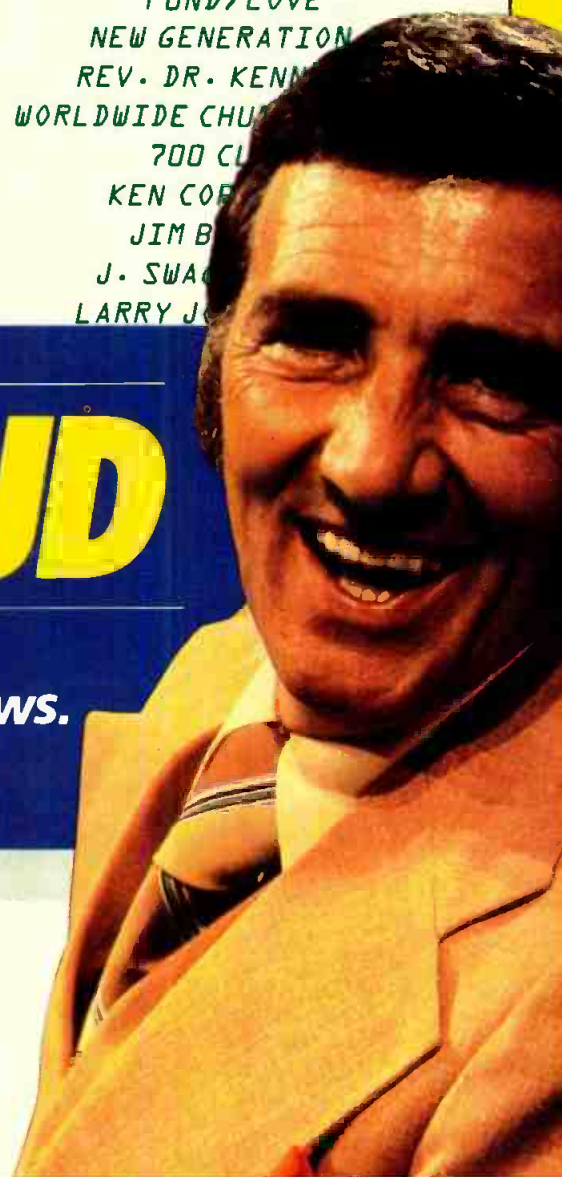
SPORTS LEGENDS  
FAMILY  
WALL STREET JOURNAL  
GREAT SPACE COASTER  
REV. JIMMY SWAGGART  
MOVIN' ON  
ROCKY AND HIS FRIENDS  
SHOPSMITH  
ORAL ROBERTS  
THIS WEEK'S MUSIC  
INN NEWS/INDEPENDENT  
CNN HEADLINE NEWS  
JAMES ROBISON  
MUSIC MAGAZINE  
CATHEDRAL TOMORROW  
DAY OF DISCOVERY  
INSIGHT  
MORNING STRETCH  
GUILTY OR INNOCENT  
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Now in the top 5  
of all nationally syndicated shows.  
**ALWAYS A WINNER!**

Source: Syndicated shows cleared in 40+ markets—Cassandra November '84.

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THE WALTONS  
CHARLIE'S ANGELS  
JOKER'S WILD  
VOYAGERS  
ANYTHING FOR MONEY  
BENNY HILL SHOW  
NASHVILLE MUSIC



A broadcasting and cable financing commentary from Frederic Tannenbaum, Gould & Ratner, Chicago

## Financing broadcast and cable properties in wake of deregulation

Deregulatory policies of Congress and the Federal Communications Commission in both the cable television and broadcast industries should increase profitability in those fields.

The fortunes of the cable television industry, whose financial prospects have faltered in recent years, now appear to be considerably more promising. The rekindled economic vitality of cable is due in part to federal legislative and administrative recognition that a deregulated environment will best promote growth in the industry while at the same time protecting the municipal franchisor and consumer.

The Cable Franchise Policy and Communications Act of 1984 will serve to virtually assure both a fair rate of return to investors and a minimization of extravagant and wasteful expenditures and thereby facilitate growth in the cable television industry in four important ways. First, the act will deregulate all rates charged to subscribers of existing systems in two years and deregulate the rates of new systems upon completion. This provision will not only give cable television companies more control over their operating revenues and margins but also minimize the time-consuming, frustrating and agonizing political process inherent in local rate-making. Second, the franchises awarded to cable television companies will virtually be assured of renewal. The act places a heavy burden of proof on the municipality to show that the cable company was mismanaged or incompetent and, therefore, unworthy of a renewal. Assured renewal of franchises will justify investment in systems, encourage good corporate citizenry in the franchised community and strengthen the cable system's bargaining power vis-a-vis the city, thereby minimizing political interference in the day-to-day operations of the system.

A third major benefit of the act is the ceiling of 5% of gross revenues to be paid annually to the franchising authority. Although FCC regulations had also erected a similar limit, the barrier was frequently circumvented in direct and indirect ways. For example, franchises that were awarded to three different cable companies in Chicago in February 1984 required the operators to pay a franchise fee of 5% of gross revenues as well as a 2% fee to the local public access corporation and an additional \$6 million-\$7 million for studios, facilities and equipment for municipal utilization of the institutional network. Cable lore recounts other examples of municipalities requiring cable systems to



Frederic D. Tannenbaum is an associate with the Chicago law firm of Gould & Ratner, specializing in corporate, securities and real estate law. He was assistant Illinois Attorney General in 1981-83, representing the state in the AT&T divestiture case. In 1984 he served as chief counsel for Chicago's committee on cable television.

plant trees, contribute to aldermanic campaigns, or carry various political advertisements for local officials.

Finally, the act reduces cable television companies' requirements to provide channels for public use and access to 10% of all channels if more than 36 channels are activated. This will reduce the companies' expenses, especially since more franchisors are permitting operators to install single-trunk, 20-to-54-channel systems.

The act does not remove all barriers to growth in the industry. Obstacles still remain, including: Competition with other forms of transmission such as multipoint distribution satellite, microwave dishes and direct broadcast satellite; the high cost of new technologies such as fiber optic cables, and the failure to develop support among advertisers.

Deregulatory policies at the FCC have also attempted to foster growth and competition in the broadcasting industry. The FCC's liberalization of its multiple ownership rules should encourage a flurry of merger and acquisition activity in broadcasting.

The ability of companies in cable and broadcasting to share in economic growth will most likely hinge on their ability to obtain adequate financing to acquire other systems or stations. Acquisitions-minded companies may consider two sources of financing: balance-sheet and off-balance sheet financing.

■ Raising capital from balance-sheet sources permits a cable operator or broadcaster to shelter operating profits with depre-

ciation, interest and other expenses generated from the acquisition. The purchaser may thus buy more cable systems or stations and expand its asset base. In recent years, historically high interest rates have required more creative sources of financing than the traditional avenues of common equity offerings, convertible preferred stock, convertible bonds, bank debt, venture capital infusions, joint ventures and investment by employee stock ownership plans. Among the more creative and successful devices that have generated billions of dollars in the last few years are subordinated exchangeable variable rate notes, put bonds, money market preferred stock, junk securities and tax-deductible preferred stock.

■ Many cable operators and broadcasters, as well as other corporations, are increasingly relying on nonbalance-sheet sources of financing to prevent the high cost of building or buying cable systems or television stations from impairing corporate earnings. The limited partnership is by far the most popular off-balance-sheet financing device. In a limited partnership, the cable operator typically acts as the managing general partner, and receives a management fee (which is either guaranteed or a percentage of gross revenues) as well as a percentage of the equity of the partnership. The limited partners are typically investors who desire the early-year (front end) tax advantages of deductions or credits from depreciation, interest expense, construction costs, and research and development expenditures. In the later years of the partnership, the investor hopes to receive cash distributions in return of its investment plus capital gains.

A few practical and philosophical drawbacks tarnish the lure of the limited partnership vehicle. The cost and expense of preparing a private placement memorandum or a public registration can be time consuming and tedious. Possible tax law changes, including the elimination of substantial depreciation and interest deductions could dissuade potential investors. Finally, many corporations believe that participation in partnerships unduly complicates or confuses shareholders' understanding of the financial structure of the corporation.

The remaining half of the 1980's should witness a wave of growth in both the cable television and television broadcast industries. Those corporations that intend to participate in such growth will need access to significant sources of capital to finance construction or purchase of new or existing cable systems or television stations. The vicissitudes and unpredictability of the capital markets due to interest rates and tax laws will place a premium on exploring creative and prudent sources of balance-sheet and off-balance-sheet financing.

# Seven's on the move!

## MAY '83

## FEB. '85

|            |                                                                                                |            |                                                                                               |
|------------|------------------------------------------------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------|
| 9-10a      | WBBM Donahue<br>WMAQ Facts of Life/<br>Sale of the Century<br>WLS AM Chicago/<br>Edge of Night | # 3 TO # 1 | WLS AM Chicago<br>WBBM Donahue<br>WMAQ Time Machine/<br>Sale of the Century                   |
| 3-4p       | WBBM Price is Right<br>WLS 3:00 Movie (3-4:30)<br>WMAQ Fantasy/Entertain-<br>ment Tonight      | # 2 TO # 1 | WLS Family Feud/Jeopardy<br>WBBM Price is Right<br>WMAQ Love Connection/<br>Let's Make A Deal |
| 4-5p       | WBBM Quincy<br>WMAQ People's Court<br>WLS 3:00 Movie (4-4:30)                                  | # 3 TO # 1 | WLS Eyewitness News<br>WBBM Quincy<br>WMAQ People's Court (4-4:30)                            |
| Early News | WBBM Ch.2 News (5-5:30)<br>WMAQ Ch.5 News (4:30-5:30)<br>WLS Eyewitness News<br>(4:30-5:30)    | # 3 TO # 2 | WBBM Ch.2 News (5-5:30)<br>WLS Eyewitness News<br>(5-5:30)<br>WMAQ Ch.5 News (4:30-5:30)      |
| 6:00 News  | WBBM Ch.2 News (6-7)<br>WMAQ Ch.5 News (6-6:30)<br>WLS Eyewitness News<br>(6-7)                | # 3 TO # 1 | WLS Eyewitness News<br>(6-6:30)<br>WBBM Ch.2 News (6-7)<br>WMAQ Ch.5 News (6-6:30)            |
| 6:30-7:00p | WGN Jeffersons<br>WMAQ Family Feud<br>WBBM Ch.2 News<br>WFLD M*A*S*H<br>WLS Eyewitness News    | # 5 TO # 1 | WLS Wheel of Fortune<br>WGN Benson<br>WFLD Taxi<br>WBBM Ch.2 News<br>WMAQ Name That Tune      |
| 10:00 News | WBBM Ch.2 News<br>WMAQ Ch.5 News<br>WLS Eyewitness News                                        | # 3 TO # 2 | WBBM Ch.2 News<br>WLS Eyewitness News<br>WMAQ Ch.5 News                                       |

There's more good news.

WLS-TV is #1 in Chicago for ABC News This Morning,  
Good Morning America, Day Time and Prime Time.\*

**If you're not watching, the next move is yours.**

\*Source: 5/83 & 2/85 NSI or ARB. Subject to qualifications available upon request. © American Broadcasting Companies, Inc., 1985

**WLS-TV**  
**CHICAGO**  


# MASH

M\*A\*S\*H  
32  
SHARE

LOVE BOAT  
17  
SHARE

M\*A\*S\*H  
32  
SHARE

WHEEL OF FORTUNE  
26  
SHARE

M\*A\*S\*H  
45  
SHARE

PEOPLE'S COURT  
18  
SHARE

Las Vegas

Hender

M\*A\*S\*H  
49  
SHARE

FAMILY FEUD  
23  
SHARE

M\*A\*S\*H  
39  
SHARE

PM MAGAZINE  
19  
SHARE

GRAD

# NEW YORK HAS A NEW TOP 5 ADULT RADIO STATION



## DOUBLEDAY'S WHN/WAPP COMBO DELIVERS THE 25-54's IN AMERICA'S LARGEST MARKET

With our acquisition of 50,000 watt WHN-AM in New York earlier this year, the New York Radio Network was created. A killer combination of America's #1 country music radio station, and WAPP, New York's newest contemporary hit FM. Now, a whole new player has emerged in the big city.

Doubleday's NYRN delivers over 65,000 adults 25-54 on an average quarter hour

basis throughout the week.\* That's a mere 9,000 persons fewer than the #1 station...and we've only just started.

America's hottest radio group comes up with an exclusive selling vehicle in the #1 market, delivering thousands of unduplicated listeners more economically than any other competitor. Creating the right products for the right situations is our game...and we play it just fine.

**RADIO IS OUR ONLY BUSINESS...AND WE KNOW IT.**

WHN / WAPP  
New York

WMET (FM)  
Chicago

WLLZ (FM)  
Detroit

WAVA (FM)  
Washington, D.C.

KDWB AM/FM  
Mpls./St. Paul

KPKE (FM)  
Denver



**DOUBLEDAY BROADCASTING CO.**

100 Park Avenue, New York, N.Y. 10017

WAPP(FM)/Lake Success-New York City.  
WAVA(FM)/Arlington-Washington,  
KDWB-FM/Richfield, MN

Arbitron Fall 1984  
\*Mon-Sun 6A-Mid AQH Total Persons  
Subject to Limitations

*In 1984, our Communications Group executed transactions in the media industry with a value of more than \$1.5 billion.*

## **Mergers and Acquisitions**

**Billboard Publications, Inc.\***  
*has been acquired by*  
**Boston Ventures Limited Partnership**  
*and*  
**HH Acquisitions, Inc.**

**The Dun & Bradstreet Corporation\***  
*has acquired*  
**Datastream PLC**

**The Field Corporation\***  
*has acquired*  
**Pioneer Press Inc.**  
*a wholly owned subsidiary of*  
**Time Incorporated**

**Price Communications Corporation\***  
*has acquired*  
**WEEK-TV and KRCG-TV**  
*(Peoria, Illinois) (Columbia/Jefferson City, Missouri)*

**SFN Companies, Inc.\***  
*has been acquired by*  
*venture banking affiliates of*  
**E. M. Warburg, Pincus & Co., Inc.**  
*and*  
**Hallmark Cards, Incorporated**

**TeleCable Corporation\***  
*acquired 11.6% of*  
**Adams-Russell Company, Inc.**

**U.S. News & World Report, Inc.\***  
*has been acquired by*  
*a newly organized corporation owned by*  
**Mortimer B. Zuckerman**

**Walt Disney Productions\***  
*has acquired*  
**Arvida Corporation**

*\*Morgan Stanley client*

## **Financings**

**CBS Inc.**  
**£40,000,000†**  
*10% Notes Due 1994*  
**\$100,000,000†**  
*11% Notes Due 1992*

**Communications Industries, Inc.**  
**\$50,000,000**  
*9% Convertible Subordinated Debentures Due 2009*

**Price Communications Corporation**  
**\$13,000,000**  
*Series B Convertible Preferred Stock*

**Reuters Holdings PLC**  
**7,475,000 American Depositary Shares**  
*Price \$16½ an American Depositary Share*

**Walt Disney Productions**  
**\$150,000,000†**  
*12½% Notes Due 1987*

*†Euromarket offering*

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*A growing number  
of communications  
companies  
recognize the expertise  
of a particular  
investment bank.*

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**MORGAN STANLEY**

## Editorials

## Apples and oranges

At the prodding of the Office of Management and Budget, the FCC has proposed a schedule of fees to be paid by the subjects of its regulation. The fees, at the outset, would defray about half of the commission's costs.

The first response of the National Association of Broadcasters is to oppose the fees, unless they are offset by deregulation. The suggestion here is that everybody think about this for a minute before casting conclusions in concrete.

A couple of years ago FCC Chairman Mark Fowler was energetically promoting the idea that commercial broadcasters could buy legislative deregulation by contributing, through fees "for spectrum use," to the support of noncommercial broadcasting. Fowler never put a figure on the fees he had in mind, and broadcasters hated his idea. Fees later came up often in discussions of the deregulatory legislation that turned into a monster before it was left to die last year. Somewhere in the process, if the NAB is speaking for its members now, the broadcasters must have at least eased the opposition they expressed when Fowler was stumping for fees at the price of deregulation.

From the moment that spectrum fees were first seriously proposed to support public broadcasting—in the first "rewrite" of the Communications Act drafted by the House Communications Subcommittee some six years ago—the concept has been opposed on this page. The principle at stake is this: There is no reason to pay anything for use of a spectrum that is neither depleted nor defaced by use and indeed contains nothing of value until a signal is put into it.

But the fees proposed last week by the FCC are of another magnitude and purpose. In a time of appalling federal deficits there may be something to be said for the regulated paying something toward the cost of regulation. Not only that, the payment of a fee to obtain a communications license, as in the case of an automobile driving permit, might confer an entitlement that could not be idly withdrawn. As has been suggested here before, modest fees might prove to be in the interests of the communications media.

That is not to say that the schedule fashioned by the FCC is immune to attack. Why, for example, should radio and television stations, alone among the enterprises that the FCC regulates, pay annual fees to stay in business? Other questions will no doubt arise upon careful inspection of the schedule.

Careful inspection—that's the order of the day, not dismissal out of hand.

## Good and bad news

Any time a component of the Fifth Estate is deemed by a court to be protected by the First Amendment is a time for celebration. So to be celebrated is the holding by the U.S. Court of Appeals for the Ninth Circuit that the First Amendment forbids cities from granting cable monopolies if others want entry that can be accommodated by existing utility transports and other physical facilities.

The cable establishment has welcomed the decision as an affirmation of First Amendment rights equated with those of the printed media. Clearly, the theoretical invitation to cable competition is seen as a slight threat in a real world where overbuilds are regarded as forbidding risks.

That said, there is reason to regret parts of the Ninth Circuit decision. The court saw fit to draw a wide distinction between

cable and broadcasting rights. Citing the Supreme Court's *Red Lion* decision of 1969 and *NBC* decision of 1943, the appellate court asserted that the "First Amendment allows the government greater latitude in regulating the broadcasting medium than it enjoys in regulating other, more traditional media." It is probably useless to conjecture why a court would imply that cable is "more traditional" than broadcasting and would, later on, cite the "physical scarcity of radiowaves" as justification for "government intrusion into the affairs of broadcasters." More than ever there is need for a Supreme Court decision that takes notice of the proliferation of radio and television stations since the court's rulings of 1943 and 1969.

The court also raised, but refused to answer, what it called "troubling constitutional questions" presented by access-channel requirements imposed by city franchises and the new Cable Communications Policy Act. The court simply noted that access could not be imposed on the press.

The case at bar goes back now to a district court. It bears watching by both the cable and broadcasting businesses.

## Mission accomplished

The company that Thornton Bradshaw was called to rescue four years ago had been victimized by mismanagement for years. Its NBC television network was mired in third place in ratings, revenues and profits. Its C.I.T. financial-services subsidiary was choking on high interest rates. Its Hertz division was beset by a decline in travel. The David Sarnoff Laboratories, which in their time cranked out inventions on command, had fallen behind the march of technology. The manufacturing and marketing operations were reflecting the letdown at the labs.

It was a different RCA that Bradshaw turned over to his successor as chief executive last week. NBC has been brought to life. C.I.T. was sold. Hertz is up and running. The labs have been ordered and given the resources to catch up with the march.

If there were a turning point in RCA's fortunes, it came last year when the company admitted the market's rejection of its video-disk machine and wrote off \$175 million. At that point Bradshaw said RCA was "at the starting gate."

The RCA that Robert R. Frederick took over last week was far out of the gate and well into the race. If the Bradshaw touch can be passed along, the track could turn out to be fast.



Drawn for BROADCASTING by Jack Schmidt

"You don't run an 'emergency broadcast test' when you have to go to the restroom."

**New order.** UPI owners Douglas Ruhe and William Geissler agreed last week to relinquish control in reorganization of the 78-year-old news service. Together, the two owners hold 90% interest. Planned reorganization calls for liquidation of the company's estimated \$17 million of debt by offering creditors ownership interests in company. The remaining ownership interest would be divided equally among four groups: Ruhe and Geissler; UPI management team; employees, and Foothill Capital Corp., UPI's primary financial lender. During shakeup, Ruhe fired UPI President Luis Nogales and top management consultant Ray Wechsler. Then the following Tuesday, three high-level UPI managers resigned in protest: Bob Brown, VP, communications; Jack Kenney, VP and controller, and Steve Spritzer, budget director. UPI's announcement of agreement (March 7) noted that executives who had left earlier in the week had been reinstated, including Nogales as president.

Under the new scheme, control of the company would lie with management and employees. Under reorganization, board of directors was established with four members: Ruhe, Luis Nogales (president and chief executive officer), UPI Editor-in-Chief Max McCrohon and William Morrissey, president of Wire Service Guild.

policy of granting minority preference in comparative hearings—even where community involved does not have large minority population. FCC, over vehement objections of Chairman Mark Fowler, had argued for that preference, and appellate court said that "substantial enhancement" given applicant because it was owned by woman who was black was consistent with administrative and statutory law, as well as with constitutional principles of equal protection under law.

**House Telecommunications Subcommittee** is scheduled to hold hearing on international telecommunications issues April 3. Witnesses include: Dave Markey, National Telecommunications and Information Administration; Ambassador Diana Lady Dougan, State Department's coordinator for international communications and information policy; FCC Chairman Mark Fowler, and under-secretary of State William Schneider.

Attention being focused on question of **direct access to Intelsat**—as factor in Intelsat/separate systems issue—is misplaced, in view of **Intelsat Director General Richard Colino**. U.S. government officials and others have proposed permitting carriers and users to bypass Communications Satellite Corp. as means of enhancing Intelsat's ability to compete with separate systems U.S. seems prepared to authorize (see page 72). But Colino, in response to such discussions, indicated in statement last week that **Intelsat's principal concern in dealing with possible competition continues to be pricing flexibility it feels it now lacks**. Statement follows: "The direct access to Intelsat matter for the limited services (other than public-switched message services) is probably a nonissue. I believe that Comsat would be prepared to pass on the Intelsat charge at cost, plus a very minor additional charge, if that is what would be necessary to price on a competitive basis. Of course, this assumes that the FCC would permit Comsat to do this. It also assumes that Intelsat's board of governors would have sufficient authority to enter into pricing by 'route'—that is, to charge different prices for same services. Under existing Agreement, Intelsat must average rates globally. Joel Alper, president of Comsat World Systems Division, confirmed Colino's statement as it applies to Comsat.

**University of Wisconsin-Extension**, Madison, Wis., plans to launch nonprofit agribusiness teletext service this Wednesday (March 13) in Wisconsin. Originating from noncommercial WHA-TV Madison, Wis., Infotext, as service is called, will be broadcast by WHA-TV as well as by noncommercial WMVS(TV) Milwaukee and five stations of Wisconsin Education Television Network. Service, which would

use **World System Teletext standard**, would provide commodity and market information, weather, tips and bulletins from farm extension and AP news. "We believe teletext is the best medium for the type of information we want to distribute," said project director Steve Vedro, "and that World System Teletext meets our needs in terms of ruggedness of transmission, availability of low-cost decoders and ability to interface with our text-only data bases." Service will begin as six-month trial, he said. Manufacturers will set up public-access decoders at fairs and trade shows and in stores and, on circulating basis, small number of homes. If, after trial period, UW-E believes farmers and agribusinessmen are interested, he said, it will make commitment to broadcast service for number of years, giving manufacturers market in which to sell decoders.

New York based-National Academy of Television Arts and Sciences and Los Angeles-based Academy of Television Arts and Sciences are entering agreements with three networks for **resumption of telecasts of Daytime Emmy Awards** on rotation basis, beginning with CBS-TV next July, NBC-TV in 1986 and ABC-TV in 1987. Awards period for this summer's competition runs from March 6, 1984, through March 5, 1985.

**ProServ Television** has affiliated with four major **British communications companies** in venture to supply **sports programming** to broadcast, cable and DBS systems in Europe. Company, based in Garland, Tex., signed agreement with Virgin Vision, Reed Vision, Murnak Ltd. and CSS Promotions Ltd., project founder. Television Sport and Leisure Ltd., as venture will be known, is chaired by Robert Devereux, managing director of Virgin Vision. TSL expects to provide more than 200 hours of programming annually. ProServ Television, producer and distributor of five weekly sports-oriented series, is division of ProServ Inc., Washington-based international sports marketing firm.

**Regional Reps Corp.**, Cleveland, has been sold for undisclosed sum to **Stuart J. Sharpe**, who has been vice president and regional manager of firm's Cleveland office. Seller is Leonard P. Auerbach, who founded Regional Representatives in 1956 to represent Ohio radio stations for regional advertising. Company now represents about 350 stations, of which two are in television. Stations are located in Ohio, Kentucky, Indiana, Michigan, Pennsylvania, New York and West Virginia.

**Proceeds from special seven-city release** of George Lucas's *Star Wars* trilogy will go toward **Corporation for Public Broadcasting's** development of educational children's programming. CPB board chairman Sonia Landau said last week that Lucas's company, Lucasfilm Ltd., and distributor, 20th Century Fox, will release *Star Wars*, *The Empire Strikes Back* and *Return of the Jedi* for one-time-only theatrical presentation March 28 in Los Angeles, New York City, Chicago, Denver, San Francisco, Seattle and Dallas. (Tickets will be \$10 each.) CPB board has committed \$7.5 million to children's programming for 1985 and \$10 million for 1986.

**Country time.** Country Radio Seminar opened before 800 radio and record industry executives last Thursday at Opryland hotel in Nashville. In welcoming remarks, Country Radio Broadcaster President Al Greenfield, president of KYSR-AM-FM El Paso, Tex., told attendees that 1985 will be the "year of challenge" for country radio. "Never before have we been faced with challenges, with so much competition for our audience and our revenue," Greenfield said in reference to influx of country music programming on cable and broadcast television. Scheduled to speak Saturday were Radio Advertising Bureau Chairman and CEO Bill Stakelin and radio programming innovator Gordon McClendon. Twenty-six workshops were scheduled for three-day event. This year's exhibit hall is double that of last year, said CRB executive director Frank Mull.

**NBC renewed *Knight Rider*, *Gimme a Break* and *Facts of Life*** for 1985-86 prime time season. To date, NBC has renewed total of 15 prime time series for next season. *Knight Rider* is going into its fourth season, *Gimme a Break*, its sixth, and *Facts of Life*, its seventh season. No announcements have been made regarding *Code Name: Foxfire* and *Hunter*. As reported, *V* and *Berenger's* will not be returning to schedule. In comedy area, announcements are still outstanding on *Sara*, *Diff'rent Stokes*, *It's Your Move*, *Double Trouble*, *Silver Spoons*, *Punky Brewster* and *Under One Roof*. NBC spokesman in Los Angeles said pick ups for next season are favorable for all of above, and described renewal of *It's Your Move*—which ranks 57th in season-to-date household ratings—as “still a possibility.”

**Business Week/Harris Poll** released last week indicated that most Americans may not view favorably activity of Fairness in Media in its campaign against CBS. Of 1,256 adults responding to question: “Do you think it is a good or bad idea for conservative political groups such as those led by Senator Helms to take over CBS?”, 62% said they thought it was bad idea, 12% good idea and 26% undecided. Asked same question, this time with Ted Turner as CBS antagonist, 48% said it was bad idea, 24% good idea and 28% undecided. Results indicated, according to report, that “CBS in particular seems to get a ringing endorsement from the public,” with 43% saying CBS had done best job among networks in covering news. Questions were asked between March 2 and March 5.

**Senate Permanent Subcommittee on Investigations is holding hearing March 20** on subject of **what media are doing to deglamorize alcohol and drug abuse** as depicted on television and movies. Although witness list has not been completed, networks (ABC, NBC and CBS) have been invited to testify along with television celebrities and representatives of motion picture industry.

**FCC reiterated its Nevada ruling** last week in attempt to strengthen Cox Cable's appeal of New Orleans district court's ruling last fall (BROADCASTING, Oct. 8) preventing Cox from retiering service in its New Orleans system. FCC said in public notice “cable systems, under federal pre-emption policies, are free to add to, delete from or realign their service offerings as long as the ‘must carry’ signals are retained as part of the basic service offering.” In ruling that seems to be in direct conflict with FCC's, Judge Veronica D. Wicker wrote, “Because . . . Nevada did not change prior FCC precedent, local government franchisors are not pre-empted from regulating retiering of a basic subscriber service tier, but may hold a cable operator to its contractual duty to provide all promised stations on this tier.” Bill Johnson, deputy chief of the FCC's Mass Media Bureau, said FCC would make position clear in friend-of-the-court brief in Cox's appeal in fifth circuit.

**Senate Communications Subcommittee completed reorganization** last week. As result, size was increased to accommodate Senators

**Coming to terms.** Members of the Writers Guild of America are expected to approve tentative agreement with producers tonight, ending week-old strike against motion picture, television and radio industries. WGA leadership has recommended writers accept contract proposal offered last Friday (March 8) morning by Alliance of Motion Picture and Television Producers after 16-hour bargaining session in Los Angeles. If approved, writers would return to work immediately. Neither side would release details of package, but representatives of both groups said they were satisfied with terms of tentative agreement. Contract talks, which had broken off Feb. 28, resumed Thursday (March 7) afternoon under supervision of federal mediator Leonard Farrell, who intervened in dispute last Wednesday (March 6). Tentative agreement, which is believed to cover about 200 individual items, was announced at 6 a.m. Friday. Key issues in the dispute were videocassette payments, health benefits, creative rights and profit sharing.

Bob Packwood (R-Ore.) and Al Gore (D-Tenn.), who were interested in seats on subcommittee. Returning to subcommittee: Chairman Barry Goldwater (R-Ariz.), Larry Pressler (R-S.D.), Ted Stevens (R-Alaska), Slade Gorton (R-Wash.), Ernest Hollings (D-S.C.), Daniel Inouye (D-Hawaii) and Wendell Ford (D-Ky.).

**Television Program Enterprises**, program distribution arm of TeleRep Inc., signed deal with Sandy Frank Film Syndication to **distribute and co-produce *The All New \$100,000 Name That Tune***. Sandy Frank will remain producer of game show. This is first game show ever distributed by TPE, which distributes four first-run syndicated series. Minor changes will be made in format of game show, Frank told New York press conference, including elimination of 90-second prize plug at end of show. TeleRep will distribute show on straight barter basis with two minutes held back for national advertising and—for those stations scheduling show in early fringe—four-and-a-half minutes of local time. Previously, show was distributed on barter-plus-cash basis with two 30-second spots withheld.

Ted Turner's **Cable News Network** plans to offer American viewers Soviet Union's perspective on world affairs, and not only through news bureau it maintains in Moscow. It has applied to FCC for permission to build receive-only earth station at Atlanta, CNN's home base, **to import Intersputnik news programs from two Soviet satellites** that are part of Intersputnik system—Ghorizont Stations 4 and 7. News programs will be excerpted for inclusion in CNN programming. Precedent for CNN taking Intersputnik-delivered programming was set in August, when commission, to chagrin of Communications Satellite Corp. and International Telecommunications Satellite Organization, granted CNN temporary authority to pick up Friendship Games, East Bloc's answer to Los Angeles summer Olympics, by Intersputnik system. Still, Turner proposal is seen by some as raising new problem for International Telecommunications Satellite Organization at time it is facing competition from U.S. companies that have applied for authority to establish international communications satellite service. CNN's use of service, some say, would tend to give Intersputnik kind of legitimacy it has been having trouble acquiring. And U.S. is confronted with obligation of coordinating proposal with Intelsat under Article 14(d) of Intelsat Agreement, which is designed to protect Intelsat against technical interference and economic harm. CNN application indicates Soviets made offer Turner could not refuse. CNN will receive signals at no cost; thus, CNN's only costs will be \$16,500 for construction of earth station, and \$1,000 for monthly operations. CNN says costs of using Intelsat system would be \$150,000 monthly.

**National spot radio business for January climbed 17.1%** to \$37,747,000, according to Larchmont, N.Y.-based Radio Expenditure Reports (RER), which relies on data collected confidentially from 15 rep companies. (RER adjusted January 1984 national spot figure from \$40,287,000 to \$32,229,600 due to five-week standard billing month year ago vs. four weeks in 1985.)

In initial decision, FCC Administrative Law Judge John Frysiaf has granted application of Channel 5 Broadcasting Association for **new TV on channel 5 in Honolulu**, denying competing applications of Family Media Inc., Polynesian Services Corp., Ka'ikena Lani TV Corp., Media Central Inc. and Down to Earth Inc.

**Wometco Broadcasting** has **retained Morgan Stanley**, New York-based investment banking firm, to **handle unsolicited inquiries** into purchase of company's KTLA-TV Los Angeles. Two weeks ago, Anthony Cassara, president of Wometco Broadcasting, said there was “absolutely no truth” to rumors station was going to be sold, but since then company has changed its mind.

**Supreme Court has declined to review Court of Appeals in Washington decision affirming FCC's grant of application of Waters Broadcasting Corp.**, owned by black woman, for new FM in Hart, Mich., denying competing application of West Michigan Broadcasting Co. (BROADCASTING, May 28, 1984). At issue was commission's

## George Watson: right man, right place, right time

George Watson disproves Tom Wolfe: You can, too, go home again.

Five years ago Watson yielded direction of the brand new ABC News Washington headquarters to Carl Bernstein, the Pulitzer Prize-winning investigative reporter who with his partner, Bob Woodward, was credited with most of the Watergate disclosures. Watson, an ABC news veteran, moved on to the Cable News Network for a short stretch before returning to ABC in a semi-corporate news role in New York.

But fate had something else in store. When Ed Fouhy (who had come over from CBS to succeed William Knowles in running the ABC Washington operation) decided to go to NBC, Boone Arledge, ABC's president of news and sports, turned once again to Watson to be his point man in Washington. Of this most recent turn in his life's fortunes, Watson says simply: "It's nice to be back on DeSales Street."

The odyssey that led Watson back to 1717 DeSales Street began in Birmingham, Ala., where his father was the editor of a weekly family-owned paper. George Watson Jr. went to Harvard—at a time, he said, when those interested in journalism looked for a career in the printed press rather than in television. He was no exception. Although trained in American history and literature, Watson "made an occupation" of putting out Harvard's six-day-a-week newspaper, as managing editor of the *Harvard Crimson*, and, after graduating with honors, worked for *The Detroit News* as a reporter. He decided at that point, however, that he wasn't ready "for the work-a-day world," and enrolled in Columbia University.

After receiving a master's in journalism in the spring of 1960, Watson joined *The Washington Post*—where he earned \$100 a week—and a year later joined a news service that covered Washington stories for newspapers that didn't have their own bureaus in the Capital. It was "the economic incentive," he says now, of an extra \$65 a week that was "a powerful motive force" in applying for a job as a writer for then ABC Radio commentator Edward Morgan in 1962. It was watching Morgan "sitting in a radio studio behind a microphone, talking to the entire country, [that] was really exciting. And so I took the job," Watson says.

During the years that followed, Watson rose through ABC's ranks, becoming first an assignment editor in 1965, ABC's Moscow correspondent and bureau chief in 1966 (which "opened my eyes at an early age to just how depressing, dispiriting and dismal a closed society really was"), and a correspondent during some of the heaviest fighting in Vietnam and Cambodia in the late 1960's. London, where he was chief correspondent and bureau chief, was the last foreign ser-



GEORGE HENRY WATSON JR.—bureau chief, ABC News, Washington; b. July 27, 1936, Birmingham, Ala.; BA, Harvard University, Cambridge, Mass., 1959; MA, Columbia University, New York, 1960; reporter, *Detroit News*, 1959; reporter, *Washington Post*, 1960; joined ABC News as radio news writer in 1962; assignment editor, Washington, 1965; foreign correspondent, bureau chief, Moscow, 1966; correspondent, Vietnam and Cambodia, late 1960s; chief correspondent and bureau chief, London, 1970; White House correspondent, 1975; vice president and bureau chief, Washington, 1976; vice president and managing editor, Cable News Network, 1980; vice president of news and development and supervision of *Viewpoint*, ABC News, 1981; current position since January 30, 1985; m. Ellen Havican Bradley, July 13, 1979; children—George Henry Watson III, 5.

vice stop on Watson's journey home, although not before he had won the Overseas Press Club Award for the best foreign affairs documentary in 1971 for his reporting on the fighting in Northern Ireland. In 1975 he returned to Washington as ABC's White House correspondent, because, he says, he "had been away too long, thinking that if I stayed overseas any longer, I was in danger of becoming a professional foreign correspondent, a kind of expatriot."

After only a few months as White House correspondent, Watson sought to move from reporting into administration. It was "a kind of watershed time" in his career, he says: "I was 40 years old and [wondering] 'What am I going to do when I grow up?' " ABC was receptive to the career change, and before long he was Washington bureau chief, a post he held for four years.

In 1980, disappointed by losing that command to Bernstein just as ABC News was about to occupy the building whose construction he had overseen, Watson joined the fledgling CNN as vice president and managing editor in Washington. But after a disagreement over how to cover the 1980 Republican convention, among other things, Watson returned to ABC (in April 1981) as vice president of news standards in New

York. The move led to what he considers among his strongest accomplishments—producing the viewer-oriented *Viewpoint* series.

Says Watson today: "These past four years have been good ones for me, because I think of it as a time that [ABC] needed to be attentive to our standards and I was a part of raising them and responding to a period that was and remains rather difficult." *Viewpoint*, Watson says, is the "concrete example of what I'm talking about. For the first time a network established and sustained a program whose sole purpose is to provide a forum for critics . . . . It was responsive to the times we were living in, and it was responsible to do . . . I think ABC News was in the forefront of doing something that needed to be done, that had not been done, and I was in the middle of that effort." ABC's five-times-a-year face-to-face with the public has received a wall's worth of awards, among them the George Foster Peabody and the duPont-Columbia.

Now in a building with 50,000 square feet, seven floors and 700 employees, Watson feels a bit isolated—"like the mayor of Beirut in the sense that there are all these factions and things going on. And if somebody were missing and thought to be kidnapped, it would be a real mystery as to which faction was responsible for the missing person." Still, the bureau is "an enormously fine facility." He hopes, however, that "it has a brain to match its brawn. Or that it has some editorial intelligence that equals its impressive machinery."

He is "reinventing" his current job, he says, and hopes to "knit [the] operation together a little more closely than it appears to me to be at the moment." He also would like to decompartmentalize ABC's Washington coverage, having reporters follow stories as opposed to beats, traveling to different countries if necessary, to see a story through completion.

Now 48, Watson says that because of his "rather nomadic life as a foreign correspondent" he did not "get married or start a family until rather later than is customary." In 1979 he married Ellen Bradley, who worked for ABC in New York. They now have a five-year-old son, George Watson III. The proud father collects antique maps and has become an avid gardener, planting "flowers—not shrubs or vegetables. . . . I could start a new career as a gardener, I suppose."

Watson still tends to take a global view of broadcast journalism—one that goes beyond the parochial concerns of running a bureau day to day. First the Janet Cooke case (the *Washington Post* reporter who was forced to return a Pulitzer Prize for fabricating a story) and then a number of other notable events leading up to the Westmoreland case have, in Watson's view, put journalistic practices under the microscope. "If we scrutinize every other institution in society then we can't argue that we are somehow exempt from scrutiny ourselves." □

director of engineering for parent, Grace Broadcasting. He remains based in Grand Rapids.

**John Demshock**, from Great American Productions, Houston, joins KHOU-TV there as assistant chief engineer.

## Promotion and PR



Solley

**Ray Solley**, director of programing, Paramount Television Domestic Distribution, Los Angeles, joins CBS Television Stations as director, development and creative affairs. He will be based at CBS-owned KCBS-TV Los Angeles.

**Anne Luzzatto**, counsel for consumer and regulatory affairs committee of District of Columbia City Counsel, and former deputy press secretary to Geraldine Ferraro, joins CBS as VP, corporate information. She succeeds **Mary McInnis Boies**, who resigns to devote more time to family, while continuing to work on part-time basis.

**Joyce Kravitz**, manager of news information, ABC News, New York, named director of News Information, Washington bureau. She succeeds **Rebecca Leet**, who resigns. Kravitz formerly worked in press office of Carter White House.

**Tom Mackin**, director of program information, public relations, ABC Broadcast Group, New York, named VP, program information. In new post, Mackin will assume responsibility for awards department, as well as continue to oversee public relations for entertainment programing in New York, and for ABC Sports. And, in restructuring of department, **Jeffrey Tolvin**, director of business information, assumes additional responsibility for radio and owned television stations public relations, and **Jane Paley**, director of community relations, will develop educational broadcast materials in support of special programing.

**Marsha Greenburg**, from Warner Bros. Television, New York, joins Multimedia Entertainment there as VP, creative services.

## Allied Fields

**George Bailey**, director of Radio Liberty, division of Radio Free Europe-Radio Liberty that broadcasts to Soviet Union, will resign as director March 31, but will remain full-time consultant, reviewing Radio Liberty programing and doing advance planning. He will continue as member of President's Counsel for Policy and Programing. **Nicholas Vaslef**, deputy director of Radio Liberty, becomes acting director. An RFE-RL spokesman said move was voluntary and had been in works "for some time."

**Samuel Book**, research director, National Research Group, Los Angeles-based marketing research company specializing in entertainment, joins Malarkey-Taylor Associates, Washington, as president of CommDataRe-

search, new market research division specializing in cable television.

A.C. Nielsen Co., New York, has formed Nielsen Syndication Service, new unit of Nielsen's media research group that places under single marketing control program syndication data and services currently divided among Nielsen Television Index, Nielsen Station Index and Nielsen HomeVideo Index. **Andrew Faller**, executive VP and director of marketing, NTI, named director of marketing for NSS. **Jerome Infantino**, VP, NTI, named sales manager of NSS. **Ann Rosenberg**, marketing representative, NSI/Cassandra, named local sales manager for NSS.

**Jane G. Richards**, executive director, Indiana Higher Education Telecommunication System, Indianapolis, retires after 12 years in post. One of founders of Public Service Satellite Consortium, she served as vice chairman of PSSC board from 1976 to 1984. Her broadcast career included acting in Detroit-based radio series *The Green Hornet* and *Lone Ranger* in 1930's. In early 1950's, she was women's programing education officer with General MacArthur's forces in Japan, planning and producing broadcasts for Broadcasting Corp. of Japan in Tokyo.

**Charles Martz**, president, acquisitions group, Jones Intercable, joins Henry Ansbacher Inc., New York-based media mergers and acquisitions firm, as senior VP, cable television brokerage operation. **Davida Shear**, from Home Box Office, New York, joins Henry Ansbacher as VP, cable television brokerage operation.

**Seth Alan Davidson**, associate, Wilmer, Cutler & Pickering, Washington, joins National Cable Television Association there as associate general counsel.

**Dale Rhodes**, director of research, Public Broadcasting Service, Washington, joins National Association of Public Television Stations there as executive director of research.

**Robert Lee**, from Group W Cable, New York, joins Alexander & Associates, Tampa, Fla.-based regulatory affairs consultant to cable industry, as VP.

Attorneys **Morgan O'Brien** and **Randall Lowe**, from firm of Lukas, O'Brien & Raiser, Washington, join law firm of Surrey & Morse there as partners, heading firm's communications practice.

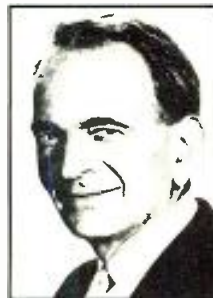
Named chairmen of International Radio and Television Society's educational programs: **Steve Nanno**, ABC, New York; **Scott Herman**, WINS(AM) New York, and **Tim Davis**, Worldvision Enterprises.

**Lee Henderson Monk**, publicist, University of South Carolina Press, Columbia, S.C., joins Southern Educational Communications Association there as director of corporate communications.

## Deaths

**O.L. (Ted) Taylor**, 78, former broadcaster and founder and chairman of board, Taylor Communications Inc., Dallas-based owner and operator of 13 Dallas and San Antonio area newspapers, offset printing plants and trade periodicals, died Feb. 6 in All Saints hospital, Fort Worth, of complications from long-

standing heart condition. He founded Taylor Communications in 1959 as radio, television and newspaper brokerage firm. He changed focus to acquiring and operating newspapers in 1969. Taylor began his broadcasting career in 1934, when paper at which he worked, *Amarillo (Tex.) Globe & News*, bought what became KGNC(AM) there, and put him in charge of station. He was named president of Texas Association of Broadcasters in 1937, and later named to boards of National Association of Broadcasters and of Broadcast Music Inc. In 1940's he was part owner of KGNC(AM) Amarillo, KTSA(AM) San Antonio, KFYO(AM) Lubbock and KRGV(AM) Weslaco, all Texas, and KFMB(AM) San Diego. In 1940's, following job with War Board of Communications, Taylor former station representative company in New York, and later built and operated KRGV-TV Weslaco, Tex., until 1959. He is survived by his wife, Elizabeth, son and daughter.



Sour in 1960's

**Robert B. Sour**, 79, former president of Broadcast Music Inc., New York, died of cancer March 6 at New York hospital. Lyricist for popular songs including "Body and Soul" and "Practice Makes Perfect," he joined BMI in 1940 as lyric editor.

He held subsequent posts of director of public relations, assistant vice president, vice president and vice president, writer relations. He was named president in 1966 and vice chairman of BMI board of directors in 1968, post he held until his retirement in 1970. Following retirement, he was consultant to Songwriters Guild of America. He is survived by his wife, Geraldine, two sons and two daughters.

**A. Earl Cullum Jr.**, 75, managing partner and co-founder, A. Earl Cullum Jr. & Associates, Dallas-based communications consulting engineering firm founded in 1936, died of heart attack Jan. 31 at his home in Dallas. Among stations firm helped put on air: WHDH-TV Boston; WTAE(AM) Pittsburgh; WBAL(AM) Baltimore; KSFO(AM) San Francisco; WBEN-AM-TV Buffalo, N.Y.; KCEN-TV Temple Tex., and WFAA(AM) Dallas. Survivors include his wife, Margaret, two sons and daughter.

**Lawrence Dworkin**, 61, assistant to network coordinator (international president, Edward Lynch), National Association of Broadcast Employees and Technicians, and former technician at NBC, New York, died Feb. 24 of heart attack while on vacation in Barbados. He joined NBC as technician in 1950 and was also a union official during that time. In 1981, he joined union as full-time employee. He is survived by his wife, Ruth, two daughters and son.

**Marion K. (Vic) Vickery**, 76, broadcast consultant to SESAC, New York, died Feb. 24 at his home in Decatur, Ala. He began his SESAC career in 1946 as field representative, Southeastern area, remaining in that post until 1972, when he was named broadcast consultant. He was also former general manager of WMSL(AM) Decatur, Ala. He is survived by his wife, Anne.

based entertainment and business news service to television stations, as VP.



Ahearn

**William Ahearn**, assistant managing editor, Associated Press, New York, named managing editor, succeeding **Wick Temple**, named director of human resources. **Temple** succeeds **Thomas Pendergast**, VP and director of personnel and labor relations, who retires.

**Robert Siegenthaler**, VP, production, and executive VP of special events, ABC News, New York, and 24-year veteran of network news operation, named VP, news practices. He succeeds **George Watson**, who was recently name bureau chief for ABC News, Washington (BROADCASTING, Feb. 4). In post, Siegenthaler will, according to network spokesman, "shape and maintain ABC news policies, develop news personnel and formulate major ABC News policy statements." He will also be executive in charge of *Viewpoint*, ABC's periodic look at order of its own house. He will report directly to ABC News president, **Roone Arledge**. **Joanna Bistany**, director of news information, ABC News, New York, named director of special news projects, reporting to ABC News president, **Roone Arledge**. Bistany was formerly special assistant to President for communications in Reagan White House before joining ABC in summer of 1983.



Siegenthaler



Webster

**Daniel Webster**, *Nightly News* producer, NBC News, Washington, named deputy bureau chief, administration, NBC News, Washington. He will replace **Scott Goodfellow**.

**John Albert**, assistant VP, satellite systems and services, Western Union, Saddle River, N.J., joins Viscom International, U.S. subsidiary of Visnews Ltd., as executive VP, in charge of U.S. operations.

**Britt Hume**, chief Senate correspondent, ABC News, Washington, assumes additional duties as anchor of Saturday edition *World News Tonight-The Weekend Report*.

**Liza McGuirk**, executive producer, *Newsnight*, CNN, Atlanta, to supervising producer.

**Steve Tuttle**, managing editor, KRON-TV San Francisco, joins WOC-TV Davenport, Iowa, as news director.

**Joe McNeely**, from KXAS-TV Dallas, joins WTCN-TV Minneapolis as overnight assignment desk editor.

Appointments, WTVJ(TV) Miami: **Bob Woods**,

from Newscope, Los Angeles, to executive producer; **Tammi Leader**, from *PBS Nightly Business Report*, Miami, to producer; **Robin Smythe**, from WCPX-TV Orlando, Fla., to assignment editor; **Steve Rodinero**, from WSVN(TV) Miami, to weekend anchor, and **Mark Jones**, from KPNX-TV Phoenix, **Katherine Couric**, from CNN, Atlanta, **Ileana Bravo**, from WPLG(TV) Miami and **Robin Cole**, from WQAD-TV Moline, Ill., to reporters.

**Julie Simon**, news producer, KWGN-TV Denver, joins WKYC-TV Cleveland in same capacity.

**Michael Scott**, anchor-producer, weekend edition, *Newswatch 7*, KETV(TV) Omaha, named 5 and 10 p.m. co-anchor, *Newswatch 7*.

**Gary Schuster**, Washington bureau chief and White House correspondent, *Detroit News*, joins CBS News, Washington, as correspondent.

**Tricia Toyota**, news anchor, KNBC(TV) Los Angeles, resigns.

**Eileen Collins**, public service coordinator, WCVB-TV Boston, named producer, *Acqui*, weekly Hispanic affairs program.

**Delmarie Cobb**, reporter, WVEC-TV Norfolk, Va., joins WTHR-TV Indianapolis in same capacity.

**Len Berman**, sports anchor, NBC Sports, New York, named weekday replacement sports anchor for NBC-owned WNBC-TV there.

**B. William Silcock**, from KTVX(TV) Salt Lake City, joins noncommercial KTVX-FM-TV

Provo, Utah, as news director.

**Jim Ryan**, from WNBC-TV New York, joins WNEW-TV there as political reporter.

## Technology

**Leonard Israel**, VP and deputy controller, Sony Corp., Park Ridge, N.J., named VP, planning and control, Sony Industries, newly formed division serving original equipment manufacturers market in U.S.

**Emanuel Fthenakis** and **George Attridge**, executive VP's, Fairchild Industries, Chantilly, Va., elected to board of directors.

**Beth Hydovitz**, operations manager, Spectrum Video Post Production, Cleveland, named general manager.

**David Buckler**, director of national sales, Chyron Corp., Melville, N.Y., named VP, sales, Chyron Telesystems.

**Neil Selvin**, from Varian Associates, Palo Alto, Calif., joins Ampex Corp., Redwood City, Calif., as marketing manager, digital video processing.

**Al Evans**, chief engineer, WCLQ-TV Cleveland, named VP and chief engineer of parent, Channel Communications.

**Bill Spitzer**, former VP and director of station operations, WTTG(TV) Washington, joins KYW-TV Philadelphia as director of broadcast operations and engineering.

**Gerald VanderSloot**, director of engineering, WOOD-AM-FM Grand Rapids, Mich., named

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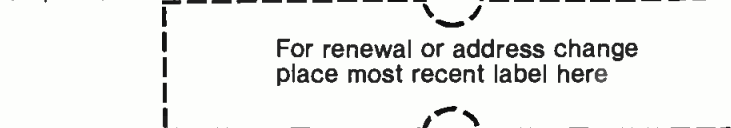
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Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations ☐ Yes ☐ No



The one to read when there's time to read only one.

joins Katz Sports, Chicago, as account executive. **Elizabeth Paisner**, from Petry Television, New York, joins Katz Independent Television there as account executive.

**Cheryl Ridner**, account executive, Nationwide Cable Rep, New York, joins Cable Networks Inc. there as account executive.

**Gene Bryan**, local sales manager, KXYZ(AM) Houston, joins Caballero Spanish Media, New York, as account executive.

**Robert Clifford**, from Noxel Corp., Boston, joins Christal Radio, Los Angeles, as account executive.

**Mary Carnahan**, from Seltel, Chicago, joins Harrington, Righter & Parsons there as account executive, green team.

**Steve Candullo**, from ABC-owned WPLJ(FM) New York, joins co-owned WABC(AM) there in newly created position of manager of sales development.

Appointments, KSHE(FM) Crestwood, Mo.: **Rick Dames**, from Birch Radio, to general sales manager; **Barry Goldberg**, account executive, to regional sales manager, and **Pat Crocker**, account executive, to local sales manager.

**David Daigle**, national-regional sales manager, WMER(AM) Westbrook, Me.-WJBQ(FM) Portland, Me., joins WSME(AM)-WABI(FM) Sanford, Me., as general sales manager.

**Michael Valentino**, general sales manager, WHN(AM) New York, joins WRFM(FM) there as sales manager. **Mark Truark**, from WHN, and **Seth Haubenstock**, from WMCA(AM) New York, join WRFM as account executives.

**Kenneth Glover**, general sales manager, WLOS-TV Asheville, N.C., joins WHNS(TV) there in same capacity.

**Larry Melnick**, regional sales manager, WKQQ(FM) Lexington, Ky., named VP of parent, Village Communications.

**Marsha Hames**, local sales manager, WFTS(TV) Tampa-St. Petersburg, Fla., named national sales manager.

**Kevin Burns**, sales representative, Greater Boston Cable Corp., Woburn, Mass., named sales manager.

**Byron Elton**, from WEWS(TV) Cleveland, joins KUSA-TV Denver as local sales manager.

**Charlie Adams**, general sales manager, WHTM-TV Harrisburg, Pa., joins WHP-TV there as local sales manager.

**Bob Proffit**, sales manager, KBRQ-AM-FM Denver, named to newly created position of national sales manager. **Don Nelson**, account executive, KBRQ-AM-FM, named retail sales executive.

**Joe Leonard**, staff director, WTBS(TV) Atlanta, Ga., named producer-director, Turner Cable Sales.

**Sam Carter**, general sales manager, KYNO-AM-FM Fresno, Calif., joins KKNU(FM) there as local sales manager.

**Alex George**, group VP, advertising and communications, B.C. Christopher Securities Co., Kansas City, Mo., joins KSHB-TV there as national sales manager.

**Robert Gilbert**, sales manager, WZTV(TV) Nashville, joins WNYT(TV) Albany, N.Y., as

national sales manager. **Stephen Brown**, from WXXA-TV Albany, joins WNYT as account executive.

**Karen Wesley**, from KUZZ(AM)-KKXX(FM) Bakersfield, Calif., joins WLS-AM-FM Chicago as account executive. **Laura Ashton**, from WMJF(FM) Boston, joins WLS-AM-FM as research director.

## Programing



Wittenberg

motion pictures for television, NBC Entertainment, named senior VP, movies, mini-series and special projects, succeeding **Perry Lafferty**, who becomes nonexclusive producer for NBC Productions.

**Susan Sands**, manager, motion pictures for television, ABC Entertainment, Los Angeles, named executive producer, motion pictures for television.

**Gerald Adler**, VP, managing director, Viacom International, London, named VP, international program development, Viacom World Wide Ltd., based in Los Angeles.

**Curt Viebranz**, VP, financial planning, and treasurer, Home Box Office, New York, named VP, finance and planning, for Time Inc.'s video group.

**Peter Kane**, director of business affairs, television production, MGM/UA Television Group, Los Angeles, joins Wescom Productions, independent television production company there, as VP.

**Ellyn Berk**, VP, Arts & Communications Counselors, marketing and communications division of Ruder, Finn & Rotman, New York, joins Arts & Entertainment Network there as director of corporate programming.

**Jesse Raiford**, production manager, Ailes Communications, New York production firm, named associate producer. **Felycia Sugarman**, production assistant, named production manager.

**John Spence**, manager, telesales, NBC Entertainment, Los Angeles, named director, telesales, West Coast.

**Peter Preis**, Western division sales manager, MGM/UA Television Distribution, Los Angeles, named director of Western sales. **William Trotter**, account executive, MGM/UA Television, named Western division manager.

**Jody Shapiro**, VP, Eastern sales manager, Telepictures, New York, named senior VP, Eastern sales, domestic television division.

**Mike McKnight**, manager of television estimating, Warner Bros. Television, Burbank, Calif., named director, estimating. **Lori Miyakawa**, television estimator, named assis-

tant director, estimating.

**Suzanne Crowe**, Eastern sales manager, Program Syndication Services, New York, named VP, director of sales.

**Art Kriemelman**, VP and director of sales, RKO Radio Networks, New York, joins Westwood One there as VP and director of marketing, reporting to company president Norm Pattiz.

**Rick Meril**, account executive, national advertiser sales, Television Program Enterprises, New York, named director of station sales. TPE is program syndication division of TeleRep.

**Catherine Jane Grzanka**, from Chicago Cable Communications, Chicago, joins USA Network there as manager, affiliate relations, central region.

**Tom Roland**, director, creative services, United Stations, New York, named associate producer of daily long-form radio program, *Solid Gold County*.

**Gust Theodore**, VP, midwest sales, Blair Television, Chicago, joins Lorimar there as Midwest regional sales manager.

**Zvi Shoubin**, station manager, Providence Journal Companies' WPHL-TV Philadelphia, named national program manager for Mountain States Broadcasting, joint venture of Providence Journal Co. and Southland Communications that has acquired KZAZ-TV Tucson, Ariz., and KGSW-TV Albuquerque, N.M. Shoubin will continue his responsibilities at WPHL-TV.

**Corinne Baldassano**, freelance producer-consultant, joins RKO Radio Networks, New York, as manager of affiliate acquisition and development.

**Dave Michaels**, assistant program director, WFLA(AM) Tampa-St. Petersburg, Fla., joins WZOU(FM) Boston as program director.

**Bob McKay**, from KCBQ-AM-FM San Diego, joins WKQS(FM) Miami as program director.

**Mike Chapman**, program director, WKIX(AM) Raleigh, N.C., joins WUBE(FM) Cincinnati in same capacity.

**Chuck St. John**, air personality, KRZN(AM) Englewood, Colo., named program director.

**Mary Horth**, executive producer, *PM Magazine*, WKW-TV Cleveland, named executive producer, programming department.

**Jamie Ceaser**, assistant producer, *Time Out and Image Union*, noncommercial WTTW(TV) Chicago, named associate producer for station.

**Yvette Lewis**, assistant producer, noncommercial WTTW(TV) Chicago, named associate producer.

**Dexter Chinn**, senior director, 6 and 10 p.m. news, WBTV(TV) Charlotte, N.C., joins KHOU-TV Houston as producer-director.

**Ronald Klamert**, from WTOG-TV Tampa, Fla., joins WPVI-TV Philadelphia as producer-director.

## News and Public Affairs

**Howard Papush**, talent coordinator, *Tonight*, joins Pro Video News Service, Los Angeles-

# Fates & Fortunes

## Media



Kirkpatrick

**Bill Kirkpatrick**, VP of KXXY(AM)-KCNN(FM) Oklahoma City, has been named executive VP, radio division, for parent, Summit Communications. Summit operates eight radio stations in North Carolina, Florida, Tennessee and Oklahoma.

**Michael Lareau**, president and general manager of WOOD-AM-FM Grand Rapids, Mich., named president and chief operating officer of parent, Grace Broadcasting Inc., remaining based in Grand Rapids. **Allan Rothfeder**, chief financial officer of cable television division of Capital Cities Communications, Detroit, joins Grace Broadcasting there as VP and chief financial officer.

**Bruce Simel**, director of finance and administration, Summit Radio, Winston-Salem, N.C., joins Beasley Broadcast Group, Goldsboro, N.C., as assistant to newly appointed executive VP, Allen Shaw ("Fates & Fortunes," March 4).

**Keith Yarber**, general manager, WKQQ(FM) Lexington, Ky., named VP of parent, Village Communications.

**David Daigle**, general sales manager, WCOU(AM)-WAYU(FM) Lewiston, Me., joins WSME(AM)-WEBI(FM) Sanford, Me., as general manager.

**Perry St. John**, general manager, WKTY(AM)-WSPL(FM) La Crosse, Wis., named VP.

**R.W. (Skip) Schmidt**, general manager, KRBO-AM-FM Denver, joins WJQY(FM) Fort Lauderdale, Fla., as general manager.

**John Sandwell**, general sales manager, WFIE-TV Evansville, Ind., joins KSAS-TV Wichita, Kan., as VP and general manager.

**Dennis Dougherty**, general manager, WXTU(FM) Philadelphia, resigns.

**Richard Adams**, general manager, Westerly, R.I., cable system owned by Colony Communications, joins Colony's Vision Cable Co. of R.I., Providence, R.I., as system manager. **Mari Carrie**, manager of Colony's multipoint distribution service, Woburn, Mass., succeeds Adams.

**Louis Gattozzi**, director of operations and programing, WJKW-TV Cleveland, assumes additional responsibilities as manager of station operations and public affairs.

**David Obel**, senior labor relations attorney, labor relations, NBC, New York, named general labor attorney, labor relations.

**William Watson**, assistant secretary, Standard Communications, Salt Lake City, joins Malrite Communications, Cleveland, as corpo-

rate secretary and counsel.

**John Fuller**, associate director of research, Public Broadcasting Service, Washington, named director of research, succeeding Dale Rhodes, who joins National Association of Public Television Stations as executive director of research (see "Allied Fields," below).

**Martha Harvey**, personnel manager, KPRC-TV Houston, named administrative manager.

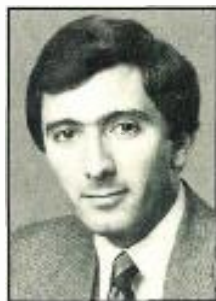
**Belinda Wood**, business manager, KOA(AM)-KOAQ(FM) Denver, joins KRZN(AM) Englewood, Colo.-KMJI(FM) Denver as controller.

**Rex (Pete) Baker Jr.**, partner, law firm of Baker, Brown, Sharman & Parker, Houston, named president of Educational Television of Houston, nonprofit corporation that operates noncommercial KHBU-TV there.

**Lynne Buening**, national marketing manager, *Chicago Tribune*, Chicago, joins noncommercial WTTW(TV) there as director of broadcasting.

**Jacki Taylor**, coordinator of volunteers, non-commercial KPBS-TV San Diego, named director of auction and special events.

## Marketing



Gardino

**Vincent Gardino**, director of ABC Radio's Entertainment and Direction Networks, New York, joins Selcom Radio, there, as executive vice president & chief operating officer, replacing Barbara Crooks, who resigned as company president in January ("Riding Gain," Jan.

21). **Tony Fasolino**, senior VP and Eastern divisional manager, Torbet Radio, named executive VP & chief operating officer, succeeding Peter Moore, who was named president of Selcom Inc. in January. In the capacity of executive VP and COO, both Gardino and Fasolino will operate as the top officers of their respective firms. **Michael Bellantoni**, executive VP, Torbet Radio, is appointed to newly created post of executive VP/administration, Selcom Inc.



Fasolino



Bellantoni

**Watson Mundy**, president and chief executive

officer, Cargill, Wilson & Acree, Atlanta, named chairman and CEO. **Michael Gaffney**, executive VP, chief operating officer, CW&A, named president and COO.

**Al Lerman**, executive VP and executive creative director, Wells, Rich, Greene, Chicago, joins D'Arcy MacManus Masius, St. Louis, as vice chairman and executive creative director. **Robert Meuser**, account group supervisor, D'Arcy MacManus Masius, Chicago, named VP.

**Paul Benjou**, senior VP and media director, Leber Katz Partners, New York, joins Henderson Friedlich Graf & Doyle advertising agency there as senior VP, director of marketing planning, media and administration.

**Michael Vogel**, VP, media group head, Kenyon & Eckhardt, Detroit, joins Saatchi & Saatchi Compton there as VP, media director. **Richard Johnson**, senior VP, creative director, BBDO, Detroit, joins Saatchi & Saatchi as senior VP, creative director.

Named VP's, Dancer Fitzgerald Sample, New York: **Margaret Coudriet**, production manager, and **Mary Ellen Lundy** and **Elyse Zorn**, account supervisors.

**Maureen Mara**, account supervisor, Cunningham & Walsh, New York, named VP. **Jerry Rice**, producer, C&W, named VP.

**Jerry Genova**, senior art director and creative supervisor, Rapp & Collins, New York, named VP and creative group head.

**Andrew Bohjalian** and **Denise O'Brieness**, creative supervisors, Grey Advertising, New York, named VP's.

**Thomas Marsillo**, BAR coordinator, Blair Television, New York, named sports coordinator, market development department.

Named VP's, account supervisors, Lewis, Gilman & Kynett, Philadelphia: **Gail Zimmerman**, associate media director; **Alan Parris**, account executive, and **Paul Burger**, account supervisor.

**Susan Butler**, account service representative, C.C. Communications, Rochester, N.Y.-based media buying service, named VP, media director.

**Richard Kline**, art director, Carrafiello Diehl & Associates, Irvington-on-Hudson, N.Y., named VP.

**Theodore Ruback**, account director, Media General Broadcast Services, New York, named director of accounts.

**Kay Korb**, national sales coordinator, Republic Radio, joins Roslin Radio Sales as sales manager, San Francisco office.

**Betty Salyer Brown**, from Lewis Advertising, Rocky Mount, N.C., joins Trone, Donohoe & Johnson, Greensboro, N.C., as copywriter.

**William Cannon**, from James Thompson & Associates, Chicago, joins Sheehy & Knopf, Louisville, Ky., as senior account executive.

**Janet Hahnke**, from Mizlou Sports Network,

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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.)

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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.

## For Sale Stations Continued

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■ 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.

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AM 500 watt daytimer, \$130,000 gross sales 1984. Automated. \$220,000 sale price. 6 acres, app. 1,000 sq. ft. office building. Anamosa, Iowa. FM 3000 watt class A, 4 months old, sales \$50,000 in 1984. Automated. \$350,000 sale price. 4 acres transmitter site. Harris Equipment. Dyersville, Iowa, 319—875-2304.

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50kw AM—class C FM. 150,000 population. Lots of potential. Price: 2 x gross. \$1,050,000—excellent terms! Call David LaFrance, 303—534-3040.



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3 small market class A FM's \$300,000 to \$565,000. 3 small market class IV AM's \$265,000 to \$350,000. Terms possibly available to qualified buyers.

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| FL | AM    | \$12 Million          | CASH |
| GA | FM    | \$550,000             | 30%  |
| NJ | AM    | \$350,000             | CASH |
| AL | AM    | \$800,000             | 25%  |
| KY | AM/FM | \$900,000             | CASH |
| MI | AM    | \$35,000 down payment |      |
| IL | AM    | \$500,000             | 20%  |
| FL | AM    | \$525,000             | 40%  |
| MO | FM    | \$325,000             | 15%  |
| AL | AM/FM | \$275,000             | 30%  |
| AR | AM/FM | \$335,000             | 15%  |
| IN | AM/FM | \$450,000             | 30%  |
| CO | FM    | \$30,000 down payment |      |
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FM or FM/AM combo in medium or large market. Southwest, West, Rocky Mt., Midwest. Small groups also considered. Not a broker; highly experienced broadcaster recently sold four stations. Ready to make a deal now. All replies confidential-Box G-135.

### INVESTORS SEEK STATIONS

Passive investors seek radio stations with proven, top quality managers. Substantial management equity, incentives assured. Send purchase proposals to Box H-63.

### AM OR FM OR COMBO

With minimum operating profit of \$250-300,000. Texas, Calif., FL, Midwest, Eastern U.S. please: principals only. Box H-74.

## For Sale Stations

### DYNAMIC SUNBELT MARKET

5 KW fulltime AM and class C FM for sale in this economically attractive, \$25 million market. Principals only. Box G-136.

### TOP 20 MARKET

Full coverage UHF indie with great upside potential and excellent library 1985 projected revenues \$11,000,000; projected cash flow \$2,000,000. Need cash buyer who believes in future of independent TV. Excellent growth potential in major market with over \$100,000,000 in TV revenues. Box H-9.

### VIRGINIA CLASS IV AM CLASS III FM

Only stations in county. Desirable, growing community. Excellent business base. 30 years profitable operation. Good recent growth. Strong image. Positive momentum. Owner selling. Box H-30.

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### SMALL MARKET FM

This class A in the Northeast offers attractive real estate, exceptional equipment, & good growth potential. Asking \$345,000 cash.

8 DRISCOLL DR. ST. ALBANS, VT. 05478  
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OR GEORGE WILDEY 207 947 6083

## For Sale Stations Continued



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| Location | Size | Type  | Price   | Terms  | Contact          | Phone          |
|----------|------|-------|---------|--------|------------------|----------------|
| IN       | Met  | AM/FM | \$2000K | Terms  | Burt Sherwood    | (312) 272-4970 |
| WA       | Med  | AM/FM | \$1050K | \$150K | Greg Merrill     | (801) 753-8090 |
| MI       | Met  | FM    | \$830K  | Terms  | Peter Stromquist | (319) 332-7339 |
| CO       | Sm   | FM    | \$650K  | \$120K | David LaFrance   | (303) 534-3040 |
| UT       | Sm   | AM/FM | \$575K  | \$125K | Greg Merrill     | (801) 753-8090 |
| NB       | Sm   | AM/FM | \$560K  | \$68K  | Bill Lytle       | (816) 941-3733 |
| TX       | Med  | FM    | \$550K  | \$150K | Bill Whitley     | (214) 680-2807 |
| GA       | Sm   | AM/FM | \$500K  | \$100K | Ernie Pearce     | (615) 822-8913 |
| MO       | Sm   | AM/FM | \$325K  | \$75K  | Bill Lochman     | (816) 941-3733 |

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.

# HOLT

## FLORIDA

Ideal owner/operator station, top 150 ADI Florida market. Successful & well established adult format on fulltime non-directional AM facility. Excellent market growth and stability.

215-865-3775

### NEW SUNBELT CLASS C FM

Top 100 market. Radio market revenues \$13 mil. and average \$900K per station. Management has excellent track record. Part owners wanted to contribute \$700K capital. Box H-67.

### UTAH AM-FM COMBO

Beautiful college community. Hunting, fishing, skiing, boating nearby. Total price \$1,300,000; terms. Priced at 2 1/2 times net cash billing. Please don't reply unless serious & qualified. Reply Box H-73.



305.453.3311

Box 1065, Merritt Island, FL 32952

**Donald K. Clark, Inc.**  
Media Broker

- Fulltime + FM CP. Deep South. Covers about 50,000. \$190,000. Terms.
- Class C. Large state capital, South. \$2.5 million. Terms.
- Many TVs & TV CPs & FMs.
- Make appts. now to meet with us at NAB Convention.

**BUSINESS BROKER ASSOCIATES**  
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### DOMINANT AM

This 5 KW fulltime AM has owned its market for years. Perennial no. 1, beautiful Northeast town, strong, stable economy anchored by major university. Substantial cash flow, even under operation by trustee. Possible tax losses also available. Reply Box H-58.

### INDEPENDENT VHF TV STATION

Located in Pacific rim. Top 100 market. Reply Box H-64.

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This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

## Help Wanted Programing, Production, Others Continued

### MARKET RESEARCH DIRECTOR KYW-TV PHILADELPHIA, PA

Person will be responsible for all media and market research functions for large market TV station. Responsible for development, execution, and interpretation of qualitative & quantitative audience research, and data from rating service. Candidate should have minimum one year's work related experience. Knowledge of TV or radio rating service preferred. Resume to Human Resource Manager, KYW/KYW-TV, 5th and Market Sts., Philadelphia, PA 19106. KYW, an equal opportunity employer. KYW/KYW-TV, Westinghouse Broadcasting & Cable, Inc.

### BECAUSE TALK IS A LOST ART

Our client seeks experienced host for magazine/talk format healthcare TV series. Must be skilled o/c and experienced interviewer. Extensive travel required. Please send resume-tape/detailed resume (credentials will be verified) to:

**Sandra Connell**  
**Audience Research & Development**  
**Suite 415**  
**8700 Stemmons**  
**Dallas, TX 75247**

### Situations Wanted Programing, Production, Others

#### FORMER PRODUCTION HEAD

Of large videotape facility in Los Angeles interested in challenging new situation. Currently producing and active in program development. Highly experienced in multicamera video direction and all facets of post-production. Write Box H-41; phone 213-854-4477.

## ALLIED FIELDS

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#### EXPERIENCED BROADCAST SALES REPRESENTATIVE

Top selling manufacturer adding to its sales staff. Technical/radio background desired. Proven sales ability required. Equal opportunity employer. Resume/salary history to Box H-46.

## Help Wanted Sales Continued

## MEDIA SALES ACCOUNT EXECUTIVE

Media General Broadcast Services has immediate opening in our New York and Chicago offices for experienced media sales executives.

Successful applicants must have minimum seven years' experience in media sales and proven track record of developing & maintaining new business. Degree in advertising and marketing preferred.

Media General Broadcast Services, Inc. is one of the country's oldest media service organizations. We're a subsidiary of Media General, Inc., a Fortune 500 company. We offer excellent salary/benefit program.

For immediate & confidential consideration, send resume to:

**Media General Broadcast Services, Inc.**

**ATTN: Alan Elkin**

**630 Third Ave.**

**New York, NY 10017**

**EOE/MF**



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#### RADIO PERSONNEL NEEDED

The past several weeks, NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, Massachusetts, to name just a few. Radio stations in more than 25 different states, looking for announcers, news people, programmers, and sales people. These jobs are for all size markets. If you are looking to make a change, now is the time. NATIONAL, THE NATION'S LEADING RADIO PLACEMENT SERVICE, places our registrants from coast to coast. For complete information and registration form, enclose \$1 postage and handling to:

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TALENT COORDINATORS  
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### Miscellaneous

#### SCA FOR LEASE PHILADELPHIA, PA

24 hr. class B FM station invites offers to lease all or part of its 53-99 khz subcarrier baseband. For details, contact Mark Humphrey, WRTI, 2020 N. 13th St., Philadelphia, PA 19122, 215-787-8426.

#### PRODUCERS/INVESTORS

European-based American TV writer/producer seeks coproducers/investors for telefilms featuring Paris-based detective. A distinctly different production suitable for air, cable, pay-TV operators. For details, write, on letterhead, to Multinational Marketing Associates, POB 1597, Redondo Beach, CA 90278.

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Showtime/The Movie Channel, Inc., the growing nationwide pay cable TV company, has immediate opening in the area of TV operations.

You'll work rotating hours including weekends overseeing playback & transmission for Showtime and The Movie Channel networks. Requires at least 1 year's professional broadcast experience with background in playback or master control switching/monitoring. Must be capable of reading electronic waveform and vectorscope and identifying technical problems in 1-inch videotape. Good interpersonal skills also necessary. Position located in Smithtown, Long Island.

We offer attractive salary/benefits package that includes dental coverage and 100% tuition refund.

For confidential consideration, please send your resume indicating salary history to:

Anne Marie Bray



1633 Broadway, New York, NY 10019  
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## TV SYNDICATION

America's leading first-run syndication company is expanding its creative force in Hollywood. If you think you're ready to move into a national role and fit one of the positions listed below, send us your resume immediately! No phone calls, please!

### MANAGER, ON-AIR PROMOTION, VIDEO SERVICES

We're looking for TV production wizard who has reel and credentials to prove that he/she is the best on-air promotion specialist in the country! You will oversee our on-air promotion efforts, including writing and producing of national spots, custom local market promos, and product sales presentations. 3+ years' station production/promotion experience preferred. Creative writing background essential. Not a job for a beginner! Send videotape & resume.

### MANAGER, PRINT ADVERTISING AND PROMOTION

If you love the print side of the TV promo biz, this may be the job for you! You'll oversee all aspects of print promotion for our shows, including consumer and trade advertising. Also, coordinate our client co-op advertising activities. 3+ years' station promotion or agency experience preferred. Creative writing background essential. Send resume/print samples.

### ART DIRECTOR

If you're ready for the challenge of starting up an in-house department, have exceptional imagination, and great follow-through, this may be the opportunity for you. You'll be responsible for producing promotional brochures and trade ads that sell our product, and tune-in ads that convince viewers to watch our shows! When you get too busy, it'll be your job to seek out and work with some of L.A.'s finest freelancers. Send resume/print samples.

Respond immediately to:

KING WORLD  
Att: David Sams  
Vice President, Creative Affairs  
150 El Camino Drive, Ste. 305  
Beverly Hills, CA 90212

Equal opportunity employer, M/F.



## NEWS PROMOTION SENIOR WRITER/PRODUCER

WDVM-TV, Washington, D.C.

CBS Affiliate, #1 station in 8th market looking for energetic, aggressive individual to write and produce dynamite news promotions for #1 newscast in the nation's capital. Excellent opportunity to sign on with highly creative promotion team. Must have 3-5 yrs. on-air promotion experience and top-notch production skills. Send tape and resume to:

Mark DeSantis  
On-air Promotion Mgr.  
WDVM-TV  
4001 Brandywind St., NW  
Washington, D.C. 20016

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## SYNDICATION PROMOTION MANAGER

Metromedia Producers seeking strong creative #2 person for their creative services department. Position involved in all facets of marketing and promotion for Metromedia's international and domestic programming and distribution. Two years' print and video production experience necessary. Syndication or station promotion experience helpful. Resume, work samples, salary requirements to Pat Pattison, VP Director Creative Services, Metromedia Producers, 5746 Sunset Blvd., Los Angeles, CA 90028. EOE.



## VICE-PRESIDENT CREATIVE DIRECTOR

If you're a highly creative person with solid broadcast related background, we have a challenging and stimulating job for you! The person we're looking for knows and loves the business, and wants to create great advertising for our broadcast and entertainment oriented accounts. We're a well known New York advertising agency. We're growing by leaps and bounds, and we want someone to grow with us. All inquiries held confidential. Please send resume to Box H-66.

## LIN BROADCASTING CORPORATION CORPORATE CONTROLLER

Key position available in dynamic company.  
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LIN Broadcasting Corporation is quoted on the NASDAQ National Market System under the symbol LINB. Company is engaged in commercial TV & radio broadcasting, specialty publishing, and telecommunications. LIN owns & operates seven network-affiliated TV stations and ten radio stations, publishes advertiser-supported hardcover magazines placed in rooms of distinguished hotels in 31 major domestic cities, operates a radio paging business, and is entering the cellular radiotelephone business in five major U.S. metropolitan area markets.

To explore this opportunity, send your resume, including salary history & requirements to the attention of the Vice President - Finance.

**LIN Broadcasting Corp.**  
**1370 Ave. of the Americas**  
**New York, NY 10019**  
**Equal Opportunity Employer**

## MANAGER TV METHODS AND PROCEDURES

Join Arbitron, one of the nation's leading radio and TV measurement firms. We have immediate need for highly motivated individual to manage TV products specialists. Candidate would be responsible for quality of methods and procedures, supporting TV products and policy. Requirements include:

- Bachelor's degree, preferably in communications or statistics.
- 3 to 5 years' managerial experience.
- Experience in broadcasting, research, and/or communications.
- Excellent verbal and writing skills.

We offer competitive salary, excellent benefit package, and convenient suburban location. Interested candidates should send resume/salary history in confidence to:

**W. L. Mateer**  
**Personnel Administrator**  
**ARBITRON RATINGS COMPANY**  
**A Control Data Company**  
**4320 Ammendale Rd.**  
**Beltsville, MD 20705**  
**Affirmative action employer**

## STATION MANAGER WLIG-TV NEW INDEPENDENT LONG ISLAND, NY MARKET 5-million Watt UHF SIGN-ON MAY, 1985

Outstanding opportunity for experienced individual to manage the only indy on Long Island. Excellent program schedule, sales force, & newsteam already in place. 1st class operation all the way. You must be exceptional! Resume and salary history to WLIG-TV, P.O. Box 272, Woodbury, NY 11797.

## Help Wanted Technical

### MAINTENANCE TECHNICIAN VERMONT ETV GRANDPA'S KNOB - RUTLAND, VT

Maintain current and operative ETV transmitter at mountaintop while maintaining daily logs and records in compliance with FCC standards. Requires Associate's degree in electronics and two to three years' experience working with technical TV and electronic equipment or equivalent combination of education and experience. Requires minimum FCC general radio-telephone operator's license and valid Vermont driver's license. Must have ability to work alone unsupervised and ability to operate snowmobile and cope with adverse weather conditions. Apply to University of Vermont Employment Office, 237 Waterman Building, Burlington, VT 05405. Please include Social Security number when applying. Affirmative action/equal opportunity employer.

## Help Wanted Sales

### RESEARCH MANAGERS- ANALYSTS

Leading TV sales representative seeks bright, energetic, creative people for research managers and analysts in New York office. Some experience in media research required. Good advancement opportunities. Resume to Box H-79.

## Help Wanted Programing, Production, Others

### PROMOTION MANAGER

Network affiliate, attractive university community, looking for creative marketing professional. Be responsible for our promotion, advertising, and publicity. Promotion is top priority at WMTV, and we're an award-winning station with top-notch equipment, news, and programming. Promotion manager reports directly to GM and has fulltime assistant. Successful candidate will have excellent writing/producing skills, with solid knowledge of marketing in general and TV promotion strategies in particular. Should have excellent organizational and managerial skills, with ability to develop and execute marketing campaigns for on-air, radio, and print. Minimum two years' TV promotion experience required. Resume/salary requirements to General Manager, WMTV, 615 Forward Dr., Madison, WI 53711. EOE.

**Harris FM-40K** (1979), 40KW FM, two 20K transmitters combined with two MS-15, auto exc. switching & spares. M. Cooper/Transcom Corp., 215-379-6585.

**RCA BTF 10E**, 10KW FM transmitter w/exciter. M. Cooper/Transcom Corp., 215-379-6585.

**Class A FM**, complete, including 300ft. tower, studios, audio and monitors. Under \$50,000. Transcom Corp., 215-379-6585.

#### MISCELLANEOUS

**Business plans** - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

**Equipment needed.** Non-profit educational broadcast service needs any type of radio or TV equipment. Deductible. K.A.R.E., 3113 Fern Valley Rd., Suite 205, Louisville, KY 40213.

**FM subcarriers** available for lease in Tyler, TX; Tupelo, MS; Rock Springs, WY, and Gadsden, AL. 205-543-9229, Mr. Bud.

**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 Hwy, Suite 404, Bethesda, MD 20814. 301-654-0777.

**FM-SCA available.** South Dade County, Miami, FL. Contact Fred Jacob, 615-521-6220, 2900 Sutherland Ave., Knoxville, TN 37919.

#### RADIO PROGRAMING

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## Help Wanted Management

### GENERAL MANAGER

Sought for new launch, WBAZ-FM, Southold, Long Island, NY. Mandatory requirements: college degree; successful track record as general manager or sales manager; solid background in retail/developmental sales; innovative leader and teacher who will recruit and build highly motivated and competent staff; excellent people relationship and communication skills; professional work ethic coupled with sense of urgency and high energy level; absolute integrity. Candidates should be able to work, live, be happy in small town environment less than two hours from New York City. Both the lifestyle and compensation package are excellent.

If you're a mature individual seeking your last move and haven't lost your "fire", or if you are less experienced and have excellent growth potential, we want to hear from you. Contact:

**PECONIC BAY BROADCASTING  
CORP.  
PO Box 612  
Southold, NY 11971**

### PROGRAM MANAGER

America's finest AM-FM medium market radio company. WJON-AM is news, sports, farm, talk, creative "fun" station with total community involvement. WWJO-FM is country standout with regional audience. Family-oriented, committed, competent pro. Top pay, benefits. Resume, tape, solid industry recommendations to Jack Hansen, WJON/WWJO, Box 220, St. Cloud, MN 56302.

### EASY LISTENING OPERATIONS MANAGER

Are you looking for career move that makes sense? Here's an opportunity to join rapidly expanding group operation as operations manager of top rated easy listening station, large Southwest market. Potential for growth unlimited, but you must be a take-charge leader, capable of assuming full responsibility for on-air sound. Easy listening experience, thorough understanding of the format, and air shift are required. If you're ready to make a smart move, rush your resume to Box H-78.

#### MANAGEMENT

Major group operator recruiting promotion & sales-oriented GM who can train & motivate personnel. Excellent financial opportunity. Career growth limited only by performance. Only professionals need apply. Reply Box H-25. EOE.

## Situations Wanted Management

### GENERAL MANAGER

Experienced sales-oriented GM. Proven record of success operating own stations. Superior leader/motivator. Knows how to make money. Available now! 619-341-4061.

### RADIO MANAGEMENT PRO

Over 25 years' experience in management, programming & sales including 12 years' major market management. Great track record and reputation. Seek challenging GM or group leadership opportunity with growing company. Box H-72.

## RADIO

### Help Wanted Sales

### GENERAL SALES MANAGER KFMQ LINCOLN, NEBRASKA

We need experienced sales manager with proven track record to manage our local sales staff and handle regional and national accounts. KFMQ is an operating unit of Woodward Communications, Inc., a diversified communications company, with operations in four states continuing to expand through acquisitions. Salary commensurate with experience, plus excellent benefits. Cover letter/resume to Frank Maruca, VP-Broadcast, Woodward Communications, Inc., P.O. Box 688, Dubuque, IA 52001. EOE/AA.

 **Woodward  
Communications,  
Inc.**

## TELEVISION Help Wanted Management

### PRODUCTION MANAGER

Major public TV state network. Responsible for staff of 75 people; directors, production crews, 3/4" editors, film, and videographers. Heavy production schedule including studio and remotes, regionally & nationally distributed series and specials. \$28,000 to \$31,000 to start, plus substantial fringe benefits. Must have at least seven years' production experience and at least four of those in supervisory capacity. Mid-Atlantic location. Closing date: Mar. 22, 1985. Resumes/references to Michael B. Styer, Maryland Public Television, 11767 Bonita Ave., Owings Mills, MD 21117. AA/EOE.

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**Experienced, energetic** photographer/grip ready to perform on your crew! Extensive lighting, 1", 3/4" VTR experience, specialist in commercials, sports, promotions, on-location hustle! Will relocate. Prefer Northeast. Mike, 716—695-1764.

**Wayne State grad** seeks challenging entry level position. Interested in all aspects of TV production. John Reed, 402—375-2200, X 301.

**Looking for position** with children's TV programming. Pay not important, advancement and learning experience is. If ambition and dedication is what you desire, call John, 608—348-4389. Will relocate.

**Penn State grad**, internship experience, recently with NYC film equip. co., seeks entry level position, on/off camera. Good writing skills, extremely creative. Chris Cefaly, 717—824-0759; 212—249-3446.

**Top 20 market** assistant program director seeks program director position in small or medium mkt. Previous experience includes 2 years' as program director at number one station in three station market. Hard-working, eager for challenge. Reply Box H-53.

**Talented TV editor**, with strong background in computer graphics, seeking position in small or medium market. Box H-61.

**Ten years experience**, all aspects of radio/TV, seeking position as EFP or ENG videographer/editor or associate producer in medium-to-large market. Advertising degree, computer/electronics background, plus writing experience. Rick Myers, 216—845-1015.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Manager** — production services. Requirements: advanced degree(s) in related field. Experience in all phases of TV production, experience in estimating time and budget expenditures for proposed projects. Desired qualifications: training & experience in other media; e.g., motion picture, still photography, radio. Demonstrated management and supervisory experience. Responsibilities: develop, manage, supervise telecommunications activities. Responsible for all aspects of TV production, distribution, and audio-recording services. Manages staff of 12 employees. Status & benefits: exempt management position. 22 days vacation. Retirement program, group life, major medical, disability insurance plans in effect. Salary: commensurate with qualifications. Deadline date: Mar. 30, 1985. Apply to: Thomas Haworth, Personnel Officer, Stewart Center, Room 265, Purdue University, West Lafayette, IN 47907. Send resume/list of references. Equal opportunity/affirmative action employer.

### HELP WANTED INSTRUCTION

**Radio/TV instructor.** Cameron University accepting applications for radio/TV assistant professor, tenure track position. Qualifications include: MA (minimum) or Ph. D. (preferable). Responsibilities include: (1) teach radio/TV and basic communication courses, (2) develop new radio/TV program, (3) recruit students for program. New fully staffed media center will be utilized for radio/TV instruction. Salary \$19,000 — \$21,000. Deadline: Apr. 17, 1985. Send applications to Tony Allison, Chairman of Search Committee, Cameron University, P.O. Box 16356, Lawton, OK 73505. EOE/AA.

**Assistant professor.** Tenure track, Fall 1985. Teach audio production, communication, and film studies. Release time to manage college radio station. Ph. D. in R-TV or closely related field required. Preference to candidates with publishing record, professional experience, and effective teaching. Salary \$23-\$25,000, depending on qualifications. Summer teaching usually available. Letter of application, vita, names/addresses of three references to Robert Fortner, Department of Communication & Theatre, George Washington University, Washington, DC 20052. Deadline: Apr. 10. George Washington University, an affirmative action/equal opportunity employer.

**College of creative** and communication arts, speech communication department. Position reopening - assistant professor to professor in telecommunication. Nine month, tenure track position. Responsibilities include teaching broadcast, sales, and advertising, broadcast journalism, broadcast economics, and develop broadcast communications curriculum. Ph. D. in mass communication with concentration in broadcast advertising and/or broadcast journalism preferred. Knowledge of broadcast operations necessary. Academic administrative experience and broadcast facilities supervision helpful. Minimum three years' experience in higher education and/or broadcasting field considered. Salary competitive, commensurate with degrees and experience. Deadline Apr. 1, 1985. Letter of application, resume, three letters of recommendation to Dr. Charles H. Aurand, Dean, College of Creative and Communication Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86011.

**Graduate assistant**—positions available for experienced broadcasters interested in managing on-air FM station while pursuing M.S. degree in media management in college of communications. Letter of inquiry to Dr. H. H. Howard, 98 Communications Bldg., University of Tennessee, Knoxville, TN 37996.

**Broadcast journalism** is important part of this probationary position which also requires visual communications and graphics expertise. Department has strong commitment to ENG. Students cover community and air newscasts live on city and campus cable. Job includes supervision of graphics laboratory. Ability to operate offset press and phototypesetting system necessary. Three years' professional experience required, teaching experience desired. Master's required, doctorate preferred. Starting date Aug. 19, 1985. Letter of application, resume, transcripts, three letters of recommendation by Apr. 1, 1985, to David Hansen, Chairman, Personnel Committee, Department of Journalism, University of Wisconsin-Eau Claire, Eau Claire, WI 54701. University of Wisconsin-Eau Claire, an equal opportunity employer/AA.

**University theatre** department seeks fulltime experienced TV theory and production teacher for undergraduate & graduate courses in large pre-professional department with extensive production program. Additional duties include supervision of student and departmental productions for cable TV programming. Ph.D. required and/or extensive professional background. Apply: Alvin J. Keller, Chairman, Department of Theatre, California State University, Fullerton, Fullerton, CA 92634. Application deadline: Mar. 15, 1985. Affirmative action/equal opportunity/title IX employer.

### 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.

**Rank Mark III-C**, with XYZ-zoom and variable speed. Reply P.O. Box 11116, Chicago, IL 60611.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**JVC-JVC-JVC.** Call Quality Media for fast delivery, low prices. Cameras, VTRs, switchers, monitors, etc. Bill, Wayne, or Grady, 404—324-1271.

**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.

**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.

**Channel 9 transmitter.** Complete TT50-AH (color) with multiplexer, many brand new spare parts and tubes, vectorscope, 25KW load, 3 1/8 - 6 1/8 line components. Much miscellaneous; sell all or part; brokers invited. 312—658-8080.

**Bosch FDL 60B**; with grain reducer, film timer, time-code generator, remote transport control. Reply P.O. Box 11116, Chicago, IL 60611.

**1046' new FM tower.** Pi-rod solid, hot dip galvanized. 52" face. Never erected. Ship now. New ant., strobes. 612-222-5555, Paul.

**Video media edit controller.** 250 event memory for interface with Hitachi 200 (modifiable), SMPTE reader, brand new. \$10,000. Walter, 313—355-2901.

**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.

**McCurdy custom audio console** model # SS8720-8. Twenty stereo inputs, 8 channel output. In-service one year. Excellent condition. Newstar newsroom computer. Four years old, complete with standby CPU, eight VDTs, two printers, two hard-disc drives. Best offer. Contact Marty Sacks, CE, WRC980/Washington, DC 301—587-4900.

**Three used Otari MX5050QXH4SH 10"** reel to reel four channel tape recorders. \$900/recorder. 303—753-0043, Bob.

**Sony BVP-1 Betacam camera** with Fujinon 9X14 lens and CA-3 adaptor. Like new. Production Craft, 312—442-5719.

**GE UHF TV transmitter** model 4TT25AL and GE UHF helical antenna model TY-25-D. Available May 1, 1985. All bids considered. Closing date Mar. 20, 1985. All equipment as is. WTVI reserves the right to reject any and all bids. Purchaser responsible for crating and shipping. WTVI, 42 Coliseum Dr., Charlotte, NC 28205, 704—372-2442.

**New & used radio broadcast & microwave towers.** Complete nationwide sales, service, & erection available. Bonded; 25 yrs.' experience (turnkey operations.) T.M.C.I., 402—467-3629.

**Ikegami 79EAL 14:1** with ADC79E computer, BVU110 with SMPTE module, Sachtler fluid head, tripod, light kits, assorted mics., monitor, other EFP accessories. Almost new:50-hours use. Will sell only as package. Tom Townsend, Musicorp, 603—883-8596.

**Like new.** Prodelin 6-1/8", 75 ohm (EIA flange) transmission line with hangers. 800 ft. (19 1/2 ft. lengths) \$600/length-FOB-Jacksonville, FL. Also 4000 ft. (20 ft. lengths) 3-1/8" EIA and Marman flange (stainless steel and teflon insulators). \$100/length. FOB-Tampa, FL. SG Communications: outside Florida: 800—874-5449; inside Florida: 800—282-6214.

**Tower:** 500-ft., 48-inch face. Ideal for TV-CATV-FM-microwave. Jim, 314—687-3932.

**Mobile studio.** 22 ft. 1979 International, 18,000/mi., hydraulic liftgate, camera platform with ladder, power cable reels, rear and external storage, computer flooring, HT/AC, 100 gal. fuel capacity. Some video equipment. Tony, 201—894-5555.

**Hitachi HR-200, HR-230;** Ampex VPR-2Bs; Sony BVH-1000As; RCA TR-600s, TR-800, TR-70Cs, Ampex VR-1200As, RCATK-760S, TK-76Cs, TK-44Bs; Hitachi SK-96s; TEK 528/1420 combo; Media Concepts, 919—977-3600.

**News director.** Should have minimum five years experience in broadcast journalism. Some management experience desirable. Send resume no later than Friday, Mar. 22, 1985, to Personnel, WTRF-TV, 96-16th St., Wheeling, WV 26003. EOE.

**Looking for a break** into TV news? Small market station, northern Maine, looking for reporters with experience in TV or radio news. Resume/vidiotape to WAGM-TV, P.O. Box 1149, Presque Isle, ME 04769.

**General assignment reporter** with energy and ideas wanted by mid-market East Coast news team. You can't be complacent; your "tomorrow" work must always be better than today's. This rare opportunity awaits highly motivated journalists. Minority candidates are also encouraged to apply with resume to Box H-75. EOE.

**Weekend producer.** Take charge professional needed to handle assignments and newscast production for weekend newscasts. Must be good writer. Top 40 market. \$26,000. No beginners! Resumes including references to Box H-76. EOE.

**Assignment editor.** WPBT, public TV, south Florida, has immediate opening for experienced national assignment editor for "The Nightly Business Report." Must have knowledge and experience in domestic and foreign news gathering situations. Heavy emphasis on long-term logistical and editorial planning, but should also have ability to coordinate and provide breaking daily news coverage through the use of satellites and feeds from around the world. Must have knowledge of business world, and ability to communicate with business community's leaders in their own terminology. We offer excellent benefits and working conditions. Send resume in confidence to Personnel, WPBT, P.O. Box 2, Miami, FL 33261-0002. Equal opportunity employer, M/F/H/V.

**ENG operator/editor.** WPBT, public TV, south Florida, has immediate opening for experienced ENG operator/editor for "The Nightly Business Report." Position is responsible for videocassette editing and ENG shooting. Must be free to travel to out-of-town locations. Ideal candidate will have at least two years' daily news ENG shooting and editing. We offer excellent benefits and working conditions. Send resume in confidence to Personnel, WPBT, P.O. Box 2, Miami, FL 33261-0002. Equal opportunity employer, M/F/H/V.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager.** Sunny South, outside of top 100 market, network affiliate. Excellent building, equipment. Resume, references, salary requirements to Box G-91. Strictly confidential.

**Broadcast director.** ABC affiliate with new state of the art equipment looking for experienced (2yrs.) director/graphics producer for 6 & 11 double anchor newscasts. Must switch, be familiar with Ampex 4100 or similar switcher, ADO, ESS, 1". Resume/ salary reqs. to Ramon Delarosa, P.O. Box 321, Salisbury, MD 21801. EOE, M-F. Demo tape after initial contact necessary.

**Producer/announcer/writer.** Immediate opening for director with experience, talent, enthusiasm, & skills in location and studio tape production. Whatever it takes to produce a selling spot from concept to completion, you'll have the freedom to create in this beautiful SE market. 3/4" cassette/resume to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

**Sunny south Texas** TV station looking for creative promotion manager. Must have minimum three years' experience as assistant or promotion manager. Public relations also part of this job. Contact Billy Brotherton, KIII-TV, Box 6669, Corpus Christi, TX 78411, 512-854-4733. Equal opportunity employer.

**Top-notch community** service/special events producer-director-writer with hands-on experience and lots of imagination, able to keep pace with and produce attention-grabbing public service and community event campaigns. Top 15 market, Southeast. Resume/salary requirements to Box H-1. EOE.

**Large market** TV station looking for creative on-air producer with 2-3 years' hands-on experience. EOE/M-F. Resume to Box H-11.

**Experienced art director.** ABC affiliate, top 25 Southwest market. Individual should have 3-5 years' experience as broadcast art director, plus college degree in commercial art or comparable. Will be responsible for overseeing and implementing all advertising print production, maintaining cohesive on-air graphic look, & managing art department staff. Must work well as part of creative team. Resume, broadcast reel, print samples, salary requirements to (no phone calls, please): Lynn Lovick, Creative Services Manager, KTVK-TV, P.O. Box 5068, Phoenix, AZ 85010. Arizona Television Co., an equal opportunity employer.

**Programs manager.** Excellent opportunity, sunny South. Network affiliate between 100 and 130th market. Excellent facilities, aggressive promotions policy, attendance at network and regional promotion meetings. Resume, references, salary requirements to Box H-33. Strictly confidential.

**KOVR-TV** actively searching for writer/producer for advertising/promotion department. Position requires highly creative person with minimum three years' TV promotion experience with emphasis on creating successful news promotion campaigns. Resume/tape/salary requirements to Advertising/Promotion Director, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. Filing deadline: Mar. 15, 1985. EEO, M/F.

**Production manager.** Strong manager, experienced leader/motivator for well-equipped station, 61st market. Competitive salary, good benefits, beautiful Gulf Coast location. Resume/salary requirements to Joe Smith, Operations Manager, WEAR-TV, P.O. Box 12278, Pensacola, FL 32581. EOE, M/F.

**Producer/director.** Early and late newscast. Applicants should have understanding of squeeze zoom and latest graphics systems. If you're creative and resourceful, we want you on our team. Tape/resume to Rich Howard, WJBF-TV, P.O. Box 1404, Augusta, GA 30903.

**Graphic services manager.** Washington, DC independent WDCA-TV seeks graphic services manager. Ideal candidate would have at least 3 years' experience in TV art department, preferably at an independent. Heavy print production, layout, design for promotional ads; sales promotion, commercial production, and video graphics systems. Must interface well with suppliers and clients. Resume, broadcast reel, print samples, salary requirements to: Peter Barrett, Promotion Manager, WDCA-TV, 5202 River Rd., Washington, DC 20816. No phone calls, please. Equal opportunity employer.

**Top 35 Midwest** affiliate needs commercial production coordinator. Must have strong background in videography/editing/writing. Minimum 3 years' experience. Salary/commission. Resume to Box H-62. EOE.

**Senior editor.** Immediate opening for top computer editor at major production/post facility in Chicago. Successful candidate will have excellent client skills; ability to provide creative input on wide variety of programming and commercial material. 5 years' experience, with 3 years on-line MACH I/CMX required. BVH-2000 and GVG 300 experience desirable. Respond in confidence with resume to Box H-68.

**Director/editor.** One of the Sunbelt's leading production/post-production facilities seeks senior director/editor. Minimum two years' commercial directing with BVE 5000 or CMX 340 computer editing experience a must. Must have proven track record of good client relations. Resume/tape to Production Manager, Texas Video & Post (service of the Gulf Broadcast Group), 8950 Kirby Dr., Houston, TX 77054. EOE.

**Promotion manager.** Great opportunity for innovative, energetic individual with creative writing skills wishing to relocate to the South. Experience required. Resume to Box H-77.

#### SITUATIONS WANTED MANAGEMENT

**CPA, five years** financial experience, seven years broadcasting, seeks financial position. Roger Marlin, 318-433-5237.

### For fast Action Use BROADCASTING'S Classified Advertising

**GM/GSM.** Prefer small/medium market, Sunbelt. Young aggressive leader, good track record. Box H-57.

**General manager,** station manager, news director. If you're willing to pay for the best, let's talk. Experience as news director with major market indy, affiliate, network O&O. Have had major impact on local news trends. General manager at small network affiliate. Have had key role in eight start-up or revamping operations. Know people, budgets, sales, news, programs, community relations. Seek long term arrangement with growth potential. Box H-70.

#### SITUATIONS WANTED TECHNICAL

**3 years' experience** TV operations, light maintenance, FCC license, member SBE, broadcasting degree, available now. 817-665-9405.

**ENG maintenance engineer** desires challenging position. Employed by top 20 VHF, currently responsible for two news bureaus, ENG vehicle, multiple receive sites, ICR's, small cameras, 3/4" tape, etc. Varied maintenance/operations background. 209-951-8022.

**Experienced communications engineer** for hospital seeks break into TV field. Tech school grad. FCC 1st class license. Will relocate. Box H-51.

#### SITUATIONS WANTED NEWS

**Broadcast meteorologist**-personable, pleasant, credible delivery. Seeking a right start in broadcasting. TV/radio experience. Tim, 312-894-6349, CST, evenings.

**Producer looking** for fulltime job, East or near Midwest. Good track record, good ratings numbers. Rick, 216-332-9611.

**Energetic female sports** PBP-color analyst. Experience at collegiate level includes talk show host and field reporting. Combination position viable option. Resume tape available. Box H-8.

**Health reporter.** Black female, more than seven years covering this specialized beat. Interested in relocating. Top twenty markets only. Box H-18.

**Producer at network** affiliate, top 5 market, seeks weekday shift at well-organized newsroom where clear thinking, pride, and success are ways of life. Please reply Box H-19.

**Creative reporter.** Good ratings. Awards. Regular or long format. Innovative, entertaining problem solver. Pete, 919-724-3447.

**Experienced meteorologist** looking to enter TV. Five years' live radio and national forecasting experience. Tape available. Looking forward to hearing from you. Jeff, 814-234-6240.

**CPA, financial** and on-air experience totaling 13 years, seeks business related programming position. Roger Martin, 318-433-5237.

**Meteorologist.** Professional, personable, experienced. Desires to produce & perform a quality weather segment. Tape available now. I'll be available soon. Box H-49.

**Attractive, intelligent** female, B.A. communications, 2 years' TV experience, seeks news reporting position, anywhere. Box H-59.

**Preparedness awaits** opportunity. LSU grad—ENG, radio, & writing experience seeks entry level position. Box H-65.

**Sportscaster.** Reporter/anchor/PBP. Also hosts studio talk shows. Excellent communicator. Knowledgeable. Tony, 412-885-0563.

**Meteorologist** with degree, radio-TV experience, seeks right beginning. Personable, pleasant delivery. Tape available. Tim, 312-894-6349, evenings, CST.

**Sportscaster.** Energetic, community-oriented, seeks new challenge in strong medium sports market. News director's dream. Box H-71.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Entry level TV help.** School of Communication Arts prepares our graduates for ENG/EFP, as well as for on-air talent. Laurie Constance, 800-328-5893; 612-721-5357.

**10-yr. pro.**, capital news reporter for Lansing, Michigan station. Former program director for small market AM, also versatile in production, copywriting, promotion. Some knowledge of automation. Prefer Michigan, but will relocate. Bill, 517-393-0338, after six PM or weekends (EST.)

**Sportscaster.** PBP/reporter/sportstalk/commentary. Have done all in major market. Tony, 412-885-0563.

**Energetic sportscaster/newscaster.** Exciting PBP all sports including Big East basketball, reports, interviews. Bob Capasso, 5 Tigers Court, Trenton, NJ 08619, 609-586-4683.

**Seeking right position** in resort town. 6 yrs.' radio w/secondary mkt. exp., college degree, #'s & references. 412-833-9837, anytime.

**Sports-news director** or reporter position desired. Experienced broadcaster desires to relocate. Football & basketball PBP, news reporting, good delivery, positive image, ambitious, knowledgeable. B. A. Communications. 419-865-0765.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Recent college grad**, 2 years' media experience, 1 year TV production, looking for a start. Goal is to become reporter/sportscaster, but I'm willing to begin at any news position. Howard, 216-381-3960.

**You just can't lose!** Custom production-cheap. Call for sample. John Mack Flanagan, Great Productions, San Francisco, 415-992-9070.

**PD for small** to medium market station in South/Southeast. 8-years' experience all facets of Midwest radio. Excellent references. Witty promoter. Strong teaching skills. B.A. communications (Radio-TV). \$16,000. Scott, 217-868-5878.

**MOR/EZ/news-talk/country.** Seasoned pro seeking stable operation. No consultants. Bud Andrews, 904-744-5750.

**10-yr. pro.**, capital news reporter for Lansing, Michigan station. Former program director for small market AM, also versatile in production, copywriting, promotion. Some knowledge of automation. Prefer Michigan, but will relocate. Bill, 517-393-0338, after six PM or weekends (EST.)

**Nutrition commentator.** Over 100, ready-to-air four-minute segments on a variety of nutrition topics. Interesting, informative, relevant, personable, produced by Registered Dietitian. Call/write: Renee Hoffinger, R.D., 4336 N.W. 27 Dr., Gainesville, FL 32605, 904-374-4478.

# TELEVISION

## HELP WANTED MANAGEMENT

**Director of program production.** Seek experienced production manager/producer-director. Head production unit of well-equipped, top-rated PTV station. Sets policies, standards, & procedures for all productions. Works with top management to set station goals and objectives. Responsible for department budget. Recommends equipment purchases. BA/BS in communications or related field and 4 years' TV production experience required. Master's degree and management experience preferred. Salary: minimum \$20,000. Apply: WUFT-TV, Search Committee, Weimer Hall, University of Florida, Gainesville, FL 32611. Deadline: Mar. 15, 1985. WUFT-TV, an equal opportunity/affirmative action employer, encourages applications from women and members of minority groups.

**Group owner.** Immediate positions available for corporate program manager, promotion manager, business manager and sales-experienced general managers. Independent experience preferred. Resume/salary history to Box H-36 as soon as possible. We're a new station group with desirable markets and ownership potential.

**General manager.** Healthy SW network affiliate VHF needs an experienced GM to rebuild news, promotion and sales departments. Top salary. We'll over pay for right professional, plus profit sharing. Resume to Box H-55.

## HELP WANTED SALES

**Local sales manager.** Mid-Atlantic ABC-NBC affiliate. Small market pro who desires above average compensation in growth market. All-new Ampex production equipment just installed. Resume to Frank Pilgrim, GM, P.O. Box 321, Salisbury, MD 21801. EOE/M-F.

**Well established**, small market TV station in shadow of Dallas/Ft. Worth Metroplex seeks experienced account executive who can develop new business. Applicants must have strong sales background. Company currently constructing another station, so promotion for right person is definite. Write Personnel Director, PO Box 6886, Tyler, TX 75710. EOE/M-F.

**General sales manager.** Florida CBS affiliate. Must have experience in local and national sales management and strong desire to work. Will work closely with general manager in fast growing market. Only those with proven ability need apply. Excellent future for right person. Resume/salary history to Box H-31. EOE.

**General sales manager.** Group-owned, Midwest affiliate seeking aggressive, creative, management-oriented sales manager. Must have management experience in both local and national sales. Resume/salary requirements to Box H-35. EEO-M/F.

**Account executive.** WTOV-TV9 interviewing for position of account executive. Applicants should have media sales experience. Resumes to WTOV-TV9, P.O. Box 9999, Steubenville, OH 43952. Attention: Linda Blackburn, Local Sales Manager. EOE.

**Southwest market.** Good opportunity for starting salesperson. Leading station, underdeveloped market. We want pro, or potential pro interested in making \$25-\$40K. Frank or Todd Utpadel, 512-727-8888.

## HELP WANTED TECHNICAL

**Studio and transmitter maintenance engineer.** Experience with TV transmitter, 3/4", 1", and Quad VTR's necessary. General class license and/or SBE certification a-plus. References required. Midwest affiliate. Immediate opening. Resume, salary history to Box G-95. EOE.

**Software engineer** - Florida video post production equipment manufacturer has opening for engineer with a video, software, and hardware background to develop software for major project. Call Robert Hensky, Manager of Research & Development, 305-920-0800.

**Maintenance technician.** Must have minimum 5 years' experience in maintenance and operation of TV systems and equipment. Extensive knowledge in maintenance of videotape equipment required. Resume to Jackie Woods, Personnel Coordinator, WFLD, 300 N. State St., Chicago, IL 60610. Metromedia, Inc., an equal opportunity employer.

**Gulf Coast UHF indie** has immediate opening for leading edge maintenance engineer. Direct experience with Sony 1" VTR's, Quantel digital effects, Chyron, and PC hardware/software are big pluses. Sony 1/2" camera/VTR experience makes you a star. Call now, CE, 504-569-0989.

**Maintenance technician** with strong TV/broadcast transmitter background for radio/TV production center in the heart of the Northern Rockies. Well-funded operation with all new equipment and building. Provide leadership in TV, assist with NPR station serving most of Western Montana. Salary competitive. Resume, names/phone numbers of professional references to Ken Fielding, Director, Telecommunications Center, University of Montana, Missoula, MT 59812. Review begins Mar. 18, continues until position is filled. AA/EOE.

**Chief engineer.** WLYH-TV, Eastern Pennsylvania UHF-TV station, needs a qualified person with supervisory and maintenance experience in both studio and transmitter operations. FCC first class radiotelephone or general class license required. Excellent career opportunity with group-owned station. Equal opportunity employer. 814-944-2031.

**Technician.** Entry level openings for two technical school graduates to assist engineers in installation & maintenance of broadcast facilities. WTKK-TV, Box 3150, Manassas, VA 22110, 703-369-3400; in Virginia, 800-533-4411. EOE.

**Maintenance engineer.** Telemation Productions/Chicago. Applicant must possess minimum 3 years full-time experience as maintenance engineer. Experience with the following highly desirable: Ikegami & RCA cameras; Ampex and Vital digital effects; Chyron, Bosch, and Aurora graphics; CMX editing; Sony & Ampex 1" VTRs; Ampex 2" VTRs; Ross and Vital production switchers; Utah-Scientific routing. Contact John Gebhard, Chief Engineer, Telemation Productions, 3210 W. Westlake Ave., Glenview, IL 60025, 312-729-5215.

**Maintenance engineer.** Kentucky independent station looking for qualified maintenance engineer. Maintain studio, transmitter, and ENG equipment. If interested, send resume/salary requirements to Director of Operations, WDRB-TV, Independence Square, Louisville, KY 40203.

## HELP WANTED NEWS

**Start up news operation** looking for anchor, weather and sports anchor, and news reporters. 117th ADI market; great opportunity for people wanting to grow with new broadcasting company. Resume/salary requirements to Earl Noel, General Manager, KVEO-TV, 394 N. Expressway, Brownsville, TX 78521. Equal opportunity employer.

**Beat reporter.** No. 1, award-winning station. Will cover law enforcement agencies and courthouse trials. At least one year of reporting experience a must. Tape/resume to Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

**Meteorologist.** Looking for good communicator. Will take over weekend weather; help with weather effort planning and development. Technical computer graphics experience preferred. Resume/tape to Jonathan Knopf, KTBS-TV, Box 44227, Shreveport, LA 71134, 318-868-3644. EOE.

**Anchor position.** Dynamic co-anchor needed for major market newscasts. Successful candidate should have anchoring and reporting experience. Currently a morning and noon position, with room to grow. Resume/tape to Billye Gavitt, News Business Manager, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. No phone calls. EOE/M-F.

**Sports director.** Midwest network affiliate seeks small market pro ready to move up. Looking for innovative approach and understanding that sports is not confined to professional & college playing fields. Two years TV experience needed. Resume to Box H-6.

**Texas TV station** needs excellent executive producer or producer (no stackers & timers), managing editor (minimum 3 years' experience) and weekend weather anchor (2 years experience). Resume only to Box H-10. EOE.

**Evening anchor.** Aggressive, small-market news department. No beginners. No phone calls. Tape, resume, salary requirements to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

**Anchor wanted.** Tapes/resumes to Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

**California's #1 independent** seeks bright, aggressive individual to fill position of news reporter. Applicant should have good production skills, as well as minimum 2 years' on-air experience. Resumes only to Box H-47. EOE/M-F.

**California's #1 independent** seeks to fill position of news assignment editor. Applicants must be aggressive and highly motivated. Minimum 2 years assignment desk or related experience required. Resumes only to Box H-48. EOE/M-F.

**Co-anchor/reporter.** Top 40 network affiliate needs warm communicator to team with male co-anchor for noon newscast. \$33,000. Send resume including references to Box H-52. EOE.

**Seattle ABC affiliate,** KOMO-TV, seeks ENG news photographer/editor. Minimum two years experience required. No phone calls, no beginners. Tape/resume to Ms. Jo Shilling, P.O. Box 900951, Seattle, WA 98109. EOE.

**Polished anchor/producer** for six and ten, Monday-Friday slot. Strong writing and production skills. Also looking for two general assignment reporters and one photographer. Tape/resume to News Director, KODE-TV, Box 46, Joplin, MO 64801. Equal opportunity employer.

**WSUS FM/cable TV.** Adding fourth fulltime newscaster. \$225/week to start. Personal interview required. Tape/resume to Bob Aaronson, News Director, WSUS, Box 102, Franklin, NJ 07416. No phone calls. EOE.

**Reporter.** General assignment/producer. KXPR Radio, 50,000-watt NPR affiliate, California's capital. Two years' radio-journalism experience. B.A. degree required. Local/state beat including political, art, cultural issues. Salary \$13,000 to \$15,000, plus benefits; application deadline Mar. 22. Resume/non-returnable air-check to Foundation of CSUS, 6000 J St., Building TAA, Sacramento, CA 95819.

**Top news AM/FM** seeks afternoon news anchor/repporter. Strong local news commitment. Good delivery/writing skills. EOE. Tape/resume to ND, WKDW, Box 2189, Staunton, VA 24401.

**On your way to the "biggs"?** Last stop? Maybe this Ohio small market! Last four news directors advanced to major markets. Quality, dedicated people only! Resume/writing samples only to Box H-69.

**Radio network** seeking business anchor, sports anchor, & anchor/editors. All applicants must be able to gather & edit own actualities, as well as produce, write, and air newscasts. Strong writing ability and high quality air work required. Business anchor must have strong grasp of current business trends. This will probably be the hardest, most challenging position of your career. T/R to Bruce Chong, 1050 Techwood Dr., Atlanta, GA 30318.

**Need energetic,** enthusiastic air staff for new easy listening/information format. Anscombe, 665 Lake Howard, Winter Haven, FL 33880.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Program director.** Take charge individual. Handle all aspects of programming, production, and remotes for small market, extremely active, news and community-minded regional station that has been extremely well respected for over fifty years. Mid-morning air shift. Good pay/benefits. Resume/tape to Tom Beardsley, WDEV, Box 550, Waterbury, VT 05676. EOE.

**AC/oldies AM** seeks program director. Lead, train, motivate staff; manage promotion. Airshift included. Tape/res./salary to GM, WNNJ, Box 40, Newton, NJ 07860. EOE.

**Attention radio creators.** Here's an opportunity for right person to join with talented staff of forty persons producing innovative radio. We call our position senior producer/announcer. Our salary package is one of the best you can find in public radio. You'll have your own office in one of the finest, state of art, studio facilities in this part of the country (no kidding). We know you'll enjoy Iowa's clean air, quality of life, informal life style, and professional opportunities. Most of our staff lives right here in Cedar Falls, a mid-sized university town with top-notch social and cultural resources. Stations are full-service public radio facilities. KUNI-FM operates at maximum of 100KW and has several rebroadcast transmitters around the state. KHKE-FM is 10KW facility offering separate programming. We're looking for versatile radio creator, with likeable on-air personality having intelligent but informal approach. We expect that your assignment will be with our popular weekday evening program, Iowa P.M. We'd like our new staff member to be able to read news when necessary and to host on-air music program. We're looking for someone who can research a good radio piece, do the interviews, and slice it up for air. Hope to find someone who can participate as on-air host during our semi-annual fundraisers. Public radio experience not essential if you have the qualities were looking for: college degree, professional production skills, good voice, and authoritative but friendly style. You should have good grasp on current events, without bias toward news or feature production. Producer we're looking for will likely have at least three years' professional experience. Send audition tape, showing us the rainbow of your skills, letter of application, and resume with a few people we can call who know your work. If you're one of the top applicants, we'll bring you in on our dime. Salary's competitive; based on experience. We have great fringe benefits program and liberal vacation schedule. U.N.I. is an AA/EOE. Position closes Mar. 25, so send us your application now to KUNI/KHKE, Attn: Carl Jenkins, Program Director, University of Northern Iowa, Cedar Falls, IA 50614. Good luck!

**Operations manager.** FM station, Williamsburg, VA, seeking detail-oriented person with extensive production experience. Background in easy listening format & familiarity with automation equipment preferred. Must have creativity/common sense/good people skills/maturity to work with limited supervision. Tape/resume to Richmond Radio Ltd., 3906 Forest Hill Ave., #1A, Richmond, VA 23225.

**Radio producer.** Public radio station KUMR-FM seeks applicants for radio producer vacancy. Major duties of position include hosting KUMR's "Morning Edition"; development and production of modular information & news features; and production and hosting of weekly jazz, folk, or blues program. Minimum qualifications: Bachelor's degree in communications-related field or equivalent combination of education & experience from which comparable knowledge and abilities have been acquired. One year of broadcast experience, preferably in public radio, desirable. Salary range for position: \$13,158 to \$21,052. Application deadline: 4/16/85. For application forms and details regarding required audition tape, contact Personnel Services, University of Missouri-Rolla, G-1 Parker Hall, Rolla, MO 65401, 314-341-4241. UMR, an AA/EOE.

#### SITUATIONS WANTED MANAGEMENT

**General manager.** 21 years as achiever. Aggressively consistent in producing sales/profits. Take charge individual with strong organizational skills. Experience includes managing all size markets. Want an achiever with excellent credentials? Write Box G-133.

**More than ten years** as successful GM looking for stable medium market station or group responsibility. Solid marketing professional. Prefer Southeast or Midwest; will consider all opportunities. Box H-16.

**General manager.** Proven record in sales, successful programmer, accomplished engineer. 13 years as GM. Top 100 markets. Box H-23.

**General manager.** Large Northeastern market. History of success and profits. Experience, skills, abilities. Seeks relocation to warmer climate. Box H-24.

**Can do it all.** Seeking take-charge position in small or medium market. Experience in sales, news, sports, programming, announcing. Box H-34.

**Seeking position** as manager/sales manager for small to medium market. Progressive, self-motivator with communication/marketing skills including strong knowledge of station operation procedures. Proven track record; able to train/motivate personnel. Box H-37.

**Seeking operations** or programming position at AC or country station, large/medium market. 15 years' PD experience; 3 years sales. Ron, 314-428-3132.

**Self-starting,** problem solving, money making manager. 30 yrs. success. Management, sales, programming, training, motivation. Small, large (Dallas, L.A.) Mkts. POB 599, Congress, AZ 85332; 602-427-3662.

**Group owner:** let's whip that medium mkt. radio station into shape. Frederick Baur, 214-661-9363.

**GM-GSM,** or assist. to group GM. Presently with ad agency. Want back into radio with/without equity. Twenty years' experience radio administration, building top sales teams, motivating people, community involvement, ownership, including putting stations on-air. Excellent references. Available after notice. William E. Sullivan, Apt. 2003, 660 Boas St., Harrisburg, PA 17102, evenings 717-233-5292 (EST).

**Recruitment is expensive.** I'll make the expense worthwhile. Manager seeking demanding organization in competitive market with winning potential. I'll show you a track record you can believe in. Relocate anywhere. Reply guaranteed. Box H-54.

#### SITUATIONS WANTED SALES

**Radio sales pro** had to take leave from business due to prior interests. Wishes career move to medium or major market only. Box G-113.

**Southwest/West** regional rep seeks quality company. David, 213-826-4518, before noon, PST.

#### SITUATIONS WANTED ANNOUNCERS

**Experienced morning** and afternoon drive talent available immediately. Craig, 915-267-1126.

**Female announcer**—experience, news, sports, production, disc jockey. Looking for work in Connecticut. Lynn, 203-874-2152.

**Recent college graduate,** two years campus radio experience, looking for a start. Able to produce solo newscasts. Adult, top 40, MOR, sports especially. Will try and succeed with anything. Very eager to begin. Howard, day or night, 216-381-3960.

**Completely insane morning** man. Seven years' radio. Lots of voice characters. Will relocate anywhere. Currently mornings in 22-station market. Prefer CHR or A/C format. 704-545-4630.

**Professional attitude & sound.** 18 mos.' experience. Prefer Midwest-Southeast. Bill Whetzel, 501-229-3576.

**ATS Radio Network DJ** seeks 1st fulltime on-air slot. Top 40, R & R in Pacific Northwest. T & R upon request. Toby, 619-223-0100.

**ATS Network** announcer, over 1 yr. experience, news, sports, production, AOR, MOR, CHS, will consider all offers. Audition tape on request. John, 619-447-4476.

**Looking for top 40** or news-information, South-Southeast. Mid-market preferable. Jockeying, news, music specials. 8-years Midwest radio experience. Excellent references. B. A. communication (Radio-TV). \$16,000. Scott, 217-868-5878.

**10-yr. pro.,** capital news reporter for Lansing, Michigan station. Former program director for small market AM, also versatile in production, copywriting, promotion. Some knowledge of automation. Prefer Michigan, but will relocate. Bill, 517-393-0338, after six PM or weekends (EST).

**Add big bands** to your program schedule. I have the records, chatter, and experience for smooth, light, easy listening. 507-283-4972.

**414-248-0834.** Don't call unless you seek talent, personality, strong production, dedication, winning attitude. Charlene.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer,** #1 station, top 50 mkt., available now. FM, AM directional, studio, etc. Considering all oppty's. Reply: 4337 S. 1230 W. #8-D, Salt Lake City, UT 84123.

**Engineer.** 20 years' experience. Want chief or maintenance position. Complete maintenance on FM-AM facilities. Box H-50.

**25 years' experience** all areas AM/FM engineering. Seeks position as chief engineer/director of engineering for good major market or group operation. Will relocate anywhere for right opportunity. Richard Kane, 223 Bump Dr., Syracuse, NY 13209, 315-635-3060.

**In a bind temporarily?** Former chain director and chief with 22 years of know-how. Available by day, week, or month. 615-579-1135.

**Chief engineer** needs to locate in Midwest. High power AM-FM. Excellent with audio. Studio and transmitter construction. Satellite and automation. PO Box 550004, Birmingham, AL 35255.

#### SITUATIONS WANTED NEWS

**Experienced sportscaster** in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

**Consummate journalist,** national awards for talkradio, hard news, documentaries, investigative reporting. Brochure will knock your socks off. Box G-94.

**Talk show host.** Aggressive, issue-oriented; also into empathy. Major market experience. Doctorate degree. Can do liberal, conservative, or yuppie. Box H-13.

**Sportsaholic** eager to crack your starting lineup. Sportscasting Illustrated calls me a "Blue Chipper". Dennis, 614-666-7033, nights EST.

**Energetic female newscaster,** six years experience, seeks medium, major market position. Excellent voice, delivery, writing. 302-772-1758/215-388-6886.

**News director** with state government experience in Illinois capital. Seek station in South/Southeast. 8-years' Midwest radio. BA communication. AAS radio-TV. Excellent references. \$16,000. Scott, 217-868-5878.

# Classified Advertising

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

## RADIO

### HELP WANTED MANAGEMENT

**Local sales manager NW.** Satellite office, population 132K. Salary, commission, incentive bonus. Sales experience a must. We want you to develop the territory. For more info, call Roger McDowell, Magic 96FM (covers over 7000 sq. miles state of Washington), 509-529-8000.

**Corporate manager** for growing, quality Christian broadcast group of 4 Midwest stations. We're ready to grow—now! Right person must be ready to grow with us, and manage that growth. Must have strong experience managing, marketing, and getting things done. Must understand quality Christian programming concepts. Must be genuine leader of people. Everything in background must point to success in this position. Complete information to Dick Bott or Rich Bott, Bott Broadcasting Co., 10841 E. 28th St., Independence, MO 64052, 816-252-5050.

**General manager.** Small mkt. suburban top 50 seeks strong sales mgr. to run solid community AM with great Arbitron #s. Great entry level mgmt. position with growing group. \$17,000 + large bonus potential. Resume to Box H-17.

**Aggressive,** profit-oriented, medium market general manager with proven personal sales success? Produce results for rapidly growing group & receive unusually high incentive compensation in smaller Sunbelt market. Send response including references/salary requirements to Box H-56.

**General manager.** New FM, small New Mexico market of 12,000. Applicants must have strong background in sales. Great opportunity for small market sales manager seeking first GM position. You'll grow as station grows. Resume to Box H-60. EOE/MF.

**GM for hot new contemporary class C** in Shreveport. Young solid company offers high income potential and equity plan for right winner. Ken, 318-938-7927.

### HELP WANTED SALES

**Third largest** billing station in market offers excellent opportunity for strong general sales manager. Looking for individual to manage, motivate, lead already successful news/talk station. Qualified persons send resumes to Mr. L. Wilson, P.O. Box 4189, Little Rock, AR 72214.

**Knoxville's fastest growing** radio station needs salespeople immediately. Resume: Sales Manager, WBZW Radio, 1707 Depot St., Powell, TN 37849. EOE.

**Account executives:** 98 Fame, Poughkeepsie, NY, soliciting for experienced performers, self-starters. Experience necessary. Wheel spinners need not apply. Resume and performance outline cover letter. Do not call. GM, 319 Mill St., Poughkeepsie, NY 12601. M/F, EOE.

**Fort Wayne's no. 1** and only combination expanding sales staff. Seek aggressive, stable, self-starter to sell combo. Great ratings, training, resources, \$\$\$, super community. Resume to WQHK/WMEF, P.O. Box 6000, Fort Wayne, IN 46896. EOE.

**Sales manager.** Growing FM, medium-sized Illinois city. Must be promotion-minded, able to supervise sales staff, carry own list. Salary, override, generous incentives. Potential growth to GM. Resumes to Box H-14.

**Suburban NY** radio combo wants you, if you can present ideas and close sales. Resume/income to GSM, WNNJ/WIXL-FM, Box 40, Newton, NJ 07860. EOE.

**Co-op specialist.** AM/FM combo already successful in co-op. Salary + comm. Resume and income req. to GSM, WNNJ/WIXL-FM, Box 40, Newton, NJ 07860. EOE.

**WMAS AM/FM** has immediate expansion openings in sales for professionals who can sell radio and results. If you want to establish your sales career with a market leader, send resume to General Sales Manager, P. O. Box 1418, Springfield, MA 01101.

### HELP WANTED ANNOUNCERS

**Morning drive/music director.** Successful modern country station, St. Louis ADI. Right person will be articulate, informed, & have stable work history. We offer good pay/benefits, & great working environment. T & R/salary history to Steve Beeny, KWRE, Box 220, Warrenton, MO 63383.

**Major FM easy** listening station, NE Ohio metro, seeks bright, personable, experienced professional with the voice and style to keep our listeners tuned in. Salary negotiable. Tapes/resumes to Pam Miller, WDBN-FM, 4986 Gateway Dr., Medina, OH 44256. EOE.

**Morning drive person.** Northwest Pennsylvania full-time AM. Enjoy radio in active small market. Tell us about yourself. Tape/resume to Robert Sauber, WTVF, P.O. Box 184, Titusville, PA 16354.

**Regional Northern New England** station has immediate opening for dynamic play-by-play and sports feature announcer. Successful applicant must have basketball, hockey, & baseball play-by-play experience. Must have tape editing ability. Station broadcasts college hockey and basketball plus AA baseball. Previous fulltime sportscasters now with major league baseball broadcast teams. Tape/resume mandatory. Experienced applicants only. Send to Program Manager, WVMT Radio, Box 620, Colchester, VT 05446. No calls, please. EOE.

**New Delaware adult** contemporary AM station wants morning personality. Excellent communicator skills required. Good benefits/salary to right person. No beginners please. Tape/resume to WYUS, Box 324, Milford, DE 19963.

**Top NY metro** seeks weekend/relief announcers/DJ's. Mature, professional voices only. No rockers, no beginners. Must be NYC-area based. No calls. Tape/resume to: Operations Director, WHLI/WKJY, Hempstead, NY 11550. EOE/MF.

**Music director.** Duties: daily air shift. Maintain library and contact with record companies. Remote recording and program packaging. Qualifications: knowledge of classics, jazz, folk. Degree in mass communications or music, 1-3 years' experience in fine arts broadcasting preferred. Salary: \$23,500-\$25,000. DOE. Deadline: Mar. 18, 1985. EOE. Tape/resume: Ken Torkelson, Prairie Public Broadcasting, 1814 N. 15th St., Bismarck, ND 58501.

**South Georgia FM rocker** has immediate opening for experienced announcer. Starting salary \$185 week. 912-924-1290.

**Music of your life** station, sunny Florida, looking for warm, conversational announcer for middays. Tape/resume to Rick Pittman, WROD, P.O. Box 991, Daytona Beach, FL 32015.

**CHR, Wheeling, WV,** needs one good jock. Immediate opening! Tape/resume to Bob Forster, WZMM-FM, 98-16th St., Wheeling WV 26003, 304-233-7560. EOE.

**Top rated country** station, Washington DC ADI, seeks strong morning announcer with sports background. If you don't have personality don't apply. Tape/resume: David Plume, WEPN, P.O. Box 767, Martinsburg, WV 25401. EOE.

**First job.** Will train bright college grad for news/production announcer. Tape/resume to 204 Desmond St., Sayre, PA 18840.

**Experienced announcer** with good references. AM-FM, Northern New York. Must have good production skills, air shift on AM modern country. Modern facility, good working conditions. Resume/tape to Ben Everest, PD, P.O. Box 157, Peru, NY 12972.

**La Crosse,** Wisconsin country station needs new morning jock. Good pay for right adult communicator. T/R to K-106 FM, 510 Holmen Square, Holmen, WI 54636. EOE.

### HELP WANTED TECHNICAL

**Chief engineer/broadcast electronics instructor.** KALW-FM (NPR affiliate) seeks hands-on chief engineer also willing to instruct adult class in broadcast electronics. Duties include studio/transmitter maintenance, preparation of specs, installation of new transmitter/SCA facility. Min. 5 years' experience, plus ability to acquire Calif. vocational credential. Resume/salary history to KALW, 2905 21st St., San Francisco, CA 94110. Licensed to SF Board of Education. EOE.

**We're looking** for thoroughly knowledgeable chief for leading class C FM/AM combo. State of the art showplace facilities. Salary in excess of \$20K plus equity earnings in FM paging system. Applicants must have solid background, good references, interested in building a future. KOOI/KEBE, Jacksonville, TX, 214-586-2527.

**Broadcast technician supervisor.** \$2015 - \$2580 per month. Need immediately—supervisor position, four-station Washington State University telecommunications system. Requires five years' fulltime experience in radio or TV broadcast technician work which has included one year of lead/supervisory experience. Possession of first class FCC radio-telephone operator's license. College or technical school training in radio, TV, or electrical engineering may be substituted year-for-year for up to four years of required experience. Apply by March 14, 1985, to Staff Personnel, 134 French Administration Building, Pullman, WA 99164-1014, 509-335-4521. WSU, an EOE.

**AM-FM, automated,** wants engineer in combo capacity. Telephone equipment knowledge helpful. Resume to GM Cathy Wilson, WILY, Box 528, Centralia, IL 62801. Copy to S. Hassan, 3001 Matador NE, Albuquerque, NM 87111.

### HELP WANTED NEWS

**Radio news/public affairs producer.** WMUB. Open now. Develop, produce weekend news, magazine programs. Produce, host public affairs programs. Gather, produce hard, soft news features. Assist training, critique students. Academic responsibility: teach one course in mass communication. Experience in CPB qualified public, or commercial radio station required. Master's degree or equivalent additional experience required. Competitive salary, liberal benefits. Applications accepted until filled. WMUB is 30KW, NPR, 24-hr. Application letter, resume, non-returnable audio audition cassette, three letters of reference to: Search Committee, WMUB, Miami University, Oxford, OH 45056. No phone calls. Miami University and WMUB follow affirmative action recruiting/hiring practices, and are equal opportunity employers. Women and minorities encouraged to apply. Applications received by 3-29-85 given preference.

**Missouri group** seeking experienced newspeople skilled in all phases of news: gathering, editing, delivery. Good interview skills required. Must be able to handle remotes from fairs to fires. Must have initiative and generate own news ideas while working within the system. Tape/resume to David Shepherd, KWIX, Box 619, Moberly, MO 65270.

**Northern Illinois AM/FM** seeks news/anchor capable of generating and writing local news. Ability in sports play-by-play can increase income. Minimum two years' experience. Tape, salary background, resume to Jim Feather, P.O. Box 177, Rochelle, IL 61068. EOE.

**Looking for best** small market news anchor/reporter in the country. Good delivery and writing skills for resort area AM/FM combo. EOE. T&R to: Chuck Marcus, WJWL/WSEA, 701 N. Dupont Highway, Georgetown, DE 19947.

**Are you qualified** to direct small, professional radio news operation? Can you anchor morning shift with strong delivery combined with sound writing skills? This award-winning central Virginia station offers unusual benefits and working conditions. Complete written resume and salary requirements to Box H-38. EOE.

ing. Granted motion by Horizon Broadcasting and added issues to determine if Crescent Communications Co. has reasonable assurance of availability of its antenna site, if it failed to advise commission of changes and effect on its basic and/or comparative qualifications. By MO&O, Feb. 20.

Cumberland, Md. (Gary D. Terrell and Rita L. Young) TV Proceeding. Granted motion for summary decision by Terrell and resolved air hazard issue in his favor. By order, Jan. 22.

Geneva, Ohio (N.E.O. Broadcasting Co., et al) FM Proceeding. On judge's own motion, reopened record to add issue to determine financial qualifications and American Ethnic Voice of Northeast Ohio Inc. By MO&O, Jan. 29.

Memphis (RKO General Inc., et al) TV Proceeding. Granted motion by RKO General Inc. and added issues to determine facts and circumstances surrounding execution of various documents filed with FCC by Ware Communications Inc., whether it violated Section 1.65 of rules, and effect on Ware's basic and comparative qualifications. By MO&O, Feb. 14.

Memphis (RKO General Inc., et al) TV Proceeding. Partially granted motion by RKO General to add issue against Memphis Telecasters Ltd. to determine whether H.A. Gil- liam Jr. has caused filing of impermissible strike app. in another proceeding and, if so, effect on basic and/or comparative qualifications of its app. By MO&O, Feb. 8.

Nashville (Rutty Payne Carmen and Dove Broadcasting) TV Proceeding. Granted motion for partial summary decision by Dove and resolved air hazard issue in its favor. By order, Feb. 7.

Katy, Tex. (Enigma Corp., U.S.A. Communications Division, et al) TV Proceeding. By separate orders, granted motion by Johnson Broadcasting Inc. to add issues of hours of operation and among other things, inaccuracies in app. of Enigma, and granted motion by Horizon Community Broad- casters Ltd., and resolved air hazard issue in its favor. By orders, Jan. 25 & 28.

*ALJ Edward J. Kuhlmann made following decisions:*

Homestead, Fla. (Homestead Minority Broadcasters Inc., et al) FM Proceeding. Granted motion by Rodriguez-Menen- dez and dismissed app. of Radio Leisure City. By order, Feb. 4.

Brookport, Ill., and Lebanon, Mo. (Samuel K. Stratmeyer and Ozark Broadcasting Inc.) AM Proceeding. Granted motion for severance by Ozark, granted Stratmeyer's app. for new AM station on 750 khz at Brookport; granted Ozark's app. for new AM station on 750 khz at Lebanon, and termi- nated proceeding. By MO&O, Feb. 19.

Dodge City, Kan. (Dodge City Mobilephone Inc.) PMS Pro- ceeding. By separate orders, made Dodge City Citizens for Better Broadcasting party to proceeding; one of licensee's principals, Charles C. Babbs Jr., returned license, and pro- ceeding was terminated. By MO&O, Jan. 23 & order Feb. 1.

Gonzales, Tex. (Frankie Morley, et al) FM Proceeding. Granted joint request for settlement agreement; dismissed apps. of Frankie Morley and Rodney Ellis Interests with prejudice; granted Patrick J. Nugent and Betty Nugent's app. for new FM station at Gonzales, and terminated proceeding. By MO&O, Feb. 4.

*ALJ Edward Luton made following decisions:*

Ocean View, Del. (Dragon Communications Inc., et al) FM Proceeding. Granted motion by Ocean View Broadcasting Co. and resolved air hazard issue in its favor. By order, Feb. 21.

Carolina, P.R. (Educational Television of Carolina, et al) TV Proceeding. Granted motion by Good TV Broadcasting Co. and dismissed its app. with prejudice. By order, Feb. 1.

Spokane, Wash. (United Telespectrum Inc. and St. John Cooperative Telephone & Telegraph Co.) PLMRS Proceed- ing. By separate orders, granted motion by United and dis- missed its app. with prejudice; granted St. John's app., and terminated proceeding. By orders, Jan. 24 & Feb. 4.

*ALJ Walter C. Miller made following decisions:*

Maurice, La. (Mercury Broadcasting Co., et al) FM Pro- ceeding. Granted joint request by all six applicants for settle- ment agreement; dismissed apps. of Mercury Broadcasting Co.; Contemporary Communications Inc., Vector Enterprises Inc., JMJ Communications Inc., and T & H Broadcasting with prejudice; granted Maurice Broadcasting's app. for new FM station at Maurice, and terminated proceeding. By MO&O, Feb. 11.

Boston (RKO General Inc., et al) AM and FM Proceeding. Granted motion by RKO General and dismissed Stephen E. Powell's app. with prejudice. By MO&O, Feb. 22.

Boston (RKO General Inc., et al) AM & FM Proceeding. By separate orders, granted motions by Donnie Simpson Enter- prises Inc. and dismissed both its AM and FM apps. with

prejudice; granted motion by Danna May-Lynn Duran, and dismissed her AM app. with prejudice. By orders, Jan. 23, 24 & Feb. 5.

Calhoun and Ripley, Miss. (Calhoun County Broadcasting Co., et al) AM Proceeding. Granted motion by Kerry W. Hill and added issues to determine when and under what circum- stances Jesse Williams ceased operating station WCSA (Rip- ley), if he failed to amend his app. to reflect substantial change, to determine if Williams is financially qualified to be commission licensee, to determine if he failed to have completed public file available for inspection, and effect on his basic and/or comparative qualifications. By MO&O, Feb. 22.

Camp LeJune, N.C. (Francon Inc., et al) AM Proceeding. Partially granted motion by Hercules Broadcasting and re- solved engineering issue in its favor. By order, Feb. 5.

Cleveland, Tenn. (Silvey-Towe Television, et al) TV Pro- ceeding. Granted joint request for settlement agreement; dis- missed apps. of Silvey-Towe, Cleveland Community Televi- sion Ltd., and Cleveland Television Ltd with prejudice; granted WFLI Inc.'s app. for new TV station at Clevel- land, and terminated proceeding. By MO&O, Jan. 31.

Cookeville, Tenn. (Joseph Patrick Williams) TV Proceed- ing. Granted Joseph Williams' motion to withdraw; dis- missed his app. with prejudice, and terminated proceeding. By MO&O, Feb. 5.

Baytown, Tex. (Baytown Community Broadcasting Ltd., et al) TV Proceeding. Granted motion by Baytown Broad- casting and dismissed Pleasant Spring Broadcasting's app. with prejudice. By MO&O, Feb. 15.

Baytown, Tex. (Baytown Community Broadcasting Ltd., et al) TV Proceeding. Granted motion for summary decision by Leonora Reyes and resolved air hazard issue in her favor. By MO&O, Feb. 7.

*ALJ Joseph Stirmer made following decisions:*

Bakersfield, Calif. (Glenn L. Orsburn, et al) FM Proceed- ing. Granted motion by Louis B. Burke Jr. and dismissed Osburn's app. with prejudice. By order, Jan. 30.

Austin, Tex. (Alpha Radio Inc., et al) AM Proceeding. Granted motion by Radio Systems of Austin Inc. and dis- missed its app. with prejudice. By order, Feb. 15.

*ALJ James F. Tierney made following decisions:*

Fairbanks, Alaska (Borealis Broadcasting Inc. and Empire Communications Inc.) FM Proceeding. Granted joint re- quest for settlement agreement; granted Empire Commu- nications' app. for new FM station at Fairbanks; dismissed Borealis Broadcasting's app. with prejudice, and terminated proceeding. By MO&O, Feb. 19.

Bloomington, Ind. (Area Christian Television Inc., et al) TV Proceeding. Granted motion for summary decision by Area Christian and resolved air hazard issue in its favor; granted joint motion for settlement; dismissed apps. of Haynes Com- munications Co. and Mississinewa Communications Corp. with prejudice; granted Area Christian Television Inc.'s app. for new TV station on ch. 42 at Bloomington, and terminat- ed proceeding. By MO&O, Feb. 20.

Odessa, Tex. (Local Majority Television and George E. Gun- ter) TV Proceeding. Granted joint request for settlement agreement; granted Local Majority's app. for new TV station at Odessa; dismissed Gunter's app. with prejudice, and ter- minated proceeding. By MO&O, Feb. 21.

## Call Letters

### Applications

| Call            | Sought by                                                             |
|-----------------|-----------------------------------------------------------------------|
| <b>New FM's</b> |                                                                       |
| *KZRT           | Idaho Educational Broadcasting Foundation, Twin Falls, Idaho          |
| *WKJV           | Kentucky Educational Foundation, Camp- bellsville, Ky                 |
| *KEWP           | Patricia Ann Silva Educational Broadcasting Foundation, Newport, Ore. |
| *KTDN           | Waco Educational Broadcasting Foundation, Palestine, Tex.             |
| *WWWP           | Alpha Educational Broadcasting Foundation, Franklin, Va.              |
| *KHWL           | Heritage Educational Foundation of Wyo- ming, Laramie, Wyo.           |

### Existing AM's

|      |                                              |
|------|----------------------------------------------|
| WVJ  | WRBN Televiewers Inc., Warner Robins, Ga.    |
| WEYE | WSBL Sanford Broadcasting Co., Sanford, N.C. |

### Existing FM

|      |                                        |
|------|----------------------------------------|
| WBRF | WBOB Blue Ridge Radio Inc., Galax, Va. |
|------|----------------------------------------|

### Grants

| Call | Assigned to |
|------|-------------|
|------|-------------|

#### New AM

|      |                                          |
|------|------------------------------------------|
| KKJB | Hispanic Community College, Marion, Tex. |
|------|------------------------------------------|

#### New FM's

|       |                                                                   |
|-------|-------------------------------------------------------------------|
| KURA  | Ouray Broadcasting Co., Ouray, Calif.                             |
| *WPRL | Alcorn State University, Lorman, Miss.                            |
| *KVAZ | Henryetta Educational Broadcasting Founda- tion, Henryetta, Okla. |
| WBNE  | Deppen & Michael Communications, Ben- ton, Pa.                    |
| WPOT  | Colonial Beach Broadcasting Inc., Colonial Beach, Va.             |

#### New TV's

|         |                                                     |
|---------|-----------------------------------------------------|
| KPST-TV | Bay Area Community Television Inc., Vallejo, Calif. |
|---------|-----------------------------------------------------|

|      |                                          |
|------|------------------------------------------|
| KYIS | Tres Video Broadcasting, New Iberia, La. |
|------|------------------------------------------|

### Existing AM's

|      |                                                                 |
|------|-----------------------------------------------------------------|
| WLWI | WBAM Colonial Broadcasting Co., Mont- gomery, Ala.              |
| KBOV | KIBS Great County Broadcasting Inc., Bish- op, Calif.           |
| KLTV | KUNA San Luis Obispo Broadcasting Inc., San Luis Obispo, Calif. |
| WKSD | WWWQ Culpepper Communications Inc., Panama City, Fla.           |
| WEAM | WIZY Muscogee Broadcasting Co., Colum- bus, Ga.                 |
| WBMQ | WKBX Savannah Broadcasting Co., Savan- nah, Ga.                 |
| KLSS | KSMN River City Broadcasting Inc., Mason City, Iowa             |
| KILS | KLIB Lasso Inc., Liberal, Kan.                                  |
| WMYM | WFBZ Lakeland Broadcasting Inc., Minoc- qua, Wis.               |

### Existing FM's

|         |                                                                               |
|---------|-------------------------------------------------------------------------------|
| WLWI-FM | WLWI Colonial Broadcasting Co., Montgom- ery, Ala.                            |
| WEYY-FM | WHTB Jimmy E. Woodward, Talladega, Ala.                                       |
| KIBS    | KIOQ-FM Great Country Broadcasting Inc., Bishop, Calif.                       |
| KKRV    | KJLU Kern Valley Broadcasting Co., Kern- ville, Calif.                        |
| KLTB    | KUUB Sundance Broadcasting Inc., Boise, Idaho                                 |
| WCKG    | WAGO WAGO Inc., Elmwood Park, Ill.                                            |
| KLSS-FM | KLSS Music Man Broadcasting Inc., Mason City, Iowa                            |
| WARX    | WXCS Manning Broadcasting Inc., Hagers- town, Md.                             |
| WFRM-FM | WYEF Farm & Home Broadcasting Co., Cou- dersport, Pa.                         |
| WKSX    | WCOM-FM Champaign Communications Inc., Urbana, Ohio                           |
| WKXE-FM | WNHV-FM New Hampshire-Vermont Broad- casting Corp., White River Junction, Vt. |

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TV Proceeding. Scheduled oral argument for March 22 on exceptions to initial decision of ALJ Joseph Chachkin granting app. of Ithaca TV Associates for new TV station on ch. 52 at Ithaca. Each party has 20 minutes for argument. Stumbar may reserve part of his time for rebuttal. By letter, Feb. 19.

Selmer, Tenn. (WDTM Inc. and Perry S. Smith) FM Proceeding. Scheduled oral argument for March 8 on exceptions to initial decision of ALJ Joseph P. Gonzalez granting app. of Perry Smith for new FM station at Selmer and denying app. of WDTM Inc. Each party has 20 minutes for argument. WDTM may reserve part of its time for rebuttal. By letter, Feb. 5.

*ALJ Joseph Chachkin made following decisions:*

Coming, Calif. (Robert R. Bignami, et al) FM Proceeding. Granted motion by Empire Broadcasting Corp. and dismissed its app. with prejudice. By order, Feb. 14.

Chicago (RKO General Inc., et al) FM Proceeding. Granted motion by Spanish Radio for Chicago Inc. and dismissed its app. with prejudice. By order, Feb. 15.

Doylestown, Pa. (Central Bucks Broadcasting Co., et al) AM Proceeding. Granted motion by Raymark Broadcasting Inc. to change its transmitter site, nighttime and daytime patterns and reduce nighttime power from 1 kw to 0.25 kw; severed Raymark's app. from this proceeding, and granted its app. By MO&O, Feb. 14.

Austin, Tex. (Capital City Community Interests Inc., et al) TV Proceeding. By separate orders, granted motion by Capitol Area Broadcasting and added issue to determine if ATV Associates Inc.'s proposal will provide signal of at least 80 dBu to all Austin and granted motion by Balcones Broadcasting Ltd. to determine facts and circumstances relating to failure of ATV to comply with discovery request and effect on its basic and/or comparative qualifications. By orders, Feb. 15.

Lubbock, Tex. (Lee Stafford and McKinley Shephard, et al) FM Proceeding. Granted motion for summary decision by FHT Broadcasting and resolved city coverage issue in its favor and granted motion by Barton Broadcasting Co. and dismissed apps. of Julio Torres and Lee Stafford and McKinley Shephard with prejudice. By order, Feb. 14.

*ALJ John H. Conklin made following decisions:*

Los Angeles (RKO General Inc., et al) AM and FM Proceeding. By separate orders, granted motion by Spanish Radio for Los Angeles Inc. and dismissed its app. with prejudice and by judge's own motion dismissed Los Angeles Metro Broadcasters' app. with prejudice. By orders, Feb. 13 & 20.

*ALJ John M. Frysiak made following decisions:*

Vero Beach, Fla. (De Beau Broadcasting Inc., et al) FM Proceeding. Granted motion by Vero Beach Radio Inc. and dismissed its app. with prejudice. By order, Feb. 13.

Vero Beach, Fla. (De Beau Broadcasting Inc., et al) FM Proceeding. Granted motion by Vero Beach Broadcasting Co. and dismissed its app. with prejudice. By order, Feb. 6.

Maywood-Chicago, Ill. (Midway Broadcasting Corp., et al) AM Proceeding. Granted joint request for settlement agreement by CID Broadcasting Inc. and Midway Broadcasting and dismissed Midway's app. with prejudice. By MO&O, Feb. 21.

Petal, Miss. (Thomas William Hickman III, et al) FM Proceeding. Granted joint request for settlement agreement by Bennie L. Blackledge III and Thomas Hickman and dismissed Blackledge's app. with prejudice. By MO&O, Feb. 21.

*ALJ Joseph P. Gonzalez made following decisions:*

North Syracuse, N.Y. (SOQ Broadcasting Corp., et al) AM Proceeding. Granted motion by SOQ for partial summary decision and resolved air hazard issue in its favor. By MO&O, Jan. 31.

Alva, Okla. (Marione Elaine Martin, et al) FM Proceeding. Granted motion by Marione Martin and resolved air hazard issue in her favor. By MO&O, Feb. 6.

*ALJ Byron E. Harrison made following decisions:*

Stamford, Conn. (Connecticut Educational Telecommunications Corp., et al) ED/TV Proceeding. Granted joint request for settlement agreement by all applicants; granted apps., with engineering amendments, of Connecticut Ed., Central School District #4, Plainville, N.Y., Syosset (N.Y.) Central School District and Fairfield (Conn.) University, and terminated proceeding. By MO&O, Jan. 18.

New Orleans (Horizon Broadcasting Inc., et al) TV Proceed-

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Jamestown, Tenn. Filed Mar. 4.

■ **El Paso**—El Paso County Community College District seeks ch. 38; ERP vis. 89 kw; aur. 8.9 kw; HAAT: 1,189 ft.; ant. height above ground: 283 ft. Address: P.O. Box 20500, 79998. Principal is public two-year institution headed by Arturo Lightborn, president, board of trustees. It has no other broadcast interests. Filed Feb. 28.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ **WKBK** (1600 khz) Milan, Tenn.—Seeks CP to increase power to 2.5 kw. App. Feb. 27.

##### Accepted

■ **KLLK** (1250 khz) Willits, Calif.—Seeks MP to modify allowable radiation for daytime DA. App. Feb. 28.

■ **WLS** (890 khz) Chicago—Seeks CP to replace aux. ant. App. Feb. 27.

■ **KCOG** (1400 khz) Centerville, Iowa—Seeks CP to change nighttime power to 1 kw. App. Feb. 28.

■ **KORK** (920 khz) Las Vegas—Seeks mod. of lic. to operate transmitter by remote control. App. Feb. 27.

■ **KLAT** (1010 khz) Houston—Seeks MP to make changes in daytime monitoring point radials. App. Feb. 26.

#### FM's

##### Accepted

■ **KZLA-FM** (93.9 mhz) Los Angeles—Seeks mod. of CP to change TL; change ERP to 49 kw, and change HAAT to 720 ft. App. Feb. 28

■ **\*KEFR** (89.9 mhz) Le Grand, Calif.—Seeks CP to change ERP to .236 kw and change HAAT to 1,967 ft. for aux. transmitter and ant. App. Feb. 28.

■ **KCAL-FM** (96.7 mhz) Redlands, Calif.—Seeks mod. of CP to change ERP to 1.77 kw and change HAAT to 376 ft. App. Feb. 28.

■ **WWKA** (92.3 mhz) Orlando, Fla.—Seeks mod. of CP to change SL ¼ mile outside community of lic. App. Feb. 28.

■ **KIPO-FM** (93.5 mhz) Lihue, Hawaii—Seeks CP to change TL and change ERP to 3 kw. App. Feb. 28.

■ **New** (101.5 mhz) Lewiston, Idaho—Seeks mod. of CP to change TL and change HAAT to 848 ft. App. Feb. 28.

■ **WJMK** (104.3 mhz) Chicago—Seeks CP to change TL; change ERP to 4.1 kw, and change HAAT to 1574.4 ft. App. Feb. 28.

■ **New** (96.7 mhz) Rushville, Ill.—Seeks mod. of CP to change HAAT to 328 ft. App. Feb. 28.

■ **WLKI** (100.1 mhz) Angola, Ind.—Seeks CP to change HAAT to 325 ft. App. Feb. 28.

■ **WBWB** (96.7 mhz) Bloomington, Ind.—Seeks CP to change ERP to 1.66 kw and change HAAT to 439.5 ft. App. Feb. 28.

■ **WXKS-FM** (107.9 mhz) Medford, Mass.—Seeks CP to change ERP to 23.5 kw. App. Feb. 28.

■ **KJAQ** (99.3 mhz) Gordonville, Mo.—Seeks mod. of CP to change SL to 1301 Woodland Drive, Jackson, Mo. App. Feb. 28.

■ **KZMT** (101.1 mhz) Helena, Mont.—Seeks mod. of CP to change ERP to 95 kw. App. Feb. 28.

■ **WCSM-FM** (96.7 mhz) Celina, Ohio—Seeks CP to change TL and change HAAT to 328 ft. App. Feb. 28.

■ **WLLT** (94.9 mhz) Fairfield, Ohio—Seeks mod. of CP to change ERP to 31 kw. App. Feb. 28.

■ **WMVO-FM** (93.7 mhz) Mount Vernon, Ohio—Seeks mod. of lic. to install new transmission sys. App. Feb. 28.

■ **WXXW** (104.1 mhz) Allentown, Pa.—Seeks CP to install aux. sys. at main ant. with, ERP 50 kw and HAAT 485 ft. App. Feb. 28.

■ **WYZZ** (92.9 mhz) Wilkes-Barre, Pa.—Seeks mod. of CP to change SL to Avoca, Pa. App. Feb. 28

■ **WDSC-FM** (92.9 mhz) Dillon, S.C.—Seeks mod. of CP to change TL and change HAAT to 1,800 ft. App. Feb. 28.

■ **New** (96.1 mhz) N. Charleston, S.C.—Seeks mod. of CP to change HAAT to 537 ft. App. Feb. 27.

■ **KLSF** (96.9 mhz) Amarillo, Tex.—Seeks mod. of CP to

change HAAT to 599 ft. App. Feb. 28.

■ **KOUL** (103.3 mhz) Sinton, Tex.—Seeks CP to change TL and change HAAT to 943 ft. App. Feb. 28.

■ **KJQN-FM** (95.5 mhz) Ogden, Utah—Seeks CP to change TL; change ERP to 75 kw, and change HAAT to 2,292 ft. App. Feb. 28.

■ **WJHJ** (95.9 mhz) Ashland, Wis.—Seeks CP to change freq. to 96.7 mhz. App. Feb. 28.

■ **WKAU-FM** (104.9 mhz) Kaukauna, Wis.—Seeks CP to change ERP to 1.35 kw. App. Feb. 28.

■ **KYCN-FM** (101.7 mhz) Wheatland, Wyo.—Seeks mod. of CP to change HAAT to 126 ft. and change ERP to 3 kw. App. Feb. 28.

#### TV

##### Accepted

■ **\*WHA-TV** (ch. 21) Madison, Wis.—Seeks CP to change ERP to vis. 1,025 kw, aur. 102.5 kw; change TL; change HAAT to 1,529 ft., and make changes in ant. sys. App. Feb. 26.

### Actions

#### AM's

■ **WBAM** (740 khz) Montgomery, Ala.—Granted app. to change TL and make changes in ant. sys. Action Feb. 19.

■ **WRFC** (960 khz) Athens, Ga.—Returned app. to increase night power to 2.5 kw; change TL, and make changes in ant. sys. Action Feb. 21.

■ **WUFF** (710 khz) Eastman, Ga.—Returned app. to increase power 2.5 kw. Action Feb. 21.

■ **KTNC** (1230 khz) Falls City, Neb.—Granted app. to increase nighttime power to 1 kw. Action Feb. 25.

■ **KXL** (750 khz) Portland, Ore.—Granted app. to make changes in ant. sys. Action Feb. 25.

■ **KENU** (1330 khz) Enumclaw, Wash.—Granted app. to add night service with 500 w; install DA-N, and make changes in ant. sys. Action Feb. 21.

■ **KGHO** (1560 khz) Hoquiam, Wash.—Granted app. to add night service with 250 w; change freq. to 1490 khz, and make changes in ant. sys. Action Feb. 26.

#### FM's

■ **WBIL-FM** (95.9 mhz) Tuskegee, Ala.—Granted app. to change TL; change ERP to 3 kw, and change HAAT to 317.8 ft. Action Feb. 15.

## Summary of broadcasting as of January 31, 1985

| Service                     | On Air | CP's | Total * |
|-----------------------------|--------|------|---------|
| Commercial AM               | 4,772  | 170  | 4,942   |
| Commercial FM               | 3,743  | 418  | 4,161   |
| Educational FM              | 1,178  | 173  | 1,351   |
| Total Radio                 | 9,693  | 761  | 10,454  |
| FM translators              | 789    | 444  | 1,233   |
| Commercial VHF TV           | 539    | 26   | 565     |
| Commercial UHF TV           | 364    | 252  | 616     |
| Educational VHF TV          | 115    | 2    | 117     |
| Educational UHF TV          | 180    | 31   | 211     |
| Total TV                    | 1,198  | 311  | 1,509   |
| VHF LPTV                    | 204    | 74   | 278     |
| UHF LPTV                    | 112    | 132  | 244     |
| Total LPTV                  | 316    | 206  | 522     |
| VHF translators             | 2,889  | 186  | 3,055   |
| UHF translators             | 1,921  | 295  | 2,216   |
| ITFS                        | 250    | 114  | 364     |
| Low-power auxiliary         | 824    | 0    | 824     |
| TV auxiliaries              | 7,430  | 206  | 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  | 196  | 3,002   |

\* Includes off-air licenses.

■ **KFXE** (92.3 mhz) Pine Bluff, Ark.—Granted app. to change TL and change HAAT to 982 ft. Action Feb. 15.

■ **KRQK** (100.9 mhz) Lompoc, Calif.—Granted app. to change ERP to .302 kw and change HAAT to 1,033 ft. Action Feb. 15.

■ **KXOA-FM** (107.9 mhz) Sacramento, Calif.—Granted app. to change TL and change HAAT to 401.8 ft. Action Feb. 21.

■ **KKUS** (98.1 mhz) San Luis Obispo, Calif.—Granted app. to install different transmission line and lower ant. gain. Action Feb. 15.

■ **WAXY-FM** (105.9 mhz) Fort Lauderdale, Fla.—Granted app. to replace DA; change ERP to 100 kw, and change HAAT to 1,022 ft. Action Feb. 15.

■ **WLBK-FM** (96.7 mhz) Bowling Green, Ky.—Granted app. to change ERP to 1.7 kw and change HAAT to 426 ft. Action Feb. 15.

■ **WZOU** (94.5 mhz) Boston—Granted app. to change ERP to 11.6 kw. Action Feb. 15.

■ **WUPE** (95.9 mhz) Pittsfield, Mass.—Granted app. to change ERP to 1 kw. Action Feb. 15.

■ **KBMV-FM** (107.1 mhz) Birch Tree, Mo.—Granted app. to change TL; change ERP to 2 kw, and change HAAT to 358 ft. Action Feb. 15.

■ **KMJM** (107.7 mhz) St. Louis—Granted app. to change TL; change HAAT to 1,019 ft., and make changes in ant. sys. Action Feb. 14.

■ **WDHA-FM** (105.5 mhz) Dover, N.J.—Granted app. to change ERP to 1 kw and change HAAT to 564.8 ft. Action Feb. 20.

■ **WDHA-FM** (105.5 mhz) Dover, N.J.—Granted app. to make changes in ant. sys. Action Feb. 22.

■ **WHTZ** (100.3 mhz) Newark, N.J.—Granted app. to install aux. sys.; change ERP to 7 kw, and change HAAT to 1,240 ft. Action Feb. 21.

■ **WGFM** (99.5 mhz) Schenectady, N.Y.—Granted app. to install aux. ant. Action Feb. 15.

■ **WHMQ** (100.5 mhz) Findlay, Ohio—Dismissed app. to change TL and change HAAT to 440 ft. Action Feb. 22.

■ **WYTK** (95.3 mhz) Washington, Pa.—Granted app. to change ERP to 2.15 kw. Action Feb. 21.

■ **WFKX** (95.9 mhz) Henderson, Tenn.—Granted app. to change HAAT to 314 ft. and increase tower height to 300 ft. Action Feb. 15.

■ **KDNT-FM** (94.5 mhz) Gainesville, Tex.—Granted app. to change TL and change HAAT to 1,111 ft. Action Feb. 20.

■ **KSRR** (96.5 mhz) Houston—Granted app. to relicense former main as aux. with reduced power. Action Feb. 15.

■ **KWTX-FM** (97.5 mhz) Waco, Tex.—Granted app. to change ERP to 100 kw. Action Feb. 15.

■ **WJKC** (95.1 mhz) Christiansted, V.I.—Granted app. to change TL; change HAAT to 816.7 ft., and make changes in ant. sys. Action Feb. 19.

■ **KLYK** (105.5 mhz) Longview, Wash.—Granted app. to install aux. ant. sys. Action Feb. 15.

■ **WRLQ-FM** (105.3 mhz) Antigo, Wis.—Granted app. to make changes in ant. sys. Action Feb. 19.

■ **KOTB** (106.3 mhz) Evanston, Wyo.—Granted app. to change TL and change HAAT to 1,523 ft. Action Feb. 14.

#### TV's

■ **KUEC** (ch. 24) Ogden, Utah—Granted app. to change ERP to vis. 4,900 kw, aur. 490 kw; change HAAT to 780 ft., and change TL. Action Feb. 21.

■ **WMSN-TV** (ch. 47) Madison, Wis.—Granted app. to change ERP to vis. 1,007 kw, aur. 100 kw; change HAAT to 1,167 ft., and change TL. Action Feb. 21.

## In Contest

### Review Board made following decisions:

Las Vegas and Winchester Township, Nev. (Voce Intersectrio Verdad America Inc., et al) FM Proceeding. Scheduled oral argument for March 15 on exceptions to initial decision of ALJ Edward Luton granting app. of William H. Hemstadt for new FM station at Winchester Township and denying apps. of Voce, JaDonn Communications Inc. and Lorraine Walker Arms for Las Vegas. Each party has 20 minutes for argument. Voce, JaDonn and Arms may reserve part of their time for rebuttal. By letter, Feb. 12.

Ithaca, N.Y. (Ithaca TV Associates and L. Richard Stumbar)

er, W.F. Danenbarger (1% before; 99% after), for \$60,000 cash. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Feb. 11.

■ **WXCM(AM)-WIBM-FM** Jackson, Mich. (AM: 1450 kHz; 1 kw-D; 250 w-N; FM: 94.1 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Casciani Communications Inc. to Van Wagner Broadcasting Inc. for \$3.1 million. Seller is owned by John B. Casciani, who has no other broadcast interests. Buyer is subsidiary of Van Wagner Advertising, New York-based display advertising firm principally owned by Jason Perline, president, and Richard M. Schaps. It has no other broadcast interests. Action Feb. 8.

■ **WHB(AM) Kansas City** (710 kHz; 10 kw-D; 5 kw-N)—Granted assignment of license from Storz Broadcasting to Shamrock Broadcasting Co. for \$3.5 million. Seller is owned by Robert H. Storz. It also owns **KXOK(AM)** St. Louis and **WQAM(AM)** Miami. Buyer is Burbank, Calif.-based station group of two AM's, six FM's and five TV's, principally owned by Roy Disney and family. Action Feb. 22.

■ **KIAE(FM)** Aurora, Neb. (103.1 mhz; 3 kw; HAAT: 280 ft.)—Granted assignment of license from Steven G. Kafka to Mile Hi Broadcasting for \$55,000, comprising \$25,000 cash and remainder note. Seller is also app. for new FM in Kearney, Neb. Buyer is equally owned by Tony A. Cranford and his father-in-law, Bernard W. Land. Cranford, with his wife, Karen, owns **KRCT-AM-FM** Trinidad, Colo. Action Feb. 22.

■ **WDRV(AM)** Statesville, N.C. (550 kHz; 500 w-D)—Dismissed assignment of license from Capitol Broadcasting Corp. to Statesville Family Radio Corp. for \$210,000. Action Feb. 14.

■ **KDEP(FM)** Durant, Okla. (97.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Robert McViegh to Thomas E. Spellman for \$16,000 cash. Seller has no other broadcast interests. Buyer has no other broadcast interests. His brother, Mick C. Spellman, has interest in app. for new AM in Plano, Tex. Action Feb. 14.

■ **KKCW(FM)** Beaverton, Ore. (103.3 mhz; 85 kw; HAAT: 1,654 ft.)—Granted assignment of license from Columbia-Willamette Broadcasting Co. to Heritage Broadcasting Co. for \$5,060,000 cash. Seller is owned by John Q. Tilson, who formerly owned **KKNU-FM** Fresno, Calif. ("For the Record," June 18), and now has no other broadcast interests. Station was formerly **KTJA(FM)**. Buyer is principally owned by William Yde, George A. Johns, his brother, Reginald, and Jim West. It is subsidiary of Fairwest Enterprises, Dallas-based program syndication firm. Action Feb. 21.

■ **WYZZ(FM)** Wilkes-Barre, Pa. (92.9 mhz; 9 kw; HAAT: 1,060 ft.)—Granted assignment of license from Scranton/Wilkes-Barre Fine Music Broadcasting Co. to WARM Broadcasting Co. for \$2 million cash. Seller is principally owned by Richard G. Evans, who has no other broadcast interests. Buyer is subsidiary of Susquehanna Broadcasting Co., York, Pa.-based station group of six AM's and seven FM's, principally owned by Louis J. Appell Jr. and family. It also owns six cable systems. Action Feb. 14.

■ **KMIT(FM)** Mitchell, S.D. (105.9 mhz; 75 kw; HAAT: 290 ft.)—Granted transfer of control of Mitchell Broadcasting from Tim J. Grivna (50% before; 24% after), Dwight Pooley (12.5% before; none after) and Jon Aihart (12.5% before; none after) to Gordon Thomsen (none before; 26% after) and Kevin Culhane (none before; 25% after) for \$17,850. Sellers have no other broadcast interests. David Horton and Burleigh B. Boldt own 12.5% each. Buyer Thomsen is trailer manufacturer who also owns advertising firm, both in Mitchell. Culhane is station's general manager. They have no other broadcast interests. Action Feb. 19.

■ **WKDJ(AM)** Memphis (680 kHz 10 kw-D; 5 kw-N)—Granted assignment of license from Adams Communications Corp. to Viacom Broadcasting for \$1,520,000 cash. Seller is Wyzata, Minn.-based station group of two AM's, two FM's and five TV's owned by Stephen Adams. Buyer is publicly traded New York-based station group, cable MSO and program distributor. It owns two AM's, four FM's, four TV's and operates 19 cable systems. Ralph M. Baruch is chairman and CEO. Action Feb. 11.

■ **KROD(AM)-KLAQ(FM)** El Paso (AM: 600 kHz; 5 kw-U; FM: 95.5 mhz; 88 kw; HAAT: 1,390 ft.)—Granted assignment of license from Rex Broadcasting Corp. to ABS Communications Inc. for \$2,250,000 cash. Seller is Tucson-based station group of one AM and two FM's, principally owned by Jim Slone. Buyer is owned by Kenneth A. Brown and Jon Stinton. They have no other broadcast interests. Action Feb. 22.

■ **KCYL(AM)-KLTD(FM)** Lampasas, Tex. (AM: 1450 kHz; 1 kw-D; 250 w-N; FM: 99.3 mhz; 2.8 kw; HAAT: 190 ft.)—Granted assignment of license from Ballard Broadcasting Co. to Ronald K. Witcher for \$355,000 cash. Seller is owned by Drew Ballard, who also owns **KCYS(AM)** Boerne, **KLFB(AM)** Lubbock, **KGRT-FM** Taylor, all Texas,

and **KEOR-AM-FM** Atoka, Okla. Buyer is station's chief engineer. Action Feb. 12.

■ **WKGK(AM)** Saltville, Va. (1600 kHz; 5 kw-D)—Granted assignment of license from Childress VA Inc. to Radio Tech Co. for \$79,500, comprising \$26,500 cash and remainder note. Seller is owned by James B. Childress' who also owns **WBRM(AM)** Marion, **WRGC(AM)** Sylva and **WKRK(AM)** Murphy, all North Carolina. Buyer is owned by Laurence R. Brown, who, with his son, Ronald, owns **WGTH(FM)** Richlands, Va. Action Feb. 12.

■ **WEEL(AM)** Fairfax, Va. (1310 kHz; 5 kw-D; 500 w-N)—Granted assignment of license from Northern Virginia Radio Corp. to Universal Broadcasting Inc. for \$750,000, comprising \$250,000 cash, \$200,000 note and \$300,000 noncompete agreement. Seller is subsidiary of George Mason University, four-year educational institution with no other broadcast interests. Buyer is Mineola, N.Y.-based station group of eight AM's and four FM's owned by Marvin Koshofsky, Howard Warshaw, and his wife, Marion. Action Feb. 12.

## New Stations

### New AM's

■ **Destin, Fla.**—Louise M. Harding and Harold R. Harding seeks 1120 kHz; 1 kw-D. Address: 2909 Weymouth Ave., Shaker Heights, Ohio 44120. Principals are also app. for new TV in Petal, Miss. (see below). Filed Feb. 28.

■ **Metairie, La.**—Louisiana Broadcasters seeks 1120 kHz; 1 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is equally owned by Carl J. Auel, Marvin B. Clapp and Robert A. Jones. They own **KKMC(AM)** Gonzales, **KPRZ(AM)** San Marcos, both California, and **WGNZ(AM)** Titusville, Fla. Auel has interest in **KEWQ(AM)** Paradise and **KGBA(FM)** Holtville, both California, and with Jones owns **WCHP(AM)** Champlain, Fla. Jones also owns **WRPQ(AM)** Baraboo, Wis. Additionally, Auel and Clapp are app.'s for six LPTV's and two AM's. Jones is also app. for seven new AM's, two new FM's and nine LPTV's. They are also applying concurrently for new AM's in Coppell and Manor, both Texas (see below). Filed Mar. 1.

■ **Mackinaw City, Mich.**—Sonora S. Wray seeks ch. 94.3 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 422, Ashley, Ind. 46705. Principal is employee at **WKBZ(TV)** Angola, Ind. Filed Feb. 25.

■ **Petal, Miss.**—Louise M. Harding and Harold R. Harding seek 1120 kHz; 1 kw-D. Address: 2909 Weymouth Ave., Shaker Heights, Ohio 44120. Principals are husband and wife with no other broadcast interests. Filed Feb. 28.

■ **Bridge City, Tex.**—Jane A. Filler seeks 1120 kHz; 5 kw-D. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal has no other broadcast interests. Filed Mar. 1.

■ **Coppell, Tex.**—North Texas Broadcasting seeks 700 kHz; 500 w-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is equally owned by Carl J. Auel, Marvin B. Clapp and Robert A. Jones. They are also applying for new AM's in Manor, Tex., and Metairie, La. (see below and above). Filed Mar. 1.

■ **Lewisville, Tex.**—Radio Lewisville seeks 700 kHz; 1 kw-D. Address: 348 W. Sierra Madre Blvd., Sierra Madre, Calif. 91024. Principal is owned by Mary S. Volken (100% voting stock; 66.6% equity) and Lester W. Spillane (33.3% equity). Spillane, with his son, John, has interest in **KEED(AM)** Eugene, Ore. Volken's husband, Fred, has interest in **KMLO(AM)** Vista, Calif. Filed Mar. 1.

■ **Manor, Tex.**—Central Texas Broadcasting seeks 1200 kHz; 2.5 kw-D. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is equally owned by Carl J. Auel, Marvin B. Clapp and Robert A. Jones. They are also applying for new AM's in Coppell, Tex., and Metairie, La. (see above). Filed Mar. 1.

■ **Staunton, Va.**—Sterling Broadcasting Corp. seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 3273 D Tilton Valley Dr., Fairfax, Va. 22033. Principal is equally owned by Sterling C. Livingston, and his wife, Martha. They have no other broadcast interests. Filed Feb. 25.

■ **Pullman, Wash.**—Ellen Louise Gardner seeks 99.5 mhz; 100 kw; HAAT: 985 ft. Address: Star Route B, Box 50-A, Lawton, Okla. 73501. Principal has no other broadcast interests. Filed Feb. 27.

### New FM

■ **Palmer, Alaska**—Valley Broadcasting Co. seeks 95.7 mhz; 100 kw; HAAT: 172 ft. Address: Box 15000-88, Wasilla, Ark. 99687. Principal is owned by Wayne L. Connely (50%), Cynthia D. Griffin (25%) and her husband, Donald (25%). Griffins are also app.'s for new FM in Palmer, Alaska. Filed Feb. 28.

■ **Quincy, Ill.**—Linda Crook seeks 103.9 mhz; 3 kw; HAAT: 289 ft. Address: 2215 Oak, 62301. Principal has no other broadcast interests. Filed Feb. 28.

■ **Madawaska, Me.**—Madawaska Radio Partnership seeks 272A mhz; 2.05 kw; HAAT: 403.5 ft. Address: Route 2, Box 93, Yazoo City, Miss. 39194. Principal is equally owned by Melissa Hunt and Mary Lou Maierhofer. They have no other broadcast interests. Filed Feb. 28.

■ **Saugatuck, Mich.**—Dunes Broadcasting Inc. seeks 92.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1146, 49453. Principal is owned by Arlene Anderson (51%), Thomas W. Schouten (24.5%) and Charles F. Johnson (24.5%). Anderson is employed at **WCXY-AM-FM** South Haven, Mich. Filed Feb. 28.

■ **Hertford, N.C.**—Judith A. King seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 28, Liberty Square, Sparta, Tenn. 38583. Principal has no other broadcast interests. Filed Feb. 28.

■ **Jasper, Tex.**—Jastex Broadcasting Co. seeks 100.9 mhz; 1.05 kw; HAAT: 468 ft. Address: 633 N. Holly Ave., Sherman, Tex. 75090. Principal is equally owned by Thomas E. Spellman; his wife, Jean, and his sister, Helen S. Wherry. Spellman owns **KDEP(FM)** Durant, Okla. Filed Feb. 27.

■ **Jasper, Tex.**—Sidney Eugene Turney seeks 100.9 mhz; 3 kw; HAAT: 328 ft. Address: 701 N. Silver, Burnet, Tex. 78611. Principal has no other broadcast interests. Filed Feb. 28.

■ **Pittsburg, Tex.**—BC Communications seeks 103.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 17421, Austin, Tex. 78760. Principal is owned by Carolyn B. Conner (25%) and James S. Bumpous (25%). Conner is business manager with **KPEZ(FM)** Austin. Bumpous is owner of **KVOQ(FM)** Lorenzo, Tex. His mother, Shirley Bumpous, is app. for new AM in Wasilla, Ark. Filed Feb. 28.

■ **Pittsburg, Tex.**—Cherokee Broadcasting Inc. seeks 103.1 mhz; 3 kw; HAAT: 328 ft. Address: 110 South Riddle, Mt. Pleasant, Tex. 75455. Principal is equally owned by John T. Lettich, and his wife, Donna. They have no other broadcast interests. Filed Feb. 28.

■ **Staunton, Va.**—John D. VerStandig seeks 94.3 mhz; 2 kw; HAAT: 413 ft. Address: 4850 Connecticut Ave., Washington 78760. Principal is owner of **WCEN-AM-FM** Cambridge, Md., and **WAYZ-AM-FM** Waynesboro, Pa. Filed Feb. 26.

■ **Staunton, Va.**—The Staunton Group seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 17421, Austin, Tex. 78760. Principal is equally owned by Gail Goodrow Brown; Susanna Violand De Bickford; her sister, Maria Julia Violand McKay; Janice Colangelo-McNeil, and Ana Patricia Goldman. McNeil's husband, Robert, is operations manager of **WRVQ(AM)** Richmond, Va., where Goldman's father, J. Phillip Goldman, is general manager and vice president of licensee. Edens Communications. Filed Feb. 28.

■ **Staunton, Va.**—Jerry Lee Dowd seeks 94.3 mhz; 2.12 kw; HAAT: 235 ft. Address: 844 Woodward Ave., Waynesboro, Va. 22980. Principal is operations manager of **WANV-AM-FM** Waynesboro, Va. He has no other broadcast interests. Filed Feb. 27.

■ **Pullman, Wash.**—Gault Broadcasting seeks 99.5 mhz; 3 kw; HAAT: 768 ft. Address: 531 W. 5th St., Oswego, N.Y. 13126. Principal is owned by William Gault (51%) and Mary Shanley (49%). They have no other broadcast interests. Filed Feb. 28.

### New TV's

■ **Tucson, Ariz.**—Arizona Board of Regents for the benefit of the University of Arizona seeks ch. 27; ERP vis. 152.9 kw; aur. 15.3 kw; HAAT: 573 ft.; ant. height above ground: 44.5 ft. Address: Modern Languages Building, 85721. Principal is public four-year public institution that also owns **KUAT-AM-FM-TV** Tucson; **KAET-TV** Phoenix, and **KNAU-FM** Flagstaff, all Arizona. Filed Feb. 28.

■ **Bakersfield, Calif.**—Dorothy J. Owens seeks ch. 48; ERP vis. 1,299 kw; aur. 500 kw; HAAT: 1,299 ft.; ant. height above ground: 121 ft. Address: Route 1, Box 526, 93308. Principal is sister of Alvis E. (Buck) Owens, who is owner of Buck Owens Production Co., Bakersfield, Calif.-based group owner of two AM's and two FM's. Dorothy Owens is also app. for LPTV in Bakersfield. Filed Mar. 4.

■ **Clermont, Fla.**—Olympia Broadcasting Group Ltd. seeks ch. 68; ERP vis. 2,960.7 kw; aur. 296.07 kw; HAAT: 670.13; ant. height above ground: 677 ft. Address: 1 S.E. 1st Ave., P.O. Drawer C, Gainesville, Fla. Principal is owned by Byron A. Dyce and his wife, Cathy, and Mary Ann Hooper (49%). They have no other broadcast interests. Filed Feb. 15.

■ **Cookeville, Tenn.**—Gerald R. Roberts seeks ch. 28; ERP vis. 900 kw; aur. 90 kw; HAAT: 721 ft.; ant. height above ground: 415 ft. Address: P.O. Box 28, Liberty Square, Sparta, Tenn. 38583. Principal is also app. for new FM in

gressman from fourth congressional district of Mississippi. Filed Mar. 5.

■ **WKOL(AM)** Amsterdam, N.Y. (1570 khz; 1 kw-D)—Seeks transfer of control of Metter Broadcasting Inc. from Michael Metter (100% before; 31.75% after) to Josephine Arcano, et al for \$500,000. Seller will retain 31.875%. He is also buying **WSBM(AM)** New Bedford, Mass. (see above). Buyer is owned by Metter (31.875%), Josephine Arcano (10%), Ronald I. Heller (6.2%), Rose Lee Blaufarb (5%) and others owning less than 5%. Filed Feb. 27.

■ **KDAK-AM-FM** Carrington, N.D. (AM: 1600 khz; 500 w-D; FM: 92.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from Carrington Broadcasting Inc. to Randall L. Christenson and his wife, Roxann, for assumption of liabilities. Seller is owned by Dennis J. Stramer, who has interest in **KSTQ(FM)** Alexandria, Minn., Perry Kugler, which owns **KDJS(AM)** Willmar and **KNSP(AM)** Staples, both Minnesota. Buyers are husband and wife with no other broadcast interests. Filed Feb. 27.

■ **KAUT(TV)** Oklahoma City (ch. 43; ERP vis. 1,950 kw; aur. 195 kw; HAAT: 1,560 ft.; ant. height above ground: 1,596 ft.)—Seeks transfer of control of Golden West Broadcasters of Oklahoma Inc. from estate of Ina S. Autry (100% before; none after) to Rollins Telecasting Inc. for \$5,550,000, plus additional amounts dependent on accounts receivable. Late owner was wife of Gene Autry, owner of Los Angeles-based station group of **KPLZ(FM)**-**KVI(AM)** Seattle, **WCXI-AM-FM** Detroit and **KMP(AM)** Los Angeles. Buyer is subsidiary of Rollins Communications Inc., publicly owned Atlanta-based station group and cable MSO of five AM's, one FM, three TV's and 35 cable systems in Delaware, Connecticut, Massachusetts and Rhode Island. Largest stockholder is O. Wayne Rollins and family. Stockholder, Henry B. Tippie also owns **KIRO(AM)** McAllen, **KVLY(FM)** Edinburg and **KNCN(FM)** Sinton, all Texas. Filed Feb. 26.

■ **WCHQ-FM** Camuy, P.R. (102.9 mhz; 50 kw; HAAT: 303 ft.)—Seeks assignment of license from Camuy Broadcasting Corp. to HQ 103 Inc. for \$260,000, comprising \$80,000 cash, \$180,000 note at 10% over five years, plus assumption of liabilities of approximately \$164,000. Seller is owned by Dr. Jesus Rodriguez Garcia, who also owns co-located **WCHQ(AM)**. Buyer is owned by North Coast Broadcasters Inc. (46.6%), which is owned by Celia M. Tryon, Thomas L. Bigby (37.5% each) and Bienvenido R. Duran (25%), who also owns 20% directly, Jose A. Cordero Martinez (18.18%), Victor M. Figueroa Mojica (13.13%) and Ramon A. Bidot Diaz (2.03%). Martinez, Mojica, Figueroa and Diaz have interest in recent purchaser of **WCHQ(AM)**. Tryon is daughter of Glenn Tryon and Ana J. Plaza, who own **WJNX-TV** Mayaguez, P.R., and have interest in new TV in Fajardo, P.R. Filed Feb. 28.

■ **WPRX(AM)** Sabana Grande, P.R. (880 khz; 1 kw-U)—Seeks assignment of license from Gauthier and Rodriguez Radio Associates to Southwestern Broadcasting Corp. for assignment of **WBOZ(AM)** and **137.825** (see below). Filed Feb. 27.

■ **WBOZ(AM)** San Germain, P.R. (1090 khz; 250 w-U)—Seeks assignment of license from Southwestern Broadcasting Corp. to Gauthier and Rodriguez Radio Associates for \$137,825, comprising \$99,000 cash, and remainder note and transfer of **WPRX(AM)** to Southwestern (see below). Seller is owned by Pedro Roman Collazo, who also owns **WGIT(FM)** Hormigueros, P.R., and **WVOZ-FM** Carolina, both Puerto Rico, and **WVOZ(AM)** San Juan. Buyer is owned by Frederick Gauthier de Castro (51%) and Juan B. Rodriguez Aguayo (49%). It owns **WPRX(AM)** Sabana Grande, P.R. Rodriguez's wife, Carmen is app. for new Lajas, P.R. Filed Feb. 27.

■ **WPRQ(AM)** Colonial Heights, Tenn. (870 khz; 5 kw-D)—Seeks assignment of license from David T. Murray to Covenant Broadcasting Corp. for \$425,000, comprising \$100,000 cash, and remainder note at 10% for first five years, 12% for next five years and 14% for final five years. Seller has no other broadcast interests. Buyer is owned by Martin D. Tinglehoff (26%), James Lane and his wife, Jean (26%), and 19 others owning less than 10%. Tinglehoff is pastor of Abundant Living Christian Fellowship, church in Kingsport, Tenn. Lane is retired businessman. It has no other broadcast interests. Filed Feb. 28.

■ **WYHY-FM** Lebanon, Tenn., and **WSEV(AM)**-**WYU(FM)** Sevierville, Tenn. (WYHY: 107.3 mhz; 100 kw; HAAT: 730 ft.; WSEV: 930 khz; 5 kw-D; WYU: 102.1 mhz; 100 kw; HAAT: 1,000 ft.)—Seeks assignment of license from Sungroup Broadcasting of Nashville Inc. to Republic Broadcasting Corp. for \$7.5 million cash. Seller is subsidiary of Sungroup Inc., publicly owned Nashville-based station group of two AM's and three FM's. It is headed by Frank Woods, president. Stations, along with Sungroup's other radio properties: **WERC(AM)**-**WKXX-FM** Birmingham, Ala., were originally sold to Silberman-Morrow for \$12 million ("Changing Hands," Sept. 17, 1984), but stockholders of Sungroup rejected sale, and app. was withdrawn.

Buyer is owned by Robert H. Castellini (14.4%), William O. DeWitt (10.4%), Mercer W. Reynolds (10.4%), J. David Martin (8%), Robert L. Lawrence (16%), Benjamin L. Homel (aka Randy Michaels) (16%), Frank E. Fowler (5%) and Joseph E. Beech (1%). Beech, Reynolds and DeWitt also own 10.6% through separate corporation. Castellini, DeWitt, Beech, Fowler and Reynolds have interest in **WLW(AM)** Cincinnati and **WKS(FM)** Hamilton, Ohio. Martin, Lawrence and Homel are employed by Republic, and have options to purchase 2% of it's stock. Filed Feb. 28.

■ **WMBG(AM)**-**WQKS(FM)** Williamsburg, Va. (AM: 740 khz; 500 w-D; FM: 96.5 mhz; 50 kw; HAAT: 440 ft.)—Seeks assignment of license from NCM Life Communications Inc. to Richmond Radio Ltd. Partnership for \$2 million, comprising \$1.5 million note and \$500,000 noncompete agreement in cash. Seller is headed by Cicero M. Green, president. It has no other broadcast interests. Buyer is owned by Robert Understein, general partner, Jason L. Shinsky, Bruce A. Eisen, James A. Weitzman and other limited partners. Shinsky, Weitzman and Eisen are partners in Washington communications law firm of same name. Understein is general partner and others are limited partners in licensee of **KBOX(AM)** North Little Rock, and **KEZQ(FM)** Jacksonville, both Arkansas. Shinsky and Understein have interest in **WXXS-AM-FM** Medford, Mass.; **WNYX-AM-FM** Buffalo, **WPXY-AM-FM** Rochester, both New York, **WPGR-AM-FM** Philadelphia, and **WPIT-AM-FM** Pittsburgh. With Eisen and Weitzman, they have interest in **KCEE(AM)**-**KWFM(FM)** Tucson, Ariz., and **KKMI(FM)** Seattle. Filed Feb. 13.

#### Actions

■ **KAAY(AM)**-**KLPQ-FM** Little Rock, Ark. (AM: 1090 khz; 50 kw-U; FM: 94.1 mhz; 100 kw; HAAT: 770 ft.)—Granted assignment of license from Multimedia Radio Inc. to Sudbrink Broadcasting of Arkansas for \$3,750,000 cash. Seller is Cincinnati-based station group of six AM's, six FM's and five TV's. It is headed by Wilson C. Wearn, chairman and CEO. Buyer is Fort Lauderdale-based station group of four AM's and two FM's owned by Robert W. Sudbrink and his wife, Marion. It is spinning off FM (see below). Action Feb. 6.

■ **KLPQ-FM** Little Rock, Ark. (94.1 mhz; 100 kw; HAAT: 770 ft.)—Granted assignment of license from Sudbrink Broadcasting Co. of Arkansas to Signal Media Corp. for \$2,750,000 cash. Seller has purchased **KAAY(AM)**-**KLPQ-FM** and is spinning off **KLPQ-FM** (see above). Buyer is Dallas-based station group owning **KELI-AM-FM** Tulsa, Okla., and **KLRA(AM)** Little Rock. It is owned by Phillip R. Jonsson, who is also on board of nonprofit **KERA-FM-TV** Dallas. His brother, Kenneth A. Johnson, owns **KENZ(AM)**-**KSAC-FM** Sacramento, Calif.; **KORY(AM)**-**KROY(FM)** Sparks, Nev., and **KSJQ-FM** Manteca, Calif. Action Feb. 12.

■ **KWSR(AM)** Rifle, Colo. (810 khz; 1 kw-D)—Granted assignment of license from Oil Shale Broadcasting Co. to Susan K. Hughes and her husband, Stephen, for \$200,000. Seller is owned by Charles W. Price, who has no other broadcast interests. Buyer, Susan Hughes owns **KDBL(AM)** Rifle, Colo., and Stephen Hughes owns **KOLL(FM)** Gillette, Wyo. Action Feb. 20.

■ **WNVR(AM)** Naugatuck, Conn. (1380 khz; 5 kw-D; 500 w-N)—Dismissed assignment of license from Naugatuck Valley Radio Inc. to Vecchiarelli Broadcasting Inc. for \$150,000 cash. Action Feb. 14.

■ **WGUL-AM-FM** New Port Richey, Fla. (AM: 1500 khz; 250 w-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Richey Airwaves to Carl Maricci, and his wife, Betty Lou, for \$1,750,000. Seller is owned by Ralph B. Johnson and William Sanders, who have no other broadcast interests. Buyers recently sold **WKTU-FM** Charleston, S.C. Action Feb. 11.

■ **WIPC(AM)** Lake Wales, Fla. (1280 khz; 1 kw-D; 500 w-N)—Granted transfer of control of Ayers Broadcasting from Frank L. Ayers (51% before; none after) to James M. Wiggins (none before; 51% after) for \$40,000, comprising \$12,500 cash and remainder note. Seller is also app. for new AM in Belleview, Fla. Buyer is station's general manager and is app. for new FM in Homestead, Fla. Action Feb. 6.

■ **WPFA(AM)** Defuniak Springs, Fla. (1460 khz; 1 kw-D)—Granted transfer of control of Holmes Valley Broadcasting system from Larry H. Land; his wife, Myra, and their daughter, Melissa, to M. Scott McAda for \$115,000, comprising \$17,500 cash, assumption of \$75,000 note and remainder note. Seller has no other broadcast interests. Buyer has interest in **WMGO(AM)** Canton, Miss., and **WKXX(FM)** Pana, Ill. Action Feb. 6.

■ **KXUU(FM)** Emmett, Idaho (101.7 mhz; 790 w; HAAT: 500 ft.)—Granted assignment of license from Radio Broadcasting Inc. to Broadcasting Inc. for \$450,000, comprising \$60,000 cash and remainder note. Seller is owned by Floyd D. Brown, who has no other broadcast interests. Buyer is owned by Bert S. Mitchell, who is also purchasing **KKIC(AM)** Boise-Meridian, Idaho (see above). Action Feb. 19.

■ **WMDJ-AM-FM** Martin, Ky. (AM: 1440 khz; 2.5 kw-D; FM: 100.1 mhz; 3 kw; HAAT: 112 ft.)—Granted transfer of control of Floyd County Broadcasting Co. from Fate L. McNalley (50% before; none after) to Dale McKinney (50% before; 100% after) for \$125,000, comprising \$50,000 cash and remainder assumption of note. Seller also owns **WEKC(AM)** Williamsburg, Ky. Buyer is station's general manager and has no other broadcast interests. Action Feb. 8.

■ **WBCM(AM)** Bay City, Mich. (1440 khz; 5 kw-D; 2.5 kw-N)—Granted assignment of license from Peoples National Bank and Trust of Bay City to J&B Communications Inc. for \$175,000 cash. Seller is receiver for Mid-States Broadcasting Corp. Buyer is owned by Arnold M. Jenkins, president and 16 others. Action Feb. 20.

■ **WBNZ(FM)** Frankfurt, Mich. (99.3 mhz; 1.65 kw; HAAT: 412 ft.)—Granted assignment of license from Benzie County Communications Inc. to Starr Communications Inc. for \$200,000, comprising \$15,000 cash and remainder note. Seller is owned by Richard Clark, who has no other broadcast interests. Buyer is equally owned by Bruce D. Law and Martin L. Ackley. Law is station's general manager and Ackley is operations manager. Action Feb. 19.

■ **WCVK(FM)** [formerly **WAVV-FM**] Vevay, Ind. (95.9 mhz; 2.8 kw; HAAT: 310 ft.)—Granted assignment of license from Wix Associates of Vevay Inc. to Alpine Broadcasting Inc. for assumption of liabilities. Seller is principally owned by Fred M. Wix and John W. Smith. It also owns **WLSO(FM)** Spencer, Ind., and is app. for **LPTV** in Jeffersonville, Ind. Buyer is owned by Albert Martin (50%), Jeffrey L. Wade (25%) and Danny Darnall (25%). Darnall and Wade are attorneys in Brandenburg, Ky. Martin is video equipment supplier. It has no other broadcast interests. Action Feb. 13.

■ **KCCU(FM)** Columbus, Kan. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Columbus FM 98 Inc. to Greater Radio Group Inc. for \$120,000, comprising \$95,000 cash and remainder note. Seller is owned by Ben H. Woolery, who has no other broadcast interests. Buyer is owned by William T. Mensendick (80%) and Scott R. Adams (20%). Mensendick is salesman at **KCMO(AM)** Kansas City, Mo. Adams is employed at **KZZC(FM)** Kansas City, Mo. Action Feb. 19.

■ **KNCK(AM)**-**KCKS(FM)** Concordia, Kan. (AM: 1390 khz; 500 w-D; FM: 95.3 mhz; 2.5 kw; HAAT: 329 ft.)—Granted transfer of control of General Broadcasting Co. from Marion D. Cook (100% before; 1% after) to her broth-

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suit, Kowet said he thought the general "really believed he was in danger of losing on truth.... But that's just a wild assumption. I'm not going to second guess him."

Kowet said head CBS attorney Dan Boies and Westmoreland's lead attorney, Dan Burt, are the only people who know the true reasons behind the concession. Of his own re-

action to the pull-out, Kowet said: "Initially, I felt defrauded. It disturbed me.... I think it disturbed everybody. I was shocked. I was stunned." □

## For the Record

As compiled by BROADCASTING, Feb 27, through March 6, 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

- WSGN(AM) Birmingham, Ala. (610 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Edens Broadcasting Co. to Katz Broadcasting of Birmingham Inc. for \$750,000 cash. Seller is owned by Gary Edens, who purchased station from Harte-Hanks when it sold him seven of its nine radio stations (BROADCASTING, Sept. 24, 1984). Buyer is subsidiary of Bridgeport, Conn.-based station group of four AM's and seven FM's. Its parent, Katz Communications, is headed by Richard A. Ferguson. Filed Feb. 28.
- KMLA(FM) Ashdown, Ark. (103.9 mhz; 3 kw; HAAT: 210 ft.)—Seeks assignment of license from KMLA Radio Inc. to KMLA Radio Co. for assumption of notes totaling \$300,000. Seller is owned by Darrel W. Barnhill. It has no other broadcast interests. Buyer is equally owned by James E. Nicholas and John D. Crow, who also have interest in KTFS(AM) Texarkana, Tex., and KBCL(AM) Bossier City, La. Filed Mar. 5.
- WDAX-AM-FM McRae, Ga. (AM: 1410 khz; 1 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from John Davidson to WDAX Inc. for \$200,000, comprising \$10,000 cash and \$190,000 note at 9% over 12 years. Seller also owns WLOP(AM)-WIFO-FM Jesup, WMVG(AM)-WKZR-FM Milledgeville, both Georgia, and WDKD(AM)-WWKT-FM Kingstree, N.C. Milledgeville stations were recently transferred to his son, Gary ("For the Record," Feb. 4), pending FCC approval. Station was originally sold last year ("For the Record," Aug. 13, 1984) for \$200,000, but deal fell through. Buyer is owned by Roy L. Woods (51%), James C. Grimes (17%), James M. Grimes

(16%) and Dewey M. Grimes (16%). They have no other broadcast interests. Filed Mar. 4.

■ WMJB(FM) Wrens, Ga. (96.7 mhz; 1.06 kw; HAAT: 500 ft.)—Seeks assignment of license from ComCast Inc. to Val-Tel Inc. for \$400,000 cash, minus assumption of liabilities. Seller is owned by Richard A. Armfield, his brother, John, George W. Clay, who has no other broadcast interests. Buyer is owned by Leon Booker (10.32%), James M. Hinton (5.72%), Harvey L. Johnson (7.69%), John H. Ruffin (9.94%), Henry Brigham (10.5%), Dave Mack (10.41%), S.W. Walker (10.88%), Floyd Green (9.76%), Frank Delley (10.13%) and the estate of M.M. Scott (14.63%). They also own WRDW(AM) Augusta, Ga. Filed Feb. 25.

■ KIFH(FM) Honolulu (97.5 mhz; 83 kw; HAAT: 46 ft.)—Seeks assignment of license from Robert W. Sudbrink to Calvary Chapel of Honolulu Inc. for \$650,000, comprising \$500,000 cash remainder in charitable contribution. Seller is owner of Del Rey Beach, Fla., station group of five AM's and two FM's. Buyer is equally owned by William D. Stonebraker, Kevin O'Neill and Chester Richardson. Stonebraker is pastor of Calvary Chapel. O'Neill is president and general manager of construction firm in Honolulu. Richardson is attorney with Amfac Corp., Honolulu-based diversified manufacturing and service firm. They have no other broadcast interests. Filed Feb. 26.

■ WLNR(FM) Lansing, Ill. (106.3 mhz; 3 kw; HAAT: 240 ft.)—Seeks transfer of control of Illiana FM Broadcasters Inc. from stockholders to Johnson Publishing Co. for \$1,665,000, comprising \$665,000 cash, and remainder note at 12% over five years. Seller is equally owned by John M. Van Der Aa, Robert A. Cook and his wife, Coreen, and Wendell H. Borink and his wife, Carolyn. They have no other broadcast interests. Station was originally reported sold for \$1,350,000 cash ("For the Record," Oct. 8, 1984), but deal fell through. Buyer is owned by John H. Johnson. It is Chicago-based publisher of *Ebony* and *Jet* magazines. It owns WJPC(AM) Chicago and WLOU(AM) Louisville, Ky. Johnson is also chairman and 8% owner of newly awarded cable system in Chicago's fifth district. Filed Feb. 28.

■ WYNK-AM-FM Baton Rouge (AM: 1380 khz; 5 kw-D; FM: 101.5 mhz; 100 kw; HAAT: 400 ft.)—Seeks assignment of license from Hicks & Haas to Hicks Holding Co. for \$5,618,111.69 cash. Seller is parent of Hicks Communications. Dallas-based station group of four AM's and four FM's, owned by Thomas Hicks (16.46%), his brother, R. Steven Hicks (43.75%) and Robert B. Haas (37.5%). Buyer is owned by Thomas and R. Steven Hicks (50%) and Hicks & Haas (50%). Hicks and Haas is general partnership of Robert Haas and Thomas Hicks. Hicks will vote stock of general partners. Filed Feb. 28.

■ WTHU(AM) Thurmont, Md. (1450 khz; 500 w-D; 100 w-N)—Seeks assignment of license from Catocin Broadcasting Corp. to Frederick Radio Inc. for \$375,000, comprising \$50,000 cash, \$100,000 noncompete agreement,

payable in 20 equal payments of \$5,000, assumption of debts of \$82,000, and remainder note at 10% over 10 years. Seller is owned by Petrina Aubol and her husband, Dean. They recently purchased WATN(AM) Watertown and WTOG(FM) Carthage, both New York ("For the Record," June 18, 1984). Buyer is owned by James Swartz, who owns WHRF(AM) Bel Air and WJOK(AM) (now WMTG(AM)) Gaithersburg, both Maryland. Filed Feb. 23.

■ WAMK(AM) Brockton, Mass. (1410 khz; 1 kw-D)—Seeks assignment of license from MTS Broadcasting Limited Partnership to Metro-Net/WAMK Limited Partnership for \$210,000 cash. Station reports that deal has fallen through, app. will be withdrawn and seller is searching for new purchaser. Seller is principally owned by Scott B. Davis. It has no other broadcast interests. Buyer is owned by Linda Fossberg and Lewis Lloyd, equal general partners owning 99% of station. Seller Davis will become 1% limited partner. He purchased station last year for \$210,000 ("Changing Hands," Oct. 24.) General partners have no other broadcast interests. Filed Feb. 28.

■ WBSM(AM) New Bedford, Mass. (1420 khz; 5 kw-D; 1 kw-N)—Seeks transfer of control of Southern Massachusetts Broadcasters Inc. from George Gray (100% before; none after) to Metter Broadcasting Inc. for \$2,075,000 for stock, plus 90% of accounts receivable and minus liabilities. Seller has no other broadcast interests. Buyer is principally owned by Michael L. Metter. It also owns WKOL(AM) Amsterdam, N.Y., which is also being sold (see below). Filed Feb. 27.

■ WFYC-AM-FM Alma, Mich. (AM: 1280 khz; 1 kw-D; 250 w-N; FM: 104.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from WFYC Inc. to Sommerville Broadcasting Inc. for \$277,550, comprising \$50,000 cash and remainder note at 11% over 12 years. Seller is owned by Wayne G. Harris, Gilbert Thomas and his wife, Betty, and David Sommerville. It has no other broadcast interests. Buyer is owned by David W. Sommerville, and his wife, Mary Lou (75% jointly) and their son, James (25%). David Sommerville is station's general manager and already owns 39.5% of seller. Filed Feb. 28.

■ WBRB(AM) Mt. Clemens, Mich. (1430 khz; 500 w-U)—Seeks assignment of license from Michael Radner, and his sister, Gilda, to Harley J. Robinson for \$280,000 cash. Sellers have no other broadcast interests. They purchased station from Malrite for \$800,000 ("Changing Hands," Feb. 19, 1979). Station has gone dark. Buyer has no other broadcast interests. Filed Feb. 28.

■ WGGR(AM)-WMFG(FM) Hibbing, Minn. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 106.3 mhz; 600 w; HAAT: 270 ft.)—Seeks transfer of control of Hibbing Broadcasting Co. from Frank C. Befera (95% before; none after) and his wife, Claire (5% before; none after), to Regina R. Stockman for no consideration. Sellers own WHLB-AM-FM Virginia, Minn. (see below). Buyer is sellers' daughter, who is station's general manager. Filed Feb. 28.

■ WHLB-AM-FM Virginia, Minn. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 107.1 mhz; 3 kw; HAAT: 105 ft.)—Seeks transfer of control of Virginia Broadcasting Co. from Frank C. Befera (95% before; none after) to Frank R. Befera for no consideration. Sellers own WHLB-AM-FM Virginia, Minn. (see below). Buyer is sellers' son and has no other broadcast interests. Filed Feb. 28.

■ WSUH(AM)-WOOR(FM) Oxford, Miss. (WSUH: 1420 khz; 1 kw-D. WOOR-FM: 97.5 mhz; 27 kw; HAAT: 265 ft.)—Seeks assignment of license from WSUH(AM)-WOOR-FM Inc. to San-Dow Broadcasting Inc. for \$875,000, comprising \$253,750 cash and \$621,250 note at 10% over 12 years. Seller is owned by Mel Chrestman and June M. Kilpatrick. It has no other broadcast interests. Buyer is equally owned by J. Morgan Dowdy; his brother, Wayne Dowdy, and Henry J. Sanders. Dowdy's also own WKKY(FM) Moss Point, Miss.; KCWD(FM) Harrison, Ark., and KPFM(FM) Mountain Home, Ark. J. Morgan Dowdy owns WMCG(FM) Milan, Ga., and with his father, Charles, owns WROA(AM)-WZKX(FM) Gulfport, Miss. Wayne Dowdy owns WAKK(AM)-WAKH(FM) McComb, Miss., and with his father, Charles, owns WMLT(AM)-WQZY(FM) Dublin, Ga. Wayne Dowdy is Democratic con-

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## FCC's MMB denies complaint on CBS documentary

**Mass Media Bureau says American Legal Foundation did not present enough evidence that network had deliberately distorted facts in 'Vietnam Deception' piece**

The FCC Mass Media Bureau last week denied a 1983 complaint by the American Legal Foundation alleging that CBS-TV's *The Uncounted Enemy: A Vietnam Deception*—the same program at issue in General Westmoreland's \$120-million libel suit that he and the network settled out of court—was deliberately distorted and slanted.

The bureau said the ALF had failed to show the "extrinsic evidence of deliberate distortion" that would warrant commission action. But, in its order, the bureau also appeared to go out of its way to underscore violations of CBS standards as pointed out in the so-called Benjamin Report on the network's internal investigation into the preparation of the documentary.

"Much of what ALF claims is undisputed," the bureau said. "Indeed, CBS's own investigation supports the factual statements and allegations in ALF's complaint to the extent it acknowledges that interviewee statements contradictory to CBS's central 'conspiracy' premise were to a substantial degree either not included or were not sought; interviewees were prepared for interviews in violation of CBS's newsgathering standards; interviews with persons who refuted the 'conspiracy' premise were 'harsher' in tone than supportive ones; the audience was not informed that a principal interviewee had been paid a substantial consulting fee, and the mistaken juxtaposition of various interview segments may have created false impressions," the bureau said.

But while the bureau said the "breaches" of standards acknowledged by CBS in the Benjamin Report "obviously" should be avoided, the breaches, according to the bureau, shouldn't be equated with intentional distortion of news programming. "There is a controlling distinction between information which may show that mistakes were made and an allegation that such mistakes or errors in judgment were made deliberately," the bureau said. "The First Amendment protects the right of speakers and journalists to be *wrong* as well as right when commenting on the official acts of government officials."

The bureau added that it was "irrelevant" whether it would have made editorial decisions different from those of CBS. "Absent extrinsic evidence of an intent to deliberately distort, we cannot—and will not—interfere," the bureau said. "Clearly, it would be an inappropriate intrusion for the commis-

**Coming to trial.** The dispute is seven years old, but Peter Peckarsky, a Washington freelance journalist, is scheduled to have his day in court in the suit he has brought against ABC. The jury trial in federal court in Washington before Judge Harold Greene is scheduled to begin on April 17. At issue is Peckarsky's claim that ABC News reneged on its promise to give him air credit on, and to pay him for, 1978 news reports based on his copyrighted article on alleged irregularities in then-President Carter's personal finances. Peckarsky, whose piece was entitled "The Selling of the President," had originally included seven counts in his suit—copyright violation, trade secret theft and mail and wire fraud, among them. But Greene granted ABC summary judgment dismissing all charges except those relating to alleged failure to provide on-air credit and payment for all seven pieces related to Peckarsky's article. Peckarsky is seeking "such damages" as he has sustained "as a result of ABC's conduct." As for on-air credit, Peckarsky, based on a formula he devised and involving advertising rates, estimates damages he suffered as result of not receiving air credit were \$220,000. On-air credit, he said in pleading, "was in the nature of a nationally televised advertisement, bearing the imprimatur of the news department of a major television network."

sion to look over the shoulder of any broadcast journalist or scrutinize after-the-fact why information was reported in a particular way. The commission has stated that such scrutiny 'would involve the commission deeply and improperly in the journalistic functions of broadcasters.'

"The commission currently is obligated to take seriously allegations of deliberate news distortion. The area is fraught, however, with difficulty and with the potential of direct intrusion upon First Amendment rights. Consequently, we must continue to tread extremely carefully in this area; however, short of clearly deliberate distortion, we should not tread at all. Violations of standards for newsgathering should remain the province of the news departments themselves. Otherwise, the commission would assume a journalistic role totally inappropriate under the First Amendment, for which it lacks any expertise or authority. The commission is satisfied that any further action would serve no useful purpose."

In addition, however, the bureau said it considered it "appropriate for CBS to follow its own voluntary guidelines by fully informing its personnel of the proper network standards and by implementing procedures to insure adherence to such standards on a continuing basis."

Michael McDonald, ALF general counsel, said that group had not yet decided whether it would seek review by the full commission. □

## Kowet summarizes Westmoreland-CBS

**'TV Guide' reporter is concerned that journalists will not exercise enough care in wake of court case**

Journalistic responsibility in the wake of the Westmoreland-CBS libel trial was the focus of a business/media luncheon in Washington last week. Titled "Westmoreland vs. CBS: The Impact and the Aftermath," the luncheon was sponsored by a Washington-based research organization, The Media Institute, and featured former *TV Guide* reporter Don

Kowet, co-author of "Anatomy of a Smear," the 1982 article criticizing CBS-TV's documentary, "The Uncounted Enemy: A Vietnam Deception."

"I worry that journalists will accept the dictum that the end justifies the means," said Kowet. "In the court of journalism, the ends do not justify the means." Kowet asserted that "a reporter can be legally pure while promulgating a lie about a public official," and that CBS aired and defended a broadcast that contained lopsided testimony and unproved assumptions. "My fear is that those who think abuses like these are misdemeanors may still carry the day. Mimicking the courts, they say, 'Reporters have a right to be biased.' I say the reporter's responsibility is to recognize his bias and compensate for it by taking steps to be fair."

Speaking of the effects of the trial on journalism, Kowet said he thought the trial had done more to protect serious journalism than to harm it. CBS is showing "heartening signs of maturity," he said, referring to CBS News President Ed Joyce's memo acknowledging the CBS documentary showed "embarrassing transgressions of our own CBS News guidelines." In addition, Kowet said, General William Westmoreland's failure would serve as a warning to litigants to stay out of the law courts. "No high-ranking public official is going to be able to succeed where Westmoreland failed," he said.

And did General Westmoreland benefit from the trial? Kowet said he thought "there was an enormous sympathy for Westmoreland across the country. I think his reputation is better off than when he came in." There may have been better methods of obtaining vindication, however, Kowet said. The approximately \$4 million Westmoreland spent for legal expenses during the trial could have been used instead to mount a massive public relations campaign to improve his image, Kowet said. And in retrospect, Kowet said, it seemed Westmoreland should have accepted CBS's offer of 15 minutes of television reply time. He added, however, that he was not sure the time would have been offered if a court case "had not first been dangled in front of CBS's nose."

Asked why Westmoreland dropped his

**South African 'Nightline.'** ABC News executives met with South Africa's ambassador to the U.S. to discuss final arrangements for originating ABC-TV's *Nightline* from that country the week of March 15-22. According to ABC, the South African government has placed no restrictions on travel or the subject matter for the broadcasts, which will include segments on apartheid, internal politics and natural resources. *Nightline*'s Ted Koppel will anchor the program from South Africa and contribute reports from the field. Correspondent Ken Walker and commentator Jeff Greenfield will also make the trip, along with 20 to 25 other ABC employees. According to an ABC spokeswoman, the broadcasts for March 18 and March 22 will be expanded to a full hour and the other three telecasts may be lengthened as well. *Nightline* will be tape-delayed via satellite from Johannesburg and possibly one or more other cities.

to carry *Funtastic World*—principally independents—are scheduling the show on Sunday morning in the hope of carving out a kid's block in time periods usually filled with religious or public affairs programs.

In addition, Ryan added, Worldvision has cleared 41 new episodes of *The Jetsons* on 66 stations representing 65% coverage. The episodes will be added to the 24 that already exist. Stations will have 65 episodes to strip between 3 and 6 p.m. Although currently being negotiated in New York, the *Jetsons* station list includes KCOP, WTAF-TV and KBHK-TV, and WPCR-TV Aurora, Ill., which covers the Chicago market.

Worldvision is also trying to launch first-run episodes of *Return to Eden*.

### Little causal connection

The notion that watching violence on television causes an increase in real-life violence is not supported by the evidence found in studies that were conducted in natural, as opposed to laboratory, settings.

That's the conclusion reached by Dr. Jonathan L. Freedman of the University of Toronto in a report in the *Psychological Bulletin* of the American Psychological Association. Dr. Freedman's article, "Effect of Television Violence on Aggressiveness," has been reprinted by the Television Information Office.

Dr. Freedman said he reviewed all relevant publications dealing with long-term effects of violent programming in natural settings. His bibliography contains 49 entries, including the National Institute of Mental Health's extensive 1982 findings.

His review, Dr. Freedman said, led to these conclusions: "(a) Exposure to and preference for violent programming on television is correlated with aggressive behavior and (b) there is little convincing evidence that viewing violence on television in natural settings causes an increase in subse-

quent aggressiveness."

So why is there a relationship, if not a causal one, between viewing violence and increased aggression? Dr. Freedman offers this explanation: "Those individuals who prefer violent television programs also tend to be aggressive. More simply, something in their personalities or behavior patterns, some predisposition, trait, combination of environmental pressures, learning history, or whatever, causes people to like aggressive programming and also to be aggressive."

The notion that there is a causal relationship between TV violence and subsequent aggressiveness in the real world, Dr. Freedman concludes, "remains a plausible hypothesis, but one for which there is, as yet, little supporting evidence." Indeed, he says of the evidence available now: "Many readers might be inclined to interpret it as evidence against a causal effect of television violence on aggression."

### Viewers decide

Television is increasingly a victim of "institutionalized criticism" by so-called experts using questionable methodology to conclude that watching television is harmful and by professionals in unrelated fields who "endorse these findings and thus transfer their own credentials to them," Gene F. Jankowski, president of the CBS/Broadcast Group, told the group's management conference in a speech made public last week.

"A classic instance," Jankowski said, "is the sweeping indictments of television recently issued by the American Academy of Pediatrics, which appear to be based on unquestioned acceptance of the work of a hard core of antitelevision academics."

"Educators, public officials, clergy and others do the same thing. The result is that what appears to be a highly authoritative consensus begins to appear, and no one troubles to examine its basis... All this is heaven-sent for scapegoating. It creates a

background from which the medium can be attacked with what appears to be both popular assent and scientific support—a very potent combination."

This process "persists and, indeed, flourishes," he said, in large part because "it serves the purposes of a number of important constituencies to ascribe to television both vices and virtues it does not have."

"It is unfortunately easier to blame crime on television than on poverty or ignorance or inadequate law enforcement. It is more appealing to charge television with lowering reading scores than to blame disrupted family life or poor instruction in the classroom... It is simpler to declare that it is television, not real threats to personal safety, that raises our anxieties, and it is surprisingly easy to convince many people that the government would be flawless if a lot of nosy reporters were not constantly poking around trying to find out what it is up to."

"To blame television serves a number of purposes. It suggests a ready cure—change the images and you will change the reality. Then too there are careers to be protected and careers to be made out of this. What is overlooked is that these are cruel hoaxes because they simultaneously mask the real problems and suggest illusory cures. Nevertheless, the hunger for explanations is so great that these specious indictments enter the culture, and because they enter it through sources considered to be authoritative, they resist removal."

Jankowski addressed the conference of Broadcast Group executives, held Feb. 25 at Phoenix, on "standards, roles and responsibilities," which "for us," he said, "come down to the same thing in the end." The recent "Westmoreland case ought to have set to rest once and for all any doubts about the magnitude" of CBS's commitment to those standards. He also disclosed—without elaboration in the speech—that CBS is drafting standards that will apply to docudramas.

### Quarter cleanup

Mr. Clean and his parents, Procter & Gamble, celebrated his 25th anniversary as a performer in commercials on daytime soap operas with a donation and a party at the Private Eyes video entertainment club in New York last Tuesday. The donation, called the "Preserve the Shine of '59," consisted of copies of Mr. Clean TV commercials, footage from more than 50 episodes of past P&G soaps, 20 episodes of *Guiding Light* that were broadcast last month—the anniversary of Mr. Clean's national debut—and almost 2,000 scripts of P&G soaps dating to 1952. The donation was presented by Procter & Gamble Productions to the UCLA Film and Television Archives.

"These programs and commercials represent a valuable addition to our collection," said Daniel Einstein, UCLA television archivist. "Because most of the early soap operas were live, it is very difficult to find tapes from that era."

Soap operas represented in the P&G donation included *As the World Turns*, *Guiding Light*, *Edge of Night*, *Search for Tomorrow*, *Another World*, *Boss Lady*, *Texas and Lovers & Friends*. Said a P&G executive: "Soap operas have become an American art form—a reflection of our times. When you view the old soap operas, you get a unique view of life in the 1950's and 1960's."

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# TELECASTINGS



## New Disney division

Walt Disney Pictures is preparing to return in a big way to supplying television programming. It announced last week it was forming a program distribution arm to supply local stations with product from the Disney library, and has recently concluded several network deals for series, pilots and specials.

Disney last week appointed Robert Jacquemin, executive vice president, sales and marketing, Paramount Television Domestic Distribution, to the newly created post of senior vice president, domestic television distribution, for Walt Disney Productions. Jacquemin will be in charge of all sales, marketing and production activities for Walt Disney Productions' expansion into syndicated programming.

Jacquemin is the sixth Paramount executive to join Disney in the past six months. Michael Eisner, former president of Paramount Pictures, is now chairman of Walt Disney Productions, and Jeffrey Katzenberg, formerly Paramount's top motion picture executive, left to join Disney in a similar capacity. Bill Mechanic, who headed Paramount's theatrical sales to pay television and co-production deals with pay TV, is now doing the same for Disney. Helene Hahn and Ricardo Mestres, two other former Paramount executives, have also joined WDP.

Eisner described Jacquemin's appointment as a "turning point for Disney, representing the further expansion of the company into all facets of television."

Jacquemin will join Disney June 1, when his Paramount contract expires. "In no uncertain terms Disney instantly wants to become a major distributor," he told BROADCASTING. "They have 30 years of television [programs] and four to five decades of theatricals that have been held out of syndication... Most of this product has never been released."

Jacquemin said his first priority is to "staff up" and hire research, sales, advertising and promotion and business affairs people and open regional sales offices. Disney will then analyze its program library and determine the elements to be brought to market and the timetable for releasing product. He also said Disney plans to become a distributor of first-run programming.

Jacquemin's appointment followed several other television programming developments at Walt Disney Productions. After being absent from network television for more than two years, the company has now planted its flag at each network. It's producing a new series, *Wildside*, which premieres on ABC-TV March 21. Next fall it will have two animation series on Saturday morning: *The Gummi Bears* on NBC and *The Wuzzles* on CBS. ABC has also picked up an Easter holiday special from Disney, and NBC is running a Disney special produced at Radio

City Music Hall that will preview Disney's new stage show there. And, according to a spokesman, Disney is negotiating with the networks to bring back the Disney anthology series that ran for 29 years on network television. "It will be revived," assured the spokesman, "but in a format suitable to today's audience, more sophisticated and front-loaded with stars."

Until recently, the spokesman explained, Disney was concentrating on supplying its pay cable service, The Disney Channel, and considered most other television programming ventures in conflict with that objective. But since Eisner and Katzenberg took over, the spokesman continued, the company has moved to re-establish its presence in all areas of television programming, including the sale of Disney product to other cable services.

## Worldvision report

Worldvision Enterprises, which has made a major push into first-run syndicated programming, is claiming a sales boom for several of its new series scheduled to premiere

this fall. The Taft Entertainment unit is clearing between \$35 million to \$40 million in new product, according to John D. Ryan, senior vice president, domestic sales, with nearly \$30 million earmarked for animation programming.

Leading Worldvision's first-run sales are 17 new 90-minute animated episodes titled *The Funtastic World of Hanna-Barbera* (the H-B animation house is also a subsidiary of Taft). The 90-minute blocks are composed of three animated series: *The Paw-Paws*, *The Funtastic Treasure Hunt* and *Galtar and the Golden Lance*.

*Funtastic World* has been cleared on 70 stations representing 70% coverage, Ryan said, on an advertiser-supported basis with two minutes held back per half-hour for national sale. Stations get three runs per episode each year, Ryan explained, but are being required to make a two-year commitment to the series. Stations in the lineup include WNBC-TV New York, KCOP-TV Los Angeles, WFLD-TV Chicago, WTAF-TV Philadelphia, KBHK-TV San Francisco, WXNE-TV Boston and WDCA-TV Washington.

Ryan said nearly all the stations signed up

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Borink and his wife, Carolyn. They have no other broadcast interests. Station last year was reported sold for \$1,350,000 cash ("For the Record," Oct. 8, 1984), but deal fell through. **Buyer** is owned by John H. Johnson. It is Chicago-based publisher of *Ebony* and *Jet* magazines. It owns WJPC(AM) Chicago and WLOU(AM) Louisville, Ky. Johnson is also chairman and 8% owner of newly franchised cable system in Chicago's fifth district. WLNR is on 106.3 mhz with 3 kw and antenna 240 feet above average terrain.

**WSGN(AM) Birmingham, Ala.** □ Sold by Edens Broadcasting Co. to Katz Broadcasting of Birmingham Inc. for \$750,000 cash. **Seller** is owned by Gary Edens, former president of Harte-Hanks radio division, who purchased station from Harte-Hanks when it

sold him seven of its nine radio stations (BROADCASTING, Sept. 24, 1984). **Buyer** is subsidiary of Bridgeport, Conn.-based station group of four AMs and seven FM's. Its parent, Katz Communications, is New York-based owner of station representative firms headed by Richard A. Ferguson. WSGN is on 610 khz with 5 kw day and 1 kw night.

**KIFH(FM) Honolulu** □ Sold by Robert W. Sudbrink to Calvary Chapel of Honolulu Inc. for \$650,000, comprising \$500,000 cash and remainder in charitable contribution. **Seller** is owner of Del Rey Beach, Fla.-based station group of five AM's and two FM's. **Buyer** is equally owned by William D. Stonebraker, Kevin O'Neill and Chester Richardson. Stonebraker is pastor of Calvary Chapel. O'Neill is president and general manager

of construction firm in Honolulu. Richardson is attorney with Amfac Corp., Honolulu-based diversified manufacturing and service firm. They have no other broadcast interests. KIFH is on 97.5 mhz with 83 kw and antenna 46 feet above average terrain.

**WKOL(AM) Amsterdam, N.Y.** □ Controlling interest sold by Metter Broadcasting Inc. to Josephine Arcano and others for \$500,000. **Seller** is owned by Michael Metter, who will retain 31.875%. He is also buying WSBM(AM) New Bedford, Mass. (see above). **Buyers** are Arcano (10%) and 10 others owning less than 5% each. Arcano is chairman of D.H. Blaiher Investors, New York-based stock brokerage firm. WKOL is daytimer on 1570 khz with 1 kw.

**WPRQ(AM) Colonial Heights, Tenn.** □ Sold by David T. Murray to Covenant Broadcasting Corp. for \$425,000, comprising \$100,000 cash and remainder in note. **Seller** has no other broadcast interests. **Buyer** is owned by Martin D. Tingelhoff (26%), James Lane and his wife, Jean (26%), and 19 others with small interest. Tingelhoff is pastor of Abundant Living Christian Fellowship, church in Kingsport, Tenn. Lane is retired businessman. **Buyer** has no other broadcast interests. WPRQ is daytimer on 870 khz with 5 kw.

**WMJB(FM) Wrens, Ga.** □ Sold by ComCast Inc. to Val-Tel Inc. for \$400,000 cash, minus assumption of liabilities. **Seller** is owned by Richard A. Armfield, his brother, John, and George W. Clay. It has no other broadcast interests. **Buyer** is owned by Leon Booker (10.32%), James M. Hinton (5.72%), Harvey L. Johnson (7.69%), John H. Ruffin (9.94%), Henry Brigham (10.5%), Dave Mack (10.41%), S.W. Walker (10.88%), Floyd Green (9.76%), Frank Delley (10.13%) and the estate of M.M. Scott (14.63%). They also own WRDW(AM) Augusta, Ga. WMJB is on 96.7 mhz with 1.06 kw and antenna 500 feet above average terrain.

**KMLA(FM) Ashdown, Ark.** □ Sold by KMLA Radio Inc. to KMLA Radio Co. for assumption of notes totaling \$300,000. **Seller** is owned by Darrel W. Barnhill. It has no other broadcast interests. **Buyer** is equally owned by James E. Nicholas and John D. Crow, who also have interests in KTFS(AM) Texarkana, Tex., and KBCL(AM) Bossier City, La. KMLA is on 103.9 mhz with 3 kw and antenna 210 feet above average terrain.

**WFYC-AM-FM Alma, Mich.** □ Majority stock in WFYC Inc. sold to Sommerville Broadcasting Inc., holder of rest of stock, for \$277,550, comprising \$50,000 cash and remainder in note. **Sellers** are Wayne G. Harris, Gilbert Thomas and his wife, Betty. They have no other broadcast interests. **Buyer** is owned by David W. Sommerville and his wife, Mary Lou (75% jointly), and their son, James (25%). David Sommerville is station's general manager and 39.5% owner. WFYC(AM) is on 1280 khz with 1 kw day and 250 w night. WFYC-FM is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 89.

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**AWRT congressional parlay.** Members of American Women in Radio and Television made the rounds in Washington as part of a two-day public affairs seminar. The broadcasters also met with the legislators to register their concern about proposals to ban beer and wine advertisements from radio and television. One seminar panel featured (upper left, l-r) Representatives Mickey Leland (D-Tex.) and Patricia Schroeder (D-Colo.) and Anne Jones, former FCC commissioner, now partner, Sutherland, Asbill & Brennan.

Leland charged that the mood of the country was fostering an environment that "pitted minorities and women against each other." And, he added, "while we've fought over crumbs in the past we are now fighting over the crumb." Schroeder noted how the membership of the Congressional Caucus for Women's Issues has grown over the years and is now one of the largest in Congress. Jones, who along with FCC Commissioner Mimi Dawson offered a proposal several years ago to award preferences to women in FCC grants, suggested AWRT find out what happened to it.

How to lobby Congress was the subject of another panel featuring, (middle left, l-r) Laurel Kamen, director, government affairs, American Express; Sallie Forman, vice president, government relations, NBC; Rae Föker Evans, director, national affairs, Hallmark Cards, and Susan Alvarado, director, congressional liaison, National Association of Broadcasters. Lobbying for a network, Forman explained, is "very different" from lobbying for other organizations. "We are a very misunderstood and not a very trusted industry," she said. "We know we've got an image problem. We're perceived as big and dominant and arrogant."

The seminar included a workshop on lobbying at the FCC with panelists (lower left, l-r) Ann Hagemann, vice president, Association of Maximum Service Telecasters; Nancy Carey, attorney, MCI, and Belva Brissett, vice president, regulatory affairs, NAB. Congresswoman Nancy Johnson (R-Conn.) was the keynote speaker at the opening luncheon during the seminar. A congressional reception was hosted by the organization to welcome new members of the 99th Congress.

sterdam, N.Y., but is selling majority control (see below). WBSM is on 1420 khz with 5 kw day and 1 kw night. Broker: William Schutz Jr.

**WMBG(AM)-WQKS(FM)** Williamsburg, Va. □ Sold by NCM Life Communications Inc. to Richmond Radio Ltd. Partnership for \$2 million, comprising \$1.5 million note and \$500,000 noncompete agreement in cash. Seller is headed by Cicero M. Green, president. It has no other broadcast interests. Buyer is owned by Robert Understein, general partner, and Jason L. Shrinsky, Bruce A. Eisen, James A. Weitzman and other limited partners. Shrinsky, Weitzman and Eisen are partners in Washington communications law firm of same name. Understein is general partner and others are limited partners in licensee of KBOX(AM) North Little Rock and KEZQ(FM) Jacksonville, both Arkansas. Shrinsky and Understein have interest in WXKS-AM-FM Medford, Mass.; WNYS-AM-FM Buffalo, N.Y.; WPXY-AM-FM Rochester, N.Y.; WPGR-AM-FM Philadelphia, and WPIT-AM-FM Pittsburgh. With Eisen and Wietzman, they have interest in KCEE(AM)-KWFM(FM) Tucson, Ariz., and KKMI(FM) Seattle. WMBG is daytimer on 740 khz with 500 w. WQKS is on 96.5 mhz with 50 kw and antenna 440 feet above average terrain. Broker: The Holt Corp.

**WLNR(FM)** Lansing, Ill. □ Sold by Illiana FM Broadcasters Inc. to Johnson Publishing Co. for \$1,665,000, comprising \$665,000 cash and remainder in note. Seller is equally owned by John M. Van Der Aa, Robert A. Cook and his wife, Coreen, and Wendell H.

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Corp., and Carlos Nunez, vice president of Televisa, to follow. Kalmann Shaeffer, president and chief executive officer of Tel-Optic Ltd., will discuss his company's involve-

ment in the proposed construction of a trans-Atlantic fiber optic cable, which could also pose competition to Intelsat within the next three or four years. □

## Changing Hands

### PROPOSED

**KVOS-TV Bellingham, Wash.** □ Sold by Wometco to Ackerly Communications for approximately \$25 million. **Seller** is Miami-based station group of one FM and six TV's, and cable MSO, recently purchased by Kohlberg, Kravis Roberts, New York-based investment firm (BROADCASTING, Jan. 28). **Buyer**, Ackerly Communications, is Seattle-based station group of one AM and four TV's, principally owned by Barry A. Ackerly, who also owns Seattle Supersonics, professional basketball team, and outdoor advertising companies in five states. It has also purchased KSGO(AM) Oregon City and KGON-FM Portland, both Oregon (see below). KVOS-TV is CBS affiliate on channel 12 with 229 kw visual, 45.7 kw aural and antenna 2,370 feet above average terrain.

**WYHY-FM Lebanon, Tenn., and WSEV(AM)-WMYU(FM) Sevierville, Tenn.** □ Sold by Sun-group Broadcasting of Nashville Inc. to Republic Broadcasting Corp. for \$7.5 million cash. **Seller** is subsidiary of Sun-group Inc., publicly owned, Nashville-based station group of two AM's and three FM's. It is headed by Frank Woods, president. Stations,

along with Sun-group's other radio properties, WERC(AM)-WKXX-FM Birmingham, Ala., were originally sold to Sillerman-Morrow for \$12 million ("Changing Hands," Sept. 17, 1984), but stockholders of Sun-group refused to approve sale. **Buyer** is owned by Robert H. Castellini (14.4%), William O. DeWitt (10.4%), Mercer W. Reynolds (10.4%), J. David Martin (8%), Robert L. Lawrence (16%), Benjamin L. Homel (also known as Randy Michaels) (16%), Frank E. Fowler (5%) and Joseph E. Beech (1%). Beech, Reynolds and DeWitt also own 10.6% through separate corporation. Castellini, DeWitt, Beech, Fowler and Reynolds have interest in WLW(AM) Cincinnati and WSKS(FM) Hamilton, Ohio. Martin, Lawrence and Homel are employed by Republic, and have options to purchase 2% of its stock. WYHY is on 107.3 mhz with 100 kw and antenna 730 feet above average terrain. WSEV is daytimer on 930 khz with 5 kw. WMYU is on 102.1 mhz with 100 kw and antenna 1,000 feet above average terrain.

**KSGO(AM) Oregon City and KGON-FM Portland, both Oregon** □ Sold by Des Moines Register & Tribune Co. to Ackerly Commu-

nications for \$6 million. **Seller**, Des Moines, Iowa-based newspaper publisher and station group headed by David Krudeiner, is in process of divestiture. Last week it also sold its other remaining properties, WIBA-AM-FM Madison, Wis., to Price Communications (see below), and *Des Moines Register* to New York Times Co. **Buyer** is also purchasing KVOS-TV Bellingham, Wash. (see above). KSGO (formerly KXYI) is on 1520 khz with 50 kw day and 20 kw night. KGON-FM is on 92.3 mhz with 100 kw and antenna 920 feet above average terrain.

**WIBA-AM-FM Madison, Wis.** □ Sold by Des Moines Register and Tribune Co. to Price Communications for \$5.6 million. **Seller** is also selling KSGO(AM) Oregon City and KGON-FM Portland, both Oregon (see above). **Buyer** is publicly owned, New York-based station group of three AM's, four FM's and two TV's, headed by Robert Price, president and major stockholder. WIBA(AM) is on 1310 khz full time with 5 kw. WIBA-FM is on 101.5 mhz with 50 kw and antenna 450 feet above average terrain.

**KAUT(TV) Oklahoma City, Okla.** □ Sold by Golden West Broadcasters of Oklahoma Inc. to Rollins Telecasting Inc. for \$5,550,000, plus additional sums based on accounts receivable. **Seller** is owned by estate of Ina S. Autry, late wife of Gene Autry, owner of Los Angeles-based station group of KPLZ(FM)-KVI(AM) Seattle, WCXI-AM-FM Detroit and KMPC(AM) Los Angeles. **Buyer** is subsidiary of Rollins Communications Inc., publicly owned Atlanta-based station group of five AM's, one FM and three TV's, and cable operator owning 35 cable systems in Delaware, Connecticut, Massachusetts and Rhode Island. Largest stockholder is O. Wayne Rollins and family. One stockholder, Henry B. Tippie, also owns KIRO(AM) McAllen, KVLV(FM) Edinburg and KNCN(FM) Sinton, all Texas. KAUT is independent on channel 43 with 1,950 kw visual, 195 kw aural and antenna 1,560 feet above average terrain. ....

**KIKM(AM)-KZXL(FM) Sherman; KZEY(AM)-KROZ(FM) Tyler and KNET(AM)-KYYK(FM) Palestine, all Texas** □ Sold by Gibson Investment & Management Corp. to Hawthorne Broadcasting Corp. for \$4,750,000, comprising \$3 million cash and remainder in note. **Seller** is principally owned by R. Thomas Gibson and family. It has no other broadcast interests. **Buyer** is owned by Frederic Gregg, who owns Quest Communications, Lakeland, Fla., operator of cable systems in Arkansas and Missouri. KIKM is on 910 khz full time with 1 kw. KZXL is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain. KZEY is daytimer on 690 khz with 1 kw. KROZ is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. KNET is on 1450 khz with 1 kw full time. KYYK is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain. **Broker:** Dan Hayslett & Associates.

**WBSM(AM) New Bedford, Mass.** □ Sold by Southern Massachusetts Broadcasters Inc. to Metter Broadcasting Inc. for \$2,075,000 for stock, plus 90% of accounts receivable and minus liabilities. **Seller** is owned by George Gray and has no other broadcast interests. **Buyer** is principally owned by Michael L. Metter, who owns WKOL(AM) Am-

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### WBOS (FM)

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## Champion Broadcasting System, Inc.

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### \$6,830,000

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## Low-power DBS, Intelsat issues to highlight satellite conference

**Rivera, Eger, Colino and Landman among scheduled speakers**

Critical issues in the future development of worldwide television programming will be discussed in detail this week (March 15-16) as the fourth biennial International Satellite and Cable Television Symposium convenes at the University of California-Los Angeles, under joint sponsorship of the UCLA Communications Law Program and the International Bar Association.

"Since the last conference two years ago, some really startling developments have taken place in the development of international satellite channels," said Charles Firestone,

director of the UCLA Communications Law Program and symposium coordinator. "Some very important international communications issues are at stake and international markets are proving to be a very large growth area for American companies."

Speakers confirmed for the event include FCC Commissioner Henry Rivera (replacing Mimi Dawson); John Eger, senior vice president, CBS/Broadcast Group; Walter Josiah, vice president and general counsel of the Motion Picture Association of American and Motion Picture Exporters Association of America; H.P. Goldfield, assistant secretary of commerce for international affairs, U.S. Department of Commerce, and Kenneth

Leeson, director of policy and planning, office of the coordinator of international communications and information policy, U.S. Department of State.

The potential impact of high-power direct broadcast satellites, highlighted at the 1983 symposium, will be downplayed in favor of low-power DBS, which has emerged as an important part of the satellite mix. "[Low-power DBS] has triggered new thinking about how to deliver a satellite channel," Firestone told BROADCASTING. "We're seeing that in development of a pan-European satellite market. Europe has a lot of unique problems to overcome, particularly cultural and regulatory differences, but there will be an audience equivalent to the U.S. or larger opening up, raising issues of marketing, copyright and licensing."

Another issue to be debated is competition and direct access to Intelsat, which handles most international satellite traffic. "The FCC is considering the competition question right now," Firestone pointed out. "Virtually every other country in the world says it doesn't want this to happen. It's become a raging international controversy," he said, raising issues about rates and access similar to those raised during the breakup of AT&T.

Richard Colino, director general of Intelsat, will present the company's perspective on Friday afternoon, with responses from Fred Landman, president of PanAmSat



**Gold Medalists.** The Pennsylvania Association of Broadcasters presented General Alexander Haig Jr. with its Gold Medal award in "recognition of his untiring devotion to his state and country and for his outstanding achievements as a soldier, author and statesman." Among those present at the annual PAB dinner Feb. 26 were: PAB President Robert Zimmerman, WRSC(AM) State College; Jack Clements, executive vice president, Mutual Broadcasting System; National Association of Broadcasters President Eddie Fritts; Haig, and Richard DeVos, president, Amway Corp.

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**Commercial contract.** The American Federation of Television and Radio Artists and the Screen Actors Guild have reached a tentative agreement with advertisers and agencies on a new contract covering television commercials.

The pact must be submitted to the boards of both SAG and AFTRA for approval and to the full membership of both unions for a referendum vote. The unions said provisions covering extras in TV commercials and a separate contract covering performers in radio commercials are still to be negotiated. No final agreement will be reached until all negotiations have been concluded.

No details of the television agreement will be released until the union boards have acted, but negotiators for SAG and AFTRA said there are provisions for "moderate increases rather than for the rollbacks originally demanded by management." The current three-year agreement expired on Feb. 6 but talks have continued on a day-to-day basis. Management is represented by the Joint Policy Committee of the Association of National Advertisers and the American Association of Advertising Agencies.

# Stock Index

|                     | Closing<br>Wed<br>Mar 6 | Closing<br>Wed<br>Feb 27 | Net<br>Change | Percent<br>change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|---------------------|-------------------------|--------------------------|---------------|-------------------|--------------|--------------------------------------------|
| <b>BROADCASTING</b> |                         |                          |               |                   |              |                                            |
| N ABC               | 67 1/2                  | 65 3/8                   | 2 1/8         | 3.25              | 10           | 1,952                                      |
| N Capital Cities    | 183                     | 173                      | 10            | 5.78              | 18           | 2,350                                      |
| N CBS               | 85 7/8                  | 79 3/4                   | 6 1/8         | 7.68              | 10           | 2,552                                      |
| O Clear Channel     | 17 1/2                  | 17 1/4                   | 1/4           | 1.45              | 20           | 51                                         |
| N Cox               | 59 1/8                  | 54 1/4                   | 4 7/8         | 8.99              | 20           | 1,669                                      |
| A Gross Telecast    | 29 5/8                  | 29 3/4                   | 1/8           | 0.42              | 7            | 24                                         |
| O Gulf Broadcasting | 14 3/4                  | 14 1/2                   | 1/4           | 1.72              | 61           | 646                                        |
| O LJN               | 24 3/4                  | 25 1/4                   | 1/2           | 1.98              | 22           | 520                                        |
| O Malrite Commun.   | 15 1/4                  | 15 1/8                   | 1/8           | 0.83              | 19           | 127                                        |
| O Orion Broadcast   | 1 3/2                   | 1 3/2                    |               |                   |              | 2                                          |
| O Price Commun.     | 12 1/2                  | 11 3/8                   | 1 1/8         | 9.89              |              | 63                                         |
| O Scripps-Howard    | 33 1/2                  | 32 1/2                   | 1             | 3.08              | 20           | 346                                        |
| N Storer            | 60 5/8                  | 58 3/4                   | 1 7/8         | 3.19              | 36           | 994                                        |
| O SunGroup Inc.     | 7 3/4                   | 7 1/2                    | 1/4           | 3.33              |              | 5                                          |
| N Taft              | 62 1/2                  | 59 7/8                   | 2 5/8         | 4.38              | 13           | 566                                        |
| O United Television | 19 1/2                  | 18 3/8                   | 1 1/8         | 6.12              | 32           | 214                                        |

|                                                |        |        |       |       |     |       |
|------------------------------------------------|--------|--------|-------|-------|-----|-------|
| <b>BROADCASTING WITH OTHER MAJOR INTERESTS</b> |        |        |       |       |     |       |
| A Adams Russell                                | 27 7/8 | 27 1/2 | 3/8   | 1.36  | 22  | 170   |
| A Affiliated Pubs                              | 36 7/8 | 35 1/4 | 1 5/8 | 4.61  | 11  | 300   |
| N American Family                              | 28 1/8 | 29 3/8 | 1 1/4 | 4.26  | 14  | 554   |
| O Assoc. Commun.                               | 21     | 21     |       |       |     | 100   |
| N A.H. Belo                                    | 46 3/8 | 48 5/8 | 2 1/4 | 4.63  | 17  | 536   |
| N John Blair                                   | 22 5/8 | 22     | 5/8   | 2.84  | 13  | 181   |
| N Chris-Craft                                  | 42 3/4 | 40     | 2 3/4 | 6.88  |     | 274   |
| N Gannett Co.                                  | 56 3/4 | 55 1/8 | 1 5/8 | 2.95  | 23  | 4,548 |
| N GenCorp                                      | 39 7/8 | 37 1/2 | 2 3/8 | 6.33  | 11  | 856   |
| O General Commun.                              | 89     | 83     | 6     | 7.23  | 19  | 44    |
| N Jefferson-Pilot                              | 40 1/2 | 41 1/4 | 3/4   | 1.82  | 12  | 1,296 |
| O Josephson Intl.                              | 9 3/8  | 9 5/8  | 1/4   | 2.60  | 72  | 46    |
| N Knight-Ridder                                | 34     | 32 3/8 | 1 5/8 | 5.02  | 17  | 2,201 |
| N Lee Enterprises                              | 32 1/8 | 31 3/8 | 3/4   | 2.39  | 18  | 428   |
| N Liberty                                      | 31     | 30 1/8 | 7/8   | 2.90  | 15  | 311   |
| N McGraw-Hill                                  | 44 1/4 | 44 1/4 |       |       |     | 17    |
| A Media General                                | 74 3/4 | 75     | 1/4   | 0.33  | 14  | 521   |
| N Meredith                                     | 61 1/4 | 60 1/4 | 1     | 1.66  | 15  | 577   |
| O Multimedia                                   | 48 1/8 | 48 1/8 |       |       |     | 21    |
| A New York Times                               | 42 3/8 | 39 3/8 | 3     | 7.62  | 19  | 1,674 |
| O Park Commun.                                 | 32 1/2 | 33 1/2 | 1     | 2.99  | 23  | 299   |
| N Rollins                                      | 21     | 20 7/8 | 1/8   | 0.60  | 31  | 307   |
| T Selkirk                                      | 23 1/4 | 20 1/2 | 2 3/4 | 13.41 | 51  | 189   |
| O Stauffer Commun.                             | 52     | 52     |       |       |     | 13    |
| A Tech Operations                              | 54 3/8 | 53     | 1 3/8 | 2.59  | 18  | 50    |
| N Times Mirror                                 | 50     | 47 3/4 | 2 1/4 | 4.71  | 15  | 3,435 |
| N Tribune                                      | 39 3/4 | 39 5/8 | 1/8   | 0.32  | 18  | 1,605 |
| O Turner Bcstg.                                | 20 1/2 | 19 1/2 | 1     | 5.13  | 410 | 418   |
| A Washington Post                              | 100    | 95 1/4 | 4 3/4 | 4.99  | 18  | 1,399 |

|                     |        |        |       |       |    |     |
|---------------------|--------|--------|-------|-------|----|-----|
| <b>SERVICE</b>      |        |        |       |       |    |     |
| O BBDO Inc.         | 50 1/2 | 50 1/2 |       |       | 14 | 319 |
| O Compact Video     | 4 3/8  | 4 3/8  |       |       |    | 19  |
| N Comsat            | 31 1/4 | 31 5/8 | 3/8   | 1.19  | 12 | 565 |
| O Doyle Dane B.     | 21 1/4 | 20 1/4 | 1     | 4.94  | 17 | 113 |
| N Foote Cone & B.   | 54 3/4 | 53     | 1 3/4 | 3.30  | 11 | 188 |
| O Grey Advertising  | 148    | 145    | 3     | 2.07  | 10 | 88  |
| N Interpublic Group | 37 1/4 | 35     | 2 1/4 | 6.43  | 13 | 403 |
| N JWT Group         | 30     | 27 3/8 | 2 5/8 | 9.59  | 9  | 179 |
| A MovieLab          | 6 1/2  | 7      | 1/2   | 7.14  |    | 11  |
| O Ogilvy & Mather   | 41 1/4 | 42     | 3/4   | 1.79  | 18 | 378 |
| O Sat. Syn. Syst.   | 8 1/4  | 8 5/8  | 3/8   | 4.35  | 12 | 47  |
| O Telemation        | 5 3/4  | 5 3/4  |       |       |    | 6   |
| O TPC Commun.       | 3 1/6  | 1/8    | 1/16  | 50.40 |    | 14  |
| A Unitel Video      | 6 5/8  | 6 1/2  | 1/8   | 1.92  | 12 | 14  |
| N Western Union     | 9 1/8  | 9      | 1/8   | 1.39  |    | 220 |

|                      | Closing<br>Wed<br>Mar 6 | Closing<br>Wed<br>Feb 27 | Net<br>Change | Percent<br>change | P/E<br>Ratio | Market<br>Capitali-<br>zation<br>(000,000) |
|----------------------|-------------------------|--------------------------|---------------|-------------------|--------------|--------------------------------------------|
| <b>PROGRAMING</b>    |                         |                          |               |                   |              |                                            |
| O American Nat. Ent. | 1 3/8                   | 1 3/8                    |               |                   | 7            | 3                                          |
| O Barris Indus.      | 13 5/8                  | 11 3/8                   | 2 1/4         | 19.78             | 22           | 778                                        |
| N Coca-Cola          | 65 3/4                  | 63 1/4                   | 2 1/2         | 3.95              | 14           | 8,707                                      |
| N Disney             | 76 3/4                  | 77 5/8                   | 7/8           | 1.13              | 126          | 2,589                                      |
| N Dow Jones & Co.    | 43 1/8                  | 44 1/4                   | 1 1/8         | 2.54              | 21           | 2,772                                      |
| O Four Star          | 4 1/2                   | 4 1/4                    | 1/4           | 5.88              | 5            | 4                                          |
| A Fries Entertain.   | 8 3/4                   | 7 5/8                    | 1 1/8         | 14.75             | 16           | 30                                         |
| N Gulf + Western     | 33 5/8                  | 33                       | 5/8           | 1.89              | 10           | 2,352                                      |
| O King World         | 26                      | 23 1/2                   | 2 1/2         | 10.64             | 36           | 130                                        |
| O Robert Halmi       | 2 1/2                   | 2 3/16                   | 5/16          | 14.26             | 50           | 42                                         |
| A Lorimar            | 38 3/4                  | 38                       | 3/4           | 1.97              | 19           | 275                                        |
| N MCA                | 48 3/4                  | 50 1/4                   | 1 1/2         | 2.99              | 21           | 2,363                                      |
| N MGM/UA             | 13                      | 13 1/4                   | 1/4           | 1.89              | 15           | 646                                        |
| N Mizlou             | 2 5/16                  | 2 7/16                   | 1/8           | 5.13              |              | 10                                         |
| N Orion              | 11 5/8                  | 11 5/8                   |               |                   | 26           | 109                                        |
| O Reeves Commun.     | 8 5/8                   | 7 7/8                    | 3/4           | 9.52              | 32           | 107                                        |
| O Sat. Music Net.    | 7                       | 7 1/2                    | 1/2           | 6.67              |              | 48                                         |
| O Telepictures       | 21                      | 20 1/4                   | 3/4           | 3.70              | 19           | 162                                        |
| N Warner             | 24 7/8                  | 24 3/8                   | 1/2           | 2.05              |              | 1,508                                      |
| A Wratheer           | 20 1/4                  | 20 3/4                   | 1/2           | 2.41              |              | 138                                        |

|                    |        |        |       |       |    |        |
|--------------------|--------|--------|-------|-------|----|--------|
| <b>CABLE</b>       |        |        |       |       |    |        |
| A Acton Corp.      | 4 7/8  | 4 7/8  |       |       |    | 29     |
| O AM Cable TV      | 2 3/8  | 2 3/8  |       |       |    | 9      |
| N American Express | 42 3/4 | 42 1/2 | 1/4   | 0.59  | 22 | 9,207  |
| N Anixter Brothers | 18 1/8 | 18 1/2 | 3/8   | 2.03  | 22 | 330    |
| O Burnup & Sims    | 8 5/8  | 9 3/4  | 1 1/8 | 11.54 |    | 12,377 |
| O Cardiff Commun.  | 0 1/2  | 1/2    |       |       | 50 | 2      |
| O Comcast          | 24 5/8 | 24 3/4 | 1/8   | 0.51  | 28 | 303    |
| N Gen. Instrument  | 19 1/4 | 20 1/8 | 7/8   | 4.35  | 20 | 623    |
| N Heritage Commun. | 23 5/8 | 19 7/8 | 3 3/4 | 18.87 | 45 | 179    |
| O Jones Intercable | 6 1/8  | 5 3/8  | 3/4   | 13.95 | 19 | 55     |
| T Maclean Hunter X | 27     | 25 7/8 | 1 1/8 | 4.35  | 38 | 995    |
| A Pico Products    | 4 1/2  | 4 1/2  |       |       | 20 | 16     |
| O Rogers Cable     | 8      | 7 1/4  | 3/4   | 10.34 |    | 179    |
| O TCA Cable TV     | 18 3/4 | 17 1/2 | 1 1/4 | 7.14  | 36 | 125    |
| O Tele-Commun.     | 24 3/8 | 24 1/4 | 1/8   | 0.52  | 79 | 1,019  |
| N Time Inc.        | 48 3/4 | 48     | 3/4   | 1.56  | 17 | 2,958  |
| N United Cable TV  | 37 1/4 | 36 1/2 | 3/4   | 2.05  | 62 | 409    |
| N Viacom           | 43 1/4 | 39 5/8 | 3 5/8 | 9.15  | 17 | 585    |

|                                  |        |        |       |       |    |        |
|----------------------------------|--------|--------|-------|-------|----|--------|
| <b>ELECTRONICS/MANUFACTURING</b> |        |        |       |       |    |        |
| N Arvin Industries               | 22 3/4 | 22     | 3/4   | 3.41  | 7  | 171    |
| O C-Cor Electronics              | 8 1/2  | 7 3/4  | 3/4   | 9.68  |    | 12,126 |
| O Cable TV Indus.                | 4      | 4 1/4  | 1/4   | 5.88  | 24 | 12     |
| A Cetec                          | 7 3/4  | 7 1/2  | 1/4   | 3.33  | 9  | 17     |
| O Chyron                         | 11 3/4 | 11 3/4 |       |       | 21 | 108    |
| A Cohu                           | 9 3/8  | 9      | 3/8   | 4.17  | 10 | 16     |
| N Conrac                         | 13     | 13     |       |       | 12 | 80     |
| N Eastman Kodak                  | 70     | 69 3/4 | 1/4   | 0.36  | 14 | 11,540 |
| O Elec. Mfg. & Comm.             | 7 1/4  | 7 1/2  | 1/4   | 3.33  |    | 21     |
| N General Electric               | 64     | 64 3/8 | 3/8   | 0.58  | 14 | 28,972 |
| O Geotek-Telemet                 | 2      | 1 5/8  | 3/8   | 23.08 | 22 | 6      |
| N Harris Corp.                   | 31     | 30 1/8 | 7/8   | 2.90  | 15 | 1,238  |
| N M/A Com. Inc.                  | 20     | 20 1/2 | 1/2   | 2.44  | 25 | 865    |
| O Microdyne                      | 5 3/4  | 5 5/8  | 1/8   | 2.22  | 16 | 26     |
| N 3M                             | 84 3/8 | 83 7/8 | 1/2   | 0.60  | 14 | 9,877  |
| N Motorola                       | 33 5/8 | 34     | 3/8   | 1.10  | 12 | 3,980  |
| N N.A. Philips                   | 42 7/8 | 43 1/2 | 5/8   | 1.44  | 11 | 1,231  |
| N Oak Industries                 | 2      | 2 1/4  | 1/4   | 11.11 |    | 33     |
| A Orrox Corp.                    | 2 3/4  | 2 3/4  |       |       |    | 6      |
| N RCA                            | 40 3/8 | 39 3/8 | 1     | 2.54  | 13 | 3,308  |
| N Rockwell Intl.                 | 37 3/4 | 36 3/4 | 1     | 2.72  | 12 | 5,614  |
| N Sci-Atlanta                    | 13 1/4 | 13     | 1/4   | 1.92  | 26 | 308    |
| N Signal Co.s                    | 31 7/8 | 32 7/8 | 1     | 3.04  | 13 | 3,476  |
| N Sony Corp.                     | 18 1/4 | 17 5/8 | 5/8   | 3.55  | 18 | 4,214  |
| N Tektronix                      | 62 5/8 | 65 1/8 | 2 1/2 | 3.84  | 10 | 1,205  |
| A Texscan                        | 5 3/4  | 5 5/8  | 1/8   | 2.22  | 8  | 38     |
| N Varian Assoc.                  | 35 3/8 | 39 1/8 | 3 3/4 | 9.58  | 14 | 763    |
| N Westinghouse                   | 31 1/2 | 31 1/4 | 1/4   | 0.80  | 11 | 5,514  |
| N Zenith                         | 22 3/4 | 22 7/8 | 1/8   | 0.55  | 9  | 503    |

Standard & Poor's 400 202.23 201.97 0.260 0.13

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.



**Towering promotion.** The National Radio Broadcasters Association's board of directors has chosen WFOX(FM) Gainesville, Ga., as the winner of NRBA's "Best of the Best" promotion contest. For its debut in the Atlanta radio market, the station fashioned its campaign around its new 1,764-foot tower (which NRBA called the "tallest man-made structure in the state"), its new studios, staff and format. The campaign was targeted to 1,000 media buyers, planners, account executives, national sales representatives, local and national political leaders and "other



key decision makers," NRBA said.

Pictured at left (l-r): WFOX's general manager, Martin Sherry, and its general sales manager, Eddie Esserman. Above: A construction manager christens the tower with champagne at WFOX's "topping out party."

NRBA plans to publish a source book of promotional ideas later this spring.

the radio program supplier has tabulated the artist nominations from program directors and on-air staff at more than 200 stations, mostly album oriented rock (AOR) outlets. Final ballots were sent to those voting last week, asking them to select their favorites in the categories of: female singer, male singer, group, debut album, single, in-concert act, album and the "Hall of Fame" album group, which is chosen from among five of the top selling rock albums of the past 20 years.

A ninth honor, the Tom Donahue Memorial Award, named for the former KSAN(FM) San Francisco program director who is considered to be the pioneer of the progressive rock format, will be presented to the person "who is recognized as having contributed significantly to the medium of FM radio." A 17-member board of governors of the Rock Radio Awards, which comprises executives from the broadcasting and music industries, selects the Donahue winner.

The two-hour show is scheduled to be taped April 22 at Jerry's restaurant in New York City. Host for the event has not yet been named. The exclusive sponsor for the disk-delivered program will be Toyota.

Separately, DIR said it will air a live, 90-minute special, featuring Rolling Stones lead singer Mick Jagger on March 21 at 10 p.m., NYT. The broadcast is to be satellite-delivered via Satcom I-R to a network of about 200 rock stations nationwide. The host will be rock journalist Lisa Robinson.

### Playback

Telarc Records and Yamaha Electronics are underwriting national distribution of *Audio-ophile Audition*, a weekly one-hour series available free to public radio stations via the Extended Program Service beginning Apr. 7 at 2 p.m. NYT. The program, which has been aired over noncommercial KQED-FM San Francisco and KCSM-FM San Mateo, Calif., for more than four years, features ex-

cerpts from and discussions of high-quality audio tapes, records and compact disks, plus interviews with audio, music and recording industry leaders. Special program themes have included binaural sound, dbx technology and audio nostalgia. Author and broadcaster John Sunier continues as host. According to Sunier, the series will be mastered digitally for high-quality sound using a Nakanichi PCM processor.

The Johnson Foundation, Racine, Wis., is again offering both commercial and non-commercial stations, at no charge, a series of 30-minute, Spanish-language programs that deal with domestic and international topics of concern to the Hispanic population. There are 12 programs in the series, which is entitled *Conversaciones desde Wingspread*. Different half-hour segments of the series were aired by stations in 1983 and 1984 ("Riding Gain," Feb. 6, 1984). The Johnson Foundation was created in 1959 by the late Herbert Fisk Johnson, grandson of Johnson Wax founder Samuel C. Johnson, and is devoted primarily to conferences at Wingspread, its educational conference center in Racine.

Washington Broadcast News has introduced two new weekly programs to its schedule of satellite transmissions for radio stations. One is *NASA Space Report*, a four-and-a-half-minute series produced by the National Aeronautics and Space Administration. The other is *Urban Viewpoint*, a two-minute program dealing with the plight of America's cities. The space report features actualities and interviews with NASA officials, astronauts and technicians regarding the U.S. space program. The urban program is originated by the National League of Cities, with civic leaders and public officials participating. Both are relayed to stations via the satellite facilities of Mutual, Associ-

ated Press and United Press International.

□

The Concert Music Network, a subsidiary of Concert Music Broadcast Sales, New York, later this month will distribute, via Westar IV, a two-hour radio special highlighting the winners of the classical music categories from last month's Grammy awards presentation. The broadcast, which will include interviews with the winners and excerpts of honored recordings, is being produced by D'Alessio Productions, New York. The Association for Classical Music is executive producer. Co-hosts are Beverly Sills, general director of the New York City Opera, and Martin Bookspan, host of the New York Philharmonic radio broadcasts. The special will have dual sponsorship with Dean Witter, the first to sign. A second sponsor is expected to be named shortly. The show is to be delivered to both commercial and noncommercial classical outlets.

### Usage data

Radio stations will be able to get "detailed product-use data at a fraction of the regular cost" under a deal with Simmons Market Research Bureau that was announced last week by the Radio Advertising Bureau.

RAB said SMRB had agreed to create a special RAB/Simmons report that will include "product-use data drawn from a national sample on more than 500 products and services" and will cost subscribing stations \$500 or less—if 200 stations sign up by March 31.

"The RAB has selected the categories reported to insure maximum effectiveness in using this data to sell your station's airtime," Bob Galen, RAB senior vice president for research, told RAB members in a memo describing the plan. "Each group of product users will be broken out by age, education, employment status, occupation, race, household income, household size, the value of an owned residence, daily newspaper reading, Sunday newspaper reading, radio listening by daypart and radio listening by format."

Galen said this data can directly compare a station's audience distribution with product users for many products, assuming local patterns are similar to national data. "The RAB/SMRB report will compare 'all users' with 'heavy users' of many goods and services to let you match your station's audience directly to the needs of your clients," the memo said.

Galen said the Simmons Annual Survey of Media and Markets usually runs 43 volumes and costs \$7,000 for an independent radio station, with extra copies going for \$2,450 each. He said the RAB/SMRB report would cost stations according to market size: those in the top 25 markets, \$500; markets 26-50, \$450; markets 51-100, \$400; markets 101-200, \$300, and markets 201 and up, \$250. Extra copies will be \$100 each, and groups will get a 10% discount. According to Galen, each subscriber must sign a licensing agreement and a promise not to share the data with other stations or with newspapers. For that reason, groups may not buy extra copies unless all their stations subscribe, he said.

Galen told members that RAB will continue to supply Simmons data on a limited number of products in the monthly marketing kit or by special request.

# TRANSTAR #1 In Daytona Beach

In Daytona Beach, Florida—a market with 16 good signals—WCFL-FM started carrying Transtar's Adult Contemporary programming via satellite before the fall Arbitron sweep. The results? Just what successful stations all across America are learning to expect from Transtar: Great!

Daytona Beach, Florida  
Arbitron AQH Share  
Fall 1984, M-S, 6A-Mid.

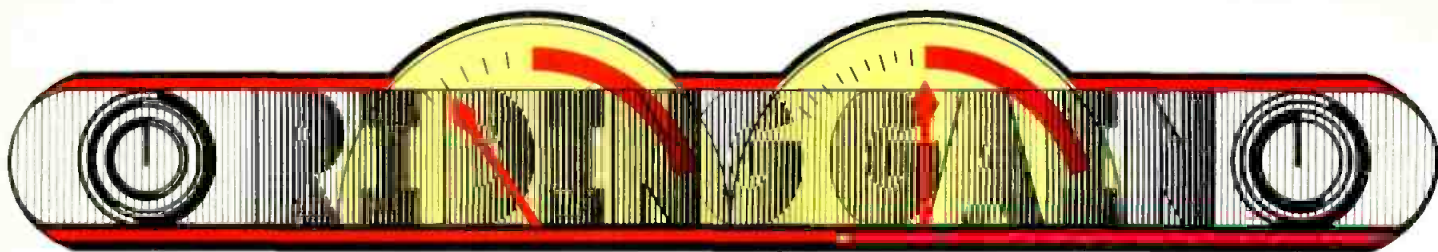
|                 |      |
|-----------------|------|
| #1 Adults 25-54 | 19.7 |
| #1 Adults 25-49 | 22.1 |
| #1 Adults 18-49 | 19.3 |
| #1 Adults 18-34 | 20.7 |

Transtar's Adult Contemporary, Country, and special Format 41™ programming is available on a market-exclusive basis. Can we help you build superior adult ratings?

1-800-654-3904

**TRANSTAR**  
The Quality Satellite Network

Come see us at the NAB - TRANSTAR Suite, Las Vegas Hilton.



## The week's worth of news and comment about radio

### The NFL on NBC

NBC Radio signed a two-year agreement with the National Football League last Wednesday (March 6) giving the NBC Radio Network exclusive broadcast rights to a 37-game package in each of the 1985 and 1986 seasons. Sources say the deal will cost NBC about \$11 million.

The NFL package for each year is composed of 27 regular season games and 10 post-season games, including the Super Bowl. The 27-game regular season schedule includes 16 Monday night games, five other night games, two Thanksgiving Day games and four Saturday afternoon games on the season's final two weekends. Announcing teams are expected to be selected from NBC Sports personnel. The first broadcast will be on Monday night, Sept. 9.

CBS Radio held the NFL rights package for the past seven years.

### Country profiles

With the commencement of last week's Country Radio Seminar in Nashville (March 7-9), Torbet Radio and McGavren Guild Radio unveiled findings of separate studies that examined the current country radio marketplace and audience makeup.

The Torbet study, based on 335 responses from 1,000 questionnaires sent to country radio program directors nationwide, took a close look at trends in the format and found

that 83% of respondents believe a station can successfully play both traditional as well as contemporary music selections. Having an extensive record library was said by 38% to be the best way to achieve a successful mixture of new and old music. And while 56% of the respondents believe that traditionally formatted country music stations are more likely to be located on the AM band and contemporary on the FM side, 30% of the surveyed programmers did not think such generalizations could be made.

Looking at what elements determine the station's specific sound, "playing the hits" was the leading response. Other answers included: research, listener preference and the programmer's tastes. Nearly all respondents (91%) agreed that country music has improved over the past decade.

When asked what country station programmers look up to as a model or guide, the most mentioned outlet was WSM(AM) Nashville. This was followed by WMAQ(AM) Chicago, KIKK-AM-FM Houston, KSAN-FM San Francisco and KVOO(AM) Tulsa, Okla.

The Torbet Radio poll also revealed that 58% of the respondents believe country radio still has an image problem. Most program directors attributed that to the stereotype of a country listener as being uneducated, unsophisticated and in a low social and economic bracket.

Audience composition was addressed in the McGavren Guild study, which primarily relied on 1984 data from Simmons Market

Research Bureau. The results show that country music stations reach the following listeners:

- 12.6% of adults 18-plus who live in a metro city area.
- 14.0% of adults 18-plus who live in a metro suburban region.
- Nearly 12% of all adults 18-plus with annual household incomes greater than \$50,000
- 13.4% of all college graduates.
- 15.2% of adults 18-plus who are either managers or administrators.
- 17.3% of adults 18-plus who own their own residence.

The study also provided a "psychographic" profile of the country radio listener.

Both Torbet and McGavren Guild were planning to issue their individual reports to attendees at the country seminar.

### Transponder moves

The Satellite Music Network, Dallas, has switched transmission of its four, 24-hour networks from Satcom IIR, transponder 3, to Galaxy I, transponder 3. The move was made in conjunction with WGN-TV Chicago's switch to Galaxy ("Cablecasting," March 4) because, according to SMN Chairman John Tyler, the SMN signal is carried on the superstation's subcarrier channel.

Tyler said that one of the reasons for the collective move was to get a "better quality satellite signal." The switch will also give SMN coverage in Hawaii for the first time, he noted. According to Carlos Hurd, director of engineering for the network, SMN is transmitting its four formats via both satellites simultaneously until March 21 "in order to give affiliates plenty of time to adjust their earth stations."

Satellite Music Network currently has 476 affiliates with another 52 signed to join shortly.

### Caroline gets Abrams

Lee Abrams, radio program consultant and partner in the firm of Burkhart, Abrams, Michaels, Douglas & Associates, Atlanta, has signed a consulting agreement with Radio Caroline, the 50 kw rock station anchored off the coast of England. Abrams said he will be working closely with Vincent Monsey of Radio Sales International, New York, who is the worldwide sales representative for the station. Abrams will consult Radio Caroline in advertising, promotion and programming.

### Rocking awards

DIR Broadcasting, New York, has targeted Memorial Day (May 25-27) weekend for airing of its *Seventh Annual Rock Radio Awards* show. According to a DIR spokeswoman,



**Detroit switch.** ABC's Information Network has signed an affiliation agreement with Capital Cities' top-rated WJR(AM) Detroit. Pictured at the contract signing are (seated, l-r): Ron Pancratz, president and general manager, WJR(AM), and Bob Benson, vice president and senior executive, ABC Radio Networks. (Standing, l-r): Stuart G. Krane, director, ABC Information Network, and John Axten, vice president, ABC Radio Network. The station was formerly affiliated with the NBC Radio Network.

to choose three games from which it will select 12 days in advance, making the final choice six days from game time. In all cases, ESPN will choose its games after the broadcast network.

The ABC games will run head to head with CBS's Big 10 package on Saturday afternoons, with telecasts to begin at 3 p.m. The ABC telecasts will be the only CFA broadcasts in the time period, except for possible overruns from syndicated game earlier Saturday afternoon. The ESPN games will not be quite as exclusive as they were last year because the new agreement calls for "liberalizing" the provisions for so-called access telecasts, whereby CFA schools that normally play on Saturday nights will be allowed to televise their games in the markets of the two teams involved. Last year, each CFA school was allowed two such telecasts. This year the number will be increased, but it's not yet clear how many.

With the CFA network packages in place, the syndicated marketplace remains to be set. CBS completed agreements with the Big 10, Pacific 10 and Atlantic Coast football conferences in January (BROADCASTING, Jan. 21), and has rounded out its slate of 21 games with the Army-Navy game and some University of Miami games. Indications are that there may be fewer syndicated games this year because of concern by the schools that they may affect game attendance (BROADCASTING, Feb. 4). □

## NATPE goes down home

**Conference designed specifically for local television producers takes place this week in New Orleans**

Local television production comes into its own this week, as the first National Association of Television Program Executives Production Conference gets under way in New Orleans. An estimated 500 local television producers, executive producers, production managers, independent producers and others involved in the on-line production of local television shows are expected to attend. NATPE is billing the conference, which begins Thursday (March 14), as the first national industry forum for the exchange and promotion of local television production techniques.

"The best kept secret in this business is what's happening in local production," said Bob Jones, program director at KING-TV Seattle, and president of NATPE International. "Local production is becoming a viable alternative as off-network programing is drying up and syndicated programing is becoming less diversified," he said.

The four-day meeting features five general sessions and 13 workshops covering studio lighting, set design, computer graphics and animation and production of public affairs programs. Luncheon speakers include Joseph A. Flaherty, vice president, engineering and development, CBS/Broadcast Group, and Donald W. Ohlmeyer Jr., chairman, Ohlmeyer Communications.

The idea to create a production conference

separate from the annual NATPE International convention arose several years ago, said Jones, when NATPE officials observed there was no national trade gathering for "producers actively charged with making local television shows. . . . General managers have their affiliate meetings, sales managers have TVB [Television Bureau of Advertising], engineers have the NAB [National Association of Broadcasters], program directors have the NATPE programing conference," but "producers were being kept in the dark."

The emphasis for the first NATPE production conference will be on "basics," Jones said, with workshops emphasizing production techniques and skills. He also said NATPE will "have to resolve" the role of producers in that organization's future. That role, Jones said, will largely be determined by the producers themselves. But, he stressed, "as producers have greater latitude to strike out, we have to find a way to open the organization to this new group."

The production conference will include 17 exhibitors, mostly displaying "light" field production equipment: Ampex Corp.; Berkey K & L Custom Services; Colorgraphic Systems Inc.; Convergence Corp.; Darino Films; Eastman Kodak Co.; The Grass Valley Group; IDC Services Inc.; Millimeter magazine; Panasonic Industrial Co.; New Technology Products Group; RCA Broadcast Systems Division; Sony Broadcast Products Co.; Soundtrack Music; Swell Pictures Inc.; 3M Co.; Video Products; Valentino

Production Music Library, and Z-Axis.

The conference, at the New Orleans Hilton and Towers, begins with an opening reception at 6-8 p.m. (Thursday). The next morning, there is a general session on production techniques with examples of program and spots production from local stations and independent production companies. Following the general session, there will be six concurrent workshops on lighting and set design, sports production, commercial production, post production techniques, computer graphics and animation and "production department relationships."

After lunch, the exhibit hall will be open between 1 p.m. and 7 p.m.

Saturday, March 16, begins with an "early bird workshop" on "cost effective producing," followed by a general session on "management techniques for the production manager." The remainder of the morning is to be taken up with six concurrent workshops on producing public affairs programs and a repeat of all of Friday's workshops except "production department relationships."

The exhibit hall reopens at 1 p.m., following lunch, and remains open until 7 p.m.

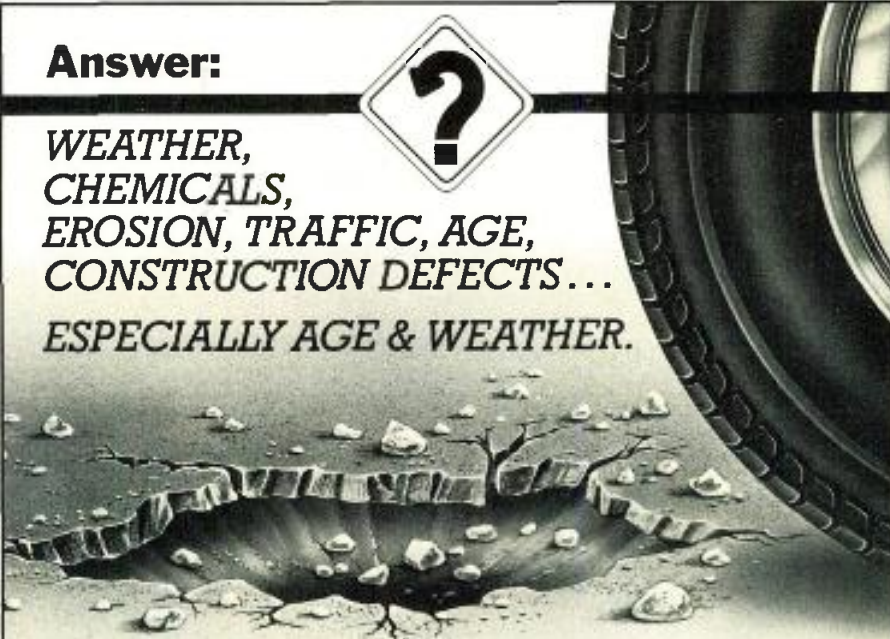
Sunday, March 17, features one general session on "new production horizons." Afterward, there is a NATPE Hall of Fame luncheon honoring prominent national programs that had origins as local television shows. The first inductees include *The Mike Douglas Show*, *PM Magazine*, *Donahue* and *At The Movies* with Gene Siskel and Roger Ebert. □

**Answer:**



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For the question see page 27.

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day through Friday at 8:30 a.m. with 5,204,000 listeners. Paul Harvey's news and commentary program at 12:06 p.m. took second place followed by CBS Radio Network's news on the hour (Monday-Friday, 7 a.m.), anchored by correspondent Charles Osgood. Paul Harvey's 11:10 a.m. Saturday broadcast and *The Rest of the Story* (Monday-Friday, 3:06 p.m.) finished fourth and fifth, respectively.

Rounding out the top 10 programs are: CBS news on the hour (Monday-Friday, 6 a.m.); CBS news on the hour (Saturday, 9 a.m.); ABC Information Network's 8 a.m. weekday newscast; CBS news on the hour (Saturday, 7 a.m.), and CBS's *First Line Report* (Monday-Friday, 6:30 a.m.).

In other findings, RADAR 30 showed that 75.8% of people, 12 and older, were reached by one or more network radio commercials per week. That translates into 145,608,000 persons nationwide. The audience estimates in the survey are rolling averages, extending over a 48-week period from November 1983 through October 1984. According to SRI, the estimates reflect the processing of about

two million network clearance records from more than 5,000 network affiliated stations. In addition, this was only the second RADAR ratings book for Transtar, Satellite Music Network and NBC's Talknet. □

## ABC, ESPN pen CFA football deals

**Networks pay \$31 million, \$24 million for 21 and 17 games, respectively**

Both ABC and ESPN signed two-year television rights agreements with the College Football Association last week. ABC will pay \$31 million to broadcast a minimum 21 games in each year of its two-year pact, while ESPN will pay \$24 million to cablecast 17 games annually. Last year, ABC paid \$12 million for 20 games and ESPN paid \$9.3 million for 15 games.

The ABC agreement was sealed last Wednesday (March 6), less than 12 hours

before the expiration of the network's exclusive 30-day negotiating rights period with the CFA. Turner Broadcasting System was waiting in the wings to pick up one or both of the CFA packages, but never received a chance to make an offer as both ABC and ESPN sealed agreements before their exclusive negotiating periods expired.

According to one account, ABC President Frederick Pierce reportedly authorized the payment of a high, some think inflated, rights fee, to retain the CFA package. One source said Pierce directed that the network pay "whatever it takes," to prevent Turner from winning the CFA cable bid. Last year, CFA football earned ESPN its highest rated series to date, with an average 4.0 rating. Word of ESPN's deal broke March 2, a full week before its exclusive negotiating period ran out.

The ABC agreement calls for the network to broadcast its 21 CFA games over 13 or 14 play dates, with the mix of national and regional games to be determined by ABC. The agreement calls for ABC to select its games either 12 days in advance of the play date or

## Grammys help CBS to ratings victory

With six of the top 10 shows of the week—including two specials—and only five programs among the bottom 20, CBS scored its 17th prime time win this season and came out 1.7 rating points ahead of second-place NBC and 3.6 rating points ahead of ABC.

Included in the top 10 were the 27th annual Grammy Awards ceremony (CBS), the third part of NBC's *Evergreen* mini-series and "The Wizard of Oz" on CBS. The Grammy Awards averaged a 23.8/35 and delivered CBS a rare Tuesday night win, but the ratings were 33% below last year's Grammy Awards average of 30.7/46.

CBS researchers attributed the decline in part to the competition of NBC's *Evergreen*, which came within nine-tenths of a rating point of the awards show. Also, the 1984 Grammy event saw Michael Jackson win a record eight Grammys for his album, "Thriller."

For the week ended March 3, CBS averaged an 18.3 rating and 28 share, compared to a 16.6/26 for NBC and a 14.7/23 for ABC. The combined network rating/share totaled 49.6/77, more than one rating point below last year's comparable week (50.7/79). HUT levels were virtually flat: 64.6 compared to 64.5 last year.

CBS won Tuesday, Thursday, Friday and Sunday. ABC won Wednesday and Saturday. NBC, for the sixth time in the past 23 weeks, won Monday.

NBC's *The Cosby Show* was the top-ranked program, scoring a

27/41, its highest share of 25 broadcasts and its third highest rating. In season-to-date averages, *The Cosby Show* is now ranked third.

Besides CBS's "The Wizard of Oz," theatricals were among the lowest-rated form of the week. The network premiere of "Still of the Night" on CBS averaged a 10/16. Although it was up against regular lineups on the other networks, it underperformed CBS's *Wednesday Night Movie* season-to-date ratings average by 20% and ranked 62d for the week. And the premiere of the theatrical "Neighbors" on ABC averaged a 9.4/14, ranking 63d, and underperformed ABC's *Thursday Night Movie* season-to-date ratings average by 25%. As was the case with "Still of the Night," "Neighbors" aired against regular programming.

The two-hour premiere of ABC's *Moonlighting*, Sunday, at 9-11 (NYT), averaged an 18.3/28 and ranked 20th. The series then moved into its regular Tuesday 10-11 time period, and in Nielsen's nine over-night metered markets achieved a 22 share, which is better than the 16 share averaged by the four episodes of *Call To Glory* that ran in that time period from Jan. 15 to Feb. 12.

Other specials of the week included ABC's *The Rodney Dangerfield Show*, Sunday 8-9 (NYT), which averaged a 15.2/22 and ranked 35th, and *Getting The Last Laugh*, Tuesday, 10-11 (NYT), which averaged a 9/14 and ranked 64th out of 65 programs. Both specials underperformed their season-to-date time period averages.

| Rank | Show                      | Network | Rating/Share | Rank | Show                    | Network | Rating/Share | Rank | Show                       | Network | Rating/Share |
|------|---------------------------|---------|--------------|------|-------------------------|---------|--------------|------|----------------------------|---------|--------------|
| 1.   | The Cosby Show            | NBC     | 27.0/41      | 23.  | Night Court             | NBC     | 17.4/27      | 45.  | Cover-Up                   | CBS     | 13.6/25      |
| 2.   | Dynasty                   | ABC     | 24.8/37      | 24.  | A Bunny's Tale          | ABC     | 17.3/26      | 46.  | Miami Vice                 | NBC     | 13.6/22      |
| 3.   | Family Ties               | NBC     | 24.2/36      | 25.  | Diff'rent Strokes       | NBC     | 17.2/29      | 47.  | Benson                     | ABC     | 13.4/22      |
| 4.   | Grammy Awards             | CBS     | 23.8/35      | 26.  | Magnum, P.I.            | CBS     | 17.1/26      | 48.  | Who's The Boss?            | ABC     | 13.4/19      |
| 5.   | Simon & Simon             | CBS     | 23.2/35      | 27.  | Facts of Life           | NBC     | 17.1/25      | 49.  | It's Your Move             | NBC     | 13.3/22      |
| 6.   | Evergreen, part 3         | NBC     | 22.9/33      | 28.  | Fall Guy                | ABC     | 16.9/26      | 50.  | E/R                        | CBS     | 13.3/20      |
| 7.   | Dallas                    | CBS     | 22.6/37      | 29.  | Knight Rider            | NBC     | 16.9/24      | 51.  | MacGruder and Loud         | ABC     | 13.3/18      |
| 8.   | 60 Minutes                | CBS     | 22.5/36      | 30.  | Scarecrow & Mrs. King   | CBS     | 16.5/24      | 52.  | Airwolf                    | CBS     | 13.2/22      |
| 9.   | Murder, She Wrote         | CBS     | 21.6/31      | 31.  | Hardcastle & McCormick  | ABC     | 16.4/24      | 53.  | Finder of Lost Loves       | ABC     | 13.1/24      |
| 10.  | The Wizard of Oz          | CBS     | 21.2/34      | 32.  | Double Trouble          | NBC     | 15.6/26      | 54.  | Three's A Crowd            | ABC     | 12.8/19      |
| 11.  | Evergreen, part 2         | NBC     | 20.9/32      | 33.  | Cagney & Lacey          | CBS     | 15.5/25      | 55.  | Ripley's Believe It Or Not | ABC     | 12.5/20      |
| 12.  | Hotel                     | ABC     | 20.4/34      | 34.  | Gimme a Break           | NBC     | 15.4/26      | 56.  | Punky Brewster             | NBC     | 12.5/19      |
| 13.  | Knots Landing             | CBS     | 20.3/34      | 35.  | Rodney Dangerfield Show | ABC     | 15.2/22      | 57.  | Street Hawk                | ABC     | 11.6/18      |
| 14.  | Crazy Like a Fox          | CBS     | 20.2/29      | 36.  | T.J. Hooker             | ABC     | 15.1/26      | 58.  | Time Bomb                  | NBC     | 10.8/17      |
| 15.  | TV Bloopers & Prac. Jokes | NBC     | 20.2/29      | 37.  | Sara                    | NBC     | 14.8/22      | 59.  | Silver Spoons              | NBC     | 10.7/17      |
| 16.  | Cheers                    | NBC     | 19.9/29      | 38.  | Hill Street Blues       | NBC     | 14.6/25      | 60.  | Matt Houston               | ABC     | 10.5/17      |
| 17.  | A Team                    | NBC     | 19.3/27      | 39.  | 20/20                   | ABC     | 14.5/24      | 61.  | Otherworld                 | CBS     | 10.0/17      |
| 18.  | Trapper John, M.D.        | CBS     | 18.9/31      | 40.  | Webster                 | ABC     | 14.5/23      | 62.  | Still of the Night         | CBS     | 10.0/16      |
| 19.  | Newhart                   | CBS     | 18.7/27      | 41.  | St. Elsewhere           | NBC     | 14.2/23      | 63.  | Neighbors                  | ABC     | 9.4/14       |
| 20.  | Moonlighting              | ABC     | 18.3/28      | 42.  | Charles in Charge       | CBS     | 14.2/22      | 64.  | Getting the Last Laugh     | ABC     | 9.0/14       |
| 21.  | Kate & Allie              | CBS     | 18.2/26      | 43.  | Secret Weapons          | NBC     | 13.8/21      | 65.  | Berenger's                 | NBC     | 8.6/16       |
| 22.  | Highway to Heaven         | NBC     | 18.1/28      | 44.  | Love Boat               | ABC     | 13.7/23      |      |                            |         |              |

\*indicates premiere episode



## ***"When KTLA-TV went stereo, I went Modulation Sciences."***

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*On October 15, 1984 at KTLA's Mt. Wilson transmitter site, Ira Goldstone performed the final acceptance checks on the Modulation Sciences TV Stereo Generator.*

recting and Emily Tracy writing. Tony Orlando stars as the manager of a community center who develops a "Big Brother" relationship with a young boy there.

■ *The Dorothy Lyman Project* (working title) stars Dorothy Lyman as a working widowed mother of two. The series, from NBC Productions, is directed by Art Diehlen and producer-writers David Duclon, Rick Hawkins and Liz Sage.

■ *Fathers and Sons* (working title), from 20th Century Fox Television, "explores the heartwarming and humorous relationship between four boys and their fathers," from producer-writer Nick Arnold and executive producer-director Michael Zinberg.

■ *Apt. #227* features Marla Gibbs as "a streetwise woman who manages an apartment building and meddles in the lives of her tenants." The Embassy Television production has Michael Moyer as executive producer and co-writer, with Bill Boulware. Oz Scott directs.

■ *Slicker* (working title), from executive producer Gary Nardino and producer-writer Chris Thompson, in association with Paramount, and starring Michael Richards as one of two Connecticut police officers plagued with misadventures.

■ *No Complaints* (previously titled *Friends*), from Embassy, stars Diana Canova and Anne Twomey as two women with sharply contrasting lifestyles. Asaad Kelada is co-executive producer-director and Linda Marsh and Margie Peters are co-executive producer-writers.

■ *Fenster Hall* is a spin-off of *Punky Brewster* from NBC Productions, starring T.K. Carter as one of a group of boys sharing quarters at a center for abandoned children. Credits include David Duclon, executive producer; Gary Menteer, supervising producer; Rick Hawkins and Liz Sage, co-producers. Duclon, Hawkins and Sage co-wrote the pilot script.

■ *Handsome Harry* is the only one-hour comedy pilot (the rest are half-hours), and concerns an ethnic gang based in St. Louis. Co-writers at the Scoey Mitchell Organization are Calvin Kelly, James Tisdale and Scoey Mitchell. No other details have been announced.

New drama development includes:

■ *Stingray* is a contemporary action-adventure series from Stephen J. Cannell Prods., with Cannell executive producer. Richard Colla directs and Jo Swerling is supervising producer in what has been described by NBC Entertainment President Brandon Tartikoff as "a mystery-type show with lots of music."

■ *Champion*, from Warner Bros. Television, stars Duncan Regher as a "larger than life" action-adventure hero. Frank Abatemarco is writer, and a co-executive producer with Clyde Phillips.

■ *Misfits of Science* is described as "a fantasy adventure about an offbeat team of super heroes" starring Courtney Cox and Kevin Peter Hall. Jim Parriott is executive producer, writer, and director of the Universal Television production.

■ *The Covenant*, according to NBC, is "a gothic serial about a mysterious and powerful family," with cast to be announced. Michael Filerman is executive producer, J.D.

Fiegelson and Dan DiStefano writer-producers, in this 20th Century Fox production.

■ *Suburban Beat*, from Viacom Productions, stars Dee Wallace in an action-comedy about a neighborhood watch surveillance project. Eugenie Ross-Leming and Brad Buckner are executive producer-writers.

■ *Nick Tattinger* is characterized as the story of "the roguish proprietor of a legendary New York hangout who fixes the problems of anyone who asks." From MTM Productions, Bruce Paltrow is executive producer, with John Masius, Tom Fontana and Mark Tinker co-producing. Masius and Fontana wrote the pilot.

■ *Dalton* stars Charles Taylor as a mythic hero with unique physical powers he uses to aid underdogs. Robert Foster is executive producer and William Sackheim executive consultant for this Universal Television program.

■ *Point Blank*, also from Universal and Sackheim, is labeled a "hard-hitting drama about one man's quest for justice." Chris Crowe is executive producer, director and writer.

■ *O.S.S.*, written by Steven McPherson

for MTM Productions, concerns the activities of a military spy agency in London during war.

New variety development includes:

■ *Motown Review*, hosted by Smokey Robinson and executive produced by Motown's Suzanne DePasse, is a one-hour pilot combining music and comedy.

■ *Our Time*, also combining comedy and music, is a one-hour pilot from Carson Productions and producer Barry Adelman, with John McMahon executive producer. No other details have been disclosed.

In addition, NBC previously announced it has made a two-year, 44-episode commitment to executive producer Stephen Spielberg and Universal Television for *Amazing Stories*, a half-hour mystery anthology series to be produced by David Vogel with John Falsely and Josh Brand supervising producers. NBC has also said it is ordering another mystery anthology series two-hour movie (considered a "back-door pilot"), *Alfred Hitchcock Presents*, from Universal, and expects a pilot in May from NBC News for a prime time series anchored by political correspondent Roger Mudd. □

## ABC Information No. 1 in fall RADAR

**It takes top spot with people 12-plus; next are RKO One, ABC Entertainment, ABC Contemporary and NBC Radio**

The ABC Information Network has recaptured the lead as the top-rated radio network among persons 12 years and older, pulling an average audience estimate of 1,566,000 listeners per commercial, Monday through Sunday, 6 a.m. to midnight ("In Brief," March 4). That's according to the new fall 1984 RADAR 30 (Vol. 2) report, produced by Westfield, N.J.-based Statistical Research Inc.

Moving from fourth place to second with 1,527,000 listeners is RKO One. The network rose 0.7% from the spring 1984 RADAR report when it pulled 1,560,000. ABC Entertainment, meanwhile, at 1,489,000, went from first to third. Next is ABC Contemporary at 1,330,000 followed by the NBC Radio Network with 1,314,000.

The Colorado Springs-based Transtar Radio Networks, although landing in 17th place in commercial average audience for persons 12-plus, registered the largest percentage gain from the spring book—up 69.9% to 355,000 listeners. Besides Transtar and RKO One, other networks that gained audience from the spring are: ABC FM, up 8.1%; Sheridan Broadcasting Network, up 7.4%; ABC Direction, up 4.8%; NBC's Source, up 4.4%; ABC Rock Radio and Satellite Music Network, up 3.3%; ABC Contemporary, up 1.3%; Mutual Broadcasting, up 1%, and ABC Information and RKO Two, up 0.4% in overall audience.

The biggest percentage drop in 12-plus listeners was recorded by the National Black Network (NBN), which fell 14.6%. Five other networks were also on the decline, most adult-oriented: NBC Radio Network, down 14.5%; the CBS Radio Network, down 12.4%; ABC Entertainment, down

5.8%; CBS's youth-oriented RadioRadio, down 4.9%, and NBC's Talknet, down 1.2%.

In the demographic category of persons 18 and older, the ABC Information Network emerged as the winner, posting 1,525,000 listeners. Next was ABC Entertainment at 1,438,000 followed by RKO One's 1,338,000; NBC Radio Network's 1,282,000, and CBS Radio Network's 1,184,000.

Topping the highly desirable 25-54 demographic with an average audience estimate of 873,000 listeners was the RKO One network. ABC Entertainment was second at 848,000 and ABC Information finished in third place with 831,000.

RKO One was also number one in the young adult, 18-34-year-old category—its core target demographic—with 890,000 listeners. The Source was a close second at 877,000 followed by the ABC Rock Radio network with 771,000.

Looking at cumulative listening among persons 12-plus (Monday-Sunday, 6 a.m.-midnight), ABC Information led with 24,662,000 persons reached by one or more of its commercials daily. Following ABC was CBS Radio Network, 24,105,000; ABC Contemporary, 22,961,000; NBC Radio Network, 22,741,000—down from first place in the spring RADAR 29 report when it had 26,668,000 listeners—and Mutual Radio Network, 20,771,000. RKO One, which was first in 12-plus average audience, was sixth in overall cumulative with 20,242,000.

(Both RKO One and RKO Two were sold to The United Stations ["Top of The Week," March 4].)

The most listened-to network radio program, based on average audience estimates of persons 12 and older (audience listening to commercials within programs) was ABC Entertainment's *Paul Harvey News*, Mon-



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from prison and travel throughout the country trying to prove their innocence.

■ **Tough Cookies**, from Witt-Thomas Productions (half-hour), is about an ex-detective living in South Chicago and meeting offbeat, colorful characters in the neighborhood he patrols as a street cop. Hal Dresner is producer and writer, Bill Persky director, and Paul Witt and Tony Thomas are executive producers.

■ **Brass**, from Orion Television in association with Carnan Inc. (two-hour made-for-television movie), starring Carroll O'Connor as the chief of detectives of the New York City police department. This "back door" pilot is written by Alvin Boretz and Matt Harris, directed by Corey Allen, produced by Tom Castranova and executive produced by Jerry Golond.

■ **Hometown**, from Paramount Television (one hour), featuring an ensemble cast playing seven characters in their early thirties who have known one another since college and reunite at a wedding in the small northeastern town where they all met. Sisters Dinah and Julie Kirgo are writing, with Gene Reynolds producing and directing.

■ **One Hogan Place**, from CBS Productions (half-hour), about a young, unmarried female New York City district attorney, possibly played by Pam Dawber, juggling the demands of a full professional and personal life. Diane English is writing the pilot, with other personnel to be announced.

■ **The Recovery Room**, from Embassy Television in association with Video Properties Inc. (half-hour), is described as "a fast-paced comedy" centering on a New York

City bar located across the street from a hospital and operated by a male-female partnership. Neil Cuthbert is writing, Peter Bonerz directing, and John Lollo and Steve Haft producing.

■ **Love Long Distance**, from Procter & Gamble Productions (half-hour), written and created by Sherry Coben of *Kate & Allie* fame and based on the "commuter marriage" phenomenon. The series focuses on the lives of a couple who work in separate cities (New York and Philadelphia) and live together only on weekends. Cast and production staff have not been set.

■ **My Sister Melba**, from Columbia Pictures Television in association with Saul Elson Productions (half-hour), starring Melba Moore as one of two young women—one black, the other white and adopted—who share a black mother. Based in New York City, Moore's character is a single parent with a 10-year-old daughter.

An anthology series, *Twilight Zone*, is the only new series to have a full, 13-week commitment going into the fall season, according to Shephard. *Twilight Zone* will include revivals of a few "classic" stories from the original series and new material from writers including Harlan Ellison, Stephen King, Ray Bradbury and Arthur C. Clarke. Each episode will have three segments and the possibility of an on-camera host is currently being discussed. Jim Crocker is producer, with Phil DeGuere executive producer. The Grateful Dead is providing music. The show is from CBS Productions.

In addition, CBS News is developing a pilot for a new prime time series that may be

added to the fall schedule.

Asked about the prospects for *The Jeffersons'* return next fall, Shephard said they "do not look particularly promising" as a result of lackluster ratings in the sitcom's new time period.

Shephard also said CBS had ordered extra scripts for "everything that's working" on the current schedule as preparation for the strike by members of the Writers Guild of America (see "Top of the Week"). He said the network may launch some original prime time programming next summer, but that decision will depend in large part on whether WGA members decide to strike.

In other news, CBS announced it is adding *The Lucie Arnaz Show* to its prime time schedule beginning Tuesday, April 2, at 8-8:30 p.m. NYT. The show features Arnaz as a "sophisticated, intelligent young psychologist who expertly handles other people's problems." As a result of the addition, *The Jeffersons* moves to Tuesday at 8:30-9 p.m. NYT, while *Alice* leaves the schedule. And in its first renewal announcement for the 1985-86 season, CBS-TV has disclosed it has placed a full-season, pickup order for *Cagney & Lacey* (22 episodes), the Monday night police detective series. The early renewal came, according to a network spokesman, partly because of the real-life pregnancy of co-star Tyne Daly. Producers have said they will work the pregnancy into upcoming story lines.

#### NBC's New 31

NBC's previously announced spring entrants are *Half-Nelson*, *Hell Town* (previously titled *Father of Hell Town*), *Michael Nesmith in Television Parts*, *Scene of the Crime* and *Best Times*. One series currently on hiatus, *Hunter*, is also listed as a fall contender. New to the roster are *Under One Roof* and *Candid Kids*. The former, from Alan Landsburg Productions, focuses on a single mother and her two children living with her parents. Its executive producer is Mort Lachman and producer-writers are Coleman Mitchell and Geoffrey Neigher. The cast includes Mimi Kennedy, Harold Gould, Francis Sternhagen, Ross Harris, Dean Cameron and Amy Locane. *Candid Kids* is an update on the Alan Funt-produced *Candid Camera* series "with specific appeal to kids and teens." A half-hour special co-hosted by Funt and Nancy McKeown of *Facts of Life* airs Saturday, March 16 from 8:30-9 p.m. NYT.

New comedy development includes:

■ A still untitled entry from Glen Charles, Les Charles and James Burrows, the creative team behind NBC's *Cheers*, working in association with Paramount Television. According to the network, "the series focuses on a woman juggling two worlds: her marriage and a challenging new career assignment." Bess Armstrong stars, with Burrows directing and Ian Praiser and Howard Gewirtz co-producing.

■ Another untitled show from Paul Witt and Tony Thomas, executive producers, and Susan Harris, producer-writer. Described as "a comedic look at four women living in Miami." No talent has been announced.

■ An untitled *Cosby Show* spin-off from Bill Cosby, Marcy Carsey and Tom Werner (executive producers), with Jay Sandrich di-

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## CBS and NBC announce fall pilots

**CBS, NBC make it official with their program offerings for next season; ABC's to be unveiled on March 19**

CBS-TV has made commitments for the production of 20 series pilots for the fall of 1985. The pilots include five programs disclosed earlier (BROADCASTING, Feb. 25). In addition, three midseason replacement series added this spring may earn berths for 1985-86. They are *Detective in the House*, *The Lucie Arnaz Show* and *Double Dare* (to be added in late April). *Mickey Spillane's Mike Hammer*, currently on hiatus, may also return following the release of its star, Stacey Keach, from a British prison in June.

NBC Entertainment last week disclosed it has made production commitments for 31 possible 1985-86 prime time series, with an additional five pilots to be announced. The development lineup includes nine midseason entries, 10 comedies, nine dramas, two variety programs and one anthology.

ABC Entertainment President Lew Erlicht is scheduled to brief reporters next Tuesday (March 19) on ABC-TV's prime time development activities. Because its annual affiliate meeting is scheduled earliest (May 5-8 in New York), ABC will be the first network to announce its fall line-up. NBC follows on May 12 in Los Angeles, with CBS unveiling May 19 in San Francisco.

### CBS's New 20

Harvey Shephard, CBS Entertainment's vice president of programming, told reporters gathered at a Los Angeles press briefing that the order is "about the same" as last year. Shephard said it is possible that one of the network's two movie nights may be dropped, although a decision is not likely until shortly before the CBS fall schedule is revealed to affiliates on May 10. He emphasized that business deals and cast decisions have not been completed on many of the shows.

The pilots include 12 comedies, seven dramas and one anthology.

The dramas are:

■ **D5X: Steel Collar Man**, from Cypress Point Films in association with Columbia Pictures Television (one hour), an action-adventure about a human-like "robot on the run that can think," starring Charles Rocket and Hoyt Axton. Dave Thomas, formerly of *SCTV Network*, is creator, producer and writer. Jim Frawley is director and Gerry Abrams executive producer.

■ **I Had Three Wives**, from Warner Bros. Television and executive producers Marc Merson and Peter Lefcourt (one hour). The series, about a rumpled detective who is friends with his three ex-wives, has yet to be

cast. Ron Osborn and Jeff Reno are writing the pilot and Bill Bixby is directing.

■ **Murphy's Law**, from 20th Century Fox Television (one hour), starring Ray Wise as a Los Angeles district attorney who spends four to six episodes solving individual murders based on actual cases. Richard Alan Simmons is creator, executive producer and writer, Glenn Jordan director.

■ **The Equalizer**, from Universal Television (one hour), described as "a Dirty Harry with a heart of gold; an ex-CIA-type agent who is basically a do-gooder and crime-solver with his own security system," set in New York City. Cal Clements and Michael Sloan are executive producers, and Sloan is also creator and writer of the pilot. Cast and director are to be announced.

■ **On the Road**, from Warner Bros. Television (one hour), a fantasy-adventure about a "snoopy" ex-journalist and his wife who explore the "blue highways" of America in their mobile home. Jeff Lane is creator and writer, Frank Zirnack is executive producer. The pilot is being shot in rural Tennessee.

■ **Solomon's Universe**, from David Gerber Productions (one hour), with cast and staff to be announced, from the creators of *Airwolf* and *The Avengers*. David Gerber is executive producer. Described as an action-adventure "with unique villains" whose crimes are investigated by a retired "think tank" researcher well versed in high technology.

■ **Dirty Work**, from Lorimar Productions, with Seth Freeman creator and executive producer. It is described as the adventures of a contemporary woman "who has been searching for the perfect career and not the perfect man" who licks into a job working on off-beat cases for a "weird and supposedly dead" private investigator in Los Angeles.

The comedies are:

■ **Royal Match**, from Len Goldberg Productions in association with MGM/UA Tele-

vision (one hour), a romantic domestic comedy about a young American woman who marries the ruling monarch of a foreign country. Katherine Green is the writer, E.W. Swackhamer is director, A.J. Carothers is producer and Goldberg executive producer.

■ **George Burns's Comedy Week**, from 40 Share Products in association with Universal Television (half-hour), is a story-based, youth-oriented, comedy anthology with Steve Martin as executive producer, Carl Gottlieb producer and writer and George Crosby co-producer. Peter Bonerz directs the pilot, which stars Catherine O'Hara in a "tender, funny love story." Burns will open and close each segment but will not perform in the stories themselves. Martin will help produce and write but is not expected to perform in the programs either. Various directors and writers will contribute.

■ **Rockhopper**, from Lorimar Television (half-hour), about a single, urban professional man living in Manhattan and working secretly as an agent for a national security agency. Jim Brecher is writer and supervising producer, Bill Bixby is director, and Karen Mack and Jeff Freilich are executive producers.

■ **Charlie & Co.**, from Allan Katz Productions in association with 20th Century Fox Television (half-hour), starring Flip Wilson and Gladys Knight as a middle-class couple living in suburban Chicago with their three children. Allan Katz is executive producer and writer, Bob Henry is producer and Alan Rafkin director.

■ **Stir Crazy**, from Larry and Larry Productions in association with Columbia Pictures Television (one hour) and based on the theatrical motion picture of the same name. Larry Rosen and Larry Tucker share writing and executive producing credits, with writer Bruce J. Friedman contributing. Peter Hunt directs. The action-adventure series is about two wrongfully accused men who escape

**Viewing up, networks down.** N W Ayer Inc. has completed a study showing that late night television viewing is steadily increasing, but the network share of that audience has declined, especially among affluent households.

Since 1979, according to the agency's media research department's analysis of Nielsen data, the number of homes using television Monday to Friday, 11:30 p.m. to 1 a.m., has grown by 18%, to 27.5% of the 84.9 million households. In contrast, the number of those viewers tuned in to the three TV networks has dropped by 25%, with the network share slipping from 72% in the 1979-80 season to 55% in the 1983-84 season. The study also revealed a decline in network viewership by every age group, except women 55 and over.

"Perhaps the most alarming demographic decline, however, involves the \$30,000-plus income group," the Ayer report said. "Since 1980-81 (when the income group was first measured by A.C. Nielsen), total homes using TV is up by 6% in the late night time period, but high income homes have actually dropped by 2%."

The study found that late night viewers as a whole were leaving network television in about equal numbers for pay cable, basic cable and other broadcast options, such as PBS and independent stations.

## Magic Bus

An updated whistle-stop tour was officially begun last week by General Electric Co., which is campaigning among cable operators on behalf of its recently re-introduced Comband bandwidth compression process. At a press conference held last week during the Cable-Tec Expo in Washington, the company announced that the "Comband Express," a 36-foot, half-million-dollar van, will be touring the country between now and June to demonstrate the technology, which allows operators to double the channel capacity of their cable system by placing two television signals on one channel.

Comband, first shown in November 1982 before being taken back to GE's Portsmouth, Va., labs for further development, separates the video's chrominance (color) and luminance (black and white) information, then processes them using proprietary time and frequency compression techniques. The reduced signals are then joined for transmission over a single six mhz channel. The process is reversed at the cable viewer's home by a GE-developed converter.

The company has set November 1985 as the target for availability of the technology, which got the final go-ahead following a six-



The Comband Express

month field test at the part-GE-owned UA Cablesystems Corp.'s Hattiesburg, Miss., cable TV operation.

The potential economic benefits of Comband were stressed by GE at the conference, especially in rebuild/upgrade situations where cabling costs and time investments are minimized. Savings to system operators are expected by the company to offset the \$250 price tag on Comband's special converter.

The Express is already booked through March for on-site demonstrations, and although no customers have yet climbed on, at least 12 to 15 cable operators will be examining the system between now and June's National Cable Television Association annual meeting, according to Ronald W. Polomsky, manager of cable products for the GE Commercial Electronics Products Department.

Operators visited by the van can view side-by-side demonstrations of a Comband-processed signal with a normal NTSC picture, or provide a direct feed into the van from their own head-end, allowing them to see how it works over their distribution system.

Although spokesmen acknowledged the system's major technical tradeoff, a loss of

luminance bandwidth, reducing detail of the resulting image, its technical quality was still called "visually equivalent to NTSC." Cited as Comband's technical advantages by the company were its inherent scrambling method and transparency to broadcast multichannel TV sound.

## Chyron gets Digital

Graphic equipment manufacturer Chyron Corp. has purchased a majority interest in Digital Services Corp., Gainesville, Fla., maker of broadcast effects gear. Three-quarters of the resulting \$860,000 capitalization will go to help five-year-old DSC meet the growing demand for its digital effects system, Illusion, with an order backlog totaling \$2.3 million. The other quarter goes to two company principals, including the president and co-founder, John Davis. Chyron, based in Melville, N.Y., has had a 14% equity interest in DSC since 1982, when it engaged the company in engineering research and development work on effects options for Chyron character generators. The current purchase gives Chyron a 51% interest, and Chyron will consolidate DSC's balance sheet and statement of operations with its own. DSC, with 55 employees, will remain at its current site and expects shortly to introduce a new still-store option for Illusion, as well as a multichannel version now marketed overseas.

## Heavenly expansion

Bright Star Communications, the London-based international satellite resale carrier, is expanding operations. Bright Star, owned jointly by Western Union and Visnews, has signed an agreement with the European Broadcast Union giving Bright Star access to the EBU's Eurovision terrestrial landline and microwave network that spans Western Europe. John Milman, general manager of Bright Star, said the agreement would enable the company to offer clients direct program transmissions from North America to Western Europe for the first time. "What we have here," he said, "is a pan-European distribution network, which never really existed before." Milman said Bright Star will also lease two transponders on U-Telsat 2, an EBU bird being launched in July. Milman said the company is also studying the possibility of converting its entire operation from C to Ku band, a decision which should be made by late summer.

## United into DBS

A subsidiary of United Cable is the principal owner of Antares Satellite Corp., a newly formed corporation that has asked the FCC for permission to build and launch a high-power direct broadcast satellite system sometime in 1990.

According to United spokeswoman Gail Wallace, United owns 60% of Antares through its United Paging Corp. (60%), a subsidiary that is part of a group that holds

one of just three national paging permits. Antares minority owners are Ecosphere, a Denver-based home earth station supplier (30%), and A.B. Hirshfield Press, a Denver-based printer (10%).

Antares has proposed serving the U.S. through two high-power satellites, one in orbit at 65.5 degrees west longitude and the other at 157 degrees west. Each bird will be equipped to broadcast 12 channels of television through nine high-power (100 watt) national beams and three (20-watt) regional or spot beams.

According to Wallace, the cost of the project will be \$338 million. That figure includes \$180 million for the satellites and \$141 million for their launch and insurance.

Wallace said Antares plans to lease or sell its transponders and has no intention of getting into the operational side of satellite broadcasting.

## Rising from the ashes

A new name, new management and new product line focus for switcher manufacturer Intergroup's Video Systems Inc. could help tip its scales back to profitability. Reformed over the past 10 months from the now defunct Industrial Sciences Inc. (ISI), the Gainesville, Fla., firm is rebuilding from losses suffered by ISI when it started unsuccessfully marketing high-end video production switchers about four years ago.

After hitting a low point last spring, the company was bought by a Florida investor, and then during the summer was joined by new president Gregg Smith.

Since then, research and development staff has tripled, a manufacturing engineering group has been added and increases have also been seen in marketing and sales personnel. In addition, the 75-person company has brought back on board Craig Birkmaier, vice president of sales and product development, who left ISI's marketing staff several years ago to serve as a Grass Valley Group product manager, responsible for marketing of the Model 100 switcher, and 1600 and 1680 series product lines.

Intergroup's equipment line includes three video production switchers, two master control switchers and a small router.

## Telecommunications venture

Fairchild Industries will join Alcatel Thomson, a \$3-billion French organization, in an enterprise to furnish corporate communications networks for major industrial complexes and multitenant office buildings in North America, the companies announced March 5. Fairchild, a billion-dollar, Chantilly, Va.-based firm with communications, electronics, commercial/industrial and aerospace businesses, named former Fairchild Communications and Electronics Co. Chairman Harold Gruen and ex-Comtech Data head Milton Deever to head the two new companies formed as part of the agreement.

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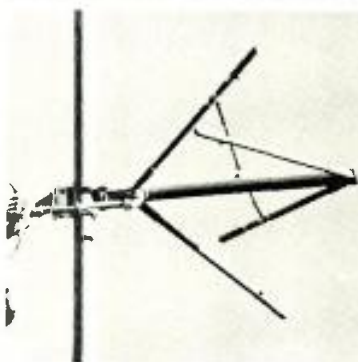


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Fowler said the commission was requesting 17 positions and \$607,000 to meet the additional workload generated by the Cable Communications Policy Act of 1984. He

also said the commission expected, in fiscal 1986, to open a filing window for the remaining low-power television applications. □

### Fifth Estate Quarterly Reports

| Company                 | Quarter | Revenue<br>(000) | %<br>change* | Earnings<br>(000) | %<br>change* | EPS **   |
|-------------------------|---------|------------------|--------------|-------------------|--------------|----------|
| Affiliated Publications | Fourth  | \$98,244         | 17           | \$9,151           | 15           | \$0.75   |
|                         | Year    | \$343,836        | 17           | \$27,350          | 23           | \$2.24   |
| John Blair              | Fourth  | \$253,634        | 98           | \$2,232           | -60          | \$0.28   |
|                         | Year    | \$842,438        | 103          | \$10,469          | -43          | \$1.31   |
| Burnup & Sims           | Third   | \$43,931         | 9            | \$446             | NM           | \$0.05   |
|                         | Year    | \$16,756         | 63           | \$2,247           | 5            | \$0.85   |
| Clear Channel           | Fourth  | \$6,379          | 6            | \$503             | 37           | \$0.29   |
|                         | Year    | \$23,637         | 18           | \$1,741           | 43           | \$1.00   |
| Gray Communications     | Second  | \$10,736         | -5           | \$794             | 44           | \$1.58   |
|                         | Fourth  | \$24,462         | 23           | (\$328)           | NM           | (\$0.01) |
| Gulf Broadcast          | Year    | \$86,927         | 21           | \$7,730           | 130          | \$0.18   |
| Gulf + Western          | Second  | \$1,070,300      | 8            | \$46,000          | -33          | \$0.65   |
|                         | Third   | \$1,056          | 433          | \$118             | NM           | \$0.06   |
| Laurel Entertainment    | Fourth  | \$23,152         | 62           | \$1,259           | 98           | \$0.15   |
|                         | Year    | \$76,974         | 64           | \$2,468           | -51          | \$0.30   |
| Malrite                 | Fourth  | \$147,592        | 15           | \$6,410           | NM           | \$0.39   |
|                         | Year    | \$536,824        | 17           | (\$16,742)        | NM           | (\$1.02) |
| Storer                  | Year    | \$6,646          | 6            | (\$700)           | NM           | (\$1.00) |
|                         | Fourth  | \$43,492         | 75           | \$3,872           | 50           | \$0.47   |
| SunGroup                | Year    | \$106,757        | 50           | \$9,315           | 54           | \$1.28   |
|                         | Fourth  | \$2,169          | 126          | \$8               | NM           | \$0.00   |
| Television Technology   | Second  | \$71,087         | 23           | \$1,974           | NM           | \$0.09   |
|                         | Fourth  | \$281,732        | 25           | \$10,062          | 43           | \$0.49   |
| Turner Broadcasting     | Year    | \$20,893         | 3            | (\$1,323)         | NM           | (\$0.12) |
|                         | Fourth  | \$75,240         | 34           | (\$2,870)         | NM           | (\$0.26) |
| United Television       | Year    |                  |              |                   |              |          |
|                         | Fourth  |                  |              |                   |              |          |

\* Percentage change from same period year before. \*\* Earnings per share. Parentheses indicate loss. NM means not meaningful.

**Affiliated Publications'** 45% equity in McCaw Communications, MSO, radio common carrier and cellular telephone company, reduced net income for 1984 by \$3.8 million. □ Revenue for **John Blair's** broadcasting stations was \$24 million in fourth quarter and \$89 million for year. Broadcast representation division had revenue of \$18 million in fourth quarter and \$62.2 million for year. Company said it expects to report loss for fourth quarter of possibly \$1 per share, but expects "positive results for year as whole." □ In last year's third quarter, **Burnup & Sims** registered loss of \$609,000. □ **Clear Channel** reported that net income from continuing operations increased 51% over previous year and that cash flow increased 63% to \$5.9 million. □ Gulf + Western said Entertainment and Communications Group registered "strongest percentage increase in operating income among G + W's three groups" in second quarter. □ **Laurel Entertainment** reported third-quarter loss in 1983 of \$244,356. □ **Malrite Communications** said that higher net income in 1983 included \$6.2 million from nonrecurring gain, compared to \$375,000 in 1984. □ **Storer** posted 1983 net loss of \$39.7 million and fourth quarter loss that same year of \$8.1 million. Comparison benefitted this year from cable system sales resulting in \$9.1 million after-tax gain, compared to \$1.5 million loss from sales in 1983. In this year's results, television division revenue rose 10% to \$184.7 million while operating income before depreciation rose 13%. In fourth quarter, revenue was up 10%, to \$30.5 million, and operating income up 9% to \$22.9 million. Cable revenue rose 21% for year to \$231.5 million while operating income before depreciation rose 44% to \$120.6 million. Fourth-quarter figures were 20% increase to \$94.2 million and 61% increase to \$34.5 million. □ **SunGroup** reported loss in 1983 of \$1.2 million. Revenue was \$1.7 million in fourth quarter with net loss of \$342,012. □ **Telepictures** said that increase in production activities was primarily responsible for investment tax credits that reduced effective tax rate by 8% for year and 4% for quarter. □ Effective with fourth quarter, **United Television** began reporting equity income and loss from 1.5% ownership of Warner Communications Inc. on current basis. United said absent fourth-quarter loss from WCI, company would still have shown reduced income because of lower interest income and \$505,000 in expenses associated with proposed corporate combination with BHC Inc., subsidiary of Chris-Craft Industries. Operating income from United's three VHF and one UHF television stations rose in fourth quarter to \$6 million, gain of 3%, on 3% revenue rise to \$20.9 million. For full year, operating income rose 11% to \$18.9 million on 34% revenue increase to \$75.2 million. Results include KBHK-TV San Francisco, since its acquisition in July 1983.

unduly impeded by FCC delays (BROADCASTING, March 4). He also said he didn't think FCC processes should encourage or impede takeovers. He added that if the commission's processes proved to discourage takeovers, "I personally don't think we should be a part of that." Fowler ducked a question of whether the commission would hold public hearings on a takeover. "I don't think at this point we're in a position to give you a definitive answer," Fowler said.

On the international trade issue, Fowler—hinting that "key" players in Congress and in the executive branch were the motivating forces here—said he had directed the Common Carrier Bureau to study the possibility of using the commission's registration of telecommunications equipment as a "mirroring device" against equipment from countries using the same processes to impede the entry of U.S. telecommunications equipment.

Fowler, however, made clear that the commission, even if it concludes such a device would be legal, would leave it to the "trade experts" in the executive branch to determine whether other countries have erected trade barriers.

Fowler added that he hoped to have a "preliminary report" on the study "pretty soon."

In its pending notice of inquiry and notice of proposed rulemaking on the authorization of private international satellite systems, the FCC has requested comment on the issues raised by President Reagan's determination that such private systems are required in the national interest, provided that they are restricted to protect Intelsat from "significant" economic harm and that the capacity the private systems sell or lease is not connected with public-switched message networks (BROADCASTING, Dec. 31, 1984).

At the hearing last week, Fowler said he didn't believe the commission was legally "bound" by the administration's recommendations. "But speaking personally I would give heavy weight to those recommendations," the chairman said.

In response to questioning by Carr, Fowler said that if the commission decided it needed a new rule to grant pending applications for private international satellite service, it would propose a new rulemaking. But Fowler questioned whether a rule would be necessary.

In response to another question by Carr, Fowler said the commission would "have to address" whether telecommunications technology is too "smart" to distinguish, or enforce a distinction, between public-switched and private services.

Carr also wanted to know what would happen if the FCC determined that Intelsat wouldn't suffer significant economic harm but Intelsat itself asserted the contrary. In that case, Fowler said the commission "maybe" would reconsider. But Fowler also said he didn't think the agency would have to "forfeit" to Intelsat on that question.

On yet another issue, Fowler made it clear that he thought AM daytimers should receive "special consideration" for the new FM's resulting from the commission's Docket 80-90 proceeding.

In his prepared testimony for the hearing,

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the conditions in the new cable act as appropriate for a city to impose as part of its franchise process."

The new ground the court broke, in Rogers' view, was in saying that "the highest bidder for a franchise shouldn't necessarily be the only one to provide cable service. That's a far cry from saying a cable system can provide service without conditions . . . If a system meets a city's minimum requirements, it shouldn't be barred." To Rogers, this represents a setback for cities as well as the cable industry: Their "traditional way of doing business"—a recognition by both sides that "the highest bidder" for a franchise receives a de facto exclusive franchise—has been declared invalid.

With all of those disparate analyses, it may take a decision by the Supreme Court to sort out and resolve the First Amendment questions that the case raises. Indeed, the panel's decision even appears to call into question—without attempting to resolve—the constitutionality of the 1984 cable act.

The critical question the panel said was to be addressed is whether the city can, "consistent with the First Amendment," limit access, "by means of an auction process," to any part of the city to a single cable system when the public utility company can accommodate additional systems on the poles and in conduits. The court's answer: "No." It said the city's "legitimate interests in public safety and in maintaining public thoroughfares" provides "a justification for some government regulation." But it added, "regulating such use and inconvenience . . . is quite different from restricting access, as the city attempts to do here."

Furthermore, the court said the city's action in the Preferred case "creates an impermissible risk of covert discrimination based on the content of or the views expressed in the operator's proposed programming." It said

case law "does not support the city's attempt to single out one cable television company to be the one speaker it will permit to use public property for expressive purposes, while it forbids access for those purposes to all others." Such a procedure, the court added, "would be akin to allowing the government discretion to grant a permit for the operation of newspaper vending machines located on public streets only to the newspaper that 'best' serves the community, a practice we find clearly invalid."

For all of that, the court on several occasions stressed, as Rogers noted, that it was not deciding "the validity of any of the specific requirements called for by the city's franchising process." Specifically, the court was not passing on whether the city may require cable operators to turn over channels for use by the government, by educational institutions, and by the public and for leased use by others—requirements found in many franchising agreements. It said in a footnote that the requirements contained in the city's franchising scheme "and called for" by provisions of the Cable Communications Policy Act "pose particularly troubling constitutional questions." Imposing such requirements on the press, the court said, "would no doubt be invalid." But it noted that courts have divided on the question of the validity of such requirements when imposed on cable television systems, adding, "We decline to reach this question."

The city won on the antitrust issue because of a state law delegating to the cities of California authority over cable television. States are immune from liability under the antitrust laws, and while their political subdivisions do not necessarily share in that immunity, they can, the court noted, if they are pursuing a clearly expressed state policy to supplant competition with regulation or monopoly public service. □

cable industry (see story, page 50.)

On must-carry, Ferris noted that the National Association of Broadcasters has listed two top legislative priorities for 1985: "To eliminate all content regulation for broadcasters, and to codify the must carry rules for cable." He criticized the broadcasting industry for being inconsistent. And said broadcasters were "waving the First Amendment flag for themselves and seeking to have onerous content regulation, in the form of mandatory broadcast signal carriage, saddled in perpetuity to the backs of the cable industry."

Furthermore, he cited the FCC's redesignation of the Orlando, Fla., market in its must-carry rules to include two additional television signals, as posing serious problems for the industry. "It may increase the copyright payments of cable systems in this area as well, if signals are judged 'local' by the FCC but remain 'distant' under the Copyright Act. Cable operators would be required to carry signals on which they must pay copyright royalties. Many will have to use microwave to pick up these new 'local' signals."

Ferris also briefly discussed the Cable Communications Policy Act of 1984. "What the Cable Act has turned out to be is a somewhat uneasy and sometimes bizarre compromise, with many provisions, as the court found last week, still in constitutional doubt." □

## House members question Fowler on network takeovers

**FCC chairman tells Appropriations Subcommittee commission shouldn't encourage or discourage unfriendly acquisitions; matter arises during hearing on fiscal 1986 budget**

The FCC took its case for \$92.3 million for fiscal 1986, which begins next October, to the House Appropriations Subcommittee last week.

None of the subcommittee members appeared to be particularly concerned about that number, and none appeared to be fired up about anything. But several asked about possible takeovers of networks. They also asked about the back-door role the FCC might play in lowering barriers to the foreign sale of telecommunications equipment. And Representative Bob Carr (D-Mich.) appeared to be waving a caution flag for Intel-sat on the pending question of whether private international satellite services should be authorized.

Not a lot of additional light was shed on the takeover question. FCC Chairman Mark Fowler, in response to questions, pointed out that the issue of hostile takeovers was a novel one for the commission. He sketched a "two-step" process that might be followed by someone who wanted to take over a company with broadcast licenses without being

## Ferris pushes copyright change

"The cable industry must obtain relief from the current copyright system. We must keep a vigilant eye on movements in the must carry rules to insure that all our work in the copyright area will not be in vain." That was the primary message conveyed by former FCC Chairman Charles Ferris, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, during a speech at a cable seminar in Washington last week.

Ferris, is an outside counsel for WTBS(TV)

Atlanta owner Ted Turner and has been involved in the debate over copyright legislation. He also suggested that the cable industry urge the FCC to "take a fresh look at whether the fairness doctrine has any rational, legal or policy basis for application to cable systems." And he added, "the ninth circuit decision should give fresh vitality to such an effort." Ferris was referring to the Preferred Communications court case that was viewed as First Amendment victory for

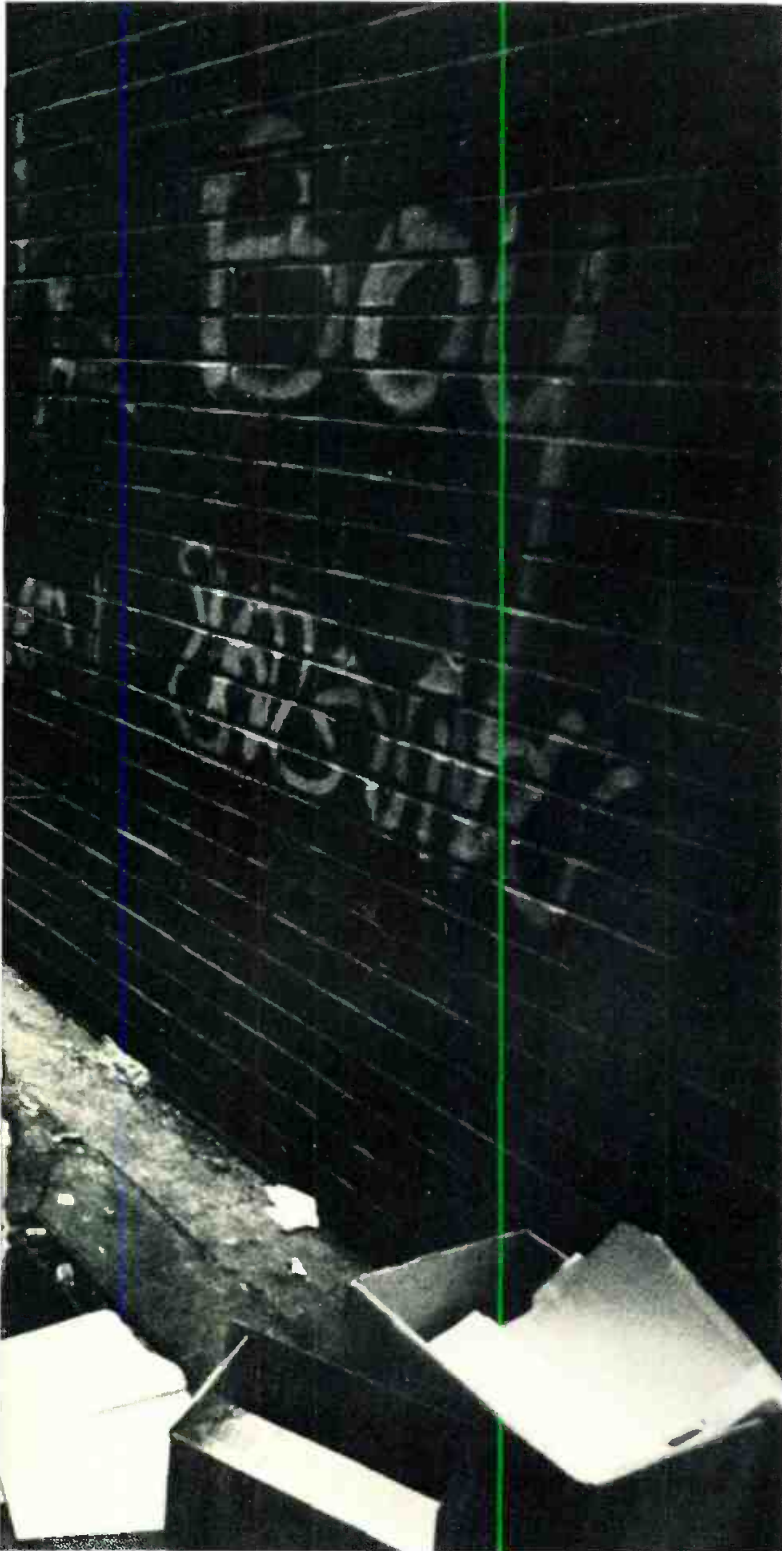
**Tribble's must-carry proposal.** Senator Paul Tribble (R-Va.) introduced a bill (S. 584) last week that would preserve the FCC's must-carry rules. Tribble, a junior member of the Senate Commerce Committee, co-sponsored the measure with committee member Slade Gorton (R-Wash.). It is identical to legislation he offered in the last Congress.

The measure would codify the FCC's rules requiring cable systems within a 35-mile radius, or within a station's predicted grade B contour, to carry the signals of local television stations upon the stations' request. The rules also require cable operators to carry distant broadcast station signals that are defined as "significantly viewed."

The bill was referred to the Commerce Committee, but it is expected to generate no more interest among members than it has evoked in the past. Some Hill sources believe the introduction of the bill is significant only to the NAB, which coincidentally hosted a legislative conference in Washington last week for state broadcasting association officials.

The measure aroused little reaction from the cable industry which opposes the rules. "The introduction of a bill is not a major event. We're neither surprised nor alarmed," said National Cable Television Association President James Mooney.

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cable regulation that Schildhouse did, Shapiro said the decision has "broad implications" for that regulation.

Mooney, too, stressed the "extremely broad and positive implications" of the decision. He said NCTA is encouraged by the court's warning that in defending their cable regulatory practices, cities "may not rely on... justifications that are merely conclusory or speculative." Mooney described that as "another way of saying that just because a local government wants to require a host of concessions from the cable operator does not mean the First Amendment will allow it to do so." And while the decision does not settle all the constitutional issues it raises, he said, "we are delighted by it." Following congressional enactment of the Cable Communications Policy Act, he added, "it is yet another nail in the coffin of cable regulation."

Some in the industry feel the opinion may have a downside for cable operators. For it would appear to bar cities from granting cable systems exclusive franchises. Shapiro said the opinion imposes a "price—it tells cities that if they have room on poles, they must let other cable systems in to compete." And that inability to gain even a *de facto* exclusivity could make it difficult for cable systems to obtain the financing to cable cities. But Mooney said that was more of a theoretical than a practical problem. "Under

the current state of the law," he said, "exclusive franchises are not enforceable." He also said that "economies of the business discourage overbuild."

For all of the excitement the decision generated among cable industry representatives, the city of Los Angeles considers itself, on balance, a winner. As in other similar suits the Farrow firm has brought, the Preferred suit said Los Angeles's franchising procedures violated not only the First Amendment but the antitrust laws as well. The court rejected the antitrust argument. And that, said Edward Perez of the city attorney's office, was "the most serious" issue. "Money damages and sweeping consequences for the [nation's] cities were involved."

Perez also said the final word in the case has yet to be written. The three-judge panel's decision sends the case back to the district court that dismissed the complaint that Preferred had filed against the city for refusing to grant it a franchise. That refusal was a consequence of Preferred's failure to participate in what the court called "an auction process"—one in which franchise applicants would agree to pay the city various fees and to make specific services available, and then try to outbid each other to win the favor of the city. At a minimum, then, a trial will be held in district court on the allegations on which the appeals court based its decision.

And Perez expressed confidence in the

outcome of such a trial: "We can rebut sufficiently the allegations to win on the First Amendment issue." One allegation he called false was the charge that the city would grant only exclusive franchises. But the city may decide to pursue its other options before a trial. Perez said a decision would be made this week as to whether to seek rehearing by the full appeals court or to petition the Supreme Court for review, or simply give up further appeals at this point and go to trial. Perez also sought to downplay the significance of the case, even in the event of an ultimate defeat on the First Amendment issue. He said the "auction" procedures followed by Los Angeles in granting franchises for cable television service, as for other services, are dictated by an ordinance that was adopted in 1927 and are different from those in other cities. Shapiro said, however, that the Los Angeles procedures are not "so different" from those followed by other municipalities.

Clearly, Preferred's lawyers' conclusions that the decision bars cities from attaching conditions to franchise grants—a goal of the numerous suits the Farrow firm has brought in behalf of cable systems—is not shared by other interested observers, including a lawyer who has represented cities in franchising matters and a top aide to the House subcommittee where the nation's basic cable communications law, the Cable Communications Policy Act of 1984, originated.

Nicholas Miller, who has represented some 40 cities in franchise cases, said the holding of the case is narrow—that "a city cannot discriminate among competing cable systems willing to satisfy the city's conditions." But, he added, the reasoning underlying the ruling represents "a dramatic change from traditional First Amendment rulings" of other courts in cable television cases. He noted that the court considers utility poles "a public forum for speech purposes" and "assumes that the construction function and the operation of the wire is a communication function covered by the First Amendment." And Miller expressed the view the court "was trying to lay the groundwork for other courts to pick up that reasoning and revise the traditional way we have thought of cable television regulation and the First Amendment."

But Miller did not appear worried that the reasoning would lead to that end. He said the opinion represents the first victory the Farrow firm has achieved on the First Amendment argument it has made in the number of cases it has brought: "This is one inning for Farrow, but not the ballgame."

To Thomas Rogers, senior counsel to the House Telecommunications Subcommittee, the decision is "an excellent" one. "It stands more than anything for a diversity of voices in a community... That's what we think is the most important part of the cable bill—providing for a diversity of voices speaking through cable in a community. So it's parallel to what we were trying to achieve. But, he added, "cable [representatives are] off base in seeing a suggestion by the court that imposing conditions on a franchise (like requiring the provision of access channels) are not legitimate. The court could have addressed that question, but did not. It let stand

**A second opinion.** The Ninth Circuit's *Preferred* decision, by most accounts, goes a long way toward eliminating a municipality's power to award a single cable franchise. But implicit in a jury decision in a federal district court in Kansas City, Mo., two months earlier was that cable is a "natural monopoly" and that municipalities have the authority to award only one franchise. Both cases involved the law firm of Farrow, Schildhouse, Wilson & Rains—as a winner in the Ninth Circuit and a loser in Kansas City.

Farrow, Schildhouse has used the antitrust laws (as well as the First, Fifth and 14th Amendment and racketeering laws) to challenge the franchising and re-franchising process in a number of cities and towns on behalf of cable clients. In Kansas City, the antitrust laws were turned against the firm and its client, Tele-Communications Inc., the nation's largest cable operator.

Dissatisfied with the service TCI was providing its residents, Jefferson City, Mo., decided in 1980 to ask for competing applications for the city's franchise as TCI's original franchise was about to lapse. Two companies applied for the franchise, but TCI wasn't about to play along. Farrow, Schildhouse filed a lawsuit against the city, seeking an injunction against the competitive franchising process. At the same time, various TCI representatives tried to persuade city officials to renew its franchise. TCI's effort seemed to pay off on May 20, 1982, when Jefferson City Mayor Charles Hartfield cast a tie-breaking vote at a city commission meeting that awarded the franchise to TCI.

Shortly thereafter, Central Telecommunications, one of the two losing bidders, struck back, charging TCI had "monopolized" cable television in Jefferson City in violation of the antitrust laws and tortiously interfered with its business expectancy. After a two-month trial, the jury found in favor of Central, awarding it \$32.4 million on the antitrust charges and \$35.8 million on the interference charge. (If Central prevails on the appeals, it will be able to collect on only one of the awards.)

To support the antitrust charges, Central's attorney, Larry Ward of the Kansas City firm of Shughart, Thomson & Kilroy, said he presented evidence during the trial showing that TCI engaged in "threats, intimidation and coercion of both city officials and a city consultant in an effort to thwart and stop a bid process that the city had instituted."

To make his case, Ward had to persuade the jury that the city had the right to award a single franchise because cable was a natural monopoly in Jefferson City. "The evidence... was overwhelming that the cable market in Jefferson City will not support two companies and that it is, indeed, a natural monopoly," he said. "That issue was submitted by the court in its instruction to the jury and [that cable is a natural monopoly in the market] is implicit in its verdict."

During the trial, Ward said, TCI claimed it was "pro-competition" and that it did not object to the city awarding franchises to other parties. Ward characterized that position as a sham "because they knew better than everybody else that you couldn't have two companies... compete down there." Once a cable operator is entrenched in a market, he said, "it is virtually an unbreakable monopoly." Ward said he expects to appeal the jury's decision.

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it. And it was evident the government has no clear plan for dealing with at least one problem that may arise, once applications for new systems are granted, assuming they are. Walter Hinchman, of Walter Hinchman Associates, a consulting firm that has done work for Intelsat, asked members of one panel to jettison "ideological" talk and focus on "the reality" that American entrepreneurs will encounter in seeking agreements they need with correspondents in countries they intend to serve. Decisions are not the product of competition, he said. "The real power in those countries is in the PTT's," he said. "What is this administration doing to break the power of the PTT's? That's what it will take to create competition." Hinchman argues that PTT's can demand concessions—that the American satellite company procure equipment in the foreign country, for instance—before authorizing their interconnection.

Dawson expressed concern on that score, and suggested that some of the commission's proceedings involving international communications matters might offer some leverage for pressuring foreign governments to take a more reasonable position. But Geller said the government should take an active role in guarding the entrepreneurs against foreign efforts to demand unreasonable concessions. And the executive branch officials at the conference indicated the government has no such plans. Dougan said that, in its bilateral meetings with other governments, the State Department will attempt "to demonstrate the benefit of competition to the end user." But she said that "the private sector has responsibility" in the matter. Markey said the government "has a role in dealing with other governments," adding, "I'd be interested in knowing if the private sector thinks we're playing that role—we have to take our lead from you."

But, again, competition was cited as providing an answer. Kenneth Robinson, policy adviser to Markey, indicated the PTT's may be losing their grip. He said competition in telecommunications is becoming a fact of life abroad, as well as in the U.S. "The Europeans and Japanese are moving faster toward competition than we are," he said. "Competition means progress, and it will get through to political leaders." The same argument was made at the congressional hearing by Robert Bruce, a former FCC general counsel who is now a partner in the firm of Debevoise & Plimpton. He said that throughout the world, but particularly in the United Kingdom and Japan, telecommunications administrations are responding to the same pressures that have led to deregulation of telecommunications service in the U.S.

□

All of the witnesses testifying before Mica shared Washburn's and Schmitt's views of Intelsat—established 20 years ago under American leadership—as a major American foreign policy success. But most took as a given Intelsat would be confronted with competition. As Henry Geller, former FCC general counsel and NTIA head in the Carter administration and now director of the Washington Center for Public Policy, put it, "The competition genie is out of the bottle

domestically, and that can't be kept at the border." The question the witnesses—Wilson P. Dizard, a research fellow at the Center for Strategic and International Studies, as well as Washburn, Schmitt, Geller and Bruce—addressed was how the transition to a new competitive environment could be managed. And Geller and Bruce both observed that the competition Intelsat will face will not be limited to communications satellite systems. High-capacity fiber optic undersea cables across the North Atlantic will represent a major challenge. Besides TAT 8, which is being built by major U.S. carriers and foreign governments, there will be private noncommon carriers. The commission two weeks ago adopted a policy favoring private transatlantic cables, and tentatively granted one of two pending applications—that of Tel-Optik Ltd.—for landing authority. Tel-Optik, whose applications must be cleared by the State Department, will not be a common carrier; it plans to sell or lease its capacity, as do some communications satellite entrepreneurs.

How, Mica asked the witnesses, would you protect Intelsat while allowing separate systems? Geller said he would start with the kind of restriction proposed by the President that would limit new systems to customized systems. Like Washburn, he does not think such compartmentalization could be maintained indefinitely; it would break down in time, he said. But in the meantime, changes could be made in the Intelsat system to improve its ability to compete. Geller and Schmitt called for changes in the Intelsat pricing system—which only Intelsat could effect—to permit flexible pricing instead of the globally averaged pricing now required by the Agreement as a means of easing the

cost burden on countries on light-traffic routes. They also endorsed the concept of granting users and carriers direct access to the Intelsat space segment and, as Geller put it, eliminating "the middle man" (the Communications Satellite Corp.) and the additional cost he imposes. Geller said direct access should be accomplished by legislation, although the commission feels it has the necessary authority and is considering the matter in connection with the notice of inquiry/proposed rulemaking it has issued as a preliminary to acting on the separate systems applications.

Geller would also give the executive branch an oversight role in the event separate systems are established, to aid them in dealing with governments of countries they want to serve, and strengthen the executive's role in establishing policy in the area. He feels the procedure under which the executive makes recommendations that are then considered by the FCC to be "backwards." And he would provide for government participation along with Comsat, the U.S. signatory to Intelsat, at Intelsat meetings. He feels Comsat, because of its private interests, may not always represent the U.S. with sufficient vigor. Schmitt would also delay approving the separate systems' applications until the other issues are addressed.

Mica at first appeared to agree. "If we're going to have competition anyhow, we should decide on appropriate structure first." But he also said "delay for the sake of delay" would not be productive. "We may kill this competition," he said, apparently referring to the present batch of applicants. "But there will be others."

The subcommittees will hold their next hearing in the series March 26. □

## Cable claims First Amendment victory

**Industry hails appeals court decision in L.A. franchise case, but city attorney sees otherwise**

Cable industry representatives last week were savoring a U.S. Court of Appeals decision they see as achieving for cable systems—assuming it withstands further court action—the same First Amendment protection that is enjoyed by the print media. But the variety of analyses being generated by the decision—and the certainty of further court action—indicated that, as attorneys for the city (Los Angeles) said, drawing hard and fast conclusions may be premature.

At issue is the decision of a three-judge panel of the appeals court for the Ninth Circuit declaring that the First Amendment prohibits a city from using the franchising process to deny a cable system access to public utility facilities capable of accommodating it (BROADCASTING, March 4). James Mooney, president of the National Cable Television Association, said the association was "delighted" by the decision. And to attorneys representing the cable system involved, the decision prohibits cities from imposing virtually any regulation on such a system. But attorneys for Los Angeles say the decision represents only another battle—that the war

is far from over.

The case grows out of the effort of Preferred Communications Inc. to provide cable television service to the south central district of Los Angeles—and is another in a series of actions brought by the law firm of Farrow, Schildhouse, Wilson & Rains, of Oakland and Sacramento, both California, and Washington, aimed at wiping out municipalities' regulatory authority over cable television. The firm's Sol Schildhouse appears to regard the decision as having accomplished that goal. "Once you go beyond the question of safety [regulations]," he said, "your activities are violating the First Amendment." He even expressed the view that the decision bars the imposition of franchise fees.

The counsel for Time Inc.'s American Television and Communications Corp. and Home Box Office, which filed a joint friend-of-the-court brief in the case in behalf of Preferred, was also upbeat. "The decision," said George Shapiro, of Arent, Fox, Kintner, Plotkin & Kahn, "means that cities should permit cable systems to run the cable business, and should get out of the business of telling cable systems how to do it and what to provide." While he did not draw the same sweeping conclusions as to the demise of

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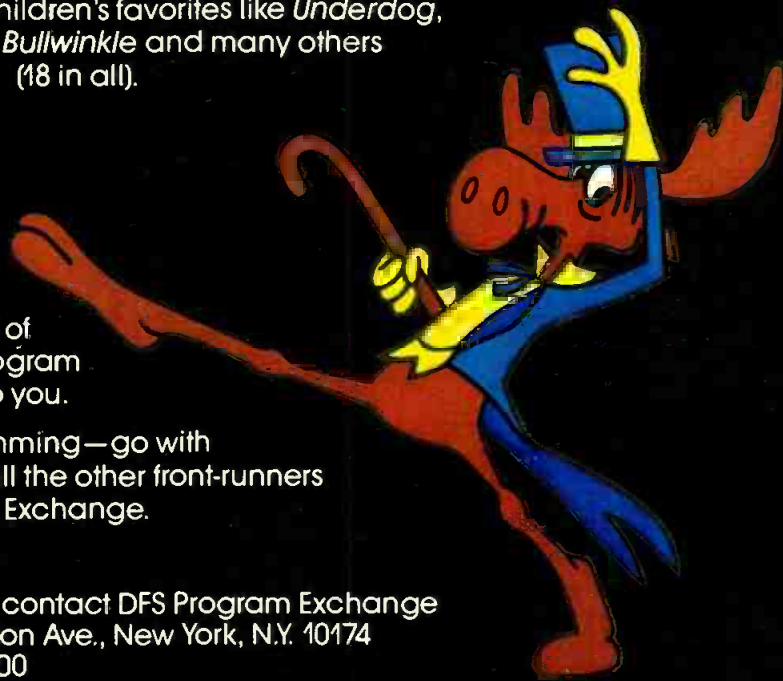
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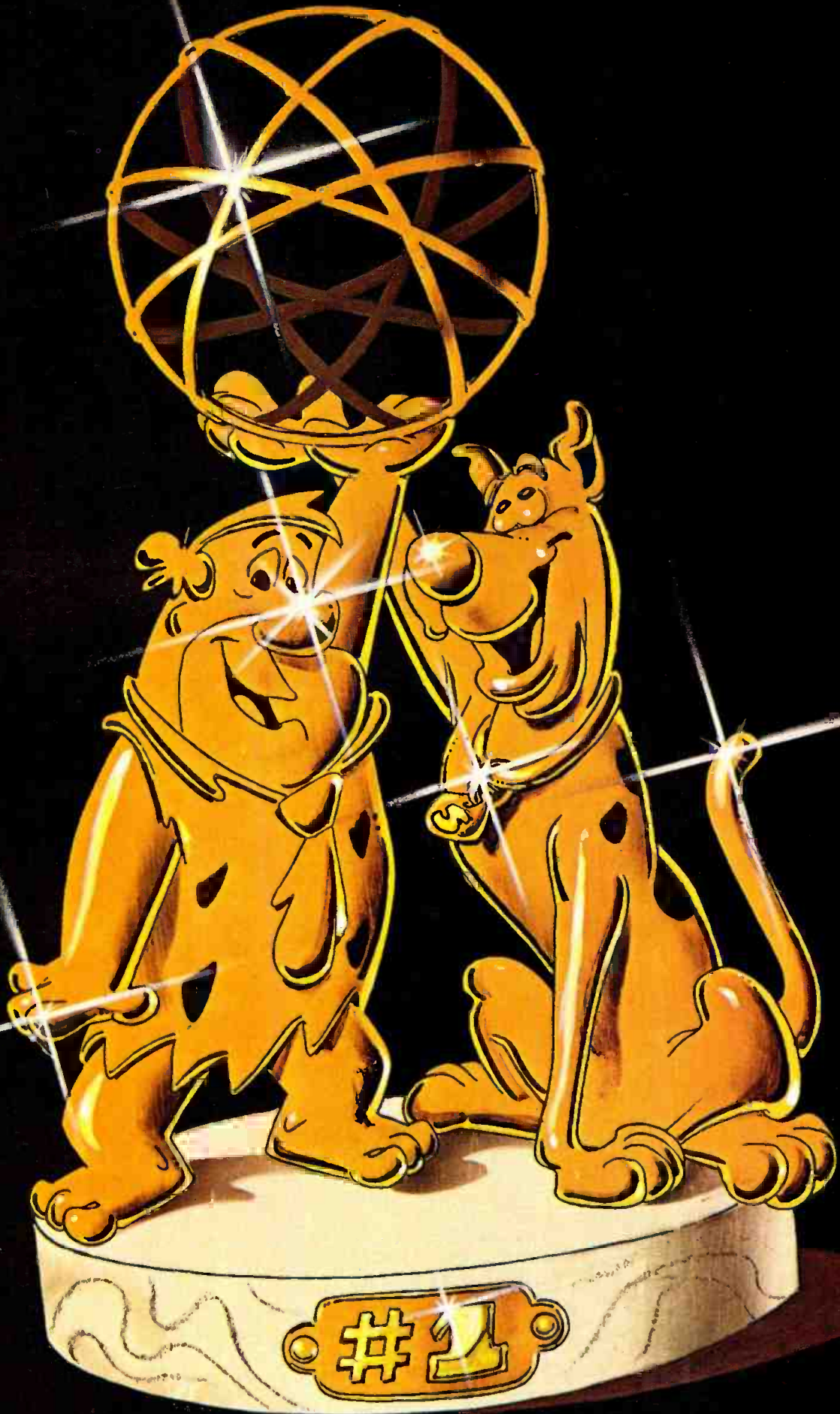
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sociation of Broadcasters, said that unless the fees were linked to deregulatory legislation, the association would probably oppose the fees.

## Washington wrestles with method for implementing policy on separate systems

**At AEI conference, Wirth supports President's position, expresses concern over bureaucratic turf war; Mica ponders legislation to protect Intelsat in face of competition**

The Intelsat/separate-systems issue—which is coming to dominate telecommunications policy debate in Washington—has moved from the question of whether, to the questions of how and when. That was evident last week at an all-day conference the American Enterprise Institute sponsored on Tuesday on the subject, and even more at a joint hearing held on Wednesday before the House Foreign Affairs Committee's Subcommittees on International Economic Policy and Trade and on International Operations.

Arguments continued to echo as to why the U.S. should not permit the establishment of separate international communications satellite systems that would compete with the International Telecommunications Satellite Organization. And the procedures the U.S. is using to make national policy on the issue were said to be raising questions and generating criticism, here and abroad.

But another major voice—that of Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee—was raised at the AEI conference in support of the presidential declaration that separate systems are required in the national interest, provided restrictions are imposed to protect Intelsat. He said the policy offered a means of developing new satellite technology with the costs borne by the developed countries using them.

And at the congressional hearing—the second in what is to be a continuing series the two subcommittees are holding on the issue—Chairman Daniel A. Mica (D-Fla.), of the International Operations Subcommittee, sought to focus discussion on what steps should be taken to assure the protection of Intelsat while allowing separate systems to operate. "If we can design such legislation," he said, following the hearing, "we'd be interested in pursuing it. But it would be a narrow bill, and I don't know if we could do it."

Wirth, who was a luncheon speaker at the AEI conference, did not let things rest with a declaration of support for competition for Intelsat. He expressed concern about what he called "a turf war" between the State and Commerce Departments on the matter, as well as over the FCC's role. He said both factors were contributing to confusion about U.S. policy—and said the subcommittee would monitor the situation and step in, with

legislation, if necessary, to straighten things out.

Those were not the only expressions of uneasiness about implementation of U.S. policy heard last week. Several participants at the AEI conference questioned whether the government is prepared to deal with the possibility—inevitability, some appeared to feel—that the Postal, Telephone and Telegraph Administrations of Intelsat member-countries would extract substantial concessions from American entrepreneurs who would need their cooperation to serve their countries. None of the government officials on hand seemed able to offer assurances on that score.

As framed, the presidential determination would prohibit separate systems from engaging in public-switched service, which generates most of Intelsat's revenues and accounts for most of its traffic. But former FCC Commissioner Abbott Washburn, who served as chairman of the U.S. delegation to the conference that wrote the final Intelsat Agreement, in 1971, said that "safety net is



Wirth

made of cheesecloth." Washburn, one of the witnesses appearing before Mica, warned against jeopardizing the effectiveness of a global organization that "has brought affordable modern telecommunications service within the reach of the entire world." Former Senator Harrison Schmitt (R-N.M.) was also leery of changing the existing international telecommunications system. Schmitt, another witness before Mica, called Intelsat "a model" international organization "that should be fostered, not threatened, by the U.S."

In Wirth's view, the separate systems would fill a gap. He said Intelsat "does not now serve the video marketplace in a meaningful fashion"—the few video transponders available are pre-emptible, must be reserved far in advance "and are extremely expensive." The option chosen by the President, he said, "has the virtue of maintaining the good things that Intelsat has brought—cooperation, interconnectivity and access to every corner of the world." He also said it will permit the development of new applications of satellite technology "without imposing the costs" involved on Third World countries not likely to use them. "Reliance on market forces for the offering of nontraditional services is consistent with our own tradition of free enterprise, and will facilitate greater responsiveness to the marketplace."

But Wirth said an international political problem is developing in the confusion he said exists abroad regarding American determination to support Intelsat while authorizing separate systems. He said the administration has failed to provide Intelsat members "with a detailed explanation of U.S. policy, the safeguards that will be employed to protect Intelsat and, most importantly, the rationale behind the policy to permit alternative systems."

He cited two principal reasons. The first is a result of "a turf war" between the State and Commerce Departments, "in which the responsibilities of each department are blurred, as each attempts to expand its authority." He warned that his subcommittee will oversee the development and implementation of international telecommunications policy and that if "the lack of clarity" regarding each department's responsibilities continues to create problems, "the subcommittee will be forced to legislate an appropriate delineation."

And the second, Wirth said, is the combined notice of inquiry and rulemaking the FCC issued, after the executive branch laid out its policy in a White Paper, as a prelude to action on the five pending applications for separate systems. Wirth said the notice "suggests that the proposed alternative systems may be permitted to compete directly with Intelsat," and virtually ignores "the recommendations of the President and the executive branch and starts *de novo*. Then he said: "The commission should not be in the position of making foreign policy, nor of interpreting what amounts to American treaty obligations. To the extent that the FCC goes beyond the executive branch recommendations, they will, of course, hear from the Congress."

No FCC official was on the program in the afternoon to respond to Wirth's remarks regarding the notice of inquiry/notice of proposed rulemaking—although earlier in the day, Commissioner Mimi Dawson made it clear that her "initial feeling" runs with the applicants: The burden of proof on the policy issue, she said, rests with those who would oppose separate systems. She also said the commission is "on the firing line" and will "take the heat" for the decision it makes. But two members of the executive branch long and intimately involved in developing the separate-systems policy were on the program after lunch. And Ambassador Diana Lady Dougan, the State Department's coordinator for international communication and information policy, said she feels "some misperceptions" of Intelsat member countries regarding the American attitude toward Intelsat "were changed" at the organization's Assembly of Parties meeting in Washington, in January, when U.S. officials expressed support for the global system. As for the "turf war," David Markey, head of Commerce's National Telecommunications and Information Administration, said "a truce" had been reached. "In government," he said, "it's not unusual for two agencies to have different views." But State and Commerce, he added, "are at a stage where we're trying to work together."

Apart from the matter of developing policy, there was the question of implementing



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In the common carrier service, transfer applications for multipoint distribution services would cost \$45; initial construction permits for cellular radio systems would cost \$900, and applications for authority to launch and operate space stations would cost \$18,000.

The charges would be reviewed at least every two years and increased or decreased

to reflect changes in the Consumer Price Index. The FCC suggested that those modifications not be subject to judicial review. The commission also requested permission to assess late payment penalties: 25% of the amount of the delinquent fees. "Actions to recover late payments are costly and should be borne by the licensees and not by the public," the FCC said.

The FCC recommended that it be given 360 days to implement its fee-collection system. It also recommended that it retain authority to waive or delay payment. "Such action would occur if the commission determined that imposition of the charge would impose an undue hardship or would adversely affect the provision of essential communication services," the FCC said. "Such au-

thorization also provides the commission with maximum flexibility in the administration of fees."

The FCC also said it would cost it about \$1.6 million to implement the program in the first year and \$1.25 million the following year. "These estimates assume that the new schedule is enacted by Congress by July 1, 1985, and it becomes effective July 1, 1986," the FCC said.

At a hearing before the House Appropriations Subcommittee last week, FCC Chairman Mark Fowler said the program represented the commission's effort "to do our part" in helping reduce the federal deficit. Also at the hearing, Fowler said the fees weren't linked to deregulatory proposals.

Eddie Fritts, president of the National As-

## The FCC's proposed "cost of regulation" fees

| Private radio services:                                           | Rates |
|-------------------------------------------------------------------|-------|
| Marine coast station-new, modifications, renewals                 | \$60  |
| Operational fixed microwave stations-new, modifications, renewals | 60    |
| Aviation (ground stations)-new, modifications, renewals           | 60    |
| Land mobile radio license-new, modifications, renewals            | 30    |

### Equipment approval services:

#### Certifications:

|                                        |     |
|----------------------------------------|-----|
| Receivers (except TV and FM receivers) | 250 |
| All other devices                      | 650 |

#### Type acceptance:

|                                     |       |
|-------------------------------------|-------|
| Approval of subscription TV systems | 2,000 |
| All others                          | 325   |

#### Type approval:

|                                                |       |
|------------------------------------------------|-------|
| Ship (radio telegraph) automatic alarm systems | 6,500 |
| Ship and lifeboat transmitters                 | 3,250 |
| All others (with testing)                      | 1,300 |
| All others (without testing)                   | 150   |

|              |     |
|--------------|-----|
| Notification | 100 |
|--------------|-----|

### Mass media services:

#### Commercial TV stations-new and major change construction permits:

|                 |                  |
|-----------------|------------------|
| Application fee | 1,200            |
| Hearing charge  | 6,000            |
| Grant fee       | (3 x annual fee) |

#### Commercial radio stations-new and major change construction permits:

|                                 |                  |
|---------------------------------|------------------|
| Application fee                 | 375              |
| Hearing charge                  | 6,000            |
| Grant fee                       | (3 x annual fee) |
| Directional antenna license fee | 375              |

#### TV Translators and low-power TV station-new and major change construction permits:

|                 |     |
|-----------------|-----|
| Application fee | 150 |
| Grant fee       | 150 |

#### Annual fee-commercial TV stations:

|                 |       |
|-----------------|-------|
| Top 20 markets  | 9,000 |
| 21-40 markets   | 8,100 |
| 41-60 markets   | 7,200 |
| 61-80 markets   | 6,300 |
| 81-100 markets  | 5,400 |
| 101-120 markets | 4,500 |
| 121-140 markets | 3,600 |
| 141-160 markets | 2,700 |
| 161-180 markets | 1,800 |
| 181-balance     | 900   |

#### Annual fee-commercial radio stations:

|                                           |       |
|-------------------------------------------|-------|
| Class B and C-FM, greater than 5,000 w-AM | 1,250 |
| Class A-FM, 1,000 w-5,000 w-AM            | 600   |
| Less than 1,000 w-AM                      | 200   |

#### Annual fee-low power TV stations

#### Station assignment and transfer fees:

|                                |       |
|--------------------------------|-------|
| Application fee-TV stations    | 1,250 |
| Application fee-radio stations | 600   |

#### Cable television relay service-construction permits, renewals, modifications

#### Direct broadcast satellite-new and major changes, construction permits:

|                                                                     |        |
|---------------------------------------------------------------------|--------|
| Application for authority to construct a direct broadcast satellite | 1,800  |
| Issuance of construction permit and launch authority                | 17,500 |

|                              |       |
|------------------------------|-------|
| License to operate satellite | 500   |
| Hearing charge               | 6,000 |

### Common carrier service:

#### Domestic public land mobile stations (base, dispatch, control and repeater stations):

|                                                                                                    |     |
|----------------------------------------------------------------------------------------------------|-----|
| New or additional facility authorizations, assignments and transfers (per transmitter/per station) | 200 |
| Renewals and minor modifications (per station)                                                     | 20  |
| Air-ground individual license, renewals, and modifications                                         | 20  |

#### Cellular systems:

|                                                                                        |       |
|----------------------------------------------------------------------------------------|-------|
| Initial construction permits and major modification applications (per cellular system) | 900   |
| Assignments and transfers (per station)                                                | 900   |
| Initial covering license (per cellular system)                                         | 2,750 |
| Renewals                                                                               | 900   |
| Minor modifications and additional licenses                                            | 250   |

#### Rural radio service (central office, interoffice or relay facilities):

|                                                                           |    |
|---------------------------------------------------------------------------|----|
| Initial construction permits, assignments and transfers (per transmitter) | 90 |
| Renewals and modifications (per station)                                  | 20 |

#### Offshore radio service:

|                                                                           |    |
|---------------------------------------------------------------------------|----|
| Initial construction permits, assignments and transfers (per transmitter) | 90 |
| Renewals and modifications (per station)                                  | 20 |

#### Local television or point-to-point microwave radio service:

|                                                                                         |    |
|-----------------------------------------------------------------------------------------|----|
| Construction permits, and modification of construction permits and renewals of licenses | 60 |
| Assignments and transfers of control (per station)                                      | 45 |

#### International fixed public radio service-public and control stations:

|                                                         |     |
|---------------------------------------------------------|-----|
| Initial construction permits, assignments and transfers | 450 |
| Renewals and modifications                              | 325 |

### Satellite service:

#### Transmit earth stations:

|                                                    |       |
|----------------------------------------------------|-------|
| Initial station authorization                      | 1,350 |
| Assignments and transfers of station authorization | 450   |
| All other applications                             | 90    |

#### Receive-only earth stations:

|                                                                 |        |
|-----------------------------------------------------------------|--------|
| Initial station authorization                                   | 675    |
| All other applications                                          | 90     |
| Application for authority to construct a space station          | 1,800  |
| Application for authority to launch and operate a space station | 18,000 |

#### Multipoint distribution service:

|                                                                          |       |
|--------------------------------------------------------------------------|-------|
| Construction permits, renewals and modifications of construction permits | 135   |
| Assignments and transfers of control (per station)                       | 45    |
| Initial license (first license or license adding a new frequency)        | 1,350 |

#### Section 214 applications:

|                                                                        |   |
|------------------------------------------------------------------------|---|
| Applications for overseas cable construction (per nautical route mile) | 5 |
| Application for domestic cable construction (per route mile)           | 4 |
| Application to install or acquire carrier equipment (per channel mile) | 4 |

#### Tariff filings:

|                           |     |
|---------------------------|-----|
| Filing fee                | 250 |
| Special permission filing | 200 |

#### Telephone equipment registration

#### Digital electronic message service:

|                                                                          |     |
|--------------------------------------------------------------------------|-----|
| Construction permits, renewals and modifications of construction permits | 135 |
| Assignments and transfers of control (per station)                       | 45  |
| Initial license (first license or license adding a new frequency)        | 135 |

## FTC said to be investigating Motorola on antitrust grounds

**Company's C-Quam AM stereo system subject of commission inquiry apparently started by Kahn complaint**

The Federal Trade Commission is said to be looking into possible anticompetitive practices by Motorola in connection with the company's effort to make its C-Quam system the national standard for AM stereo broadcasting. The investigation may encompass Harris, Delco Electronics and other firms now allied with Motorola in the two-and-a-half-year AM stereo standards battle.

As a matter of policy, the FTC would neither confirm nor deny the existence of any kind of investigation. However, industry and FTC sources indicate that at least one FTC investigator is on the case and, if nothing else, collecting information. It's difficult to ascertain just how extensive or serious the FTC investigation is. According to one FTC investigator, the agency makes "an initial assessment of the validity" of virtually every complaint it receives. So at this point, the FTC may be simply trying to decide whether to launch a full-scale investigation.

If the FTC staff investigates and finds possible violations of the commission rules and regulations or the antitrust laws, it will recommend to the five FTC commissioners that they issue a formal "complaint" and, thereby, launch a hearing before one of the agency's administrative law judges.

The existence of an investigation was news to Motorola. Said company spokesman Ken Sowyer: "We have not been contacted by the FTC. We don't know of any investigation."

The FTC investigation apparently stemmed from a complaint from Kahn Communications, sent two months ago. Kahn is the only system other than Motorola still in the AM stereo fray.

Kahn President Leonard Kahn said last week it was his understanding the FTC was not only investigating Motorola and Harris for possible antitrust practices, but also, in another division, studying possibly false advertising by Delco and other receiver manufacturers marketing C-Quam-only radios.

Kahn declined to discuss in detail the contents of his complaint, which was prepared by the New York law firm of Phillips, Nizer, Benjamin, Krim & Ballon, but talked about it in generalities.

Kahn charged that some of the manufacturers of C-Quam-only stereo receivers were violating state and federal consumer protection rules by not informing consumers that

**Go-ahead.** Recess appointee to the Federal Trade Commission Mary Azcuenaga (who replaced Commissioner Michael Pertschuk last fall) breezed through her confirmation hearing before the Senate Commerce Committee last Tuesday. She said the lack of FTC reauthorization has had an effect on the morale of the agency's staff: "People are very aware that we have no authorization bill and are uncertain to what extent the Congress is behind all of our activities." In response to a question by Senator Wendell H. Ford (D-Ky), Azcuenaga clarified her position on unfair and deceptive advertising and the commission's authority to prohibit generic advertising such as media ads for wine and beer. She said she would approach a generic ban "with extreme caution," and said even if the agency could apply such a ban, "it's much better to leave such an action to the Congress." Ford said he appreciated her "leaning toward the Congress."

Azcuenaga was initially nominated by President Reagan to a seven-year term expiring Sept. 26, 1991, and was then named by the President as a recess appointee when the Senate adjourned without acting on her nomination (BROADCASTING, Sept. 10, 1984). Azcuenaga's 11-year-tenure at the FTC included duties as assistant general counsel for legal counsel; assistant to the general counsel; assistant director of the San Francisco regional office; assistant to the executive director, and litigation attorney in the general counsel's office. A native of McCall, Idaho, she graduated from Stanford University and the University of Chicago Law School.



two types of stereo signals were being broadcast and that their radios could only pick up one of them. The consumer "has to be given enough information," he said. "It's only honest. It's only fair." And, if consumers, were fully informed, he said, they would not buy C-Quam-only sets, especially when Sony is selling AM stereo units capable of picking up both the C-Quam and Kahn signals. "The only way you can sell any single-system radio is by sneaking it in."

Kahn said his FTC complaint included a number of activities that he felt ran afoul of the antitrust laws. The most egregious was Harris's decision last December to drop its own AM stereo system and adopt Motorola's, he said. It's an example of "two competitors kissing and joining together to reduce competition," he said. "It's like ABC and CBS joining together and saying: 'We are no longer going to compete for the advertisers' buck.'"

If Motorola is forced to play by the same rules, according to Kahn, Kahn's system will ultimately emerge as the nation's standard simply because it is technically better. "I don't care how much money they have, [Motorola] can't buy the law of physics."

Kahn is getting some help in his regulatory-legal battle against Motorola at the state level. Fred Walker of WEL(AM) New Haven, Conn., sent a letter to Connecticut Attorney General Joseph Lieberman last week, telling him "action to protect the consumer is needed in the area of AM stereo receivers."

"At present Delco, Pioneer and Sherwood are marketing AM stereo receivers that cannot... receive stereo signals of those stations broadcasting Kahn AM stereo," the letter said.

"It is our belief that these manufacturers should be forced to label all sets sold that they cannot deliver all AM stereo signals," it said. □

## FCC proposes fee structure

**TV, radio stations would be assessed annually, depending on size; fees would also be collected for facilities changes, ownership changes and new station grants**

The FCC last week recommended that Congress authorize a schedule of "cost-of-regulation fees" for broadcasters and other commission licensees and applicants (see box at right).

Under the proposal, which was recommended by the Office of Management and Budget ("Closed Circuit," Dec. 31, 1984), the FCC estimates that in the first year of operation it could collect \$50 million—more than half of its annual budget. The fees collected would go into the general fund of the federal treasury.

Among those who would be hardest hit by the proposal are commercial TV operators. Commercial TV's in the top 20 markets would be assessed annual fees of \$9,000. Those in markets 21-40 would be assessed annual fees of \$8,100. Fees would decrease for TV's in smaller markets.

Commercial radio operators of Class B and C FM's, and AM's with more than 5 kw, would face annual fees of \$1,250. Low-power television stations would be assessed \$150 annually, and new and major-change applications for those same operations would cost \$150.

New and major change applications for commercial television would cost \$1,200; hearings would cost \$6,000, and a "grant fee" of three times the appropriate annual fee would be assessed. New and major change applications for commercial radio stations

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| <b>SILVER</b> | KDKA-TV Pittsburgh                                    | KFMB-TV San Diego                               | WBRZ Baton Rouge                               |
| <b>BRONZE</b> | WFAA-TV Dallas                                        | WBTV Charlotte                                  | KAKE-TV Wichita                                |
|               | <b>BEST SHOOTING</b>                                  |                                                 |                                                |
| <b>GOLD</b>   | WBZ-TV Boston                                         | WBTV Charlotte                                  | WNEM-TV Saginaw (tie)<br>WIS-TV Columbia (tie) |
| <b>SILVER</b> | WFLD-TV Chicago                                       | WCMH Columbus                                   | WMTV Madison                                   |
| <b>BRONZE</b> | KYW-TV Philadelphia (tie)<br>KDKA-TV Pittsburgh (tie) | KUTV Salt Lake City                             |                                                |
|               | <b>BEST EDITING</b>                                   |                                                 |                                                |
| <b>GOLD</b>   | KDKA-TV Pittsburgh                                    | WCMH Columbus                                   | WHO-TV Des Moines                              |
| <b>SILVER</b> | WFLD-TV Chicago                                       | WCPX-TV Orlando                                 | WNEM-TV Saginaw                                |
| <b>BRONZE</b> | WBZ-TV Boston                                         | WBTV Charlotte                                  | WIS-TV Columbia                                |

Thanks to the Finalist Judges: Herb Michelson, Variety, San Francisco correspondent; Gene Stokes, Vice Chairman, The Marschalk Company, and Caroline Klas, Assistant Program Manager, KTVU, Oakland.

# The expanding world of multichannel TV

Three established multipoint distribution service operators, which have been beaming Home Box Office to tens of thousands of homes in three cities, are making final preparations to expand into multichannel television (MCTV) or, as it is better known, "wireless cable" this spring, using a combination of MDS and Instructional Television Fixed Service channels.

Pay TV of Greater New York Inc., which distributes HBO to 43,000 homes in New York, expects to launch a five-channel MCTV business by May 1. Premier Communications Networks Inc., which now delivers HBO to 27,000 homes and hotel rooms in the San Francisco-San Jose, Calif., area, hopes to turn on a six-channel service by May 1. And Movie Systems Inc., which now reaches 28,000 homes in the Milwaukee area with HBO, hopes to launch a six-channel service in mid-April.

All of these companies have much in common, including the services of Microband Corp. of America, the McDonnell Douglas subsidiary and leading MDS common carrier that has been pushing MCTV for several years. In each case, Microband is supplying most of the microwave channels and operating the transmitters in return for a share of the revenues. In some cases, Microband's relationship with the MCTV pioneers may go beyond that.

The trio will not be the first into the major-market wireless cable business. American Family Inc., a start-up company, and George Mason University formed a partnership and introduced last December a four-channel service in Washington (BROADCASTING, Dec. 17, 1984).

According to AFT President Jim Schultz, the Capitol Connection includes SelecTV, CNN, C-SPAN and, sharing the fourth channel, Home Team Sports, a regional sports service, and Odyssey, a music video service.

Programming remains the big question mark for the three MCTV newcomers. The operators were either unwilling or unable to say which services they would offer beyond HBO. Judging by their comments, however, they hope to include such popular basic cable services as ESPN, USA Network and Ted Turner's CNN and superstation WTBS(TV) Atlanta. According to Bruce DeCourt, director of marketing of Pay TV, the New York operator would also like to include Cinemax in its package.

Despite the "wireless cable moniker," said Microband Chairman Mark Foster, the multichannel services are not intended to compete with cable, but to complement it. "We are just trying to establish a niche in the marketplace," he said. "We believe in the long run wireless cable will emerge as a business that will be embraced by cable" to serve areas that are not economical for cable.

Jack Capuzela, president of Premier Communications, agreed with Foster, saying the marketing of his MCTV channels will be aimed at areas that are currently uncabled. Cable and MCTV, he said, "can coexist very

nicely." Although there will be some two million homes within range of Premier's MCTV transmitters, he said, Premier expects to add only between 50,000 and 75,000 additional subscribers to its current single-channel base of 27,000.

MCTV is not going to displace cable in cabled Manhattan, DeCourt said, but it may "obviate the need for it" in New York's outer boroughs (Queens, Brooklyn, Bronx and Staten Island), which are not and may never be wired. With the possible exception of Staten Island, he said, cable may prove uneconomical in the outer boroughs. Pay TV's service, he said, "will be extremely competitive with cable." He estimated that there are currently 2.2 million homes in the outer boroughs without access to cable.

In the Milwaukee market, Movie Systems Chairman Jack Stephens said he is pricing his service to compete head-to-head with the cable operators in and around the city for new subscribers. There are 440,000 homes within the range of Movie Systems's trans-

**New wireless  
pay services  
are going on the air  
in New York,  
San Francisco  
and Milwaukee**

mitters and, in Stephens's mind, each one that is not currently subscribing to cable is a potential Movie Systems customer. He believes the market is so competitive that he declined to say publicly what Movie Systems will charge for its service.

For its six channels, said Capuzela, Premier will charge between \$29.95 and \$34.95 a month for the service and \$49.95 for installation of the antenna and receiver/descrambler. It will also ask for a \$50 refundable deposit on the equipment, he said. According to most MDS industry estimates, the cost of equipping an individual home to receive MCTV will be around \$300.

Pay TV expects to charge "less than \$30" a month for its five-channel MCTV service, DeCourt said, and between \$34.95 and \$37.95 a month for the MCTV service coupled with its STV service (SelecTV). Pay TV purchased Wometco's New York STV operation, he said, allowing Pay TV to offer New Yorkers the "hybrid" MCTV-STV package. The STV service now serves around 60,000 homes, he said.

(AFT, which is marketing its service as the Capitol Connection, charged individual homes \$250 for installation and \$34.95 a month when the service was introduced, but, according to AFT President Schultz, cut the prices to \$133 and \$26.95 on Feb. 1 to make the service more competitive with the single-channel STV and MDS [HBO] services in the market. Schultz would not share num-

bers, but said the Capitol Connection was "going very heavily" in multiunit dwellings where tenants and condominium owners are being charged \$65 for installation and \$24.95 a month.)

Unlike any single-channel MDS service available today, all three of the new MCTV services will (sooner or later) be scrambled and each of their subscribers will be addressable. "If we do nothing else [in New York] but secure the system, we would be able to double the number of subscribers," said Foster. "There are probably that many pirates out there that will revert to paid subscribers." Said Capuzela: "This puts a stake in the heart of piracy once and for all."

The New York and San Francisco services plan to use M/A-COM's Videocipher II addressable scrambling system, the same system that HBO and Showtime/The Movie Channel have ordered to scramble the satellite feeds of their pay services. Foster is expected to demonstrate the system during his luncheon speech on Thursday (March 14) before the New York chapter of the Academy of Television Arts and Sciences. The Milwaukee operation, according to Stephens, plans to use a variation of the Zenith's Z-Tac cable system.

Because Videocipher II descramblers will probably not be plentiful before next fall, said DeCourt and Capuzela, Pay TV and Premier are prepared to defer scrambling until then and concentrate on expanding service to their current customers in multiunit dwellings (hotels, apartment buildings and condominiums). When Pay TV's and MCTV's signals are scrambled, they said, it will be a relatively simple and inexpensive task to retrofit the multiunit dwellings with descramblers.

Because there is no guarantee the descramblers will be available next fall, Pay TV has made contingency scrambling plans. If it looks as though the Videocipher II boxes will not be ready in sufficient numbers until next year, said DeCourt, it may move forward with the Blender-Tongue system used by its STV operation. Pay TV's purchase of the STV operation included some 140,000 B-T descramblers. When the Videocipher II gear is ready, he said, Pay TV will replace the B-T boxes with Videocipher II boxes and switch to the more secure scrambling system.

Movie Systems, using the readily available Zenith descramblers, said Stephens, plans to move rapidly into all markets following a mid-April press conference in Milwaukee introducing the new service.

The MCTV services have been a long time getting off the ground. Microband announced in February 1984 that the services would be in business that fall, but, according to Foster, a number of factors conspired to delay their introduction, primarily trouble at the FCC getting authorization to modify or relocate transmission facilities. "The FCC is the real traffic cop in this whole thing," he said, "and I'm not so sure how good a traffic cop they are." □

## TAKEOVER MANIA

# The bad news in being a good deal

**In wake of CBS activity, financial analysts look for vulnerabilities in other networks, station groups  
Bauer sees Fifth Estate companies rising in value since year ago**

On March 1, the stock prices of nine of the 24 broadcast group owners traded on the New York Stock Exchange hit all-time highs.

The immediate explanation was that reports of Ted Turner's inquiries at the FCC about taking over a network (BROADCASTING, March 4) exercised a suggestive influence on the stock trading, and that it spilled over to the group owners.

If speculators were gambling on riding takeover bids, they may also have had in mind close to a dozen companies that have been bought out at high prices within the past two years, either through leveraged buyouts or sales to outsiders (BROADCASTING, Aug. 13, 1984).

Analysts see still other explanations for the new highs reached on March 1 by the stocks of CBS, Capital Cities, Chris Craft, Cox Communications, Gannett, Liberty Corp., Storer Broadcasting, Times Mirror and Tribune.

BROADCASTING last week undertook to develop asset values for these Fifth Estate companies and others, in association with analysts at a number of Wall Street firms. In general, most were reluctant to release such data, as they might in a sense be developing "bid" figures for companies they represent. But several analysts were in a position to cooperate, and the data that follows comes from those sources.

John Bauer, a securities analyst with Oppenheimer & Co., said that the 52-week highs were a continuation of recent market recognition that Fifth Estate companies had been trading at significant discounts: "Over a year ago most of these stocks were trading at a 50%-55% discount to their asset values," said Bauer, "but throughout 1984 people have been looking at asset values and have fueled the mini-boom in broadcasting stocks, even though the market as a whole was down. There was nothing in the fundamentals, such as advertising, to fuel the run-up."

The "asset values" to which Bauer refers—also called "takeout" or "breakup" values—are what the properties or subsidiaries of a company would be worth if sold in the open market. The common yardstick used to measure asset values is cash flow (in Bauer's compilations estimated 1985 cash flow), roughly defined as a company's revenue minus operating expenses and necessary general and administrative expenses. Cash flow is before taxes, interest payments and depreciation and amortization. Theoretically the number will express the money available to the new owner to pay off the acquisition.

Bauer and other analysts have recently

compiled reports on the asset values of various Fifth Estate companies, though Bauer emphasized that the members are not necessarily an indication he thinks a takeover of any company is likely. Bauer said his purpose in compiling the numbers was to estimate stock values.

The asset value margin has been a good predictor of CBS's stock price in recent years. Using the same cash flow multiples as he did in estimating the company's value at \$5.2 billion, (BROADCASTING, March 4), he put the company's value at \$98 per share in 1982, \$130 in 1983 and \$161 in 1984, and in each of those years the 12-month average closing price was exactly 51% of the takeout value. He noted that the recent surge to \$90 per share last Friday put the stock again at precisely the same ratio to asset value. If the market price followed his estimated 1986 value of \$190, it would likewise increase 8½% to \$96 per share.

Mark Riely, an analyst with F. Eberstadt & Co., said that in his assessment of asset values, he uses a different number than cash flow to make allowance for the capital reinvestment needs of the company. For RCA, he came up with a total value of \$7 billion, or \$85 for each of the company's 82.2 million shares outstanding. The NBC portion he said would be worth \$2.8 billion.

One observer noted that because there is no active market for television networks—as of yet—guessing how much one is worth is not "the kind of thing you can do on the back of an envelope." The multiple of "a little under eight" Riely used for the network is higher than the seven multiple normally used because, he noted, "it [NBC] is on the rebound." For the stations, he used a multiple of 10; for the electronics businesses, which he valued at \$2.5 billion, he used a multiple of six. Because depreciation costs are high in the communications division of RCA, Riely suggested a multiple of "pretty close to nine," for a total of \$1.1 billion. The remaining operations, Hertz and Coronet, he valued at \$600 million.

Riely noted that by offering shareholders a 33% premium over the current price, a buyer could acquire the company, sell off the non-broadcast assets, and "have NBC for free." He contrasted that with ABC, which has only the publishing and video enterprises division to be sold before a hypothetical acquirer would have to start tampering with the network and its owned stations.

For ABC, Bauer came up with a \$4.1 billion total, or \$147 for each of the company's 28.9 million shares. Applying the traditional multiple of seven to the estimated \$270 million in cash flow he expects the ABC network to show, he arrives at a value of \$1.9 billion for that part of the company. The TV station multiple of 10 was applied and was multiplied by \$154 million. For radio stations, the multiple was roughly nine times \$32 million in cash flow, while the publishing division was given a seven multiple.

Video Enterprises and movies were put at a total value of \$205 million, \$180 million of which is assessed to the recently acquired ESPN.

For Capital Cities Communications, Bauer said that asset value would reach \$286 per share. He figured that at the end of the year, the company would have cash exceeding its long-term debt and so an additional \$3 per share could be added for a total of \$289 for each of the company's 12,975,000 million shares outstanding, totaling \$3.7 billion.

Bauer assessed the broadcasting division at 10.4 times cash flow of \$165 million, a higher than usual multiple because its recently purchased WFTS(TV) Tampa-St. Petersburg, Fla., will soon be contributing more to the total. Cable television was assessed at 10 times cash flow of \$28.4 million. He noted that was a conservative estimate and that the typical \$1,000-per-subscriber figure used would add \$81 million to the asset value. The 10 multiple was also used for the publishing division for a total of \$1.72 billion.

Using what he said were "fairly conservative multiples" for Cox Communications, Bauer arrived at an asset value of \$2.74 billion, or \$97 for each of the company's 28.2 million shares. Cox's cable operations are worth nine-and-a-half times \$158 million, according to Bauer. He applied a 10 multiple to the television stations and an eight to TeleRep, the company's television representation subsidiary. Combined, the multiple would be nine-and-a-half times the \$133 million he thinks they will produce this year. Here also Bauer said that the discount from asset value seems to have clearly predicted the stock price. In 1982, the discount was 33%, in 1983, 31%, and in 1984, 30%. He compared that with a more common measurement of stock prices, the price-earnings ratio: "It has been around the world and back from a 90% premium to the market, down to 40%."

Bauer estimated the asset value of Storer at roughly \$1.94 billion. The cable properties, he said, were worth 10 times cash flow of \$156 million; the broadcast operations 10½ times cash flow of \$74 million. The reason he increased the usual multiple of 10 for the Storer stations, he said, is that they have traditionally had a lower cash flow margin than similarly sized groups. Their current cash flow therefore might not be considered by a purchaser to be an accurate representation of the stations' true potential. Adding \$20 million in liquid assets, which the company could have by the end of the year and \$190 million from the conversion of debts and warrants, Bauer came up with \$90 per share after subtracting \$640 million in long term debt. His estimate using 1986 numbers gave him a total of \$109 for each of the 21.5 million shares, fully diluted.

The above company values are not indicative of what somebody would actually buy them for, the idea being that they would only make up part of the difference between the current stock selling price and their asset value. □

KVON(AM)-KVYN(FM) Napa, Calif., from district 23 (Alaska and northern California), stopped Tom Busch, KNOM(AM) Nome, Alaska. And in district 25 (Oregon and Washington), incumbent Gary Capps, KGRL(AM)-KXIQ(FM) Bend, Ore., defeated Donald Harris, KYXE(AM) Selah, Wash. □

## CBS on offensive in takeover challenges

**Network continues to defend itself against threats by Helms group to gain control of stock; Turner served with deposition in connection with takeover; CBS fights request to provide shareholder list to FIM supporter**

Old disputes remained and new ones arose last week as CBS continued its defense against attacks on the company. Early in the week, it responded to Ted Turner's takeover queries ("Top of the Week," March 4) by serving him with a deposition in connection with its suit against Fairness in Media (FIM). CBS and the Raleigh, N.C.-based organization have been at odds since the mid-December 1984 disclosure by FIM that it would seek to change CBS's news policies, perhaps by gaining control of the company.

CBS has yet to comply with a request by Hoover Adams, an FIM supporter and CBS shareholder, that it give him a list of other shareholders. Last week, attorneys for both sides were working to have the shareholder list dispute heard in different courts.

At a pretrial hearing last Thursday (March 7) in U.S. District Court for Southern Manhattan, an attorney for FIM, Jack O'Donnell, disclosed that the opposing sides have discussed out of court a resolution of certain disagreements. There was no indication from either side how long those discussions have been going on or what questions they addressed, but O'Donnell later said they are now "pretty much dead in the water."

CBS is scheduled to hold a shareholders meeting on April 17. Indications were building last week that the meeting may not be the best forum for FIM's challenge of the company.

The CBS complaint was filed in the district court on Feb. 14 and was amended Feb. 27. It alleges that several interrelated organizations, all sharing the same address as FIM, all helped contribute to the campaign urging conservatives to buy CBS stock, but that this information was not submitted to the Securities and Exchange Commission. The organizations mentioned include the National Congressional Club, a political action committee, and Educational Support Foundation Inc., a nonprofit organization. Other allegations raised in the complaint are that FIM violated SEC rules because the defendants have not registered as investment advisors, and have not disclosed to those solicited in a Jan. 21 mailing that the FCC has "policies prohibiting the willful and deliberate distortion of news."

The CBS complaint also attempts to obtain assurances from Adams that the shareholder list will not be used by FIM to raise money or for other "improper" purposes.

CBS was trying to keep the shareholders list question in the U.S. district court, where it could be tied to the other complaints. Adams's attorneys, from Olwine, Connelly, Chase, O'Donnell & Weyher, the same New York-based law firm representing FIM, were trying to keep the issue apart in the state supreme court where they had filed their original motion Feb. 22.

As of last Thursday (March 7), it was unclear which court would decide the issue, and Judge Conner of the U.S. district court said the jurisdiction question was a "close call." He noted that CBS filed in his court before Adams filed in the state court and added that jurisdiction could conceivably go to his court because the request for the list was "an act done outside the state that has an effect on a New York corporation."

Preparing for courtroom proceedings, CBS had filed requests for depositions of various individuals, including Ted Turner, and all the directors of FIM. Paul M. Dodyk, a partner with CBS's outside counsel, Cravath, Swaine & Moore, requested the judge to have the defendants comply with the depositions and requests for documents. O'Donnell countered, saying he had not produced Adams for deposition because the defendants were preparing a motion to dismiss the CBS petition, a motion that was accepted by Judge Conner later in the hearing.

O'Donnell added that the material CBS requested for its pre-trial discovery was overly broad, covering "89 categories of documents." BROADCASTING has learned that among the documents requested were the financial statements of FIM; all defendant and attorney communications with government agencies, including the FCC; their communications with reporters and securities analysts, and records of any visits by defendants to the Republic of South Africa, or funds received from that government. The last two requests seem to point to some business that FIM director, Thomas Ellis, may have had with the South African government.

The judge agreed with O'Donnell to limit pre-trial discovery, for the time being, to depositions from Adams and Ellis relating to use of the shareholders' list. Conner also told Dodyk that if he did not receive cooperation in obtaining those depositions before March 25, he could come back to the court for assistance. There are indications that CBS counsel does not interpret the judge's remarks as applying to Turner, whom they will likely attempt to depose in Atlanta on March 13. Counsel for Turner has yet to file any objection in U.S. district court in Atlanta, but sources said Turner plans to compete in the Congressional Cup yachting races off Long Beach this week.

When Conner asked O'Donnell what FIM intended to do at the shareholders meeting, scheduled for April 17, the attorney responded that it wasn't clear. He said its options were to submit one or more nominees

to the CBS board; to submit resolutions, or to do nothing.

Although proxy materials have yet to be distributed to CBS shareholders, BROADCASTING was told that the only outside shareholders' resolution up for consideration is one on cumulative voting in the election of directors. It asks that each shareholder have one vote for each seat on the board (12 directors, 12 votes for each share) and that all 12 votes may be cast for a single nominee. The resolution would make it easier for a minority of shareholders to elect a director and thus the resolution would likely receive FIM's support. Last year, the same resolution received over 10% of the votes cast, according to its sponsor, Evelyn Y. Davis.

The shareholder list question might have less practical effect than the legal maneuvering would indicate. Corporate shareholder lists show many ownerships in a "street name," that of the brokerage firms that physically possess the stock.

FIM also could conceivably do without the shareholders list by requesting CBS to distribute its materials to shareholders, which is allowed by SEC rules. Because FIM missed the November 1984 deadline for submission of statements for inclusion in CBS's proxy statement, the organization would now have to pay for the printing and distribution. Also, such a procedure would not allow FIM to make follow-up contacts.

Fairness in Media may in fact be less than anxious to get the shareholders list, said one observer who noted that the motion filed by Adams in state court did not request expedited action. The reason, he suggested, could be that by not gathering proxies or otherwise participating in the shareholders meeting, FIM could say such activity was never really their intention, and filings with the SEC seem to indicate they have left that escape open.

The possibility seems to grow stronger that the April 17 meeting will not be the stage for a major battle between CBS and FIM. Despite missing the proxy submission deadline, FIM technically can raise questions from the floor at the shareholders' meeting. Glen Relyer, director for the division of corporations and state records for the state of New York, said that according to New York business corporation law, a company's chairman basically has discretion to control the meeting, "unless he is restricted by the bylaws." One source said the CBS bylaws grant CBS Chairman Thomas Wyman wide discretion in ruling matters out of order.

While some of the signs were pointing to a low profile by FIM last week, there was still no indication of how many "conservatives" the company had convinced to purchase CBS stock.

While the momentum of Fairness in Media may currently not be apparent, that organization could continue to cause problems for CBS. One observer noted that the company's biggest concern comes neither from Turner nor FIM, but from a profit-motivated corporate raider: "But if the situation unravels with the first two, somebody else might be able to squeeze in." □

## SMPTE vs. Barnathan: chapter two

**Society denies charge that it was involved in derailing quarter-inch standards effort; ABC engineering chief stands his ground, won't retract; there's some thought that pressure may restart process**

The dispute over standardization of quarter-inch video took another turn last week when the president of the Society of Motion Picture and Television Engineers, Harold Eady, formally denied claims that SMPTE members with vested interests had derailed the standards process.

Responding to comments made by Julius Barnathan, president of ABC Broadcast Operations and Engineering, following a quarter-inch committee meeting in mid-February (BROADCASTING, Feb. 25), Eady wrote BROADCASTING to say: "Accusations of impropriety in the administration of standardizing efforts by officers and members of the SMPTE are unfounded. I have discussed this matter in detail with other officers of the society who were at the meeting, and others," Eady noted, "and my findings are that Mr. Barnathan's accusations are without basis."

In spite of the apparent deadlock in reaching a compromise, and the problems associated with trying to create standards in an area of evolving technology, Eady explained that SMPTE "stands ready to continue to support the efforts of the working group, as long as they feel there is a chance of success."

The working group in February had voted "overwhelmingly," according to Eady, that the compromise standard under consideration did not meet the user objectives set up by broadcasters in the committee. The modified Hitachi quarter-inch format was required to meet a benchmark of third generation quality equivalent to the first generation of three-quarter-inch U-matic.

"The vote on the future direction taken by the working group to study alternatives was passed with only a single negative vote," Eady said, later adding that "the action of the working group was to defer further action till they meet again in September."

Eady's denial also followed a second set of comments by Barnathan on March 1, amending his earlier position to say that SMPTE had not intentionally derailed the standard, and was trying to get it back on track (BROADCASTING, March 4). That Barnathan statement, Eady explained, although "in the form of a retraction, did not clarify SMPTE's position sufficiently."

"They were looking for a retraction, and they're not going to get a retraction," Barnathan told BROADCASTING last Thursday (March 7). "The proof of the pudding of the derailing was that they put off the meeting until next September." But, Barnathan added, "I don't want to argue with the society. My point has been made. And I don't blame Harold Eady; he's in the middle, believe me."

Dick Streeter of CBS, SMPTE's vice president of engineering, commented:

"We're continuing to work in close cooperation with ABC, and a schedule is being worked on to meet with other parties." In addition, Streeter said, a March 28 meeting of the quarter-inch working group's parent committee on video recording and reproduction will consider the working group recommendations.

Hitachi representatives refused to comment, but a representative of Bosch, which has developed an electrically incompatible quarter-inch camera/recorder system, expressed some concern over the situation.

"Bosch has suspended Quartercam advertising and sales efforts in the U.S. over the past six months in an effort to bring peace and tranquility to the standards process," according to Anthony Pignoni, vice president, sales. "What more could be expected of Bosch? To sit back and let the market blow away? In our patience working with the committee to reach a standard, we may be committing suicide."

"The pivotal point for all this may be the NAB convention," Pignoni said, adding: "The most optimistic possibility is that good and sufficient reasons may come up for a meeting of the working group before September."

Attempts to resolve the dispute in a meeting involving SMPTE executives, Barnathan and others in the industry were delayed when scheduling conflicts pushed the gathering from the originally scheduled March 5 date until later this month. □

## Incumbents all retain seats on NAB boards

Incumbents seeking re-election to the National Association of Broadcasters radio and television boards all held their own last week. The six incumbents on the radio board were re-elected as were the four from the television side. (Each member serves a two-year term that begins in June.)

In other board news, NAB announced it would postpone the election for the radio board's network seats. NAB's executive committee voted to delay the election (the ballots for the six radio board network seats were mailed last month and were slated to be tallied by March 25) after United Stations announced it was buying the RKO Radio Networks (BROADCASTING, March 4).

The committee felt the acquisition of the networks would confuse the election process. RKO is one of seven radio networks expected to compete for the seats. However, with the sale of its network, RKO would no longer be eligible to run for the board. And RKO Radio President Jerry Lyman, who currently serves on the NAB radio board as a network representative, says he will resign. The election has been postponed until transfer of the network is completed.

In addition to the incumbents, there will

also be some new faces on the boards. Among the candidates who were successful in their bid for the 13 radio and six television board seats open, were two new TV directors: Margo Cobb, WLBZ-TV Bangor, Me., and Frank Flynn, WCTV-TV Tallahassee, Fla. Incumbents Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; Wallace Jorgenson, WBTV-TV Charlotte, N.C.; Peter A. Kizer, The Evening News Association, Detroit, and Michael McCormick, WTMJ-TV Milwaukee, were re-elected to the TV board.

The nominees who lost their bids to be seated on the TV board were: Edward G. Aiken, KMPH-TV Fresno, Calif.; William Duhamel, KOTA-TV Rapid City, S.D.; Harry Hoth, KRDO-TV Colorado Springs, Colo.; D. McKeel, Nationwide Communications Inc., Columbus, Ohio; Harold Protter, WNOL-TV New Orleans, and Cyril E. Vetter, WRBT-TV Baton Rouge.

On the radio side, in district one (Connecticut, Vermont, Maine, Massachusetts, New Hampshire and Rhode Island), James D. Asher Jr., WJDA(AM) Quincy, Mass., defeated Robert Gold, WPOR-AM-FM Portland, Me. Former board member Jerry Lee, WEAZ(FM) Philadelphia, won in the third district (Pennsylvania), where he beat Dick Dianorea, WFBG-AM-FM Altoona, Pa.

Bayard Walters, WKCM(AM) Hawesville, Ky., and WWKY(AM)-WFMI(FM) Winchester, Ky., from district 5 (Kentucky and West Virginia), beat his challenger Dale B. Miller, WAJR(AM) Morgantown, W.Va. And in the seventh district (Florida, Puerto Rico and Virgin Islands), George Hyde Jr., WQBA-AM-FM Miami, won against Alan Mejia, WEKO(AM) Cabo Rojo, Puerto Rico.

Incumbent Clyde Price, WACT-AM-FM Tuscaloosa, Ala., from district nine (Georgia and Alabama), defeated L.M. George, WGPC-AM-FM Albany, Ga. The district 11 (Ohio) seat was captured by incumbent David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio, who beat John Schaller, WVUD-FM Dayton, Ohio. Ron Shannon, WGMZ(AM)-WWCK(FM) Flint, Mich., lost his bid for the district 13 seat (Michigan and eastern Wisconsin) to incumbent Kenneth MacDonald, WSAM(AM)-WKCQ(FM) Saginaw, Mich.

Fred Baker, KFSA(AM)-KISR(FM) Fort Smith, Ark., who gained the district 15 seat (Tennessee and Arkansas) ran against William O. Barry, WAMB(AM) Nashville.

Perhaps one of the more hotly contested races was in the 17th district (Illinois), where five candidates were vying for one seat. Dean Phelps, WIVS(AM)-WXET(FM) Crystal Lake, Ill., won that race. He defeated Roger Coleman, WRAM(AM) Monmouth, Ill.; Joseph Dorton, WGCI(FM) Chicago; George A. Lipper, WLRB(AM)-WKAI(FM) Macomb, Ill., and Gene McPherson, WVLN(AM)-WSEI(FM) Olney, Ill. District 19 (northern Texas and Oklahoma), was held by incumbent Bev Brown, KGAS(AM) Carthage, Tex., who was challenged by G. Harold Wright, KRPT-AM-FM Anadarko, Okla. Paul C. Hedberg, Hedberg Broadcasting Group, Blue Earth, Minn., from district 21 (Minnesota and North and South Dakota), beat Jerry Papenfuss, Result Radio Group, Winona, Minn. Incumbent Thomas L. Young,

# Bradshaw passes RCA baton to Frederick

**New chief executive officer aspires to continue turnaround orchestrated by Bradshaw, who remains chairman**

Robert R. Frederick, the former General Electric executive brought in by RCA chairman Thornton Bradshaw 30 months ago to help turn the communications/entertainment giant around, has been made chief executive officer by the RCA board of directors. The move surprised no one. It was announced at RCA's annual shareholders meeting 10 months ago that Frederick, RCA's president and chief operating officer since September 1982, would be given the CEO title within a year.

Bradshaw will remain chairman and "provide advice and oversight for the CEO in the area of entertainment (NBC, records and video), public and government affairs, and major acquisition planning," according to RCA. Frederick will be responsible for all of RCA's businesses, and all operating units will report to him, including NBC. As chief operating officer, Frederick had day-to-day responsibilities for all of RCA's operating divisions except NBC. (NBC Chairman Grant Tinker reported to Bradshaw.)

At the same time, the RCA board elected William French Smith, former U.S. attorney general, and Grant Tinker, chairman and CEO of NBC, to the board of directors, increasing RCA's board members from 11 to 13.

Frederick has been considered the heir apparent by analysts ever since RCA went outside in 1982 to pick a chief operating officer. The Bradshaw-Frederick succession is regarded as the first orderly transition to have occurred in a decade at the upper echelon of the \$10.1-billion company. When Bradshaw, a former president of Atlantic Richfield Co. and long-standing member of the RCA board, became chairman in July 1981, RCA was top heavy from a series of acquisitions that did not fit in with its core businesses of communications, entertainment and electronics. Under Bradshaw's aegis, RCA divested several of its ill-fitting acquisitions, ranging from a frozen foods company to a greeting card publisher and, most recently, C.I.T. Financial Corp., the giant consumer financial services company bought last year by Manufacturers Hanover for \$1.5 billion.

RCA, once criticized for being poorly managed and without a corporate focus, is now the darling of Wall Street's security analysts. Although several still question RCA's future direction, the praise for Bradshaw and the team he put in place is nearly universal. In 1981, the year Bradshaw took control, RCA reported a loss of \$14.5 million, and the interest from long-term debt—nearly half its capital—choked its cash flow. In 1984, RCA earned \$341 million on revenue of \$10.1 billion, up 50% and 13%, respectively, from the year before.

"Bradshaw brought professionalism to the company for the first time in a long while," remarked Chuck Ryan, an analyst with Merrill Lynch. "He gave it direction and focus. The results speak for themselves."

The spotlight now shifts to Frederick, a soft-spoken former television timebuyer who rose steadily through the ranks of General Electric for 34 years and, at the time he was approached by Bradshaw, headed GE's international sector. Analysts note that Frederick's assignment is no less formidable than Bradshaw's: to continue RCA on its recovery course but remain open to taking risks.

In an interview with BROADCASTING, Frederick said his top priority was to continue the recovery started by Bradshaw, who took over RCA four years ago. "My job is to keep it going, only faster," he explained. "We've made some pretty good improvements and come to be in excellent financial shape. Now what we need to do is continue to build our future earnings base."

Frederick stressed that RCA will continue to focus on its core businesses. In entertainment, he emphasized, the faith is strong, although there will be some changes. "We see the network, the O&O's, as clearly still a very important part of RCA, and broadcasting is going to be with us a long time. We're not as paranoid about the cable operators as some people think," Frederick said. But, he added, "Probably the greatest change is we'll be doing more of our own production because the limitations placed on the networks expire starting in 1990—we're permitted to produce more of our own product. So we'll see a gradual evolution into perhaps more backwards verticle integration, but still we'll be buying a very high percentage from the studios."

In electronics, he noted, RCA sees a growing market for its new Dimensia, a complete home entertainment center that includes a television monitor/receiver, VCR, stereo speakers, and compact disk player—and can be integrated with a personal computer. The bells-and-whistle system lists for about \$5,000, but Frederick foresees the price coming down. In communications, Frederick makes it clear that RCA doesn't

intend to compete with AT&T, such as packet switchers, but "we are in private networks now, and we expect that to grow. We are putting added value services to our backbone carriers, our satellite system and telex system, so it's a value-added question there: How many new services can you add which will leverage the investment you have?"

As for RCA's transportation unit—Hertz rental cars and trucks—Frederick said there is no longer pressure to divest it. "Hertz is throwing off cash, it gives us a handsome number of investment tax credits and it's number one in its industry," he explained.

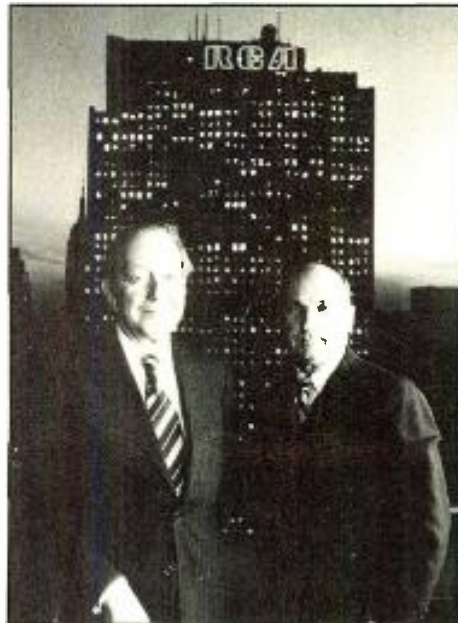
And Frederick says he is happy that Bradshaw will still be around, although for how long is not clear. "I would like to have him stay several years because he has a wealth of knowledge and so many outside friends and knows so many important people," he said. "We have such a fine working relationship—and I think he feels that way too—that we divided the labor just fine. We haven't had a conflict yet. He tells me: 'You are the CEO. I understand what that means.' So I don't anticipate any friction. Now I'm not sure this would work in every situation, but the chemistry is here. I think it's the best of all worlds because we get to keep using his considerable wisdom and at the same time they can hold me responsible for the results."

Frederick was not a total stranger to broadcasting before he joined RCA. As an advertising manager in Louisville, Ky., during the 1950's, he bought time on television for GE's consumer products in the days, he points out, when sponsors bought whole shows, not 30-second spots.

Frederick admits that RCA is not invulnerable as a possible takeover target, and is aware that communications/entertainment companies are favorite prey on Wall Street recently. Frederick says he doesn't want to "get into the philosophy of takeover or no takeover because I can argue either side of the question... but we feel predators should be delayed, and there are things we've done to make it a little more difficult."

But with RCA in so many businesses, Frederick doesn't see himself as becoming a broadcasting industry "figure." "I don't have any plans to try and create a large image for Frederick," he said. "I try to create a good image for RCA. That doesn't mean I won't step up to responsibilities as a spokesman for RCA whenever it's appropriate. But as for consciously trying to create a figure in the industry, I don't think that serves the shareholders. Of course, Grant Tinker is our primary representative."

And Tinker, Frederick emphasized, is one of RCA's most prized assets, the reason he was asked to rejoin the RCA board. "He represents a very important part of RCA. He is a national figure in his own right, and a very wise person about things other than broadcasting. And we looked for a diversified board and he happened to fit our bill for a very strong person. We don't know how long he'll stay with us." Then, Frederick cautiously laughed, "That's one way we can keep him." □



Bradshaw and Frederick



**Beer and wine update.** During NAB's legislative conference last week, state association officials met with representatives of the beer and wine industry to discuss some of the public service activities their industries are conducting to fight alcohol abuse. The exchange of ideas was filmed by a



*60 Minutes* crew, which is preparing to broadcast a piece on the citizen movement advocating a ban on beer and wine ads. Seated on the dais, in the picture at left (l-r): Don Shea, president of the U.S. Brewers Association; Art Silverman of the Wine Institute, and Jerry Sachs, president, Capital Center, and chairman of the Washington Regional Alcohol Program. The panel was moderated by Andy Ockershausen (at podium), chairman of the NAB's Alcohol Task Force.

Also present (at right, l-r) were: NAB's Fritts, Summers and McCoy.

that the broadcasters' visits were paying off. The reports back from the Hill were positive. "We appear to be in good shape, although everybody realizes this is a volatile issue that could change at any time," said John Summers, NAB executive vice president for government relations. Among those queried by BROADCASTING, there was an overwhelming sense of accomplishment. Nonetheless, the general consensus was that the problem is one that is not going to go away.

Task forces dedicated to fighting the problems associated with alcohol abuse (primarily drunk driving) have been established by broadcasters in almost every state. The NAB's national campaign against drunk driving was cited frequently during the conference. As part of its latest project, "Operation Prom/Graduation," NAB will supply all broadcasters with public service announcements and other material to be used during high school and graduation weeks to prevent teen-agers from drinking and driving.

Last December, for example, the Iowa Broadcasters Association sponsored a two-hour public affairs program on drunk driving that aired from 1 to 3 p.m. on 23 stations. IBA President Bill Sanders explained how his association had formed a coalition with state government officials and the medical and academic communities, among others, to tackle alcohol and drug abuse. Moreover, he noted, IBA is funding the making of a film on drunk driving featuring "kids talking to kids" on the subject.

The broadcasters' activities, according to reports, received considerable praise from the legislators. "They were impressed that we were taking the initiative," said John Larkin, vice president, Oregon Association of Broadcasters. The Oregon group met with Senator Robert Packwood (R-Ore.), who has been a critic of the industry's lobbying abilities. Larkin said Packwood commended the industry: "For once we were out front leading this thing rather than being behind the eight ball."

Some congressmen were even familiar with the public service announcements the industry is using. "Many of them were im-

pressed by some of the things we're doing," said Lee Davis, vice president for radio, Wisconsin Broadcasters Association. "There seems to be a growing sensitivity that we are only the messengers and that we are very much a part of the solution," said Ed Giller, NAB radio vice chairman.

Nevertheless, some members of Congress were concerned about beer and wine ads. "They understand our plight, but there's concern especially from their constituency. Two congressmen said they were getting some pressure and if they were to survey, they would likely find a large amount of their constituents would oppose beer and wine ads," commented Iowa's Sanders.

In general, most broadcasters reported their representatives "hadn't heard that much about a ban." Some members indicated they had not even been contacted by the PTA. The National PTA is one of 20 organizations that have banded together in support of Project SMART (Stop Marketing Alcohol on Radio and Television), a coalition working toward passage of legislation banning the commercials or mandating equal time for counteradvertising.

The Ohio broadcasters (about 100 went to Washington) were asked: "Why are you here in such force?" said Dale Bring, executive director, Ohio Association of Broadcasters. "We told them we were here to tell our side of the story early. We found that most members were supportive of our viewpoint. However, because there's no legislation it's hard to get a commitment," he said.

But even if the broadcasters appeared to be jumping the gun, there was an overwhelming sense that the industry needs to stay out front on this issue and that grass roots lobbying is essential. "All politics is local and people respond to the local folks back home," said NAB President Eddie Fritts.

Fritts, Summers and Tom McCoy, NAB vice president, broadcaster congressional relations, addressed the group during the final day of the conference. "I encourage you to go back and ask state broadcasters to get more involved in the process. Broadcasters have more power than they have ever utilized," McCoy said. He emphasized that

lobbying Congress was like "calling on a client and trying to make a sale."

Summers also urged them to carefully monitor activities at the state legislatures. "Things can happen very quickly on beer and wine on a state level," Summers said. "If you get 10 or 12 states acting on this then we'll probably see a snowball effect," Summers warned. "We've got to be on guard here and you've got to be on guard there," he added.

One state official voiced concern about the possibility of a ban being attached as an amendment to a piece of legislation on the House or Senate floor. "We're taking steps to try and insure that doesn't happen," Summers said. And Fritts felt an ad ban bill would be introduced during this session of Congress. "Quite frankly, we're surprised there's not been legislation introduced already. That's due to the broadcasters," Fritts added.

Another broadcaster was worried about the tone of a story *60 Minutes* is planning to air on the ad ban movement (BROADCASTING, Feb. 4). Fritts, who was interviewed for the program, explained, "You never know how it's going to turn out. To quote the producer, 'Everybody gets burned a little bit.'" Indeed, the state official feared the *60 Minutes* piece would create a perception that the broadcasting industry's campaign against alcohol abuse issues is self-serving and is only being conducted to combat a ban.

"Sure, people are going to link them. Sure, in the past year there has been accelerated interest. But we're responding in a way we think will do some good," Summers remarked. "There is a proprietary interest, but it goes far beyond that," Fritts added. However, the concern about the impact of the *60 Minutes* piece seemed to be characterized best by one Washington observer: "It would be ironic if this issue came to life as a result of *60 Minutes*."

Although beer and wine ads dominated most of the conference, there was also discussion concerning a proposal calling on NAB to add four nonvoting seats to its radio and television boards to be filled by state association executive directors representing four regions of the country.

Mass Media Bureau's recommendation would permit a daytimer to retain the AM daytime station and avoid a diversity demerit at the same time. In addition, the daytimer would get a distinct preference in a comparative hearing under the commission's "best practicable service" criteria, the source said. What it all boils down to: "Where a daytimer in a community is local [not absentee owned], then there's no way to beat him out," the source said.

There are, however, some indications that the preference might not survive in that form. The precise make-up of the preference was said to be under discussion by the commissioners themselves last week. "There are some tough legal issues involved," one FCC source said.

There are also indications that the commission's desire to grant daytimer preferences may end up bogging down the proceeding for everyone, daytimer and nondaytimer alike.

Actual implementation of the proceeding already has been delayed for at least one month while the commission reportedly was wrestling over the daytimer preference question. And last week congressional sources revealed that one of the commission's primary reasons for opting to use comparative hearings, instead of lotteries, to award grants for the new stations was to provide daytimers relief.

One FCC source last week denied that the daytimer question prompted the proposal to use comparative hearings. The source said the motivation was to discourage the filing of speculative applications. This source conceded that comparative hearings themselves can be time consuming. But the source also pointed out that "a lot" of comparative situations never make it to hearing because obvious losers under comparative criteria tend to "settle out." Yet another commission source said the lottery statute prohibited the com-

mission from using lotteries for the new FM's.

The sources on the Senate Commerce Committee and House Telecommunications Subcommittee, however, said the lottery statute would permit the FCC to use lotteries for the new FM's. Both also said the commission's desire to grant daytimers relief was a primary motivation for going the comparative route.

The Senate Commerce Committee source said the lottery statute says that if the commission uses a lottery for a mass media service, it must provide preferences for minorities and diversity purposes. It was this source's "guess" that the commission might have discretion to provide other sorts of preferences.

But Tom Rogers, the senior counsel for the House Telecommunications Subcommittee who worked on the legislation in question, said the lottery statute didn't give the commission discretion to provide a preference for AM daytimers. "That would render the minority preference meaningless," Rogers said. Rogers added that the commission might have discretion under the statute to come up with other preferences that encourage diversity. "But to give preferences for daytimers, established broadcasters—that would be a reading of the statute that I don't think would be permissible," Rogers said.

Rogers added that the subcommittee would monitor the commission's handling of the proceeding "very closely to make sure the goals of minority ownership and diversity are not frustrated."

In its rulemaking, the FCC proposed to disregard daytime facilities for diversity purposes for FM's in the same market. The commission also proposed to grant a daytimer a preference over other applicants. In addition, it asked whether a daytimer should be required to divest itself of the daytime facility as a condition for a grant of one of

the new FM's.

On less controversial matters, the Mass Media Bureau is still expected to recommend that the acceptance of applications be staggered. The bureau has been planning to recommend the use of a lottery to determine which applications to consider first. Under the plan, the lottery would be used to select a channel number, and only applications for the channel number picked would be accepted at any given time.

Another item scheduled to be addressed at the meeting proposes to eliminate traditional cut-off procedures. Under the commission's current procedures, applications that are accepted for filing are placed on cut-off lists, which notify other parties of the filing and give them time to file competing applications and petitions to deny.

Instead of continuing its use of the lists, the bureau is planning to recommend that the FCC resort to filing "windows," much like those it has been using for cellular radio applications.

Assuming the FCC OK's that plan, there would be public notice of the channel number selected by the lottery, and applicants would be given a specified time to file.

Unless the commission is inundated by applications, the bureau still thinks it will be able to accept applications for all 689 allotments within three years. □

## Broadcasters take case for beer-wine to Washington

**Three-day state presidents meeting features strong lobbying activity with Congress, pleas from NAB to step up grass-roots pressure and keep close watch on state legislatures**

The National Association of Broadcasters mobilized its home-town lobbying forces (more than 200 broadcasters) in Washington last week as part of a three-day legislative conference. They came mostly to lodge a protest against any legislative attempts to ban beer and wine ads from radio and television, and left feeling "cautiously optimistic," but not "complacent."

Every year NAB hosts a conference for state broadcasting association presidents and executive directors, who spend most of their time on Capitol Hill. (This year 113 association officials representing 49 states and Puerto Rico were joined by more than 100 broadcasters. NAB estimates they met with about 80% of the House and Senate members.)

For NAB, the conference provided an opportunity to present its case to Congress. And although a number of workshops were devoted to improving association management and addressing the problems faced by state broadcasters, the main purpose of the meeting was to launch an effective grass-roots offensive to stop the beer and wine ad ban proponents.

By the end of the conference it seemed



**Columbus night.** CBS Television held a sneak preview of *Christopher Columbus*, a six-hour mini-series scheduled to air in May, at the Kennedy Center in Washington last week. The dramatization was produced by RAI, Italian television network, and Clesi Cinematografica of Italy, in association with Antenne 2 of France, Bavaria Atelier of Germany, and Lorimar. Shown at the reception, following the screening, (l to r): Merv Adelson, chairman of Lorimar; Renato Pachetti, chairman of RAI; Tony Malara, president, CBS Television Network, and Tom Leahy, VP, CBS/Broadcast Group. The mini-series will air in two parts, May 5-6.

# Broadcasting Mar 11

Vol. 108 No. 10

TOP OF THE WEEK

## High hopes for 80-90

The initiative to create 689 new FM facilities in U.S. radio comes to a head this Thursday when the FCC decides the rules under which the competition will be played. While hopeful applicants and their consulting engineers get ready to go on the line, the commission is preparing to give existing AM daytimers a big break in competing for all those new stations.

### Wave of applications awaits FCC go-ahead

The FCC is expected to make available 689 new FM channels across the country this week and, according to various broadcast industry sources, the channels will attract thousands of applications from broadcasters as well as would-be broadcasters.

The potential applicants are scrutinizing the list of new FM assignments published by the FCC last December (BROADCASTING, Dec. 31, 1984), trying to determine which are worth applying for, which can be transformed into lucrative broadcast businesses.

And engineering consulting firms and the communications law firms are bracing to handle the preparations of many of those applications, while equipment manufacturers gear up to supply the transmitters, antennas and other necessary hardware.

"We expect a stampede," said Robert Silliman, of the engineering consulting firm of Silliman & Silliman. "We expect to get swamped with as many [clients] as we can handle."

But Silliman and other broadcast engineers and lawyers say that it is impossible to guess how many applications will flow into the FCC until that agency sets the ground rules this week. For one thing, if the FCC sticks to its plan to use comparative hearings to choose among competing applications, most feel it could discourage the filing of thousands of speculative applications by so-called "application mills."

Washington communications attorney Marvin Rosenberg said the FCC could also keep down the number of applications filed by making clear that it would not consider more than 12 applications from any one entity. The FCC multiple ownership rules limit to 12 the number of FM stations one entity can own.

The speed with which the applications

will flow is equally difficult to calculate. That will depend on the particulars of the FCC's plan to "stagger" acceptance of the applications, the lawyers and engineers said, to avoid the flood of applications that marked the FCC's low-power television and multichannel MDS proceedings.

Most of the new allocations are for Class A stations, the least powerful category of FM. Such stations are restricted to an antenna no more than 328 feet higher than the surrounding terrain and to just three kilowatts of effective radiated power. But, according to the engineering consultants, signals will easily stretch 15 miles in all directions. Beyond that, their coverage will be determined by terrain and the degree of interference from other stations.

Some of the assignments appear to be obvious winners, certain to attract many applications and instigate highly contentious comparative hearings. Among them: Honolulu; Louisville and Lexington, both Kentucky; Sacramento, Calif.; Richmond and Chesapeake-Portsmouth-Virginia Beach, both Virginia; Grand Rapids, Mich.; Syracuse and Rochester, both New York; Knoxville, Tenn.; Little Rock, Ark.; Erie, Pa.; Montgomery, Ala.; Corpus Christi, Tex.; Shreveport, La.; Des Moines, Iowa; Fort Wayne, Ind., and Orlando, Fla.

And then there is a large number of assignments for small cities ranging from Anchorage to Roanoke, Va., that should also draw a substantial number of applications. Even assignments for some of the smallest towns are, on second glance, attractive because of their adjacency to larger cities or towns. Philipsburg, Pa., is a town of a few thousand on the Pennsylvania-New Jersey border, but a well situated antenna could cover the entire Lehigh Valley.

But, according to Michael Rau, a staff engineer for the National Association of Broadcasters who has been fielding many of the calls for the trade association, there are

assignments for towns so small and so isolated that they may draw no applications.

Bob Culver, of the engineering firm of Lohnes & Culver, would be much surprised to see applications filed for all the new assignments. The restrictions imposed on the antenna site locations for some of the proposed stations, he said, make them virtually impossible to build. The FCC made a channel allocation for Wildwood Crest, N.J., but stipulated that the antenna site had to be more than 2.3 miles southeast of the community, he said. That would put the antenna in the ocean, he said. "If you want to put your antenna on a boat, you might be OK."

Not all of the broadcasters poring over the table of assignments are interested in applying for new frequencies. According to Rau, some are simply trying to gauge what kind of new competition to expect. He said one broadcaster who purchased his station just six months ago told him the proceeding could result in four new stations in what he considers his market. "I've tried to reassure them," Rau said, "that all the allotments may not be applied for and that the owners of [the new stations] may not be as good as they are." □

### Daytimer preference prime order of business as FCC takes up 80-90

AM daytimers appear to have reason to rejoice.

When the FCC decides how and when it will go about accepting applications for the 689 new FM allotments resulting from its Docket 80-90 proceeding—as it is tentatively scheduled to do this Thursday (March 14)—it is planning to provide handsomely for AM daytimers.

Indeed, an FCC source said last week the



We just got back from sunny California and boy was it wonderful out there.

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**"Dempsey & Makepeace" It's a hit and it's hot.**

Sources available upon request.

Dempsey & Makepeace is a production of London Weekend Television. Distributed in Canada by Fremantle.



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link what ever with the USIA.—William A. Buell, vice president, U.S. operations, Radio Free Europe/Radio Liberty, Washington.

## Domino theory

EDITOR: Although we occasionally bump up against CBS when competing for the New York advertising dollar, I was almost tempted to view this latest battle between CBS and its right wing attackers from the sideline.

After all, CBS Inc. can well and ably defend itself—in the courts, on Wall Street and before the Securities and Exchange Commission—against Senator Jesse Helms and Fairness in Media. Then what does this effort to gain control of the mighty CBS have to do with WVOX(AM)-WRTN(FM), the much smaller, independent Westchester communi-

ty radio stations of which I am the permittee and trustee?

Only this: If Senator Helms and his backers are successful in silencing Dan Rather, who, I wonder, will be next?

I am reminded of the chilling comment of the German Pastor Martin Niemoller who described what happened in Germany in the 1930's: "First they came for the trade unionists... then the Jews... then the intellectuals... then the bankers."

"And then they came for me."

So the question lingers: Who then after CBS? ABC? NBC? *The New York Times*? *The Washington Post*? Or WVOX?

I merely hope Fairness in Media fails on every field on which it has chosen to do battle with CBS.—William O'Shaughnessy, president, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.

## Stay Tuned

A professional's guide to the intermedia week (March 11-17)

**Network television** □ **ABC:** *Kicks* (thriller), Monday 9-11 p.m.; *Mr. Belvedere*\* (comedy series), Friday 8:30-9 p.m.; *Off the Rack*\* (comedy series), Friday 9:30-10 p.m. **CBS:** *Secluded* (mystery-drama), Tuesday 9-11 p.m.; "Missing" (political thriller), Wednesday 8:30-11 p.m.; *The Eleventh Annual People's Choice Awards*, Thursday 9-11 p.m.; *Detective in the House*\* (lighthearted detective series), Friday 8-9 p.m. **NBC:** *The Most Beautiful Girl in the World* (pageant), Monday 9-11 p.m.; *Candid Kids* (gag special), Saturday 8:30-9 p.m.; *Women, Work and Babies: Can America Cope?* (documentary), Saturday 10-11 p.m. **PBS** (check local times): *Rigoletto* (opera), Friday 9 p.m.-12:30 a.m.

**Cable** □ **Arts & Entertainment:** *Virtuoso Pianist: Earl Wild* (recital), Thursday 9-11 p.m.; *Solo*\* (comedy series), Sunday 8:30-9 p.m.; *Rhythm on Two: Shearing* (musical performance), Sunday 9:30-10 p.m. **ESPN:** *NCAA Division I National Collegiate Basketball Championship* (live coverage), Thursday and Friday noon-11:30 p.m. **HBO:** *The Last Polka*



*The Last Polka* on HBO (left) and Luciano Pavarotti in *Rigoletto* on PBS (right)

(mock documentary), Thursday 8-9 p.m. **The Nashville Network:** *Ireland Country* (travelogue), Sunday 7-7:30 p.m. **USA Network:** *From Hawaii With Love* (beauty pageant), Friday 9-11 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *Produced By...* Herb Brodtkin: *A Signature of Conviction and Integrity*, 50 dramatic teleplays, Friday through May 4. Also, "Producing Drama for Television," seminar featuring Herb Brodtkin, co-founder, and Buzz Berger, co-producer, Titus Productions; and Gerald Breen, author, and Fritz Weaver, actor, *Holocaust*, Friday 12:30-2 p.m. **KTLA:** *West Coast Pioneer*, tribute to independent television station KTLA Los Angeles, 40 hours of programming, through Friday. **Hallmark Hall of Fame:** *A Tradition of Excellence*, examination of key role sponsor has played in development of programming, focusing on 14 dramatic themes, now through April 18.

\*indicates premiere episode

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# Open Mike

## Not disappointed

EDITOR: I expected it, and BROADCASTING delivered: an excellent report on the Westmoreland case. Congratulations.—*Helen Dudman, president and general manager, WDEA(AM)-WWMJ(FM) Ellsworth, Me.*

## Soviet clarification

EDITOR: Your excellent story about USIA Director Charles Wick's news briefing, reported in your Feb. 18 issue under the headline "Wick proposes Soviet-U.S. TV exchange," contains one comment that I think deserves clarification.

In paragraph eight, your reporter stated: "In response to questions, Wick indicated that the technology that would enable the USIA to transmit television signals to Moscow is not yet available. But he appeared to have misspoken. USIA officials are known to have been in Paris last week completing negotiations for lease of a French transponder on the new European Communications satellite which will enable USIA to transmit its television programing to East Europe as well as West Europe. Once a receive-only antenna is installed on the embassy roof in Moscow, in accordance with an agreement already reached with the Soviet government, the Americans in the embassy will be able to watch Worldnet programing."

Mr. Wick did not misspeak on this point.

He was asked during the press briefing whether Worldnet programs are "beamed" into the Soviet Union now, and he replied: "We don't have access to the Soviet Union right now, although we are entering into negotiations to use the European satellite for European telecasts, one transponder of which will reach the Soviet Union." However, he added:

"The chief problem is that we can beam to the Soviet Union, but nobody will be able to take it down, other than the Soviet government, and it is, at this time, rather unlikely that they would put it on television, to allow their viewers to see it."

He also was asked (by a Tass correspondent), "Are you going to push for Worldnet beaming to the Soviet Union?" He responded: "Well, we are not now pushing for beaming to the Soviet Union. Because it would be an empty push. We'd fall down because of nothing to push against. Until there's a capacity in the Soviet Union and in Eastern European countries for their being permitted to have free access to information and ideas coming from television sources, at the present there is no technological way that it would prove of any value."

The Tass reporter then commented, "I'm asking that because at a news conference last

year, I believe, Al Snyder [director of USIA's Television and Film Service] said that you've got the technology." Mr. Wick's reply was, "Well, we may have the technology. When we do have it I am sure that we will use it. We're trying to perfect it now."

In other words, what Mr. Wick meant was that while we have the capability to beam Worldnet programs to receiving dishes in the Soviet Union, those dishes are so large that individual Soviet citizens would not possess them. Only Soviet government-owned receivers could do this, and the Soviet government would not be expected to put the programs on their TV stations for Soviet citizens to see.—*James A. Bryant, director, public liaison, United States Information Agency, Washington.*

**Editor's Note.** The paragraph in question did not say USIA was preparing to make television programs available to Soviet citizens generally. Rather, it said signals would be delivered by satellite to Eastern Europe, including the Soviet Union, where they would be picked up by an antenna atop the U.S. embassy. Mr. Bryant's letter does not challenge that report. And a USIA official last week said that the U.S. embassy in Moscow had been surveyed for installation of a receive-only dish.

## Oversight oversight

EDITOR: We have read your box on the United States Information Agency budget in your February 25 issue and are dismayed to find that BROADCASTING has put us under the oversight of the USIA. Radio Free Europe-Radio Liberty is an independent corporation under the oversight of the Board for International Broadcasting, which has no

## Errata

WJLA-TV's, not WRC-TV's, February ratings for late night local news in Washington market (BROADCASTING, March 4) may have been affected by change in *Dynasty* time slot.

□

Sportschannel in New York costs subscribers an average of \$7.50 per month, not \$60 as reported in the baseball special report in March 4 issue.

□

Obituary on **Brock L. Petersen** in Feb. 11 issue omitted complete broadcasting background. Petersen joined Venard, Torbet & McConnell representative firm in 1959, becoming sales manager in 1961. In 1967, he, along with Alan Torbet, bought Venard radio division and formed Torbet Radio with Petersen being named executive VP and sales manager. In 1982, he became sales manager for Parkway Communications, then programing subsidiary of U.S. News and World Report, joining WCOM-FM Urbana, Ill., in July 1984.

□

ABC-TV's *Hollywood Beat* was not previously titled *Finder of Lost Loves*, as reported in Feb. 25 issue.

## Question:



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## This week

**March 10-12**—"Telecommunications Opportunities for the Minority Entrepreneur," sponsored by *National Telecommunications and Information Administration* and *Storer Communications*. Vacation Village Convention Center, San Diego. Information: (202) 377-1835.

**March 10-13**—"Rockers '85 Convention," rock radio and music convention. Speakers include Norm Pattiz, president, Westwood One; Mike Harrison, program director, KMET(FM) Los Angeles; Rick Carroll and Lee Abrams, programing consultants. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 343-3952.

**March 11-13**—*PRIMA* (Public Radio in Mid-America) winter meeting. Montelone hotel, New Orleans. Information: (319) 353-5665.

**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 13**—*New York Market Radio Broadcasters Association* 10th annual Big Apple Radio Awards. Sheraton Center, New York. Information: (212) 935-4477.

■ **March 13-April 3**—"The Art of the Documentary," part of concert and lecture series of *New York City's Metropolitan Museum of Art*. Hosted by CBS News executive producer, Perry Wolff. Museum, New York.

**March 14**—"Unrecordable Video," seminar sponsored by *Massachusetts Institute of Technology* Communications Forum, on "way of generating television transmissions that can be viewed, but not taped." Marlborough Lounge, Cambridge, Mass.

**March 14-15**—*Oklahoma AP Broadcasters* annual convention. Marriott, Tulsa, Okla.

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

**March 15**—"The Electronic Looking Glass," public access cable symposium sponsored by *cities of Long Beach and Lakewood, Calif.* Speakers include Dennis Mangers, vice president for governmental relations, California Cable Television Association, and California Assemblywoman Gwen Moore (D-Los Angeles). California State University-Long Beach. Information: (213) 498-5561.

**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**—Deadline for entries in third annual Alcoholism Communications and Marketing Achievement Awards, recognizing "special achievements in alcoholism communications, treatment outreach and optimum use of media resources to spread the good news about recovery," sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Halladay Street, Seattle, 98109.

■ **March 15**—*Society of Professional Journalists, Sigma Delta Chi*, sponsors speech by General William Westmoreland in observance of "Freedom of Information Day" (see item below, March 16). National Press Club, Washington.

**March 15-16**—International satellite and cable televi-

sion 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 16**—"Freedom of Information Day," sponsored by *Society of Professional Journalists, Sigma Delta Chi*, on birthday of James Madison, principal architect of First Amendment. Information: (312) 649-0224.

**March 16**—"Breaking into Radio... A Learning Experience," seminar sponsored by *WHFS(FM) Annapolis, Md.* Bethesda Country Club, Bethesda, Md. Information: (301) 263-1430.

■ **March 16**—"Fixing It in Post," seminar on television post production, sponsored by *Academy of Television Arts and Sciences*. Glen Glenn Sound, Los Angeles. Information: (818) 506-7880.

## Also in March

■ **March 18**—*Women in Cable, Washington chapter*, meeting, "Where Do We Go from Here? Cable TV—A D.C. Reality." Speaker: Bob Johnson, president, District Cablevision. National Cable Television Association, Washington.

**March 19**—"Current Issues in the Development of International Communications," second annual executive seminar sponsored by *Hogan & Hartson*, Washington law firm. International Club, Washington. Information: Barbara Kline, (202) 331-4690.

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

**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 International 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 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 con-

## Major Meetings

vention. 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; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

**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 sessions 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 Con-

vention Center, Dallas.

■ **Sept. 11-14**—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Aug. 26-29, 1986, Salt Palace Convention Center, Salt Lake City, and Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

**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. 17-21, 1986**—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

**Feb. 2-5, 1986**—*National Religious Broadcasters* 43d annual convention. Sheraton Washington, Washington.

**Feb. 7-8, 1986**—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

**May 20-23, 1986**—26th annual Texas Cable Show, sponsored by *Texas Cable Television Association*. San Antonio Convention Center, San Antonio.

# IS NO GAMBLE IN LAS VEGAS!

**AT 7:00 P.M. AND 7:30 P.M., MASH MAKES ITS POINT:  
NUMBER 1 FOR THE ENTIRE HOUR!**

"Everybody loves a winner and TV-5 has the biggest winner of them all!"

**HERB KAUFMAN**  
PRESIDENT  
KVVU TV-5



"We don't gamble in Las Vegas. We air MASH!"

**RUSTY DURANTE**  
VICE PRESIDENT AND  
GENERAL MANAGER  
KVVU TV-5

They're reporting a lot of action in Las Vegas. Because when you're hot, you double up! That's why MASH is on for a full hour five nights a week!

And with its five-year average share of 43 at 7:00 and 46 at 7:30, MASH hits the jackpot with viewers!

All across the country, MASH is Number One in more than 50% of its markets. So if you want a full house, enlist in MASH today. Because one MASH is worth a thousand cheers!

# M\*A\*S\*H

The biggest winner of all time.

