

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting ⚡ Mar 25

ALREADY CLEARED!

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GAMES**

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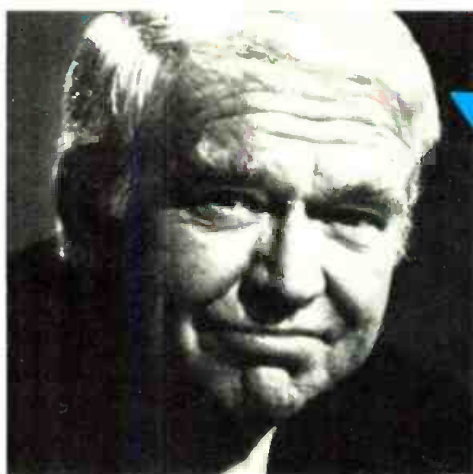
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JUDGE WILLIAM B. KEENE



**FIRM GO
FOR
YEAR 2!**

JUDGE WILLIAM B. KEENE

#**1**

**WOMEN
18-49**

UP

144%

**HARRISBURG
WHTM-TV**

MONDAY-FRIDAY 4:30-5:00PM

STATION	PROGRAM	W18-49 (000)
WHTM	DIVORCE COURT	22
WNGAL	LOVE BOAT	13
WHP	PEOPLE'S COURT	4

#**1**

**WOMEN
18-49**

UP

14%

**ROCHESTER
WOKR-TV**

MONDAY-FRIDAY 5:00-5:30PM

STATION	PROGRAM	W18-49 (000)
WOKR	DIVORCE COURT	16
WROC	NAME THAT TUNE	10
WHEC	OUR MAGAZINE	9

#**1**

**WOMEN
18-49**

UP

89%

**NORFOLK
WVEC-TV**

MONDAY-FRIDAY 10:00-10:30AM

STATION	PROGRAM	W18-49 (000)
WVEC	DIVORCE COURT	17
WTKR	OUR MAGAZINE	9
WAVY	TIME	

SOURCE: NSI, FEB. '84, FEB. '85

SOURCE:

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NIELSEN	A18-49	A25-54
WABC-TV	1,229,000	1,220,000
WCBS-TV	984,000	1,071,000
WNBC-TV	1,080,000	1,157,000

ARBITRON	A18-49	A25-54
WABC-TV	1,190,000	1,173,000
WCBS-TV	952,000	1,027,000
WNBC-TV	960,000	1,036,000

WABC-TV New York

Source: February 1985 Nielsen and Arbitron New York Monthly Reports.
Gross impressions for combined Mon.-Fri. 5, 6 and 11pm newscasts based on Program Averages Data.

Broadcasting **Mar 25**

Making history: Capcities buys ABC A look at regional sports networks Standards consensus on HDTV



The headquarters of Capital Cities and ABC



BRAND NEW DAY □ Fifth Estaters were confronted this week with an altered communications landscape. The purchase of a commercial broadcast network—ABC—by Capital Cities Communications shattered the aura of immutability that had been shaken recently by rumors of network takeovers. **BROADCASTING** examines the \$3.5-billion deal, its regulatory roadblocks, the divestiture question and reaction from those in the Fifth Estate. **PAGES 31-38.**

PAY BALL □ The outlook for regional pay sports networks may not be bright, based on recent failures, but some have found the proper components to make money and to thrive. **PAGE 42.**

NASHVILLE CATS □ Attendees at NATPE's first local production gathering give conference high marks. **PAGE 50.**

WARY EYE □ Senators Ford and Hollings voice skepticism over U-V swap in FCC oversight hearing. **PAGE 53.**

TWO-SIDED VICTORY □ Appeals court upholds FCC

order on children's programming, but apparent loser, Action for Children's Television, finds good news in decision. **PAGE 53.**

HELPING HAND □ CPB approves \$900,000 emergency loan for National Public Radio. **PAGE 54.**

STRONG WORDS □ Intelsat director Colino voices displeasure with some in press and government who he says hindered his efforts to reach accord with Soviet Union over participation in Intelsat. **PAGE 58.**

MAKING CHANGES □ CNN Radio set to upgrade programming and service to affiliates and improve studio facilities. **PAGE 64.**

COMING TO AGREEMENT □ U.S. Advanced Television Systems Committee adopts NHK parameters for high-definition television. **PAGE 68.**

CAMPAIGN ANNOUNCEMENTS □ Race for joint board chairmanship of NAB is heating up as Walter May has joined Ted Snider and Edward Giller in quest for position. **PAGE 77.**

STORER INROADS □ Group of stockholders of Storer Communications proposes to take control of board and sell company's television stations and cable systems. **PAGE 78.**

ON PAPER □ Writer's Guild of America votes to approve new contract. **PAGE 79.**

COMMUNICATIONS CONNECTION □ Centel's Jack Frazee is carrying on the family tradition as group executive VP of Chicago-based cable and telephone company. **PAGE 103.**

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Bottom line

That \$3.5-billion price for Capcities' purchase of ABC (see page 31) begins to fall rapidly when necessary divestitures are calculated. Sales of Capcities' WBK-TV Buffalo, N.Y., and WTNH-TV Hartford-New Haven, Conn., may fetch \$150 to \$170 million, brokers estimate. ABC radio stations that may need to be spun off should net total of about \$370 million, led by KABC(AM)-KLOS(FM) Los Angeles, said to be nation's number-one AM-FM combination. If sold, that property could nearly triple all-time record for AM-FM combination, with price estimated at \$110 million to \$115 million. Other ABC radio properties will also smash records for both stand-alone AM's and FM's.

Capcities' radio spin-offs should also break old records and bring about \$150 million. Sale of its cable systems could bring \$300 million to \$350 million. Grand total for sale of broadcast and cable properties should approach \$1 billion. After that there may be sales of some Capcities newspapers.

Cheers from Black Rock

Among those benefiting from merger of ABC Inc. and Capcities may be employees of rival, CBS. As of Dec. 31, 1984, CBS's Employee Investment Fund included 20,000 shares of ABC stock, then valued at \$1,262,500. As of last Friday—assuming fund manager, Neuberger and Berman, hadn't sold stock off in meantime—shares would have been worth over \$2,100,000, up some 66%.

Popular demand

Support for Leonard Kahn and his AM stereo system appears to be eroding. Over last year or so, several stations have unplugged Kahn exciter and plugged in Motorola's C-Quam unit. Largest to forsake Kahn is WGN Chicago; latest is WSPD Toledo, Ohio, which plans to transmit C-Quam signal beginning tomorrow night (March 26). WSPD chief engineer Bill Rossini said move was "strictly" because of proliferation of C-Quam-only receivers. "Can't nobody hear me with the Kahn system." What's more, he said, owners of new GM cars with C-Quam-only radios have been calling station wondering why they can't receive WSPD's stereo broadcasts. "They don't perceive it as a problem with their radios; they perceive it as a problem with the station," he said. "They think the radio

station is broken."

Kahn acknowledged that some of the "weak sisters" have broken ranks, but said he had expected more to defect by now, given pressure being applied by Motorola. That only handful have changed is "damn good," he said. "I'm proud of the way the broadcasters have stood up to the pressure."

Against U-V swaps

Taft Broadcasting Co. is making no bones about its opposition to FCC proposal to permit noncommercial broadcasters to swap VHF's for commercial UHF's. And company, through its Washington counsel, Robert Taft, has been briefing Congress on its views. Among those briefed was Senator Ernest Hollings (D-S.C.), who hinted at hearing last week that FCC implementation of proposal might be overturned by Congress (see page 53).

Taft told BROADCASTING that company opposes rulemaking because of impact swaps might have on Taft stations. Company also is concerned about impact on independent UHF's remaining in markets where swaps occur. In addition, Taft said, company thinks proposal is "bad" for public TV and will "downgrade" Public Broadcasting Service. Taft has hired Washington PR firm, Hanes & Associates, to fight swaps.

No deal

Fears about potential UHF-VHF swaps have caused Gateway Communications and Media General to call off Gateway's \$25-million purchase of MG's UHF in Jacksonville, Fla., WJKS-TV (BROADCASTING, Dec. 3, 1984). Gateway president, Lou Klein, said cancellation was "amicable decision" made after FCC proposed to approve some swaps. Jacksonville area contains two educational VHF's: WJCT(TV) Jacksonville and WXGA-TV Waycross, Ga. If MG decides to sell station in future, Klein said, Gateway will get first call.

Casualty

Norman Walt is out as president of McGraw-Hill Broadcasting Co., New York, and his future with company is currently "under discussion," according to McGraw-Hill spokesman. Walt had held post since September 1972. Donald Fruehling, executive VP, publishing operations, McGraw-Hill, has taken over broadcasting operations.

Goodbye to Vegas

It may be long time before National Association of Broadcasters holds another convention in Las Vegas after one next month. NAB is negotiating to hold future meetings elsewhere. It has already scheduled conventions for 1986-87 in Dallas, and NAB President Eddie Fritts will meet soon with Chicago Convention Authority to discuss possibility of holding meetings there.

Flap over fees

Edward O. Fritts, National Association of Broadcasters president, and John Summers, NAB executive vice president for government relations, last week asked FCC officials to consider raising money under commission's proposed cost-of-regulation fee schedule (BROADCASTING, March 11) by assessing percentage charge on station transfers instead of collecting annual fees from broadcasters. Source said commission officials agreed to "review" proposed alternative. FCC sent to Congress revised schedule that recommends additional charges for cable operators ("Closed Circuit," March 18). Under original proposal, most that cable operator would have to pay would be \$60 for cable TV relay service construction permits, renewals and modifications. Amended proposal would charge them \$700 for petitions for special relief from must-carry obligations. It also would charge \$25 for filing registration statements.

Temperance talk

One indication of increasing network concern about dramatized use of alcohol in prime time programming is recent telephone call from NBC-TV's broadcast standards department to Stephen Bochco, outgoing executive producer of *Hill Street Blues*. "It was a respectful call—not a demand," asking whether depictions of drinking could be cut back, said Bochco. "All I said was, 'With all due respect, we're not going to change anything we do about cops going to bars and having a couple of drinks,' and they knew it." He argued that "there's not a television series on the air that has a more responsible and consequential attitude about drugs and drinking than *Hill Street Blues*. Our lead character and one of our supporting characters are recovering alcoholics...There's not a more aware series on television of the ravages of that kind of abuse than ours."

“The answer is ...”



NEW YORK	WPIX	DENVER	KDVR	SPOKANE	KHQ-TV
LOS ANGELES	KTLA	SACRAMENTO	KCRA-TV	JOHNSTOWN	WTAJ-TV
CHICAGO	WGN-TV	HARTFORD	WHCT-TV	TUCSON	KZAZ
PHILADELPHIA	WPHL-TV	PHOENIX	KUTP-TV	LAS VEGAS	KVVU-TV
SAN FRANCISCO	KTVU	PORTLAND, OR	KPTV-TV	BINGHAMTON	WBNG-TV
BOSTON	WLVI-TV	ORLANDO	WMOD-TV	YAKIMA	KIMA-TV
WASHINGTON, D.C.	WDCA-TV	RALEIGH	WPTF-TV	WILMINGTON	WJKA
DALLAS	KTVT	SALT LAKE CITY	KSTU	RENO	KAME-TV
CLEVELAND	WUAB	HARRISBURG	WLYH-TV	BOISE	KTRV
MIAMI	WCIX	GREENSBORO	WGGT	MACON	WMGT
MINNEAPOLIS	KMSP-TV	ALBUQUERQUE	KGSW	FORT SMITH	KHBS
ATLANTA	WATL-TV	FRESNO	KSEE	LAKE CHARLES	KVHP
SEATTLE	KCPQ	JACKSONVILLE	WJXT	MANCHESTER	WGOT-TV
TAMPA	WFTS	OMAHA	TBA	FAYETTEVILLE	WFCT

The question... Who's got Carson's Comedy Classics?



A St. Cloud Corporation Production
distributed by



The latest count

Cable penetration stood at 38,018,100 homes or 44.6% of all television homes in February 1985, according to the latest count of the A.C. Nielsen Co. The total represents an increase of 8% since February 1984.

A ranking of television markets by number of cable homes is not radically different from a ranking of the markets by the number of television homes. The cities with the most cable homes: New York, 2.26 million; Los Angeles-Palm Springs, 1.59 million; Philadelphia, 1.12 million; San Francisco-Oakland, 994,000; Boston, 850,000; Chicago, 762,000; Pittsburgh, 715,000; Cleveland, 615,000; Seattle-Tacoma, 587,000, and Houston, 586,000.

The cable story

The National Cable Forum, a consortium of top cable programmers, announced plans for its participation in the Television Critics Association's 1985 annual press tour. The NCF's program, which will be held May 30-June 1 at the Arizona Biltmore hotel in Phoenix, will be the first stop for the television critics. They will move on to meeting with officials of Public Broadcasting Service and CBS in Phoenix and NBC and CBS in Los Angeles.

"This is one of the most important projects the cable industry engages in," said Char Beales, vice president, programming and marketing, National Cable Television Association and NCF chairwoman. The stories that will be generated in the consumer press, she said, will heighten consumers' awareness of cable programming, stimulating demand for cable service and increasing viewership.

The programmers participating in the three-day program include The Disney

Channel, Satellite Program Network, ESPN, USA Network, Arts & Entertainment, The Nashville Network, MTV Networks Inc., Home Box Office, Lifetime, Showtime/The Movie Channel, CBN Cable Network and Turner Broadcasting System Inc.

Some 70 critics showed up for NCF's program last year—its first in Phoenix, Beales said. NCF is hoping for a bigger turnout this year, she added.

Capitol plug

The Council for Cable Information's \$6-million, seven-week advertising flight designed to boost the image and awareness of cable is in full swing. And although it's too early to gauge statistically what impact the national television-radio campaign is having on the public, one scrap of anecdotal evidence that it's at least making an impression turned up in Washington—on Capitol Hill. In introducing a bill that would give employees the choice of working in their homes, Senator Orin Hatch (R-Utah) cited the cable ads. "Cable television," he said, "has recently been running a promotional spot touting cable TV as 'not just more choice, but your choice.'"

BET on Satcom III-R

Black Entertainment Television formally announced it is switching satellites—from Galaxy I to Satcom III-R. According to BET spokeswoman Robin Beaman, the black-oriented service has been dual feeding its signal from Satcom III-R, transponder 20, as well as Galaxy I, transponder 17, since March 1. On March 31, the Galaxy feed will be discontinued.

The satellite switch was not made by BET but by HBO, which provides BET with satellite capacity in exchange for a minority in-

terest in BET. According to BET President Bob Johnson, the BET signal will be more pervasive on Satcom III-R, helping the network's drive to increase subscribership from the current 9.1 million to 16 million by late 1986.

CC on cable

The National Captioning Institute, which produces and promotes closed-captioning television for the hearing impaired, said that subscribers to the major pay cable services have 15 more hours of closed-caption programming available than nonsubscribers. The reason is that more and more motion pictures are being closed-captioned. In March, it said, Showtime is running 12 captioned movies, including "Gandhi" and "Terms of Endearment," and HBO and Cinemax are televising 13, including "Raiders of the Lost Ark" and "Superman III." Much of the captioning is being paid for by the pay network, it said.

The wrong direction

The number of exhibitors at the National Cable Television Association annual convention has fallen over the past few years, and, despite NCTA's best efforts, it appears the trend will continue. With the opening of the 1985 convention in Las Vegas on June 3 only a little more than two months away, fewer than 160 companies have signed up to exhibit. By comparison, 330 showed up for the 1984 convention and 376 for the 1983 show.

Movie deal

The MGM/UA Home Entertainment Group has signed an agreement with Home Box Office Inc. giving the pay-cable company's two services, HBO and Cinemax, expanded access to what most in the industry believe is the most extensive film library available. MGM/UA is also in negotiations with Showtime/The Movie Channel Inc., and will probably conclude a similar deal with that company within the next week.

The HBO deal is structured as a 10-year licensing agreement for rights to 800 titles among the nearly 5,000 in the film library owned by MGM/UA Home Entertainment Group. The films may be used for both HBO and Cinemax and the company can choose from those films not presently in syndication and syndicated films once they come out of that window. Steve Scheffer, executive vice president, film programming and HBO Enterprises, said the licensing agreement covers most films released through mid-December 1983.

The MGM/UA library also includes all the pre-1948 Warner Brothers films. HBO and Cinemax will begin airing selections covered under the agreement in June. According to Scheffer, "the impact of this agreement on the future direction of the programming of both HBO and Cinemax will be significant." He said that many of the



Nashville celebration. The Nashville Network is marking its second anniversary with a week-long series of special events beginning Saturday, April 6, with a country music concert taped earlier in the month at Radio City Music Hall in New York. Four new series will also make their debut that week, including a weeknight video music program, *VideoCountry*; a weeknight nostalgia talk/variety show, *Play it Again, Nashville*; a weekend country music news magazine show, *Country Notes*, and a weekend live music show, *Grand Ole Opry Live*. Shown at the taping of the Radio City Music Hall concert is TNN vice president and general manager, David Hall, and Mr. & Mrs. David Martin of the Stroh Brewing Co.

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in 1946. Television * acquired in 1961. Cablecasting *
introduced in 1972. Reg. U.S. Patent Office. ©
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TELEVISION. Cablecasting.

films covered in the agreement, such as "Casablanca," "Mutiny on the Bounty," "West Side Story" and "Annie Hall," are frequently requested by subscribers. "The story of this is that it's the most program-driven deal we've ever done. We're not buying blind—it's the finest film library in the world."

Although the Showtime/TMC deal for the library was still being negotiated at press time, sources at both companies said a contract was likely to be signed soon and that the structure of the agreement would be basically the same as the one sealed with Home Box Office.

Both Showtime and TMC would have access to about 800 films over a 10-year period. Showtime already airs an MGM movie each weekday morning under the *Showtime MGM Showcase* banner, while TMC has its *Hollywood Classic Film of the Week*, and has positioned itself with the "Heart of Hollywood" promotional theme.

Cable Emmys

National cable programming will be included in the selection of prime time television's Emmy Awards beginning in 1987, under terms of a decision announced last week by the board of governors of the Academy of Television Arts and Sciences, which sponsors the program competition. The academy said "various criteria will be developed by ATAS to blend cable into membership, awards and other areas" of its operations. The board's decision followed four years of study and repeated criticism from the cable

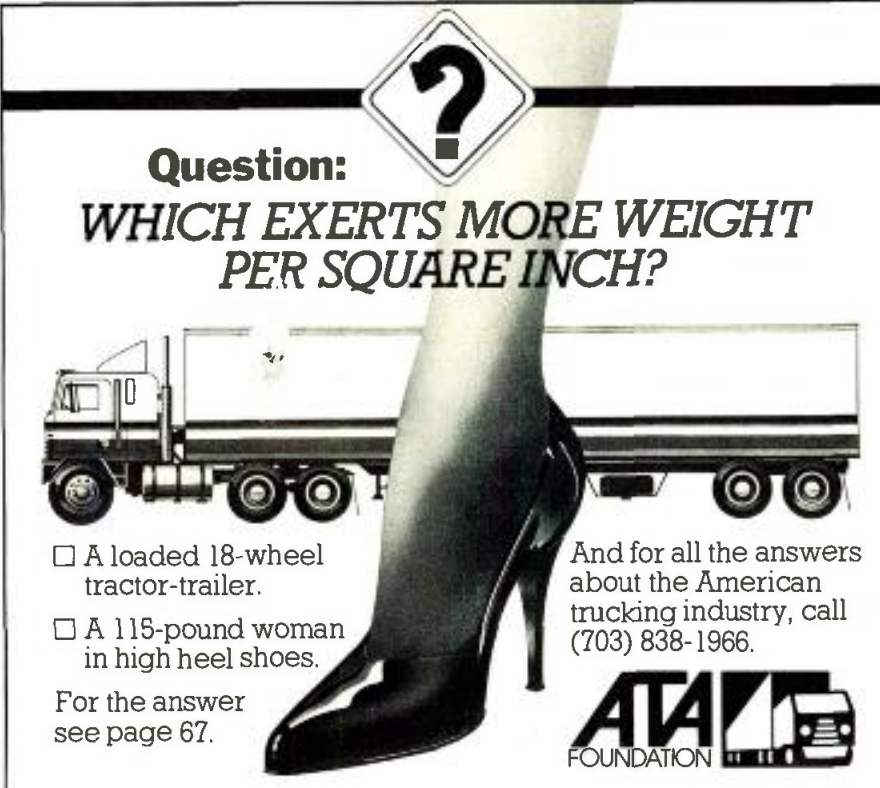
industry for its exclusion from the annual competition.

Although guidelines have not been announced officially, it's expected that cable services will be required to reach more than half of U.S. homes in order to participate since under existing academy rules eligible programming must be distributed to 50% of available television audience. In addition, an ATAS spokesman said he expected the existing ACE Awards, sponsored by the National Cable Television Association and the National Cable Academy, would have to be

"We were surprised that they took this step without any real involvement of the cable industry," said Char Beales, NCTA's vice president, programming and marketing, who is the NCA's chief administrator. Until the ATAS gives the NCA more information, Beales said, she could not comment on the suggestion that ACE might have to abolish its awards. The goal of NCA is to showcase cable programming, she said. "We'll see if [ATAS's move] helps accomplish that goal."

An Academy spokesman said it was a coincidence that the announcement came just after the board of governors of the newly formed National Cable Academy (BROADCASTING, March 18) met to discuss more aggressive promotion of the NCTA's six-year-old ACE Awards.

The 1987 date was chosen because the Academy's current television contract does not allow for any changes in the Emmy rules until that time. The Emmy Awards are broadcast live every September, whereas the December ACE Awards have been cablecast live or by tape-delay.



Question:
**WHICH EXERTS MORE WEIGHT
PER SQUARE INCH?**

☐ A loaded 18-wheel tractor-trailer.

☐ A 115-pound woman in high heel shoes.

For the answer see page 67.

And for all the answers about the American trucking industry, call (703) 838-1966.

ATA
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Trucks. The driving force behind American business.

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LOOK WHAT'S HAPPENING NOW!!

46 Markets

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
BOSTON
DETROIT
WASHINGTON, D.C.
DALLAS
CLEVELAND
HOUSTON
PITTSBURGH
MIAMI
MINNEAPOLIS
ATLANTA

WNEW-TV
KTLA
WFLD-TV
WTAF-TV
KBHK-TV
WLVI-TV
WKBD-TV
WDCA-TV
KTVT
WCLQ-TV
KHTV
WPGH-TV
WTVJ
KMSP-TV
WGNX

SEATTLE
TAMPA
ST. LOUIS
DENVER
SACRAMENTO
BALTIMORE
INDIANAPOLIS
HARTFORD
PHOENIX
PORTLAND, OR
CINCINNATI
KANSAS CITY
NEW ORLEANS
GREENVILLE, S.C.
BIRMINGHAM
MEMPHIS

KCPQ
WFTS
KDNL-TV
KWGN-TV
KTXL
WBAL-TV
WRTV
WTIC
KUTP
KPTV
WXIX-TV
KZKC
WGNO-TV
WLOS-TV
WBRC-TV
WMC-TV

HARRISBURG
NORFOLK
ALBANY
GREENSBORO
RICHMOND
MOBILE
JACKSONVILLE
TUCSON
COLUMBIA, S.C.
CHARLESTON, S.C.
SAVANNAH
BINGHAMTON
MACON
FAYETTEVILLE
WENATCHEE

WPMT
WYAH
WUSV
WGGT
WWBT
WALA-TV
WTLV
KPOL
WLTX
WCBD-TV
WTOC-TV
WMGC
WGXA
WKFT
KCWT

What's Happening Now!!

22 all new, first-run episodes



in association with LBS Communications, Inc.

Business Briefly

TV ONLY

General Cigar Co. □ Five-week flight is set to start next month in 12 markets. Commercials will be scheduled in all dayparts. Target: men, 25-54. Agency: Young & Rubicam, New York.

Po Folks Restaurants □ Restaurant chain will kick off second-quarter campaign in mid-April for four weeks in 34 markets. Commercials will be placed in news, prime access and prime time periods. Target: adults, 25-54. Agency: Cascino & Purcell, Atlanta.

Catalog Showroom □ Mother's Day promotion will begin in early May for two weeks in 15 to 20 markets. Commercials will be carried in prime and fringe slots. Target: adults, 18-49. Agency: Schey Advertising, Houston.

Rust-Oleum Corp. □ Ten-week effort will be launched in April in 29 markets. Campaigns will make use of commercials in all dayparts. Target: men, 21-54. Agency: Young & Rubicam,

Chicago.

Glidden Paint Co. □ First television advertising for its interior paint broke this month on network television and spot



Glidden Paint spot

television in more than 100 markets in flights of one to two weeks. It will be followed by similar flights in late spring,

early summer and early fall when other paint products will be featured. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

Gulf Oil of Ohio □ Campaign for nine weeks is set to start in April in 14 markets. Commercials will be carried in all dayparts. Target: men, 21-54. Agency: Young & Rubicam, New York.

RADIO ONLY

Ruud Air Conditioning □ Eight-week flight is scheduled to start in mid-April in seven markets in Southwest. Commercials will run in all dayparts on weekdays and weekends. Target: men, 25-54. Agency: Bedell Inc., Fort Smith, Ark.

Darigold □ New ice cream product is to be spotlighted in three markets—Seattle, Portland, Ore., and Spokane, Wash.—in eight-week flight beginning in early April. Commercials will be carried in all dayparts during weekdays. Target: adults, 25-54. Agency: Evans/Kraft, Seattle.

Fayva Shoe Stores □ Retail chain is scheduled to start one-week flight in five markets later this week. Markets include New York and Chicago. Commercials will be broadcast in all dayparts. Target: men, 18-34. Agency: Arnold & Co., Boston.

RADIO AND TV

Magnivision □ Campaign to promote company's magnifying readers, commonly called "reading glasses," has begun this month in Tampa, Jacksonville and Miami, all Florida, and will extend by mid-year to Washington, New Orleans, Atlanta, Baltimore, Los Angeles, Phoenix, Baton Rouge and

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

AP GOES TO HOLLYWOOD—MARCH 25—One-line updates keep tabs on Oscar winners during the Academy Awards ceremony March 25. Follow-up report names all the winners when the curtain falls on Hollywood's biggest production.

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

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 chances in the 1985 pennant race. Reports are 90 seconds each.

ON THE ROAD AGAIN—APRIL 12—Jamie Friar hits the streets to explore America's love-hate relationship with the automobile in this 10-part series of 90-second reports.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

KRDO-TV Colorado Springs and KJCT(TV) Grand Junction, both Colorado: To Blair Television from Avery-Knodel.

□

WZEW(FM) and WLPR(FM) Mobile, Ala.: To Masla Radio (no previous rep).

□

WTOK-TV Meridian, Miss.: To Blair Television from Petry Television.

LAST OFF!
FEBRUARY SWEEPS—
1 IN THE MARKET!
NORFOLK/WTVZ
 AVG RTG KIDS 6-11 (NII) **14**
 AVG RTG HOUSEHOLDS (NII) **5**

TRADZOR

IS TAKING OFF!

A Firm Go for April, '85
 65 Half Hours
 A 3B PRODUCTION, LTD.
 Distributed Exclusively By



THE ENTERTAINMENT NETWORK, INC.
 8665 Wilshire Blvd., Suite 205
 Beverly Hills, California 90211
 Telephone (213) 852-2070
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National Advertising
 Sales Representative—
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Source: Feb '85 NII Report
 on Syndicated Programs



Washington DC
 Dallas

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 WPTT
 WBFS
 WATL
 KDVR
 KTXL
 WNUV
 WTIC
 KTTY
 WIII
 WCAY
 WNOL
 WHKY
 WAXA
 WTTE
 KOKH

Los Angeles
 Chicago
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 San Francisco
 Boston



Raleigh-Durham
 Memphis
 Louisville
 Harrisburg
 Norfolk
 Greensboro
 Flint/Saginaw
 Mobile
 Fresno
 Spokane
 Paducah
 Honolulu
 El Paso
 Wilmington, NC
 Tallahassee
 Lake Charles

WLFL
 WMKW
 WGRB
 WGCB
 WTVZ
 WGGT
 WSMH
 WPAN
 KAIL
 KCWT
 WCEE
 KHNL
 KASK
 WGSE
 W17AB
 KUHP



KCOP
 WPWR
 WPAL
 KICU
 WSBK

STRAIGHT FACTS

ABOUT

Headline Chasers

- FACT:** **HEADLINE CHASERS** has already been cleared in 105 markets, representing 73% of the country.
- FACT:** **HEADLINE CHASERS** has been sold to stations representing such prestigious groups as the ABC and CBS O&Os, Post-Newsweek, Gannett, Capital Cities, and Multimedia.
- FACT:** **HEADLINE CHASERS** is produced by Merv Griffin Enterprises, producer of "Wheel of Fortune," the highest-rated series in the history of syndication and "Jeopardy!," the only successful new syndicated strip this season.
- FACT:** **HEADLINE CHASERS** is hosted by the proven game show personality, Wink Martindale.
- FACT:** **HEADLINE CHASERS** is backed by an unprecedented production budget—higher than "Wheel of Fortune" or "Jeopardy!"
- FACT:** **HEADLINE CHASERS** has been researched extensively, including ASI Theater testing and in focus groups throughout the nation.
- FACT:** **HEADLINE CHASERS** was created and developed to lead in or lead out of your early evening news, with an incredible amount of cross-promotion potential.
- FACT:** **HEADLINE CHASERS** will be backed by the biggest and most expensive consumer advertising campaign in syndication history; plus local market contestant searches in regions throughout the country, continuous custom promos for all markets, and King World's exclusive Creative Services Satellite Reel.
- FACT:** **HEADLINE CHASERS** is being cleared at a record-breaking pace. Call your King World representative now for next season's most promising new show.

PRODUCED BY



MERV GRIFFIN
ENTERPRISES

IN ASSOCIATION WITH WINK MARTINDALE, INC.

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HEADLINE CHASERS

Headline Chasers

HEADLINE CHASERS



Already In 105 Markets
Representing 73% Of The Country!



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TM

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NEW JERSEY · 201-522-0100 CHICAGO · 312-337-6765 NASHVILLE · 615-373-1500

National Advertising By Camelot Entertainment Sales

AdVantage

Computer TV spending. Television advertising by computer manufacturers and retail stores climbed by 42% in 1984 to almost \$277.7 million, according to Television Bureau of Advertising. Computer manufacturers' TV advertising increased by 42% in 1984 to \$262.9 million while computer stores gained by 43% to \$14.8 million. IBM led hardware and software manufacturers last year with TV expenditures of \$58.5 million, followed by Apple Computer (\$45.5 million) and AT&T (\$26.8 million). In first place among retailers was Computerland with 1984 TV spending of \$9.2 million.

Sweet debut. Pillsbury Co. last week introduced new product called Pillsbury's Pudding Pockets on various daytime network television programs. Thirty-second commercial, created by BBDO Inc., New York, promotes pudding-filled cupcake mix through series of humorous vignettes. In three scenes, girl, boy and their father all have Pudding Pocket cupcakes spirited away. Commercial continues long-running advertising theme, "The freshest ideas are baking at Pillsbury."

Ground-breaking advertising. Massachusetts Mutual Life Insurance Co. embarked on its first national television advertising in its 134-year history last week when it bought five spots on CBS-TV special, *First Steps*. On May 4, Massachusetts Mutual will have major participation in ABC-TV's coverage of Kentucky Derby. Commercial positions Massachusetts Mutual as dynamic, changing company concerned with its policyholders and representatives. Agency is Kenyon & Eckhardt, Boston.

Auto signing. Chrysler Corp. has signed as national advertiser for UPI's Spanish-language radio network, "Nuestras Noticias." Two-year-old network, joint venture with EFE, principal news agency of Spain, serves 50 stations (12 in Puerto Rico) with six-minute national and international newscasts 16 times each weekday. Network will feature Chrysler's Aires "K," Caravelle, Daytona, Laser and LeBaron product lines.

Best builders. "Best of Show" winners in competition of Television Bureau of Advertising/National Home Center for excellence in advertising for home centers, retail building supply dealers and home improvement specialty chains were Knox Lumber Co., St. Paul, and The Stanley Works, New Britain, Conn. In addition, nine television commercials were honored with Gold Hammer Awards at ceremonies during Home Center Show in Atlanta.

Portland, Ore. Television flights will run for two weeks and radio for one. Commercials will run in all dayparts. Target: adults, 40 and older.

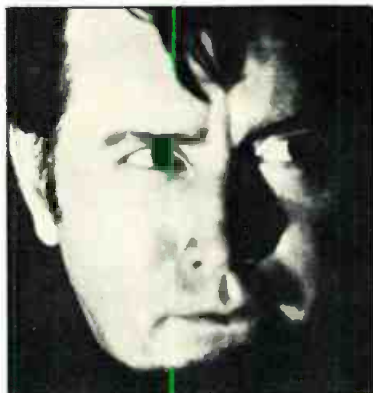
Southwestern Bell Telephone Co. Advertiser's "Tele-Help" customer information program is integral part of advertising campaign that began its first four-week phase on March 11 in 10 major markets and 13 secondary markets in client's five-state territory. Campaign will go on hiatus for about four weeks



Sarah Purcell for Southwestern Bell

and then resume. Commercials contain puppet-like characters, such as pigs, mice and bears, used to spread word about company's offer of free brochures on such consumer concerns as home security and annoying telephone calls. TV commercials will be telecast during prime time and early and late fringe and radio spots primarily during morning and evening drive times. Target: adults, 21-54. Agency: D'Arcy MacManus Masius, St. Louis.

Eighteen Ways To Get The Viewer's Attention



Thriller

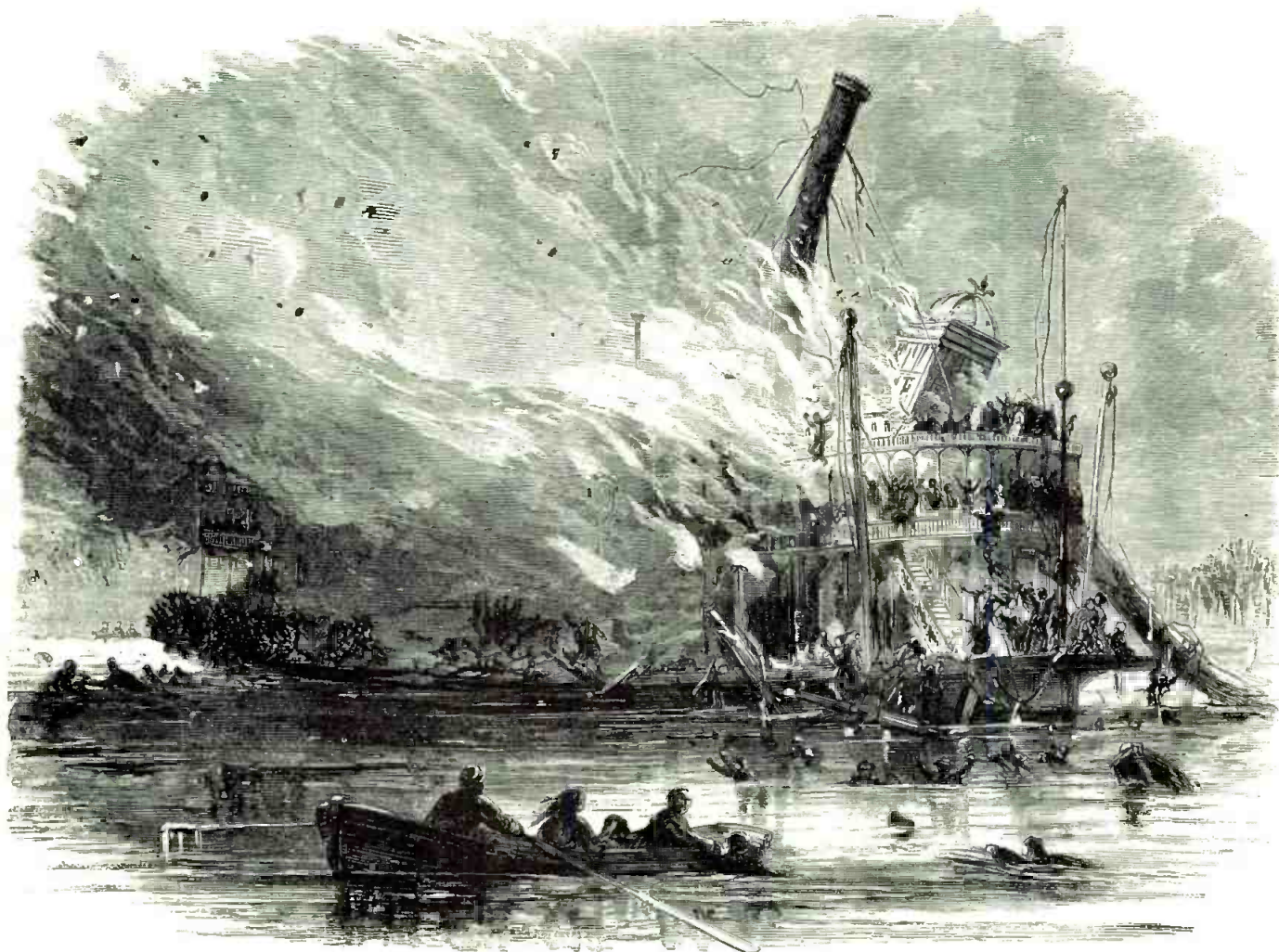
Martin Sheen is just one of the stars featured in "Thriller", a package of eighteen major action and adventure films.

ALMI TELEVISION®

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

Double take. Two new designer clothing lines, four new television advertisements and two new sponsorships add up to one whole new image for JCPenney Co. this year. The retailer's new theme, "You're Looking Smarter Than Ever. JCPenney," is part of an \$11-million-plus "repositioning and upgrading" campaign that includes 12 print ads and advertising time within tonight's (March 25) Academy Awards presentation and the March 10 television special, *Night of 100 Stars*. New York ad agency N W Ayer Inc. created four, 30-second spots for the company's fall clothing line, which features collections by newly signed designers Mary McFadden and Alan Flusser as well as Halston and Lee Wright. Only one of the ads, Halston III's "Airport," aired prior to the March 10 broadcast; others will begin their regular daytime, prime time and night-time flight in late March. Sponsorship of major prime time programs was a first for JCPenney. Company Chairman William Howell explained: "As two of the most widely watched or highest rated award/variety programs in the year, the sponsorships provide the high visibility and prestige we are looking for to re-emphasize JCPenney's repositioning program... associating the glamour and excitement of the telecasts with the new JCPenney image."

When it was sink or swim...



We got good fast!

We are Seltel. The fastest growing TV Rep firm in the U.S.A.

That's right, the fastest growing of all. And we got that way by doing what we've always done—only a whole lot better.

Look what's happening at Seltel these days.

Seltel growing faster than the industry.*

At Seltel we've changed everything but the name.

We have totally new management, right at the top and in every department. We have new department heads in

research, programming, marketing and promotion. We have many new sales people and we've opened new sales offices.

As a result of our aggressive new style we outpaced the industry in 1984. And all of this gain came in markets where we went head-to-head with the other big Rep firms.

Better business for us means better business for our stations.

Are your revenues growing faster than the rest of the industry? If not maybe Seltel could help you.

SELTEL

 The Performance Rep
A subsidiary of Selkirk Communications

*TVB 1984 National Spot Revenue Report

THE NEW \$100,000 PYRAM

Source: NTI 9/84-1/85.

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THE PYRAMID IS GROWING!

SOLD IN NEW YORK AND 32 OTHER MARKETS.

- ▲ Now in production for prime access Fall '85.
- ▲ Stars Dick Clark, TV's most popular game show host.
- ▲ Biggest all-cash prize on television.
 - ▲ "\$25,000 Pyramid" #1 in its CBS time period.
 - ▲ "\$25,000 Pyramid" - a 12-year network success.
 - ▲ Television's most exciting guest celebrities.
 - ▲ Let the "\$100,000 Pyramid" take your station to the top!

A Bob Stewart production in association with Twentieth Century Fox Television



A pay-per-view TV commentary from Gerry D. Jordan, World Video Library, Los Angeles

Pay-per-view TV: added attraction

Offering pay-per-view to cable subscribers isn't going to eliminate or greatly jeopardize existing programming distribution systems. It may make the distribution formula more complex, but pay-per-view's inclusion will increase the total size of the audience and produce a larger revenue total.

The concern about the effect of pay-per-view (pay TV for which subscribers pay on a per-program basis rather than with a monthly subscription) on existing distribution systems—theatrical, broadcasting, pay TV and home video—is really a question of how American viewers will integrate it into their established viewing habits. Because that's what they're going to do. Pay-per-view just represents one more way to see a program and another chance to see more programs.

Ultimately, each of these distribution methods deals with the same business—providing entertainment—whether it's in the theater or home. How people view that entertainment is not an either/or choice. How much time and money each person spends on one program may vary, but sooner or later almost everyone uses them all.

In contrast to what people fear, users of one source are also users of the others. Frequent moviegoers subscribe to pay TV, and these same subscribers can be found among the highest users of pay-per-view. It isn't unusual for them to own a VCR. Bringing this full circle, there are VCR owners who often go to movie theaters. Moreover, it's not unheard of for people to watch the same movie more than once.

The existence of several viewing options means that more people will ultimately get to see a program and at the same time viewers get to see more programs than they would otherwise see.

Americans have more leisure time now than ever before and more options to choose from to fill up that time. The result is that people are filling this new free time with more of those options. Since the same movie may be viewed six or seven ways, producers and distributors need first to determine the best sequence for releasing a program to achieve the greatest return and to develop products that capitalize on each viewing alternative.

Pay-per-view is not going to replace the experience of watching a film on a giant screen in a darkened room with a cheering audience. Nor is it going to take the place of going to the movies as a social phenomenon. Movies are a major part of the American dating scene and young singles are not going to give up theater-going for pay-per-view at home with the folks.

While any movie can play on any size



Gerry D. Jordan is vice president of programming for World Video Library Inc., Los Angeles. He is responsible for program planning, research, acquisitions and schedules. He worked as a consultant for two years before joining Warner Amex Cable Communications in 1979, where he was closely involved with Qube's pay-per-view programming, and the development of new financial opportunities. In 1981, he was appointed national director of program administration and planning for Oak Media.

screen, some films are truly best served by a large screen, and the large screen brings special meaning to all films. Movie producers are rightly proud of their medium and work to capitalize on its strengths by showing them off.

They have also identified their primary market, and they make movies with those viewers in mind. Focusing on those strengths may produce problems for the succeeding distribution systems, but it insures the vitality of the original without fatally damaging the others.

Movies, the strength of impulse pay-per-view, have already lost much of their value to network television. As more movies are being shown before their network broadcast to an increasingly larger audience, network television has stepped up its production of made-for-television movies and mini-series. What first began as a response by broadcasters to increasingly higher licensing demands from Hollywood, and then to the problem of decreasing value, has been turned around to build positively on what the small screen can do well. The impact of pay-per-view on network television will be minimized by broadcasters' attention to their own medium and market.

The decreasing number of theatrical films on television has given rise to several ad hoc movie services, especially on independent stations. Some of those movies have played on pay TV and/or pay-per-view systems but have yet to be seen by millions of people. Movies that once sat on the shelf are being

dusted off and strung together with an umbrella title or generic theme to generate new revenue.

Movie services are the keystone to cable TV's success. When pay-per-view is added to a cable subscriber's options, the dissatisfaction with repeat showings and duplication is resolved and the value of a truly differentiated pay package becomes clear. The inclusion of pay-per-view can promote viewer satisfaction, discourage disconnects and replace lost revenues, because it gives viewers the movies they originally sought. At the same time, the diversity of programming provided by pay-TV services and the financial advantage of those services over pay-per-view insure their continuing place in cable viewers' program lineups.

Discriminating viewers and those who do not want to make the monthly financial commitment of a pay-TV service will find that pay-per-view is the answer. Thus, pay-per-view helps to reduce the erosion of revenue and provides additional revenue.

Impulse pay-per-view systems that put control of the programming into the hands of viewers can compete successfully with the home video rental market. Pay-per-view provides the benefits of a home video rental—same play period, competitive pricing, convenient scheduling—without the hassles and possible disappointments of a trip to the retailer.

As the home video business evolves and sorts out what it does best, as well as whom it serves, it will hold a strong place in the distribution scenario. Programs that require or are enhanced by repeatability in part or whole have already begun to emerge as a critical product. Consumers who want total convenience or enjoy owning their own library of programs will continue to be a force in shaping this industry. The home video industry supplies an incredible inventory of product including some programs that cannot be broadcast or cablecast. These unique advantages will set it apart from the threat of replacement by pay-per-view or any other distribution method.

The increasing number of ads, needed to encourage use of the increased number of viewing options, serves to remind people of the programs available, encouraging them to take advantage of more of the entertainment offerings. As a result, program viewing increases demonstrating to even more people the value of filling their leisure time with entertainment of this kind.

The opportunity to view a program on a pay-per-view system is a way of enlarging the distribution market, providing a larger audience and more revenue for those who participate. Thus, the addition of pay-per-view should be seen as enlarging the size of the pie, rather than slicing it into smaller pieces for everyone. □

TOM BROKAW

Off Camera

On being an anchorman:

"I love what I'm doing—who wouldn't? There's no heavy lifting, the hours are good, the pay is excellent. But the truth is, of my three titles — Anchorman, Managing Editor of NBC Nightly News, and Reporter — the one that means the most to me is Reporter. You can't be effective as an anchor unless you get out from behind the desk.

"I didn't get into journalism to put on make up and read out loud. If television hadn't been invented I'd be working as a newspaperman. I like being a reporter. I'm still excited when I get on to a good story. I like going face to face with people trying to smoke something past the public. I want to see events first hand, get the smell and feel of what's happening. There's nothing quite like it. And if you bring those same instincts to the anchor job, well, I think it shows."

On television news:

"I know of no more patriotic group than television journalists. But we're not mindless cheerleaders. One of the great strengths of this country is its ability to acknowledge and deal with its errors, its mistakes. Our role is to tell the truth about what, in fact, is going on. Sometimes the truth is elusive. Sometimes truth, like beauty, is in the eye of the beholder. So we work hard, very hard, to know all the facts before we go on the air.

"At the same time, people can't get all they need to know in this complicated world from television alone. They must read books, good newspapers and quality magazines, listen to the radio, talk to their neighbors, go beyond what information is easily available. That's the best check on any potential abuse of power."

On deciding what's news:

"People often ask, 'How do you decide what to put on?' Take Ethiopia. When we took the satellite feed, the room came to a standstill. People could hardly take a breath. A lot of people began to cry. I knew it had to go on that night, no matter what it replaced. NBC News



has been given a lot of credit for first broadcasting that story. The fact is, that story put itself on the air.

"And we're staying with it. The response is overwhelming — relief organizations write to thank us for the flood of contributions. That's a payoff for a journalist. We're not in this business to close up shop at the end of the day and forget about it. We like to feel we make a difference in people's lives."

On "bad news" and "good news":

"Sometimes what we report is painful and people say 'You guys only tell us the bad news.' Well, check any totalitarian country. You hear only 'good news.' Our great strength is the courage to hear all sides. Sure, we want people to be excited by achievement — space shots or triumphs of justice or medical breakthroughs. But shouldn't they also hear about malnutrition in America? Shouldn't they be outraged by what big money can get done in Washington?"

Personal notes:

"A friend of mine refers to the Brokaw Lucky Star. It's always up there, he says. He's right. I am very lucky. I was raised by hard working, honest parents who shared with me the traditional values of this society. They believed in the American dream but they believed it would be realized only if you worked hard and played fair. And, boy, nothing bothered them more than someone faking it or trying to be a big shot.

"Twenty-three years ago I found one way to guarantee that would never happen to me. I married Meredith — smart, independent, talented and she even laughs at my jokes. She keeps me focused on what's really important in this life.

"You know what I wish could happen to every man in America? An experience like mine — living with four women like Meredith and our three teenage daughters. That's the most instructive part of any man's life. Don't talk to me about what women can't do. They can do anything. Yeah, I've been lucky. And I am very grateful."

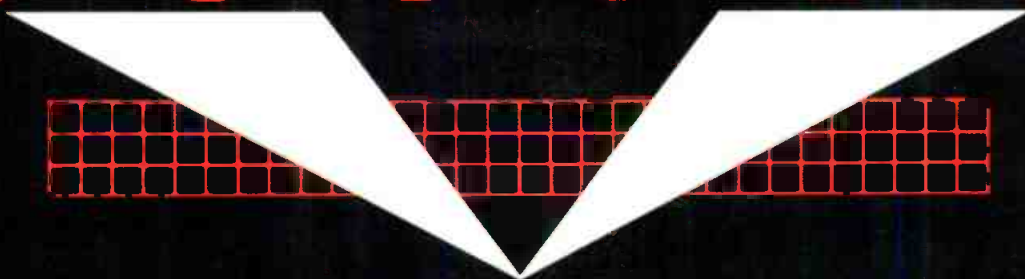


NBC NIGHTLY NEWS
WITH TOM BROKAW



**COLUMBIA PICTURES TELEVISION
PRESENTS
A SPECIAL COLLECTORS EDITION**

V O L U M E



Introducing Volume Five. 26 of today's most extraordinary motion pictures...loaded with block-busters...teeming with stars...packed with drawing power. Available now from Columbia Pictures Television!

Featuring...

ALL THAT JAZZ
THE AMERICAN
SUCCESS COMPANY
THE BIG CHILL
THE BOAT
THE BUDDY HOLLY STORY
CHRISTINE
CLOSE ENCOUNTERS
OF THE THIRD KIND
THE COMPETITION
THE DEEP
EDUCATING RITA
THE FIFTH MUSKETEER
GLORIA
HANKY PANKY

HANOVER STREET
LOST AND FOUND
MODERN ROMANCE
NEIGHBORS
SILENT RAGE
SPACEHUNTER: ADVENTURES
IN THE FORBIDDEN ZONE
STIR CRAZY
STRIPE
THE SURVIVORS
USED CARS
WARLORDS OF ATLANTIS
WHOLLY MOSES
YOR, THE HUNTER
FROM THE FUTURE



Datebook

This week

March 24-31—Prix Futura Berlin, conference with panels on radio drama, radio documentaries, TV drama and TV documentaries. Berlin. Information: (030) 308-26-00 or 308-26-01.

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

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

March 26—Southern California Cable Association meeting. Speakers: Paul Beckelheimer, CommuniCom; Bill Cullen, United Cable Television of Los Angeles; Bob La Tourette, Rogers Cablesystems; Frank McNellis, Valley Cable TV; Marc Nathanson, Falcon Communications; and Norm Nelson, Group W Cable. Marina Marriott, Marina del Rey, Calif. Information: (213) 278-3940.

March 26—American Women in Radio and Television, New York City chapter, meeting, "Women at the Top." Speaker: Karen Lee Copeland, program director, WNBC-TV New York. American Cancer Society, New York. Information: (212) 534-6867.

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

■ **March 26-28**—"How to Videoteleconference Successfully," workshop sponsored by *Services by Satellite and Applied Business Telecommunications*. San Francisco State University, San Francisco. Information: (202) 622-7490.

March 27—Cabletelevision Advertising Bureau's fourth annual cable advertising conference. Sheraton

Center, New York.

March 27—National Academy of Television Arts and Sciences, International Council, salute to RAI (Radio-televisione Italiana). Avery Fischer Hall, Lincoln Center, New York.

March 27—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: George Vradenburg III, vice president-general counsel, CBS, on "The Westmoreland Case: What Happened and Why." Copacabana, New York.

March 27—New Jersey Broadcasters Association semi-annual sales seminar. Quality Inn, North Brunswick, N.J.

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

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

March 27-31—Alpha Epsilon Rho, National Broadcasting Society, 43d annual convention. Opening speaker: John Von Soosten, NATPE. Opryland hotel, Nashville.

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

March 28—Women in Communications, New York chapter, meeting, "The American News Media in the 1980's—On Top and On Trial," dialogue among journalists and lawyers. Manufacturers Hanover Trust, New York.

March 28—"The 1985 Public Interest Telecommunications Celebration: The Role of the Law in Advancing Women and Minorities in the Media," hosted by Tele-

communications Research and Action Center. Waldorf Astoria, New York. Information: TRAC, P.O. Box 12038, Washington, D.C., 20005.

March 28-30—Greater New York Black Media Coalition second annual conference, "Setting New Goals—Charting a New Course." Viacom conference and training center, New York. Information: (212) 683-2889.

March 28-31—Alaska Radio Conference, co-sponsored by *Alaska Public Radio Network* and *noncommercial KHNS(FM)* Haines, Alaska. Information: (907) 563-7733.

March 29—"Current Issues in Content Regulation," conference sponsored by *American Bar Association's Forum Committee on Communications Law*. Keynote speaker: FCC Commissioner Dennis Patrick. Hyatt Regency, Washington.

March 29—"The Global Telecommunications Revolution: An Emerging Challenge and Opportunity for International Law," 13th annual Friedmann conference, sponsored by *Columbia Society of International Law*. Columbia University School of Law, New York. Information: (212) 280-5447.

March 29—Deadline for entries in Editorial Excellence Awards, sponsored by *National Broadcast Editorial Association*. Scripts, tapes required for each of 12 monthly editorials. Information: Joe Mannion, WXFL-TV, Box 1410, Tampa, Fla., 33601; (813) 229-7781.

March 29—Georgia Association of Broadcasters, in conjunction with *Georgia division of American Cancer Society*, hosts "Georgian of the Year" banquet. Proceeds go to GAB scholarship fund. Omni International hotel, Atlanta. Information: (404) 351-5925.

March 29-30—Radio-Television News Directors Association, region nine, conference, with *Alabama UPI*.

Major Meetings

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 convention. Marriott City Center, Denver.

June 2-5—National Cable Television Association annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19,

1986, Dallas, and May 17-20, 1987, Las Vegas.

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

ter, 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. 5-9, 1986—Association of Independent Television Stations 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—NATPE International 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

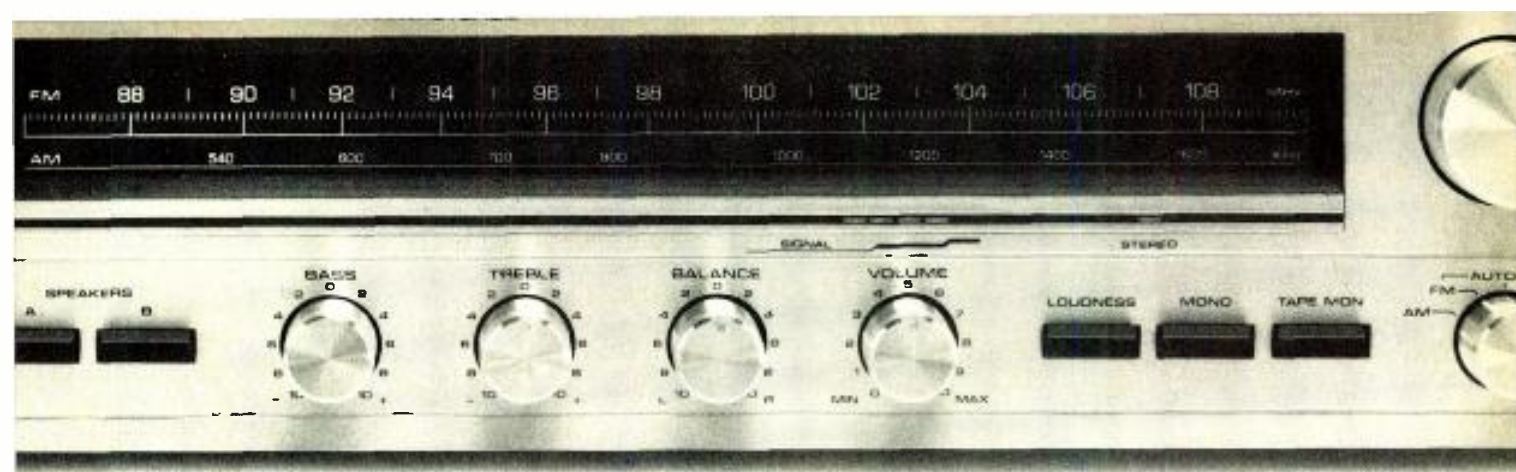
■ **Feb. 1-4, 1986**—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amlac Airport hotel, Dallas.

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.

Feb. 27-March 1, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

May 20-23, 1986—26th annual Texas Cable Show, sponsored by *Texas Cable Television Association*. San Antonio Convention Center, San Antonio.



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March 30—Cable Marketing Association of Greater Chicago first "CableGala." Chicago Field Museum of Natural History, Chicago. Information: (312) 530-4477.

March 30—Radio-Television News Directors Association, region 11, conference. Topic: "The Intensive Coverage of Children: Are the Children Becoming Victims of the Press?" Boston University, Boston.

March 31-April 2—SPACE/STTI satellite television seminar/trade show, sponsored by *Satellite Television Technology International*. MGM Grand hotel, Las Vegas. Information: 1-800-654-9276.

April

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

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

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

April 2—Television Bureau of Advertising regional sales training conference. Holiday Inn (Westport), St. Louis.

April 2—Ohio Cable Television Association annual meeting. Hyatt on Capitol Square, Columbus, Ohio. Information: Daniel Helmick, (614) 461-4014.

April 3—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: public relations. National Association of Broadcasters, Washington.

April 3—Society of Satellite Professionals, southern California chapter, monthly meeting. Speaker: Rich-

ard Boylan, manager of broadcast services, RCA Americom, on RCA plans for two new K-band satellites and syndicated TV services. Sheraton Miramar hotel, Santa Monica, Calif.

April 4—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Bob Metz, managing editor, Financial News Network. Copacabana, New York.

April 5—Deadline for entries in fifth annual Vanguard Awards, sponsored by *Women in Communications, Detroit chapter*. Information: Jo Charles, Detroit Free Press, 321 West Lafayette, Detroit, 48231.

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

April 8—Deadline for entries in Banff Television Festival, recognizing "excellence in television films and programs." Information: (403) 762-3060.

April 8—Women in Cable, Dallas-Fort Worth chapter, meeting. Steak and Ale, Dallas.

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

April 9—Television Bureau of Advertising regional sales training conference. Marriott (Bloomington), Minneapolis.

April 9—National Academy of Television Arts and Sciences, International Council, salute to RAI (Radio-televisione Italiana). Directors Guild of America Theater, Los Angeles.

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

April 10—Women in Communications, New York chapter, annual Matrix Awards luncheon. Speaker: Mario Cuomo, governor of New York. Waldorf-Astoria, New York.

April 11—Television Bureau of Advertising regional sales training conference. Hyatt Regency (Dearborn), Detroit.

April 11—Women in Cable, Bay area chapter, meeting. Speaker: Kathleen Schuler, executive director, Foundation for Community Service Cable Television, on "public access funding." Michael's restaurant, Sunnyvale, Calif. Information: Michal Dittich, (415) 463-0870.

April 11-12—Broadcast Promotion and Marketing Executives board meeting. Loew's Anatole, Dallas.

April 12-14—"Economics II," journalism conference sponsored by *Foundation for American Communications*. Asilomar conference center, Pacific Grove, Calif. Information: (213) 851-7372.

April 12-18—11th annual Documentary Festival, sponsored by *Global Village*. New York City's Public Theater, New York. Information: (212) 966-7526.

April 13—American Bar Association Forum Committee on Communications Law and National Association of Broadcasters fourth annual workshop for lawyers, "Representing Your Local Broadcaster," held in conjunction with NAB convention (see below). Dunes hotel, Las Vegas.

April 13-14—Society of Broadcast Engineers annual meeting, during National Association of Broadcasters' convention. Las Vegas Convention Center, Las Vegas. Information: (313) 842-0836.

April 14—Association of Maximum Service Telecasters membership meeting. Las Vegas Convention Center, Las Vegas.

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

April 14-18—Computer Graphics '85, conference and exposition sponsored by *National Computer Graphics Association*. Dallas Convention Center, Dallas. Information: 1-800-543-8000.

April 14-20—INPUT '85, international public television screening conference, hosted by *Institut National de*

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Stay Tuned

A professional's guide to the intermedia week (March 25-31)

Network television ☐ **ABC:** *The Barbara Walters Special* (celebrity interview), Monday 8-9 p.m. (on West Coast, will follow Academy Awards); *57th Annual Academy Awards Presentation*, Monday 9 p.m.-conclusion; *The Fourth Wise Man* (religious drama), Saturday 8-9 p.m.; *Lace II* (mini-series), Sunday and April 1, 9-11 p.m. **CBS:** *Anna Karenina* (novel-based drama), Tuesday 8-11 p.m.; *A Summer to Remember* (drama), Wednesday 8-10 p.m.; *The Gift of Life* (documentary), Wednesday 10-11 p.m.; *CBS Storybreak** (children's literature series), Saturday 11-11:30 a.m. **NBC:** *A.D.* (five-part mini-series), Sunday 8-11 p.m., continuing April 1-4. **PBS** (check local times): *Writers Writing** (documentary series), Monday 10:30-11 p.m.; *Capitol Journal** (weekly newsmagazine), Thursday 8-8:30 p.m.; *The Taylor Company: Recent Dances* (performance), Friday 9-10 p.m.; *New World Visions** (two-part documentary), Friday and April 12, 10-11 p.m.; *All for Love** (six short story adaptations), Sunday 9-10 p.m.



The Taylor Company on PBS

Cable ☐ **Arts & Entertainment:** *Missing from Home** (dramatic series), Monday 10-11 p.m.; *The Drunkard* (musical melodrama), Tuesday 8-9:30 p.m.; *Montserrat Caballe, the Woman—Montserrat Caballe, the Diva* (profile), Friday 9-10:30 p.m. **WTBS(TV) Atlanta:** *Baseball: Behind the Seams* (documentary), Wednesday 8-10 p.m.

Play It Again ☐ **CBS:** *The Bugs Bunny Easter Special* (animated), Saturday 8-9 p.m.

Museum of Broadcasting (1 East 53d Street, New York) ☐ *Produced By... Herb Brodtkin: A Signature of Conviction and Integrity*, 50 dramatic teleplays, now through May 4. *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

la Communication Audiovisuelle. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

April 15—Deadline for entries in 29th annual National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036; (202) 955-7710.

April 15—*Association of Maximum Service Telecasters* engineering breakfast. Las Vegas Hilton, Las Vegas.

April 15-16—*National Association of Broadcasters* second minority television programming exhibition, during NAB annual convention. Las Vegas Convention Center, Las Vegas.

April 15-16—*Recording Industry Association of America* workshop on transportation, distribution and warehousing. Harley hotel, Atlanta. Information: (212) 765-4330.

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

April 16—*Television Bureau of Advertising* regional sales training conference. Americana Inn (Airport), Albany, N.Y.

April 17-18—*University of Notre Dame's* Red Smith Lecture, to be delivered by James J. Kilpatrick, columnist and author. Memorial Library auditorium, Notre Dame campus, Notre Dame, Ind.

April 18—*Television Bureau of Advertising* regional sales training conference. Hilton (Downtown), Philadelphia.

April 18—*Women in Communications* 15th annual Matrix Awards luncheon. Keynote speaker: New York Governor Mario Cuomo. Waldorf-Astoria, New York.

April 18-20—*National Federation of Local Cable Programmers* Central states region spring conference, "Promoting the Use of Cable." Holiday Inn, Farmington Hills, Mich. Information: Lark Samouelian, (313) 474-1017.

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

April 20—*New York Women in Film* "Young Professionals Seminar on Opportunities for Staff Positions in the New York Film and Television Industries." YWCA, New York.

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

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

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

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

April 24—Presentation of 49th annual *Ohio State Awards*, for "excellence in educational, informational and public affairs programming." Awards administered by *Ohio State University's WOSU-AM-FM-TV Columbus, Ohio*. National Press Club, Washington.

April 24—*American Women in Radio and Television, Washington chapter*, newsmaker luncheon. Speaker: Sheila Tate, former press secretary to First Lady. National Press Club, Washington.

Errata

In CBS analysts story in March 18 issue, **first-quarter sales increased 2% for all networks**, according to CBS/Broadcast Group President Gene Jankowski. He also said **upfront daytime sales at CBS showed 22% increase in price**, not dollar volume, as reported.

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

April 24-28—Third annual National Hispanic Media Conference, sponsored by *National Association of Hispanic Journalists*. Doubletree hotel, Tucson, Ariz. Information: (213) 739-1721.

April 25—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Frank Biondi Jr., executive vice president, entertainment business sector. Coca-Cola Co.

April 25—Journalism conference on business/media, sponsored by *Foundation for American Communications*. Plaza of the Americas, Dallas. Information: (213) 851-7372.

April 26—*Marist College* presentation of Lowell Thomas Award to outstanding broadcaster. Helmsley Palace, New York.

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

April 26-28—*Carolinas UPI Broadcasters Association* annual convention and awards banquet. St. John's Inn, Myrtle Beach, S.C.

April 26-28—*UPI Broadcasters of Florida* annual meeting and awards ceremony, in conjunction with Radio-Television News Directors Association region 14 meeting (see item below) and National Association of Black Journalists meeting (see below). Wyndham hotel/Sea World, Orlando, Fla. Information: (305) 422-8051.

April 26-28—*Radio-Television News Directors Association* region 14 meeting. Wyndham hotel/Sea World, Orlando, Fla. Information: Lee Hall, (305) 843-5800.

April 26-28—*National Association of Black Journalists* Southeastern region meeting. Ramada Court of Flags, Orlando, Fla. Information: (305) 420-5360.

April 26-28—*Society of Motion Picture and Television Engineers, Ottawa section*, special meeting, "Innovations '85." Westin hotel, Ottawa. Information: Ivan Barclay, SMPTE, P.O. Box 2427, station D, Ottawa, Ontario, K1P 5W5.

April 27—Great Lakes Radio Conference, sponsored by *Central Michigan University* and *Specs Howard School of Broadcasting*. Bovee-University Center, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

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

April 28-30—Third annual "Improving On-Air Promotion for Public Television," sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

April 29—*Women in Cable, Dallas-Fort Worth chapter*, luncheon. Marriott Quorum, Dallas.

April 30—Deadline for entries in *National Broadcast Association for Community Affairs* Community Service Awards. Information: Marsha Kaminsky, WOR-TV New York, 1481 Broadway, New York, N.Y., 10036; (212) 764-6755.

April 30-May 2—*Maryland/Delaware Cable Television Association* annual spring meeting. Annapolis Hilton, Annapolis, Md.

May

May 1—*Society of Satellite Professionals, southern California chapter*, monthly meeting. Sheraton Miramar hotel, Santa Monica, Calif.

May 1-4—*Concert Music Broadcasters Association* annual meeting. Westin St. Francis hotel, San Francisco.

May 2—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award to performer David Brenner. Adam's Mark hotel, Philadelphia.

May 3—Public Radio meeting, sponsored by *Pennsylvania Council on the Arts*, exploring "ways to increase production and broadcast of creative radio programs." Information: Pennsylvania Public Radio Associates, P.O. Box 41002, Philadelphia, 19127; (215) 483-7888.

May 3—Deadline for entries in Ceba Awards, honoring "communications excellence to black audiences," sponsored by *World Institute of Black Communications*. Information: Ceba Awards, 10 Columbus Circle, 10th floor, New York, N.Y., 10019; (212) 586-1771.

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

May 5—"Ethnic Images in Mass Marketing...The Creative Challenge," conference sponsored by *Balch Institute for Ethnic Studies of Philadelphia* and *Anti-Defamation League of B'Nai B'rith*. Bellevue Stratford, Philadelphia.

May 5-7—*Virginia Cable Television Association* 19th annual convention. Wintergreen, Va.

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



Zap chat

EDITOR: I would like to respond to Chris Martens's "Monday Memo" of March 4.

The "zapper" is not a new toy. It was first found in car radios as push buttons so people would not have to listen to a station that annoyed them. I've surveyed enough listeners to know that hardly any car driver-listener will keep listening to the same station when it plays three commercials in a row. Most won't listen to two commercials and many will zap a radio station on a blasting, insulting commercial if there is another station with a similar format in the area. That's why people use radio push buttons. Of course a bad disk jockey or a record that doesn't fit the format will earn a zap. And the ultimate radio zapper is the cassette or eight-track player so prevalent with young people who love their music unadulterated.

TV zappers have been with us a long time. The zapper is the "marketplace" answer to

bad commercials and bad programming.—*Stanley Lichtenstein, broadcast faculty adviser, Chabot College, Hayward, Calif.*

Maybe later

EDITOR: Re your March 11 editorial on "Good and bad news" in the Ninth Circuit's opinion in *Preferred Communications*:

There is no mystery about where our law firm is coming from. We are fearful of governmental intrusion into press freedoms. It's that simple. And that goes, too, for getting government out of the broadcast newsrooms.

It's been a long and hard row in cable, and we are getting closer. We're getting there because the proposition for holding off government is remarkably sane. In time, we'll turn our attention to and maybe also uncover the key for broadcasting.—*Sol Schildhouse, Farrow, Schildhouse, Wilson & Rains, Washington.*

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Vol. 108 No. 12

TOP OF THE WEEK

Capcities + ABC

A bold \$3.5 billion media marriage electrifies industry and nation

The old order changed last week. One of the Fifth Estate's big three, American Broadcasting Companies Inc., accepted the \$3.5-billion blandishment of Capital Cities Communications Inc., another prominent media company but—until last Monday (March 18)—one of conspicuously less eminence. At 1:16 p.m. that day, a new media giant was announced to the world.

The deal—which came as a shock to most in media, financial and political circles—was variously described as a “merger for cash,” “Leonard Goldenson’s retirement,” “a friendly takeover” and “the minnow swallowing the whale.” It was the first merger/acquisition of a television and radio network since Goldenson, the current ABC chairman and chief executive officer, took over that same network 32 years ago and combined it with United Paramount Theaters. The 1953 American Broadcasting/Paramount Theaters merger was valued at \$25 million.

At separate Monday morning meetings, the boards of both Capcities and ABC approved a plan whereby Capcities would pay a minimum of \$118 cash and one-tenth warrant for each share of ABC. The per-share package has a minimum value of \$121, which could increase to over \$130, depending on how long it takes to complete the deal and how the stock market reacts.

In the new company, to be called Capital Cities Communications/ABC Inc. (CCC/ABC), Thomas S. Murphy, Capcities’ chairman and chief executive officer, and Daniel Burke, Capcities’ president and chief operating officer, will keep their respective titles. ABC will become a subsidiary of CCC/ABC, and Fred Pierce, ABC’s chairman and chief operating officer, will report to Burke. His title will be vice chairman of the board of CCC/ABC and chairman and chief executive officer of ABC Inc. Goldenson will be chairman of the board’s executive committee.

CCC/ABC will have a 19-member board of directors composed of the current 12-member Capcities board and seven from

ABC’s current 15-member board. In addition to Goldenson and Pierce, five outside directors will also serve with the new company.

The financing for Capcities’ purchase of ABC’s stock is expected to come primarily from loans made by a consortium of banks led by Chemical Bank. Capcities will also issue additional stock, both to service the warrants that are exercised and to obtain \$517.5 million—three million shares at \$172.50 each—from Berkshire Hathaway

are the same as previously listed, should receive nearly \$2.5 million from his new employer.

Berkshire Hathaway certainly comes away a winner. In five days, it had already realized \$103.5 million in potential profits (the jump in Capcities’ stock price over what Buffett agreed to pay for his three million shares) and obtained close to a controlling interest in the new company, and Buffett earned a seat on the board—all of that, without having yet to put up any cash.

Said Jeff Epstein, an associate at First Boston (ABC’s financial adviser in the transaction): “Today in the United States, there is a billion-and-a-half more dollars of wealth because of this deal.” And this is in anticipation of a company which, because of spin-offs, will be smaller (see chart).

A sale may not have been Goldenson’s first choice. According to one source who is close to Goldenson, the 79-year-old chairman and chief executive officer of ABC was under pressure to find a successor, and Pierce was not seen as the person to pick up the reigns: “That is no slight on Fred,” said the source. “If he had three or four more years, he might have grown into that job, but there

was still a question as to whether he ever would have. It is one thing to come out of research and sales and run a broadcast division, and another thing to be CEO of a \$3.5-billion corporation, fighting hostile takeovers and the rest of it. At CBS, Bill Paley also went outside the company, after several tries with people inside.”

Both Murphy and Goldenson denied that their agreement stemmed from threats of hostile takeovers of ABC. There had been rumors that somebody, variously Gulf + Western, the Bass Brothers or others, was getting ready to make a move for the company’s shares. Pierce told BROADCASTING that during the last year, there had been “feelers” put out to the company.

Several years ago, ABC put on retainer a law firm considered the premiere takeover-defense specialist: Skadden, Arps, Slate,



Inc., an Omaha-based company headed by Warren Buffett (see story, page 34). Other funds will be raised from the sale of properties the company has to divest to comply with FCC regulations (see story, page 33).

Monday’s midday announcement of the ABC sale served notice once again to the stock market that there is a wide discrepancy between Fifth Estate stock prices and what buyers are willing to pay for the companies, either in whole or in part. The price Capcities agreed to pay was nearly double the price at which ABC stock had been trading before the deal was made.

Individuals profited proportionately. Goldenson’s ABC stock, if still held in the quantity reported in the company’s latest proxy statement, is worth nearly \$20 million under the proposed transfer. Pierce, who told BROADCASTING that his ABC stock holdings

Meagher & Flom, New York.

Murphy said he made his first approach to Goldenson early last December when it became evident the FCC would adopt its final version of the rule raising multiple station ownership limits from seven per service to 12.

The first bid made by Murphy was \$90 per share, according to some present at negotiations, but that was unacceptable to Goldenson.

Murphy unsuccessfully tried to get some assurance that Capcities would emerge with at least one piece of ABC, perhaps a television station, if the initial bid were surpassed by a third party, or the deal ran into regulatory problems. Taft has such a "lock-up" in its pending deal with Gulf Broadcasting—an option to purchase KTSP-TV Phoenix.

Another point of dispute was how much "action" ABC shareholders would have in the new company. Murphy was trying to keep the issuance of new stock and warrants to a minimum. Theoretically, the number of

warrants settled on would create 2.9 million shares, or 15% of the CCC/ABC stock.

The more intense negotiations took place in the 10 days preceding last Monday's (March 18) announcement. Besides Goldenson and Pierce, only two others at ABC reportedly knew what was going on: Michael P. Mallardi, executive vice president and chief financial officer, and Everett H. Erlick, executive vice president and general counsel. Burke said the same number were at the table for Capcities, with Joseph P. Dougherty, executive vice president and president of the broadcasting division, and Ronald Doerfler, senior vice president and chief financial officer, accompanying Murphy and Burke.

On Friday, March 15, "We finally knew we had a deal," said one of those present at the negotiations. Goldenson and Murphy began to worry about the implications and the board meetings. The lawyers and investment bankers worked during the weekend on the final agreement. Helping Capcities in the

negotiations were Buffett and the law firm of Wachtell, Lipton, Rosen & Katz.

Burke agreed with a suggestion that Murphy's visits to the ABC building may have started rumors just before the weekend. Even before then, there were several high volume trading days and a steady rise in the stock price of ABC in comparison to the other two network-parent companies.

Burke said the first time that other Capcities executives found out about the deal was on Friday, after the stock exchange had closed. "There was still a chance of some activity on the West Coast, but these were senior officials." At ABC, the word did not spread until Sunday, when some broadcast group executives were flown in from the West Coast for a briefing.

Murphy first called together the Capcities' directors on Sunday night, St. Patrick's Day, at company headquarters at Madison Avenue and 51st Street in New York (coincidentally, opposite St. Patrick's cathedral). According to Burke, the directors spent four hours reviewing the deal. The vote, however, was not taken until another two-hour meeting that started at nine the next morning. After the acquisition was approved, the directors waited for their counterparts at ABC to finish.

One of those present at the ABC board meeting said that contracts and contract summaries were first distributed to the directors on Friday after the close of the exchange. Not all the directors could attend, so some of them participated via a conference call during the three hours the deal was discussed. A vote was taken, first by the outside directors, ostensibly because they had less to gain by the rejection or approval of the proposal. Then a combined vote was taken.

At 12:30 p.m., the board members of Capcities left the company's offices and walked to ABC headquarters four blocks away to shake hands on the deal.

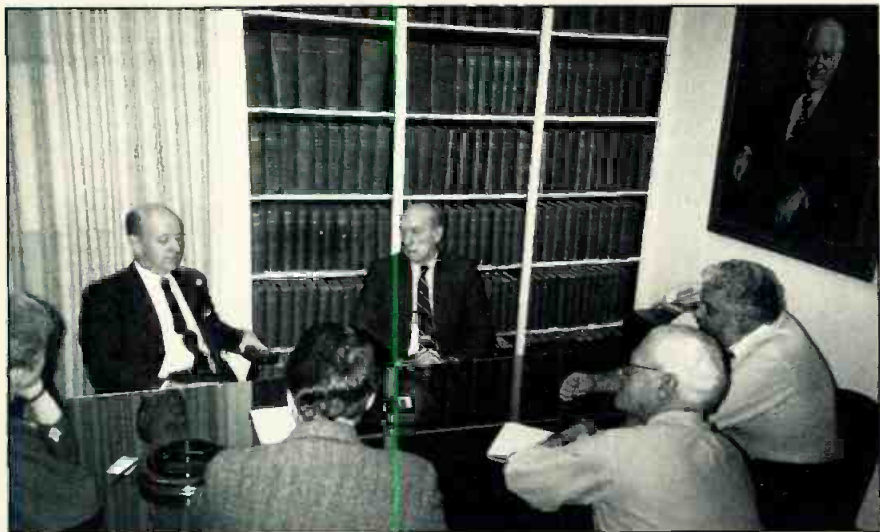
In the many interviews that Murphy and Burke gave in the days that followed, they said there were no immediate plans for major changes in the way ABC does business. Officials at ABC were trying to present it as a merger. "As a merger goes, this is as good as can be," Pierce told BROADCASTING.

The offer being made by Capcities is simple: \$118 cash out of a minimum \$121 to each ABC shareholder. The \$3 extra is the price Capcities would pay to buy back each one-tenth warrant, following approval.

Those warrants allow their holder to purchase shares in CCC/ABC for \$250 at any time during two-and-a-half years following the merger. Because shares of Capcities already were selling for over \$200 at the close of last week, there is a good chance the market in those warrants will price them higher than \$3.

Another financially relevant footnote: If the deal is delayed beyond Jan. 6, 1986, the purchase price per share will increase at least 6% (minus dividends), and perhaps more.

Yet another feature of the package encouraging current shareholders to sit out the deal is the right of ABC to purchase up to \$1.1 billion in stock—about a third of the outstanding shares—at current prices. Any



On the record in Washington

"We hope two plus two equals five." That's how Tom Murphy, quoting Leonard Goldenson, described the synergy he thinks will result from the merger of his Capital Cities Communications with Goldenson's ABC Inc. The two chief executives stopped by BROADCASTING's DeSales Street headquarters in Washington last Tuesday morning, between visits to the FCC and Capitol Hill.

Murphy said the combination of people and assets each company will bring to the deal will position the new entity "ideally equipped to handle challenges of the future. Think of what happened in the last 25 years, and just imagine what might happen in the next 25."

What would they do about divesting properties beyond present FCC limits or rules? Neither was prepared to say, although Murphy did admit to having "a perfect scenario or dream." It appeared that holding on to Capcities' present cable holdings and its Philadelphia TV station (which presents a slight overlap to ABC's WABC-TV New York) were parts of that dream.

Goldenson, explaining his rationale for the merger, noted that "I started this thing [ABC] from a bankrupt corporation and built it into a very competitive force. I want to see that it's carried on and I think the managements of Capcities and ABC put together will see to it that this management of ABC will be carried on in the tradition in which it was built, and that to me is the greatest thing, as far as I'm concerned."

Goldenson denied that any threat of an unfriendly takeover had figured in his decision to sell, and Murphy denied any role as a "white knight" (a friendly company that steps in to protect another company threatened by takeover). Specifically, the takeover maneuvers of Turner Broadcasting's Ted Turner were never taken seriously, Goldenson said. Rather, the FCC's lifting its multiple ownership limits was the trigger, both he and Murphy agreed.

Pictured (clockwise from left): Patti Matson, ABC vice president for corporate communications; Murphy; Goldenson; BROADCASTING publisher Larry Taishoff; Edwin H. James, senior editorial consultant, and Don West, managing editor. The portrait is of BROADCASTING founder Sol Taishoff.

profit that ABC would get from buying shares below the \$118 price would be added to the kitty to be distributed to shareholders, as would extra warrants the company would pick up.

Despite these extra possibilities, there were clearly many people who decided to cash in last week. After closing at 74½ on Friday, March 15, trading in ABC shares

was delayed Monday pending the midday announcement (as was trading in Capcities). When trading began in the afternoon, ABC rose to 115, and finished the day at 105½, where it remained, give or take a point, for the rest of the week. The trading was up to 10 times higher than usual and the impression seemed to be that the professional investors were buying to wait out the deal, a

\$15 spread (the minimum \$121 offer minus the current trading price of \$106) over nine months works out to 19% on an annualized basis—not bad for those who were willing to take the chance that the deal might run into trouble. On the other hand, they would be the ones who would benefit if a counteroffer is made. No signs of such a possibility had surfaced by the end of last week. □

FCC approval of Capcities/ABC deal likely

But companies would have to sell a number of media properties, totaling upwards of \$1 billion, to comply with various FCC duopoly and crossownership rules

If Capital Cities Communications Inc. and ABC get stockholder approval to realize their planned merger into Capital Cities/ABC Inc., they will face regulatory obstacles at the FCC.

In fact, they may have to divest themselves of more than a billion dollars worth of communications properties to bring themselves into compliance with a variety of FCC ownership rules.

But, judging from interviews with commissioners and key staffers, no unnecessary roadblocks will be erected in their way.

Chairman Mark Fowler said he didn't think it would be "appropriate" to comment on specifics. But he made his general stance clear. "There is no need to erect artificial regulatory hoops when parties get together and decide they want to negotiate and consummate a business transaction," Fowler said. "My view is that we should be, as always, the neutral umpire applying our rules and processes without fear or favor. This means, too, that we will neither be encouraging nor discouraging any party in the proceeding, neither artificially delaying nor expediting our processes."

Commissioner James Quello added that he didn't see anything that would stand in the way of the merger. "These are both very reputable companies," Quello said. Quello can speak with some authority, having managed Capcities' WJR(AM) Detroit.

To realize their ambitions, however, Capcities and ABC will have to divest a substantial amount of property.

Under the proposed merger, the companies would run afoul of the FCC's 12-12-12 multiple ownership rule, which restricts ownership to a maximum of 12 AM's, 12 FM's and 12 TV's. Under that rule, broadcasters also are limited to reaching 25% of the nation's television households with their TV's, with UHF's counting for only half of the households in a market. As it stands, Capcities has six AM's and six FM's. Together with ABC's five AM's and seven FM's, Capcities/ABC would still only have 11 AM's and 12 FM's. Capcities/ABC's 12 TV's would meet the FCC's numerical limits but not the reach requirements. ABC's five VHF TV's have a total reach of 20.76%, while Capcities' TV's, including UHF discounts, have a total reach of 7.83%. Under the proposed merger, Capcities/ABC would

have a total television reach of 28.59%, which is 3.59% more than permissible under the 25% cap.

On another FCC front, all ABC's TV stations are parts of combinations with radio stations and are grandfathered under the commission's one-to-a-market rule that essentially says the same entity can't own a TV and a radio station in the same market. (AM-FM combinations are permitted.) TV-radio combinations lose their grandfathered protection when their ownership changes. So unless Capcities/ABC can get a waiver from the commission, all the ABC radio stations co-located with the network's TV stations—WABC(AM)-WPLJ(FM) New York, WLS-AM-FM Chicago, WRIF-FM Detroit, KABC(AM)-KLOS(FM) Los Angeles and KGO-AM San Francisco—would have to be sold if the television stations were retained.

The merger would lead to conflicts under the same rule unless Capcities divests itself of KLAC(AM)-KZLA(FM) Los Angeles, WPAT-

where there is "very serious overlap."

FCC rules also prohibit the crossownership of daily newspapers and broadcast stations in the same market. Assuming no waivers, Capcities would appear to have to divest itself of *The Oakland Press*, which is in Pontiac, Mich., a suburb of Detroit, and *The Daily Register*, which is published in Red Bank, N.J., a suburb of New York, if broadcast properties are retained in those markets.

Assuming that the FCC will read the proposed transfer as Capcities buying ABC, Capcities' own grandfathered combination of the *Fort Worth (Tex.) Star-Telegram* and WBAP(AM)-KSCS(FM) Dallas-Fort Worth apparently would be permitted to survive. ABC's KTKS-FM Dallas-Fort Worth, however, would have to go.

Capcities/ABC may also have to divest itself of the cable systems it owns in 55 communities, since FCC rules prohibit companies that own television networks from owning cable systems, although CBS several years ago obtained a waiver permitting it to acquire cable systems with subscribers totaling 90,000 or one-half of one percent of total U.S. cable subscribers, whichever is lower.

A long-pending rulemaking at the FCC would eliminate the network-cable crossownership prohibition. But the commission, reluctant to take on another issue that might generate congressional opposition, is said to be unlikely to move on that proposal in the foreseeable future.

Chairman Fowler told BROADCASTING last week that he had no plans to bring up the network-cable proceeding any time soon. "There are so many other issues I have to prioritize, and that [the network-cable rulemaking] is not a priority," Fowler said.

Commissioner Quello added that even if the FCC were to address the network-cable proceeding, there was a "question" whether the proposal would be approved. Quello said he had heard that Hollywood interests, the networks' nemesis on Capitol Hill, might oppose the FCC's elimination of the crossownership bar in Congress. "It makes it tougher, considering the networks' lack of success on the Hill, if it gets to be a Hill issue," Quello said.

The rulemaking already appeared to have become an issue for some in Congress—even before the proposed Capcities/ABC merger was announced. Ira Goldman, a spokesman for Senator Pete Wilson (R-Calif.), a leader of congressional opposition to the FCC's proposed liberalization of its anti-network financial interest and multiple ownership rules, told BROADCASTING last week



Touching base. Goldenson and Murphy with FCC Commissioners Mimi Dawson and James Quello during a courtesy call last week. The aspirant partners met with all five FCC members.

AM-FM Paterson, N.J. (New York), and WJR(AM)-WHYT(FM) Detroit. The same would arise unless ABC divests itself of KSRR-FM Houston, where Capcities owns KTRK-TV.

Under the commission's duopoly rule, a broadcaster is limited to owning one station in the same service in the same area (the signals of two commonly owned stations aren't supposed to overlap). Under that rule, Capcities' WPVI-TV Philadelphia and WTNH-TV New Haven-Hartford, Conn., may be considered to be in the same area as ABC's WABC-TV New York. It remains to be seen whether the FCC will find the overlap significant enough to require divestiture of any of the three properties. Commissioner Quello told BROADCASTING he thought the commission should require divestiture only

A keystone of the deal: Warren Buffett

Recently, Warren Buffett gave a speech at Columbia University, commemorating the 50th anniversary of a book published by two professors who taught him at that university's graduate school of business in 1951. The speech was reprinted in *Barron's* and widely discussed.

Buffett is well known among investors for having followed the advice of his professors, and he made a fortune for himself and his partners. Simply put, that advice is: look for companies with assets, which for some reason have been undervalued by the stock market. Over time those assets will increase in value and the stock price will have to keep pace.

Two lesser known aspects of the Nebraska-bred Buffett are that he has put that theory to use in the stocks of media companies, and that, as was discovered last week, he is a deal maker. He helped advise Thomas Murphy, chairman of Capital Cities Communications, in the latter's negotiations to buy ABC Inc.

Murphy told BROADCASTING that a friend advised him 15 years ago that Buffett was a source of good advice, and he confirmed that appraisal after flying out to Buffett's Berkshire Hathaway offices in Omaha. (Buffett owns 41% of Berkshire Hathaway Inc.) Murphy asked Buffett, now 54 years old, to serve on Capcities' board, and although Buffett had previously declined, last week he agreed to join the Capcities/ABC board as part of the deal. If the sale goes through, he will purchase three million shares of the newly issued company at \$172.50 per share, close to the pre-announcement trading price of Capcities stock, thereby giving Capcities an additional \$517.5 million to make the purchase.

Buffett is reported to be a modest, easy-going person with a good sense of humor who thrives on soft drinks. He also takes an active interest in public affairs. At present, two of his philanthropic concerns are population control and the nuclear arms race. Some of his personality shows up in the pages of Berkshire Hathaway's annual report, which Howard Simons, curator of Harvard University's Nieman Foundation and a Buffett acquaintance, called, "the best written, most intelligent and funniest annual report in the United States."

Berkshire Hathaway and Buffett would benefit additionally from the sale of ABC through the 3% of ABC stock it reportedly owns, which could be worth a minimum \$105 million. Other media-related holdings reported to be held by the Omaha-based company include 4.6% of Interpublic Group of Companies; 13% of The Washington Post Co., where Buffett is currently a director; 4.3% of Ogilvy & Mather; 8% of Affiliated Publications, and 4% of Time Inc. Until recently, Berkshire Hathaway also had shares in Media General. Some of the holdings have been reduced in recent months. As an example, Berkshire Hathaway had a 15% interest in Interpublic until recently.



that he, a week or two before the merger announcement, had called selected FCC staffers to inquire about when the network-cable proceeding was scheduled for action. According to Goldman, an FCC staffer assured him that the rulemaking wasn't coming up. "I was told it had the same status as the financial interest rule," Goldman said.

In a news release last week, moreover, Senator Wilson said Capcities would either have to sell its cable systems or the network. "A waiver of the rule is neither likely nor a good idea," Wilson said.

One FCC source said it would be especially difficult to approve the FCC's rulemaking now because it would appear as if the commission were merely "smoothing the way" for Capcities/ABC to retain the cable systems. But another FCC source suggested a way out. "One possibility would be to give them [Capieties/ABC] a hell of a long time to divest and take our time with the rulemaking," the source said. "But we'll wait to see what they [Capieties/ABC] propose and do some thinking on it."

The commission may be in a position to

grant Capcities/ABC a waiver to keep enough systems to serve 90,000 subscribers. In 1981, when the FCC granted CBS its waiver, it said it would be receptive to similar waiver requests from the other networks.

The proposed merger would raise a couple of additional problems for Warren E. Buffett, the proposed director and 18% owner of Capcities/ABC. Buffett is a director of the Washington Post Co., which owns the *Washington Post* and Post-Newsweek Stations Inc., which, among other things, owns WDIV(TV) Detroit. Buffett told BROADCASTING last week that if the deal goes through, he will step down as a Washington Post director. (If he did not, Buffett would be considered, under FCC rules, as owning enough stock in the *Washington Post* media properties to be counted against the CapCities/ABC portfolio.)

Buffett is also chairman and 41% owner (his wife owns an additional 3%) of Berkshire Hathaway Inc., which owns, among other things, *The Buffalo News*. Last week Buffett said Capcities' Murphy and he had agreed that Berkshire Hathaway would keep

the newspaper and that CapCities would sell its WKBW-TV Buffalo. (Capcities' WKBW(AM) Buffalo may have to be sold as well.)

Through insurance subsidiaries, Berkshire Hathaway, according to Buffett, also owns 13% of the Washington Post Co.; 8% of Affiliated Publications Inc., and 4% plus a fraction in Time Inc. Affiliated Publications, through subsidiaries, publishes the *Boston Globe* and owns several radio stations.

But Buffett's ownership of those companies through Berkshire Hathaway is not expected to raise additional problems under the commission's ownership rules. Insurance companies are considered to be "passive investors" that are permitted to own up to 10% of a media company before being considered owners under the FCC's other rules. (Other kinds of investors are permitted to own up to 5% of a media company before being considered owners.) And the FCC would calculate Buffett's attributable interests in those media properties by first diluting them with a multiplier to account for his owning the media property through intervening corporate layers. (With the FCC multiplier, Buffett—assessed for the 44%-plus of Berkshire Hathaway he holds with his wife—would be considered to own about 5.85% of the Washington Post Co., for example.) With the multiplier, the interests in the two other media companies would not even reach the 5% benchmark.

In an interview, Buffett said Capcities planned to tell the FCC that it would "quarantine" those passive investments. "We will do what we can to hold them on a passive basis," Buffett said. "But we'll do whatever [the FCC says] we have to do." □

Citizen groups mobilize to make presence felt in CCC/ABC consummation

Capital Cities' proposed takeover has attracted the interest of citizen groups as well. The \$3.5-billion deal has generated concerns they say they want addressed. Sam Simon, executive director of the Telecommunications Research and Action Center, whose board includes representatives of several other public interest groups, said he and members of his board will meet with Capcities representatives in New York on Thursday (March 28). There are issues to be addressed "on which we are developing concerns," Simon said. And the National Black Media Coalition has contacted representatives of both ABC and Capcities expressing an interest in meeting with them. NBMC's Pluria Marshall said he is concerned about the lack of blacks in news directors' and other top managerial jobs at ABC and Capcities television stations. He also feels the parties should give a preference to blacks in disposing of properties commission rules will require them to spin off to complete the merger.

Simon and Marshall were not talking tough in terms of the possibility of filing petitions with the commission to block the sale. In fact, NBMC has assured ABC of the

Roots of a merger: A history of Capcities and ABC

Capital Cities Communications and ABC Inc. both got their starts in essentially the same way that they are now getting together: via the acquisition route.

Capcities' history dates to the purchase of the Hudson Valley Broadcasting Co. in October 1954 by the late newsman Lowell Thomas, his business manager, Frank M. Smith, and a group of their associates. Hudson Valley owned two stations, WROW-AM-TV Albany, N.Y. The company has been expanding ever since, primarily by acquisitions.

Thomas S. Murphy, chairman and chief executive, has been there from the beginning, having joined the new owners Oct. 7, 1954, as vice president and general manager of WROW-AM-TV. He was named president of the company exactly 10 years later and has headed it ever since.

The first acquisition was WTVB-TV Raleigh-Durham, N.C., in 1957. In that year the company also changed its name to Capital Cities Broadcasting, Albany and Raleigh being the capitals of their states. Over the next 10 years it acquired (in order) WPRO-AM-FM-TV Providence, R.I.; WKBW-AM-TV Buffalo, N.Y.; WPAT-AM-FM Paterson, N.J.; WJR-AM-FM Detroit; WSAZ-TV Huntington, W. Va.; KPOL-AM-FM Los Angeles and KTRK-TV Houston (in a swap for WPRO-TV and cash).

By 1968 it was approaching the limits the FCC then had on multiple-station ownerships. So it redirected its expansion into the print media, starting off with a big chunk by acquiring Fairchild Publications, publisher of *Women's Wear Daily* and seven other business publications. In ensuing years its many purchases in the newspaper and business magazine field included such majors as Carter Publications, publisher of the *Fort Worth Star-Telegram* and owner of two radio stations, and the Kansas City Star Co., publisher of the *Kansas City (Mo.) Times* and *Kansas City Star*.

But the company's expansion program, though concentrating primarily on acquiring and starting newspapers and business magazines in the 1968-80 period, did not lose sight of broadcasting. In 1971 Capcities acquired Triangle Publications' WPVI-TV Philadelphia, WTNH-TV New Haven, Conn., and KFSN-TV Fresno, Calif., in a \$110-million deal (and sold its Albany and Huntington television stations).

In 1980 Capcities moved into the cable television business—modestly at first, through the acquisition of seven companies with unbuilt franchises in six states, and a year later in real seriousness, buying RKO General's Cablecom General, operator of 43 systems in 12 states, for \$139 million.

In the years since, it has continued to grow, picking up a property here, starting one there, disposing of one or two but steadily growing. Along the way, in recognition of its multimedia role, it changed its name to the present one, Capital Cities Communications.

□

The company that is now ABC is a year older than the one that is now Capcities, having been formed in 1953. It started life as American Broadcasting-Paramount Theaters (AP-BT), created when United Paramount Theaters, a new company put together by Leonard H. Goldenson when Paramount Pictures was forced by government consent decree to get rid of its theater ownership, acquired ABC in a \$25-million merger. ABC itself had been formed 10 years earlier by Edward J. Noble out of the old Blue network when NBC, which had been operating both the Blue and the Red networks, was forced by the FCC to dispose of one of them. AB-PT started out with five AM, five FM and five TV stations, a radio network with 355 affiliates and a TV network with 14 primary affiliates, all of which formed the ABC division of AB-PT, and a chain of approximately 650 theaters whose number had to be reduced under government orders. Over the years the

company has done its share of diversifying—into publishing, leisure-time facilities, film production and cable television programming services—but close to 90% of its revenues still come from broadcasting.

Necessity as well as a talent for invention played a big part in the ABC division's early growth. In 1954, AB-PT agreed to invest in an amusement park that would be called Disneyland, and out of it also came a hit television series known for years as *Walt Disney Presents* (and, later, the much-watched *Mickey Mouse Club*).

AB-PT also made a deal with Warner Bros., getting exclusive rights to Warner's TV output. On ABC-TV, Warner's *Cheyenne* started a stampede of westerns that kept all the networks busy for years.

ABC-TV moved into daytime television in a real way in 1958 with "Operation Daybreak," a project worked out with the Young & Rubicam advertising agency in which several Y&R clients helped underwrite three hours of new midday programming per day. In 1959 it plunged deeply into sports coverage with extensive contracts in college and professional football and basketball, baseball, golf, bowling and boxing. In 1961 it began expanding its news operations, and hired James C. Hagerty, White House press secretary, to head the department and build it.

In 1962, color came to the ABC-TV network—in a limited number of programs. But converting to color cost money, and largely for that reason ABC and International Telephone & Telegraph Corp. worked out a merger plan that was announced in December 1965. (That was also the year in which the corporate name was changed from AB-PT back to American Broadcasting Companies Inc.)

The ITT merger plan would have meant more than \$406 million to ABC stockholders on the day that the FCC first approved it, but it was opposed by the Justice Department and canceled two years later. In the interim, ITT had lent ABC \$25 million and the conversion to color went on.

The ITT merger had hardly been scuttled when billionaire Howard Hughes attempted to gain control of ABC through a tender offer for 43% of its stock: about 2 million shares at \$74.25 each, or nearly \$16 more than the market price. ABC management fought bitterly, but lost in court. When about 1.6 million shares were tendered, however, Hughes turned them down—some thought because he feared that if the FCC held hearings on the station transfers, he would be compelled to appear.

It was in 1968, too, that ABC introduced its four-network concept to radio, though it was not until 1972 that the concept turned a profit. The ABC-TV network also turned a profit in 1972, for the first time in a decade.

ABC-TV has historically oriented its programming toward the young adult audience—and was the first network to do so. Other "firsts" among many in its television credits include the slow-motion instant replay (1961), the mini-series *QB VII* (1974), and Monday night football (1970).

ABC-TV was a laggard, usually in third place, in the prime time ratings for most of its years until 1975-76, when it soared into first place. It remained there until the 1979-80 season, when it dropped to second. Lately it has been running third.

During ABC-TV's years as what was sometimes known as "the third network in a two-and-a-half-network economy," its affiliate lineup had grown, but largely through additions in medium-sized markets. The lineup had also been subject to cherrypicking by other networks—so much so that ABC had turned to the FCC for protection against raids on its affiliates. The FCC refused, and years later, when its own ratings were flying high, ABC was able to return the compliment and did so with gusto, picking off a number of important affiliates from its rivals, particularly NBC-TV.

Capcities and ABC: Were they all together now

The chart below lists all Capital Cities Communications and ABC broadcast properties by market. Italics indicate Capcities properties. ABC's present TV coverage total equals 20.76%, while Capcities is 7.83%, including a 50% UHF discount for WFTS and KFSN. The com-

bined coverage would total 28.59%, requiring CCC/ABC to divest TV stations representing 3.59%. Additionally, absent a waiver of FCC rules, ABC's television-radio combinations will have to be broken up. Buffalo paper is owned by Warren Buffett, 18% investor in CCC/ABC.

Market (ADI)	AM	FM	TV	Ch.	Affil.	% TV coverage	Daily paper
New York (1)	WABC <i>WPAT</i>	WPLJ <i>WPAT-FM</i>	WABC-TV	7	ABC	7.72	<i>Daily Register</i>
Los Angeles (2)	KABC <i>KLAC</i>	KLOS <i>KZLA-FM</i>	KABC-TV	7	ABC	5.13	—
Chicago (3)	WLS	WLS-FM	WLS-TV	7	ABC	3.55	—
Philadelphia (4)	—	—	WPVI-TV	6	ABC	2.97	—
San Francisco (5)	KGO	—	KGO-TV	7	ABC	2.42	—
Detroit (7)	WJR	WHYT <i>WRIF</i>	WXYZ-TV	7	ABC	1.94	<i>Oakland Press</i>
Dallas-Fort Worth (8)	WBAP	KSCS <i>KTKS</i>	—	—	—	—	<i>Star-Telegram</i>
Washington (9)	WMAL	WRQX	—	—	—	—	—
Houston (10)	—	KSRR	KTRK-TV	13	ABC	1.69	—
Atlanta (15)	WKHX	—	—	—	—	—	—
Tampa-St. Petersburg, Fla. (18)	—	—	WFTS	28	Ind	1.19	—
Hartford-New Haven, Conn. (22)	—	—	WTNH-TV	8	ABC	0.94	—
Buffalo, N.Y. (35)	WKBW	—	WKBW-TV	7	ABC	0.72	<i>Buffalo News</i>
Raleigh-Durham, N.C. (38)	—	—	WTVD	11	CBS	0.69	—
Providence, R.I. (39)	WPRO	WPRO-FM	—	—	—	—	—
Fresno, Calif. (65)	—	—	KFSN-TV	30	CBS	0.45	—

coalition's support for the takeover. But Marshall told BROADCASTING, a petition to deny "couldn't be ruled out." And Simon noted that TRAC has opposed virtually every major merger proposal in the past several years. However, he also said the Capcities-ABC deal is sufficiently different that "everyone is keeping an open mind."

The Capcities officials who will meet with TRAC representatives are Joe Dougherty, president of the broadcast division, and Andrew Jackson, a vice president. The meeting will be held after the TRAC luncheon that will honor Earle J. Moore, a New York attorney who over the years has represented the United Church of Christ in behalf of citizen groups challenging broadcast stations they contended were not serving the public interest, and Joel Chaseman, president of Post-Newsweek Stations Inc., for his role in helping to advance women and minorities to advance in the media.

Some of the TRAC board members who are expected to attend the meeting indicate the kind of interests likely to be discussed: Peggy Charren, of Action for Children's Television; Kathy Bonk, of the National Organization for Women; Emma Bowen, of Black Citizens for Fair Media; and Wilhelmina Cook, of Citizens Communications Center, and Dr. Everett Parker, former director of the Office of Communication of the United Church of Christ.

Marshall, who has used the leverage provided by commission rules to persuade parties to past broadcast sales and mergers to provide broadcasting-related benefits to minority-group members, said the proposed merger offers an opportunity to talk to the parties about NBMC's concerns when it will have "their undivided attention." He said it

would take "plans and money to get blacks in management." Why money? To make sure the program is budgeted, he said. "It may also be necessary to hire extra people... There are now no black producers being developed." And as for the ownership issue, Marshall said, "They know we're concerned about selling these [properties] to black folks," then added: "They don't have to sell to the highest bidder." The parties, he said, can make their choice of purchaser on the basis of the "goodwill" that would be generated.

NCCB and TRAC have not always been on the same side of issues; NCCB has supported mergers TRAC has opposed. But the two groups may try to resolve any differences on the Capcities-ABC matter. Marshall said he would like to meet with Simon after the TRAC and NCCB meetings with the Capcities and ABC officials. □

Who's next?

Most analysts say hostile takeovers of other networks remain unlikely, but concede that the door is now open

Most Wall Street security analysts think that the announced sale of ABC to Capital Cities Communications is a poor indicator of the prospects for an unfriendly takeover of either of the other two networks. But they also note that last week's news of the deal, plus the announcement one day later of a dissident stockholder group proposing the liquidation of Storer Communications, "opens

the door" to the possibility that media companies are no longer isolated from the fray of the rough-and-tumble world of Wall Street's financial players.

Meanwhile, unconfirmed published reports last week said that arbitrator Ivan Boesky had accumulated 7% to 8% of CBS for an estimated \$240 million. However, as of press time, there was no confirmation. CBS Chairman Thomas H. Wyman, in response to reports that CBS founder William S. Paley was arranging a leveraged buyout of the company, said there are "no plans in place or contemplated for a management group to implement a leveraged buyout of the company."

Most analysts still view a hostile takeover of CBS as a very difficult, if not impossible, task to pull off. Not only are there numerous regulatory hurdles that any unsolicited bid for CBS would meet, they point out, but they expect CBS to mount a formidable defense—a defense so strong, they emphasize, that any hostile bid might soon find the fight itself prohibitive on economic grounds alone.

Analysts repeatedly emphasized that any company wanting to make a play for one of the networks, if it wanted to make any serious headway at all, would have to exhibit the right "credentials," i.e., be a broadcaster itself or in an allied or related field. Otherwise, say analysts, the bid might not survive regulatory scrutiny, even despite the hands-off marketplace-oriented attitude of the Mark Fowler FCC.

Still, the notion that the world had changed with the Capcities/ABC agreement was one of the clear messages to emerge from deal, according to some analysts. Stated Richard J. MacDonald, a vice president

and media security analyst at First Boston Corp.—the investment firm which represented ABC—the distance between a friendly deal and a hostile deal is a very short one, indeed. If we can get through the drill of trading a network, then the fact that it's a hostile or friendly [deal] doesn't make any difference. [Previously] it was a taboo. And that's basically what we've learned in the past week. That's why the thing that went off at 6th Avenue and 54th Street was a 100-megaton deal."

Other analysts concede that new ground was broken last week, and that could spur some companies or individuals to delve into an area largely unscarred by proxy fights and takeover threats. "What it does, if nothing else, is just say 'it's available,'" noted Ellen Sacher Gibbs, president of Communications Resources Inc., a media consulting firm. "How it's structured, who it would be, that's another issue," she added, "but you suddenly have broken an unspoken rule that said 'networks don't sell.'"

Gibbs emphasized, however, that because of the amount of money required to buy a network, there are few entities with the financial wherewithall to do it. Capital Cities Communications, she said—although one quarter the size of ABC—is a "fully bonafide credible buyer who's in the business."

Mark A. Riely, a securities analyst with F. Eberstadt & Co., also believes that the Capcities/ABC deal has wider ramifications. Although he qualifies his remarks by noting "nothing that happened here could given any credence that it could be done on a hostile basis," he goes on to say that "for a company that has thought about the idea—I mean a legitimate company, I'm not talking about Jesse Helms or Turner—for a company that has some financial muscle, it could give them more of an incentive to think about making an offer for CBS."

And for companies that don't have the money in the bank or credit lined up to do it on their own, Riely observes "this would encourage them to the extent that it would help pave the way for financing. [The Capcities/ABC deal] shows that a shrewd broadcaster believes the networks are worth that much, and in fact the market agrees with the perception because they rewarded Capcities by sending its stock up after they made the decision to buy. All that would help sell a potential investor to come in with a group. So, in that regard, it might make raising money easier."

Smith Barney's Ed Atorino says the age of the super-deal in Fifth Estate companies may now be here since the FCC revised its station ownership rules at the beginning of the year. He believes that since one network has, in effect, proposed to change hands, it is no longer an unthinkable proposition and, could happen again. "Once the barn door is open and one horse gets away, it's quite possible somebody could run in and steal the other horse or all the horses could get away. It is increasingly likely, having seen one network go, even on a friendly basis, that somebody out there will say 'Hey, you can buy a network!' As a result, you have a raising of

the temperature on the takeover stove," observes Atorino.

Other analysts are focusing on the Storer situation (see page 77) as possibly breaking the barrier among Fifth Estate companies. "To date, all the media mergers we have seen have been friendly," noted R. Joseph Fuchs, vice president, Kidder Peabody. "The one big change that has occurred in the pattern of recent events is the Storer thing. It is the first major overt, unfriendly action taking place.

To the extent that that kind of a situation can continue to move forward and is successful, what that does is to suggest to those of us in the financial community who felt that an unfriendly action would be sufficiently difficult so that it could be prevented, [now know] maybe that isn't the case any longer. That possibility is now a lot more reasonable today than it was—conceptually—not too long ago. That's the escalation that's happening." □

Broadcasters positive about merger

Others in industry, including CBS and NBC executives, group owners and ABC affiliates think CCC/ABC is well-structured marriage

Once they got over the initial shock of the proposed sale of ABC Inc.—it appeared to be one of the best-kept secrets in the annals of media deal making—industry executives reacted last week with a mixture of high expectations at the potential of the Capital Cities-ABC combination, and questions about how it will all shake out upon completion. Repeatedly, executives commented on what they see as two well-managed companies joining forces to become even stronger, with the sale representing ABC Chairman Leonard Goldenson's way of insuring that the network—his life's work—is passed on to the surest management hands available.

ABC affiliate executives were viewing the proposed sale in a positive light last week, contending that Capcities will bring further strength to their network. Executives at the other networks also saw the proposal as having a positive impact on the industry. Some even saw the proposed deal, along with a couple of earlier deals such as the leveraged buyout of Metromedia and the acquisition of Gulf Broadcasting by Taft Broadcasting, as a signal that Wall Street is beginning to recognize the true value of broadcasting firms

after many years of underestimating the industry.

"These kinds of transactions seemed to have brought to the attention of investors the fundamental values of [broadcasting]," said Milton Maltz, chairman of the Cleveland-based group owner, Malrite Communications. With the emergence of the new media, such as cable television and home video, said Maltz, the prominence of the broadcast medium in the eyes of investors was diminished somewhat. "Broadcasting was like the relative you take for granted." But these recent mega-deals, he added, have "brought about a cognizance and recognition," of the value of broadcast properties that hadn't been focused on for some time.

Reaction from ABC's competition was also positive. NBC Chairman Grant Tinker agreed with Maltz that the ABC-Capcities proposal and some other recent deals may "cause people to take a new and fresh look" at the industry. Contending that all of the negative stories about network audience erosion and resulting demise-of-the-networks headlines are "greatly exaggerated," Tinker added that the ABC-Capcities pact will have a "salutary effect" on the business. Why? "Because of the people involved. If you take a [Capcities Chairman Thomas] Murphy and an [ABC President Frederick] Pierce and put them together you'll probably have some-

Stock market reaction

Media stocks took off like a rocket following the announcement that Capital Cities bought ABC on Monday, March 18. ABC soared 31 points that day to close at \$105.875 per share, while CBS—surrounded by persistent take-over rumors—climbed six points from its previous Friday price to close at \$94.25 per share. Capital Cities, as what analysts said was the market's approval of the deal, rose \$7.50 per share on Monday to close at \$183.50 per share.

Company	March 8	March 15	March 22	% change March 8-22
ABC	69 1/8	74 1/2	106 1/8	53.53
CCI	176	176	215	22.16
CBS	85 3/4	88 1/2	108 3/4	26.82
Cox	56 1/4	55 5/8	63 1/4	12.44
Malrite	15 1/4	16 1/4	16 3/4	9.84
LIN	25 1/4	24 3/8	26 3/4	5.94
RCA	39 5/8	38	42 7/8	8.20
Storer	57 3/4	59 5/8	72 3/4	25.97
Taft	60	60 1/2	66	10.00
United TV	19 1/4	18 1/2	21 1/4	10.39
S & P 400	200.25	196.94	199.73	-0.26
DJIA	1269.66	1247.35	1267.45	-0.17
NASDAQ	282.37	277.97	278.91	-1.23

thing good—a force to reckoned with.”

Tinker said that NBC would probably not be interested in looking at any of the potential spin-off properties if the agreement is consummated. “I don’t think so,” he said, “based on what and where they are.” But he didn’t rule out future acquisitions if the right offer surfaces.

Gene Jankowski, president of the CBS/Broadcast Group, said through a spokesman last week that if, as a result of the proposed deal, ABC becomes a stronger network, the industry is better off. “The better and stonger they become in a more competitive world,” he said, “the more it enhances the industry.”

Ted Turner, chairman of Turner Broadcasting System, who has refused to quell rumors about his involvement (or lack thereof) in a possible takeover attempt of CBS Inc., last week also declined to share his thoughts on the proposed sale of ABC. Although he did joke to one group of broadcasters: “I got to get me a network...they’re goin’ fast.”

The initial response from affiliates was optimistic, if guarded in the sense that a lot remains unclear in terms of what specific changes might occur. “We all know how well-run those Capcities stations are,” said Clayton Brace, vice president and general manager of ABC affiliate KGTV(TV) San Diego, who is also chairman of the ABC Television Affiliates Association. He said that the two companies would appear to make a “winning combination.” But at this stage, he added, it is “problematical” as to how they put it together.

James Coppersmith, vice president and

Opinions from the Hill

Capitol Hill reaction to the proposed merger was mild. Members instrumental in the formulation of telecommunications policy were generally satisfied with the proposal. (Goldenson and Murphy made the rounds there last week, calling on several influential members including House Energy and Commerce Committee Chairman John Dingell [D-Mich.] and Telecommunications Subcommittee Chairman Tim Wirth [D-Colo.] and Senate Commerce Committee Chairman John Danforth [R-Mo.] and Senator Ernest Hollings [D-S.C.], ranking minority member on the committee.) No strong objections were voiced.

Nevertheless, some reservations were voiced by Senator Pete Wilson (R-Calif.). Wilson was a moving congressional force in blocking the FCC from eliminating its multiple ownership rules. And he also played a major role in stopping the FCC from repealing its financial interest and syndication rules. “The concern that I have is how they will carry out the divestitures that are necessary to come within compliance with existing FCC rules. Capital Cities will either have to sell the cable systems that they own or the network. A waiver of the rule is neither likely nor a good idea,” Wilson said in a statement issued soon after the merger was announced.

And Representative Mickey Leland (D-Tex.) issued a statement suggesting that the divestiture of ABC and Capcities holdings “presents a unique opportunity for minorities to purchase major market television and radio properties.” Leland has asked to meet with both companies to discuss the possibilities. Wirth also is interested in having minority participation “be considered” as a possibility.

general manager, ABC affiliate WCVB-TV Boston, said he had a “high regard” for the Capcities management team. Coppersmith said he was particularly pleased that a station operator with experience in medium and small markets was involved in the deal. “I’ve long felt that network programming has been consumed with a New York-to-Los Angeles jet path mentality,” he said. “I think Capcities will bring a lot more of the country into [the mix].” But he also said he had “tre-

mendous confidence” in ABC’s Pierce and in Anthony Thomopoulos, president of the ABC Broadcast Group. As to the proposed sale, Coppersmith added, “I’m bullish about it. I think Capcities will bring certain strains of practicality to ABC that are not a part of network culture and I think the people at ABC will bring [the new company] a sense of style they generate.” In sum, he said, the proposed relationship has the potential to be “tremendously symbiotic.” □



Turner's tete-a-tete

Over breakfast last Wednesday (March 20), superstation WTBS(TV) owner Ted Turner clued in executives from the National Association of Broadcasters on his plans to challenge the 3.75% copyright rate. Caught unexpectedly at Washington's Joe & Mo's restaurant (l-r): Jeff Baumann, NAB senior vice president and general counsel; Bob Ross, Turner's general counsel; Turner; NAB President Eddie Fritts, and Michael Berg, NAB associate general counsel. Turner later had lunch with Motion Picture Association of America President Jack Valenti and reportedly discussed his intentions. MPAA is expected to oppose the petition.

According to Ross, Turner will petition the Copyright Royalty Tribunal today (March 25) to exempt cable operators that pick up his superstation from having to pay the 3.75% copyright rate. The CRT set the rate in 1982 for all distant signals added by cable

operators after the FCC dropped its limits on distant signal carriage. Turner feels the rate is so high that it discourages cable operators from picking up WTBS.

“The Turner petition challenges one in a whole series of copyright issues, all of which are very high on our agenda,” said National Cable Television Association President Jim Mooney. “Turner is pursuing one remedy of particular importance to his company and we are clearly sympathetic with his objectives.”

At the CRT, Turner's petition will be met with open arms. “I am real pleased that we will have a chance to review it,” said CRT Chairman Marianne Hall. “With some history behind us, we will be able to review it from a better posture. I want a crack at it from a position of statistics,” she said. “I know it's going to be a tough proceeding. There appears to be more at stake.”

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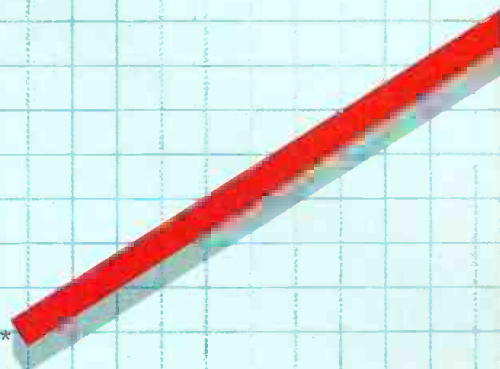
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(April-May-June)*



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*A service mark of Transtar Radio Network.

4.9
(June-Oct-Nov)*

4.1
(May-June-Oct)*

5.6
(Fall 1984)**

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Owner/President Joy 107 FM

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The uncertain world of regional cable sports networks

Fledgling industry is trying to find a niche in programming marketplace

Sportsvue Cable Network, the Milwaukee-based regional cable sports network, went out of business Feb. 2 and, a month later, Sports Time, one of the largest regional networks operating throughout the Midwest, announced it was throwing in the towel next Sunday (March 31). Both failed to make it to their first anniversary.

The failures (and those of at least three others over the past few years) suggest that the entire concept of the regional cable sports network may be bankrupt. But it is presumptuous, based on those failures, to predict the success or demise of any of the 15 other regional services still grubbing for cable affiliates and paying subscribers. The reason: No two regional services or their markets are alike.

"It's a very mixed bag," said Dantia Quirk, publisher of *Cablesport*, a weekly newsletter devoted to the business. "Networks... which have the best of professional sports action in a marketplace and operate in a major television market can, over a period of time, do well, be profitable." But the future of networks in small markets or networks that are competing head-to-head with each other in markets of any size, she

said, is questionable.

Only a handful of the remaining sports services are profitable. Most continue to struggle for a foothold in their marketplace and, the consensus is, not all the services will make it. So concerned were some of the network operators about the future of the business that they met in Fort Lauderdale, Fla., two weeks ago to discuss, among other things, sharing non-event programming and marketing ideas.

But even though other services may go dark, said Bill Aber, vice president-general manager, Home Team Sports, the year-old network based in Washington, "the concept of regional sports will survive. I don't think there is a doubt in anybody's mind."

What's happening now is typical of any new business, Aber said. "Everybody goes in based on their best guess because there is no map out there or any history in regional sports. Nobody knows how to do it right.... So you are following your instincts, and luck and fate and the movement of the stars come into play."

Although HTS is currently doing relatively well—it has 53,000 subscribers, even though its two largest potential markets, the cities of Washington and Baltimore, are not yet wired for cable—Aber cannot guarantee its future. Aber said he keeps a constant eye

on the bottom line to make sure expenses and revenues are converging and that the service is moving toward a payoff. If it ever becomes clear it isn't, he said, he is obliged to tell Group W, the service's owner, "to yank the plug and cut the losses."

Despite the setbacks for the business as a whole, "we see this business as one with a lot of promise," said Tom Chestnut, director of marketing, SportsChannel Network, a group of regional networks with more than 900,000 subscribers. "But it takes a long time to develop. It's not going to be an overnight success for anybody."

(The SportsChannel Network: SportsChannel, serving 400,000 in metropolitan New York; SportsChannel New England, which serves 100,000 in several New England states; SportsVision, serving 49,000 in the Chicago area, and Prism with 375,000 subscribers around Philadelphia. SportsChannel, SportsVision and Prism are owned by Cablevision Systems' Rainbow Program Enterprises, The Washington Post Co. and CBS [one-third each]. SportsChannel New England is owned by Rainbow, the Post and CBS [one-sixth each] and a consortium of insurance companies [one-half]. Rainbow, the Post and CBS announced plans last December to team up with Daniels & Associates, a mid-sized cable MSO, to launch a



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service in Los Angeles this year, which would become the SportsChannel Network's fifth service.)

CBS is apparently unshaken by the demise of Sports Time and Sportsvue. According to Jim Rosenfield, senior executive vice president, CBS/Broadcast Group, who oversees the company's investment in cable sports, CBS is "very confident" that the SportsChannel Network will prosper. Indeed, he said, SportsChannel is considering launching sports services in three or four other markets in addition to Los Angeles. Citing competitive reasons, he declined to identify those markets.

To succeed in the business, he said, the regional service must be in a "quality market with quality programing" and the rights contracts with the teams "must be structured in such a way that everybody has a chance to make out." Guaranteeing the teams minimum payments is a mistake, he said.

The SportsChannel services, if nothing else, are in the right places, he said. They are centered in four of the top six television markets—New York, Boston, Chicago and Philadelphia—where per capita income is 17% higher than the national average, he

said. And even though the center city areas of Boston, Chicago and Philadelphia are not completely wired, he said, all are among the top seven cable markets. The vertical integration—Cablevision, one of the partners in SportsChannel, is a major cable operator in each of the markets—is also a big plus, he said.

SportsChannel New York and Prism are profitable, according to Chestnut, and SportVision "is in very good shape given where it was" when the SportsChannel Network partners purchased it 15 months ago. (It's a bit misleading to cite Prism as an example of a successful regional sports network. It's primarily a movie service on the order of Home Box Office; only about 12% of its schedule is made up of sports events.)

The big questionmark for the group is the New England operation, which features the Boston Celtics (NBA) and the Hartford Whalers (NHL). It's in direct competition in the market with New England Sports Network, owned by the Boston Red Sox (Major League Baseball), the Boston Bruins (NHL) and Storer Communications. And because of the competition, Quirk said, both services are struggling.

The solution may be to merge the two services. "The best answer is to have one regional sports service, rather than two," said Chestnut. Although no merger discussions are now going on, he said, "we would certainly like to come to some sort of agreement to get the two services together."

"New England is the one market that needs a shakeout because of the two competing services," Rosenfield added. "I don't know what is going to happen. It's very complicated."

The SportsChannel Network seems to be running into another competitive situation in Los Angeles. Its Box Seat service, if it's launched this year, will be competing for affiliates and subscribers with Dodgervision, a new service owned by Metromedia Inc. and Los Angeles Dodgers (MLB) that will feature the Dodgers. But Chestnut is not nearly as concerned with the threat of competition in Los Angeles as he is with the existence of competition in New England. The Los Angeles market, unlike New England, he said, can support two services. Chestnut gave little hope that Box Seat and Dodgervision could somehow merge.

According to Quirk and other regional

Regional sports network scorecard

Service	Home base	Launch date	Type of service	Affil.	Subscribers	Pro teams
Arizona SPN	Phoenix	November 1981	Subscription	1	26,296	Phoenix Suns (NBA), San Francisco Giants (MLB), San Diego Padres (MLB)
Home Sports Enter.	Houston-Dallas	January 1983	Subscription	78	30,000	Houston Astros (MLB) and Rockets (NBA), Texas Rangers (MLB), Dallas Mavericks (NBA)
Home Team Sports	Washington	April 1984	Subscription	30	53,000	Washington Bullets (NBA) and Capitals (NHL) and Baltimore Orioles (MLB)
MSG Network	New York	October 1969	Basic/Subscription	57	1.8 million	New York Rangers (NHL) and Knicks (NBA) and New Jersey Devils (NHL)
NE Sports Network	Boston	April 1984	Subscription	72	35,000	Boston Red Sox (MLB) and Bruins (NHL)
PRISM ¹	Philadelphia	September 1976	Subscription	90	375,000	Philadelphia Phillies (MLB), Flyers (NHL) and 76ers (NBA)
Pro-AM Sports System	Detroit	April 1984	Subscription	58	50,000	Detroit Tigers (MLB) and Pistons (NBA)
Sabers Productions	Buffalo	1973	Basic	13	460,000	Buffalo Sabers (NHL)
San Diego Cable Sp. Net.	San Diego	April 1984	Subscription/PPV	2	10,000 ²	San Diego Padres (MLB)
Spectrum Sports ³	Minneapolis	November 1982	Subscription	26	7,500	Minnesota Twins (MLB) and North Stars (NHL)
Sports Channel Inc.	San Antonio, Tex.	October 1982	Subscription	1	15,000	San Antonio Spurs (NBA)
SportsChannel N. Eng.	Boston	January 1983	Subscription	64	10,000	Boston Celtics (NBA) and Hartford (Conn.) Whalers (NHL) ⁴
SportsChannel	New York	1976	Subscription	45	400,000	New York Yankees (MLB), Mets (MLB) and Islanders (NHL) and New Jersey Nets (NHL)
SportsVision	Chicago	October 1981	Subscription ⁵	20	49,000	Chicago White Sox (MLB), Blackhawks (NHL) and Sting (MISL)
Superchannel	Seattle	May 1982	Subscription	N/A	N/A	Seattle Supersonics (NBA)

¹Movies and other non-sports programing make up the bulk of PRISM's programing; only about 12% of its schedule is sports.

²San Diego Cable's subscriber count is for 1984 baseball season and represents per-game average.

³Spectrum reaches an additional 7,500 homes through the local STV operation.

⁴SportsChannel New England also offers subscribers in Connecticut and New York Mets and Yankees games.

⁵SportsVision is also carried on a Basic tier by two systems serving about 50,000 homes.

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network operators, Sportsvue failed primarily because its market was too small, and Sports Time died, in part, because its market was too large. Sportsvue, which offered the Milwaukee Brewers (MLB) and the Milwaukee Bucks (NBA), was limited to Wisconsin. It never counted more than 18,000 subscribers and had just 16,000 subscribers at the end. "I can't imagine how they ever got in the business," said Quirk. "There were not enough cable subscribers to support that kind of programing."

Sports Time, a joint venture of Anheuser-Busch, Tele-Communications Inc. and Multimedia Inc. featuring professional sports teams from Cincinnati, St. Louis and Kansas City, Mo., had trouble because it tried to carve out too large a geographic area. Although its market grew from 10 states to 15 during its short life, it managed to accumulate only 37,000 pay subscribers. "Sports don't travel that well," said Quirk. "You really have to draw an ADI circle around the area you want to serve and say, 'That's my market. I may be able to get some penetration outside that circle, but basically the bulk of my subscribers are going to come from within that circle.'"

Quirk's assessment is underscored by Larry Payne, director of broadcasting for the NBA's San Antonio (Tex.) Spurs and for Sports Channel Inc., a still thriving single-system service in San Antonio: "The further you get away from the stadium, the less the appeal of the service."

A common problem of all the regional services is securing carriage on cable systems within their region. "Getting shelf space" is difficult for any cable service—national or regional—and has contributed to the failure of more than one of them.

As HTS approaches its first anniversary, it's carried on only 30 of the 205 systems within the so-called Capital Region market. And, according to Aber, HTS will probably never count them all as affiliates. Between 40 and 50 will probably always feel that the service simply has no value, he said.

And some systems are full, he added. For HTS to get on, he said, the cable operator has to take something else off. "That is the single hardest situation to deal with."

And at systems with empty channels, HTS finds itself competing with several other programmers for the open slot. "And we have to go in as a relatively high-priced item," Aber said. "It takes some time to convince them that even though we are higher priced on the wholesale side, we are unique and they can turn it around."

The toughest part of operating a regional network, said Chestnut, is bringing all the elements into proper balance. A network serves three constituencies: the consumer, the cable operator and the sports franchises, he said. "Dealing with any one of these three entities is difficult," he said. "Trying to work out an arrangement that works for all three and still works for us makes it challenging."

The regional sports networks believe the satellite superstations—WTBS(TV) Atlanta, WOR-TV New York and WGN-TV Chicago, in particular—have hurt their businesses by beaming hundreds of baseball games into their market, giving subscribers for free much of what the regional networks are try-

ing to sell them.

The damage is mitigated by the fact that consumers are more interested in home teams than in teams from other cities and states imported on the superstations. Nonetheless, said Chestnut, "they add a lot of free sports programing which crowds the environment in which our product has to operate" and devalues all sports programing to a certain extent.

"Life would be a lot easier if they didn't exist," said Aber, adding that their presence in the HTS market is a "little bit less of a problem" than it is elsewhere because the big-three superstations only carry National League baseball. Because HTS features the Baltimore Orioles, an American League club, he said, "we can be, in effect, the American League Network."

Peter Ueberroth, the new Major League Baseball commissioner, has persuaded some of the teams carried by superstations to compensate the other teams for the alleged loss of attendance and television revenue resulting from the importation of superstation games into their markets (BROADCASTING, March 4).

Although the compensation plan doesn't immediately help the regional networks, it may in the future. The formula used by the superstation teams to calculate their payments involves a multiple of the number of games carried. So if the superstation team wants to decrease the payment, it simply has to decrease the number of games it sells to the superstation.

There are almost as many types of regional cable sports networks as there are networks. The two oldest—Madison Square Garden Network and Sabers Productions—are, for the most part, basic services supported by subscriber fees and advertising and, according to their operators, money makers.

MSGN, which debuted in October 1969, now reaches 1.8 million homes in the New York area, 1.45 million on basic tiers and 350,000 packaged with other pay programing. MSGN President Joe Cohen said the service, which features the New York Knicks (NBA), the New York Rangers (NHL) and New Jersey Devils (NHL), garnered some \$10 million in revenue (advertising and subscriber fees) during the current season. And revenues should be going up next season, he said, as MSGN increases the subscriber fee around 20% in adding 25 Knicks and Rangers away games to its schedule.

Sabers Productions' package of 30 Buffalo Sabers (NHL) games is carried by 13 cable systems serving 460,000 homes in upstate New York as part of their basic service. Paul Wieland, executive producer, Sabers Productions, would not say how much the Sabers earn from the cable service, but made it clear it was a substantial amount. "We make more out of the 30 games on cable than we do on the 30 games on the commercial television station, WGRZ-TV," he said.

Arizona Sports Programing Network, Phoenix, and Sports Channel Inc., San Antonio, are single-system services with no apparent ambitions of being true networks. "They're viable because they don't try to be more than they are meant to be," Quirk said.

"They distribute to a given area and don't get carried away with grandiose plans."

ASPN is owned and carried exclusively by American Cable, a Times Mirror cable system serving some 90,000 homes in Phoenix, Tempe, Chandler and Paradise Valley, all Arizona. It now counts more than 26,000 subscribers.

Sports Channel, which is not affiliated with the New York or New England Sports-Channel services, is owned by the NBA's San Antonio Spurs and marketed as Sports Channel 37 over Rogers Cablesystems' system in San Antonio. With just 15,000 subscribers after two-and-a-half years of operation, admitted Sports Channel's Payne, the business "is kind of tough." But Payne said the picture will brighten considerably if he can increase subscribership to around 20,000 in the next six months and take advantage of Rogers' gradual phase-in of addressable technology to offer pay-per-view services. "I think we can hit one or two home runs with [PPV] each year," he said.

Cox Cable San Diego, the nation's largest cable system (with more than 250,000 subscribers), claims to have made money last year with its one-team (San Diego Padres [MLB]) service. Using addressable cable technology, said Robert McRann, vice president-general manager, the system offered a 41-game package for \$120, a 20-game package for \$70 and pay-per-view for \$4.50 per game.

At first the response was not as good as Cox had expected, said McRann, but, as the system's basic subscribers became more comfortable with the technology and service, sales picked up. An average of 10,000 homes tuned in to each game, generating revenue of more than \$1 million. Cox "discovered a whole new market" of people who like baseball, but, for a variety of reasons, were unable or unwilling to go to the ball park, he said.

Buoyed by last year's experience, Cox cut a new deal with the Padres, allowing Cox to market the service to other cable systems in the area and set up a full-blown regional network—San Diego Cable Sports Network. Under terms of the new deal, McRann said, Cox will produce the games and sell the advertising time. Southwestern Cable, a nearby system owned by American Television and Communications with 86,000 basic subscribers, is on board as the network's second affiliate.

With the expanded market, the network hopes it can increase penetration to between 16,000 and 17,000 homes per game, McRann said, boosting revenue to more than \$1.8 million. And with Cox Cable San Diego's advertising sales force beating the bushes, he said, advertising revenues should add between \$400,000 and \$500,000. However, part of the additional revenues will be offset by production costs, he said.

It hasn't been all smooth sailing for Cox. It offered a 10-game package of San Diego Soccers (Major Indoor Soccer League) games this spring, but was able to pick up an audience of only 500-600 homes. "I enjoy making money," said McRann, "and this has not been one of the enjoyable ventures of my life." Unless Cox can cut a better deal with the Soccers for next year, he said, the service

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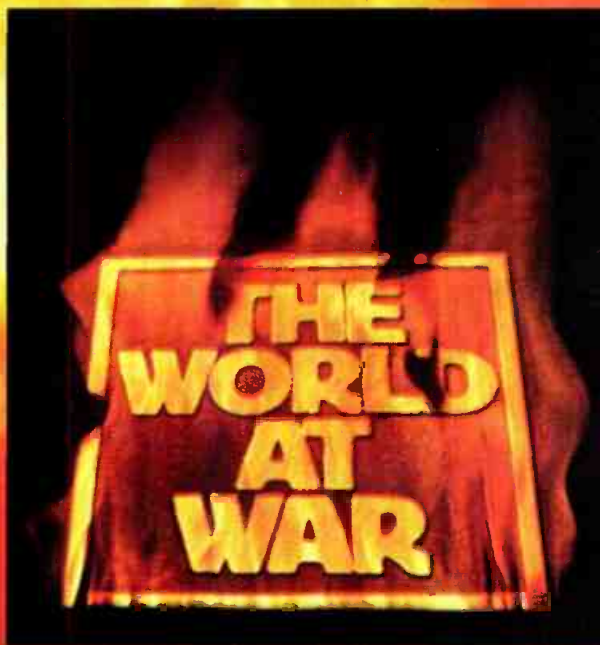
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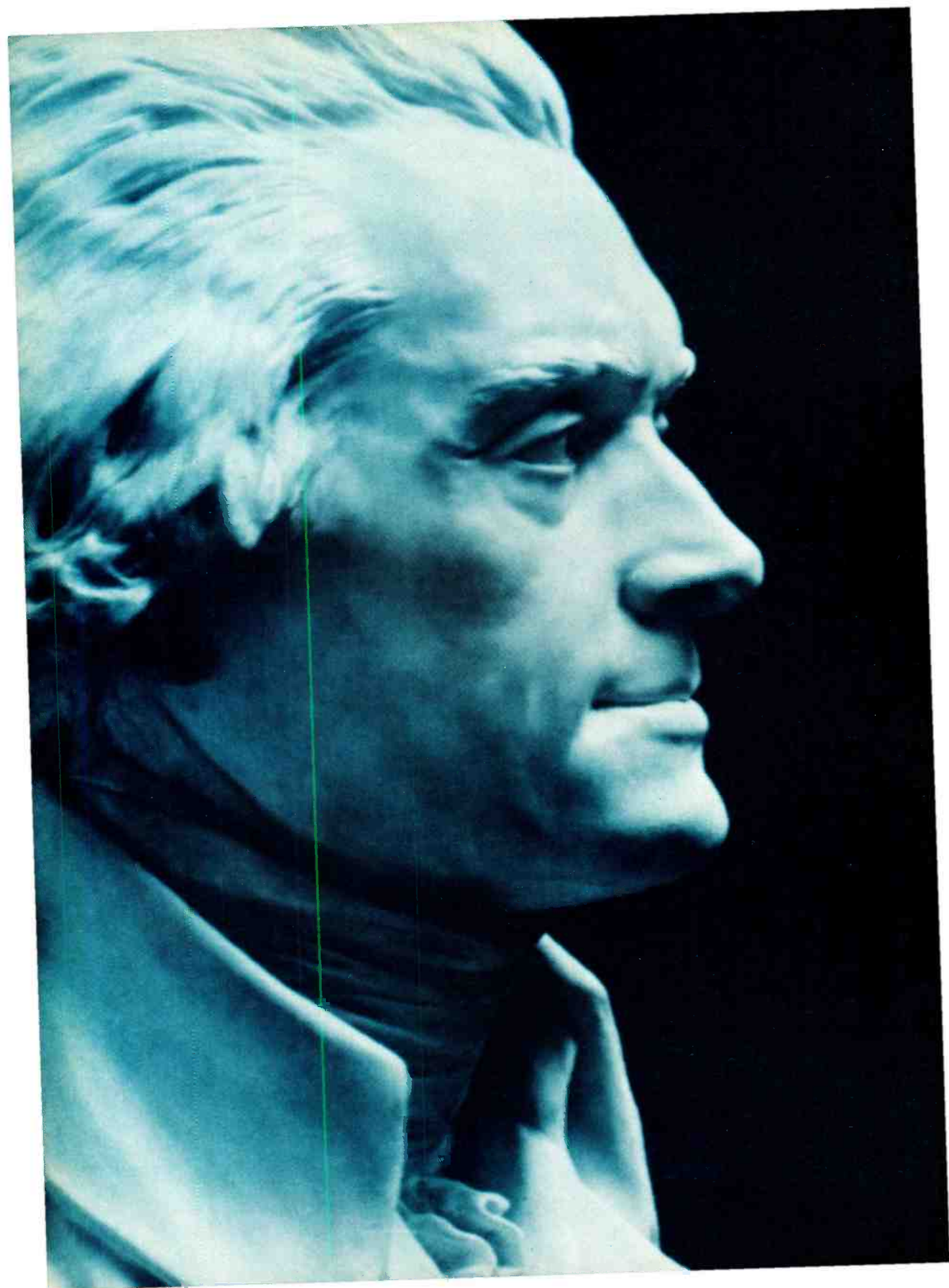
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Dodgervision may have sprung from Cox's impressive performance in San Diego. According to Bonnie Pfeifer, business affairs manager for Dodgervision, the service has put together a 20-game Dodger package for \$85. Individual games will be sold on a P-P-V basis for \$6, she added. Dodgervision is already cleared on 24 cable systems serving 650,000 homes in southern California, northern Arizona and Hawaii, she said.

Asked what will happen to the venture next fall, at the baseball season's conclusion, Pfeifer replied: "We don't know yet. We're

starting out with the Dodgers and we'll see what happens this season." No agreements have been reached for carriage of other teams in the future, she noted.

Despite the turbulence of the pay sports business, most observers feel that the sports networks will have a place in the mix of cable services. The economics of sports are such that most events in the future will be offered on pay cable services, said HTS's Aber. Eventually the entire country will be divided into between 15 and 20 cable sports regions, he said. But to get to that day, "we are going to have to get a lot smarter." □

TV production on a local level

First conference held by NATPE specifically for local TV producers gets high rating from attendees; producers in big and little markets share experiences, exchange tips

The grass-roots movement in local programming got a boost when more than 600 local television station production managers gathered in New Orleans for a three-day, nuts-and-bolts conference on local program production. The front-line producers attending the first NATPE International Production Conference (some traveled from as far away as Montana or Maine) came together for one purpose: to learn to make better local television shows. Most participants came away saying the conference met their expectations.

"There will be an expanded role [of local production] outside New York and Los Angeles," predicted Bob Jones, NATPE president and program director, KING-TV Seattle. "There used to be more of it in the 1950's. If the 1970's were for the MBAs, I hope the '80's are for us. The technology is here, and so are the economic incentives."

In contrast to the annual NATPE programming conference, which attracts more than 7,000 participants, this much smaller meeting was without the glitz and hoopla normally associated with the show business side of television programming. Instead, as participants remarked, there was a refreshing atmosphere at the production conference: General sessions were heavily attended, workshops were packed and questions were asked and answered. According to one NATPE official, the enthusiasm stemmed from the novelty of the occasion. "A lot of these guys have never been off the farm."

Jones sees the role of the station production manager becoming more important, and more are joining the ranks of key station executives such as general sales managers, program directors and chief engineers. "The production manager is the one job at the station that gets zilch training," he explained. "Usually what happens is one day a hot-shot director is made production manager. I heard one say he's been a production manager for 15 years and this is the first time he's ever been to anything like this."

Although FCC deregulation may have influenced some stations to reduce their local programming, said Don Wilburn, WVUE-TV New Orleans, "we are finding a lot of sta-

tions are still doing public affairs programming." He said stations continue to do so for several reasons, including the belief that "stations still have to ascertain the issues in their community" and "it's just plain good business."

The kind of locally produced programming on display in New Orleans ran the gamut from small-market shows produced on shoestring budgets of a few hundred dollars per episode to major-market, access-strip programs with multimillion-dollar annual budgets.

"Ours is small-market television," said Steve Kessenich, production manager, WMTV(TV) Madison, Wis., "but we feel we do it pretty effectively." Half-hour specials at his station, Kessenich said, cost about \$900 per show to produce—which includes everything from writers' and talent fees to paying production crews. Part of the secret, Kessenich explained, is that "any employee who wants to produce a show writes a proposal." If accepted, he said, the employee is partly released from normal responsibilities and allowed to work on the program. Inexperienced producers are supervised, "but rotating producers helps the station attract good people. We have low turnover."

Since the station's production facilities are tied up during the daytime, Kessenich said, most producers work on their programs whenever they get a chance: in the morning, at night and on the weekends. Among the local specials produced by WMTV are programs on incest in the Madison area, senior citizens and a report on a nearby town one year after it was devastated by a hurricane. "It has helped our community image as well as develop people."

Pat Patton, executive producer, KMBC-TV Kansas City, Mo., emphasized that locally-produced programming at his station was accomplished in large part only by "sharing resources with the news department. We reach efficiencies we weren't otherwise able to reach."

KMBC-TV, Patton said, is able to produce several specials and series with an annual budget under \$70,000. In some cases, he said, the station works with other organizations to produce programs. For example, he said, *9 On The Law*, designed to help viewers understand common legal questions, was produced with the local bar association. It recruited 30 local attorneys to field telephone calls from viewers during the special

and picked up the tab for print advertising, Patton said.

On a larger scale, Charlie Kravets, executive producer, WCVB-TV Boston, said the station's three-year-old access-strip, *Chronicle*, costs \$1.5 million annually to produce, has a staff of 25, three camera crews, nine field producers and four full-time, on-air talents. Nonetheless, Kravets said, "*Chronicle* is a money-making project."

When *Chronicle*'s ratings began to slip in August 1982, Kravets explained, the show was redesigned from a multisectioned magazine show to a single-subject program, with two separate stories usually running between five and seven minutes in length. Several producers work on each program, he said. The result: *Chronicle* is second in its time period behind *Evening Magazine* on WBZ-TV Boston.

"It's not just a public affairs gesture," Kravets said of *Chronicle*. "It's the second-largest operation at the station, after the news department. The theory was to do a quality local program... I don't want to denigrate the syndicators, but you cannot buy the public relations in the community resulting from doing your own thing."

Enthusiasm was high among the attendees even if, unlike Kravets's big-budget access show at WCVB-TV, they don't always have funds and facilities to match their local programming ambitions. Remarked one producer from WMTV(TV) Madison, during a workshop after that station's Steve Kessenich described local programming efforts: "Steve, you forgot to add that everybody works for peanuts."

One major theme for the local producers at the conference was making do with less, or even making do with the unusual and seeking out untraditional ways to make a local program. Suggested Gene Siskel, of *At The Movies with Siskel and Ebert*—which was a locally produced public television show in Chicago before being launched into commercial syndication by Tribune Entertainment two years ago—"if you can find a newspaperman, they're usually good in front of a camera." Both Siskel and his partner, Roger Ebert, are film critics with Chicago newspapers.

The tone of the conference, although business-like, wasn't all serious. Mike Douglas, upon accepting a NATPE award for his *Mike Douglas Show*, which began as a locally produced show in Cleveland before a 19-year run in syndication, related a story about the late radio comedian, Fred Allen. "Allen once told somebody his radio show got a minus 0.02 rating," Douglas said. "What's a minus 0.02 rating?" someone asked Allen. Replied Allen: "Not only is nobody listening, but there are two guys going around knocking it." □

CBS's Flaherty asks programmers for their input on most important technology problems they face

In an effort to gather more points of view on how technology affects the television programming business, Joseph A. Flaherty,

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Mutual's on a Roll.

CBS/Broadcast Group vice president and general manager, engineering and development, asked the members of NATPE International to "list the 10 most important technological problems" faced by programmers and "take or send them" to the upcoming National Association of Broadcasters convention.

In a speech in New Orleans at NATPE's first production conference (see page 50) that reviewed the industry's technological developments and looked ahead to future ones, Flaherty saw a need for more guidance from programmers in the development of new programming tools. Flaherty criticized the "elegant solutions to problems you never had," though he conceded that such "technical failures have been matched measure for measure by the studied indifference of the creative community to its technology."

At the crux of Flaherty's remarks was the point that technical developments have taken place so rapidly "that the 'standard of service' enjoyed by the viewer today will not be his 'level of expectation' tomorrow."

Flaherty said that "by the year 2000 the technical quality and the diversity of services offered to the viewer will be as different from today's television as the introduc-



Flaherty

tion of color was from the early monochrome experiments."

He said that "the digital television era is upon us." By the end of the year, "with luck and effort," he foresees "a digital videotape format standard." Flaherty said that broadcasters and production houses could not af-

ford to overlook that "break in the digital dam" which, combined with the advantages of a "component signal format with a digital signal structure," offers a "dramatic increase in quality with rugged production flexibility."

Flaherty pointed out that the advances in digital technology will embrace both the video and audio aspects of a broadcast. The public's interest in digital technology has already been piqued by digital sound reproduction that offers a wider range of sound without the usual analog distortion.

"How will a terrestrial broadcaster bring digital stereophonic sound to a service? For that matter, what will the FM broadcaster do to compete in the digital era?" Flaherty asked.

Flaherty also spoke of "perhaps even more significant" technological changes on the consumer's end of the signal. Stereophonic sound and digital signal processing already exist, and television sets with built-in teletext decoders are coming soon. "The all-digital set is only a few years away, and beyond this is the 'intelligent' receiver with full frame memory allowing substantial signal processing for picture enhancement within the receiver," he said. □

CBS takes its 19th ratings victory

CBS-TV won the prime time ratings for the week ending March 17, the second week in a row the combined network numbers were down below their levels a year ago. NBC-TV's *The Cosby Show* posted its best numbers of the season, and the highest share "for any network [series] in at least five years," according to a spokesperson at NBC. *The Cosby Show*, which scored a 28.3/43 last week, has finished in the top spot in six of the last seven weeks.

CBS's victory was its 19th this season, as it scored an average rating of 15.8 and a 25.5 share. Close on its heels with a 15.7/25 was NBC. ABC was third, with a 14.3/23.0.

The 25th week of the prime time season was the third lowest week this year, with a combined network rating of 45.8, compared to a 48.1 for the same week last year. HUT levels averaged 62.5, down from 62.7 last year.

CBS won Monday, Friday and Sunday. NBC took Tuesday and Thursday, and ABC Wednesday and Saturday.

One network spokesperson mentioned "seasonal audience erosion" as a possible reason for the lower numbers. David Poltrack, vice-

president, research, CBS/Broadcast Group, agreed and noted that of the 68 programs last week, 17 were repeats. For the same week last year only 10 repeats were shown, while the schedule included four movies and two specials.

"The order of finish is now established," said Poltrack of the networks' rating positions in the closing stretch of the 1984-85 prime time season, pointing out that network programmers were "starting to look ahead to the May sweeps."

The top 20 programs in the ratings survey were all series with the exception of the *People's Choice Awards*, which finished 13th. Last year it finished sixth. *A Team* was the only series in the top 20 last year that returned this year.

Three series premiered last week. *Mr. Belvedere* (ABC, Friday, 8:30-9 NYT) finished highest, at 21st with a 17.2 rating. Second was *Detective in the House*, which averaged a 14.4 rating opposite it at 8-9 on CBS. The first episode of *On the Rack*, the new ABC comedy series starring Ed Asner, averaged a 12.9 rating at 9:30-10 on Friday, and ranked 51st.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	28.3/43
2.	Family Ties	NBC	24.2/36
3.	Dynasty	ABC	24.2/36
4.	A Team	NBC	23.3/35
5.	Dallas	CBS	22.7/36
6.	Murder, She Wrote	CBS	22.4/34
7.	60 Minutes	CBS	21.0/35
8.	Crazy Like a Fox	CBS	20.5/31
9.	Cheers	NBC	20.5/31
10.	Hotel	ABC	19.8/34
11.	Newhart	CBS	19.7/30
12.	Kate & Allie	CBS	19.6/29
13.	People's Choice Awards	CBS	19.2/31
14.	TV Bloopers & Prac. Jokes	NBC	19.0/29
15.	Riptide	NBC	18.7/29
16.	Trapper John, M.D.	CBS	18.2/31
17.	Highway to Heaven	NBC	18.2/28
18.	Night Court	NBC	18.0/28
19.	Cagney & Lacey	CBS	17.8/30
20.	Falcon Crest	CBS	17.6/30
21.	Mr. Belvedere	ABC	17.2/28
22.	The Burning Bed	NBC	17.1/27
23.	Webster	ABC	16.7/28
24.	Facts of Life	NBC	16.7/26

Rank □ Show □ Network □ Rating/Share

25.	Fall Guy	ABC	16.1/24
26.	Who's The Boss?	ABC	16.0/24
27.	Scarecrow & Mrs. King	CBS	15.9/24
28.	Magnum, P.I.	CBS	15.8/24
29.	Knight Rider	NBC	15.8/24
30.	Hardcastle & McCormick	ABC	15.6/24
31.	Seduced	CBS	15.5/25
32.	T.J. Hooker	ABC	15.1/26
33.	Candid Camera Special	NBC	15.1/25
34.	Remington Steele	NBC	15.0/26
35.	20/20	ABC	15.0/25
36.	Most Beautiful Girl in World	ABC	15.0/24
37.	Miami Vice	NBC	14.7/25
38.	Finder of Lost Loves	ABC	14.5/26
39.	Different Strokes	NBC	14.4/25
40.	St. Elsewhere	NBC	14.4/25
41.	Detective in the House	CBS	14.4/24
42.	Three's A Crowd	ABC	14.4/22
43.	Sara	NBC	14.3/22
44.	Benson	ABC	14.2/22
45.	Brubaker	ABC	14.0/21
46.	Charles in Charge	CBS	13.7/21
47.	Love Boat	ABC	13.6/23
48.	Hill Street Blues	NBC	13.5/22

Rank □ Show □ Network □ Rating/Share

49.	Gimme a Break	NBC	13.3/22
50.	Kicks	ABC	13.2/21
51.	Off the Rack	ABC	12.9/20
52.	Airwolf	CBS	12.8/22
53.	MacGruder & Loud	ABC	12.8/20
54.	Matt Houston	ABC	12.0/20
55.	Cover-Up	CBS	11.9/22
56.	It's Your Move	NBC	11.9/20
57.	Ripley's Believe It or Not	ABC	11.4/19
58.	Jeffersons	CBS	11.0/17
59.	Smokey & the Bandit II	ABC	10.9/17
60.	Roups, Bleeps & Blunders	ABC	10.8/19
61.	Moonlighting	ABC	10.7/19
62.	V	NBC	10.6/17
63.	Punky Brewster	NBC	10.3/17
64.	Code Name: Rofire	NBC	10.3/17
65.	Alice	CBS	9.4/14
66.	Missing	CBS	9.1/14
67.	Silver Spoons	NBC	8.9/16
68.	Women, Work & Babies	NBC	8.8/16
69.	Otherworld	CBS	8.5/16

*indicates premiere episode

Senators take dim view of U-V swaps

Ford and Hollings voice skepticism to Fowler on wisdom of proposal; Goldwater says he thinks Reagan is out to kill public broadcasting

The FCC's proposal to permit public broadcasters to swap their VHF channels for commercial UHF's (BROADCASTING, Feb. 18) appears to have made it onto some lists of endangered species.

At an authorization hearing last week (the commission is seeking an authorization of \$96.5 million for each of 1986 and 1987), Senators Wendell Ford (D-Ky.) and Ernest Hollings (D-S.C.) made clear that they had misgivings about the FCC's proposal. Ford said he thought such an action could "undermine or destroy" the allocations policy that led to certain VHF's being reserved for non-commercial broadcasting. Hollings, ranking minority member on the Senate Commerce Committee, even hinted that action on the proposal might lead to Congress, once again, overturning the FCC.

Chairman Mark Fowler said the rulemaking only proposed to give public broadcasters the "option" to trade and receive some money in the process. Hollings, however, said he thought the FCC's proposal would "destroy" public television. Among other things, Hollings questioned whether the option wouldn't benefit only certain public broadcasters in the short term and hurt the viewing public. "I would prefer not to give them that option," Hollings said.

Fowler also said that WTTW(TV) Chicago had been offered more than \$100 million to swap with a commercial UHF, but that the noncommercial station's board of directors had rejected the offer.

Hollings, specifically mentioning the commission's financial interest, access charge and multiple ownership proceedings, noted that the Congress had been "adept" at overturning FCC rules in the past.

In other action before the Senate Communications Subcommittee, its chairman, Barry Goldwater (R-Ariz.), said he thought President Reagan wanted to eliminate public broadcasting.

Goldwater noted that last year Reagan vetoed two separate measures intended to reauthorize the Corporation for Public Broadcasting (BROADCASTING, Oct. 29, 1984). Goldwater said that (presumably after the first veto) Reagan had called him and suggested a figure the President said he would consider approving. But the resulting bill was vetoed, Goldwater noted. "I have a feeling the President wants to do away with public broadcasting," Goldwater said.

When Goldwater asked Fowler about the administration's intentions for public broadcasting, Fowler at first said he'd rather not comment. Then, however, Fowler said he thought the administration wanted every-

body who receives tax money to take cuts.

Goldwater added that Congress must now attempt to pass CPB authorizing legislation once again, and that Goldwater wanted to know what the administration was up to. "I don't want to get into a fight with my President," Goldwater said. "It's easy to do, but I don't like it."

The question of network takeovers came up, but not a lot was said on the subject. Goldwater said it was his view that "nothing in the law" would prohibit the proposed merger of Capital Cities Communications and ABC. Fowler agreed with that assessment, but added that the merger would require FCC approval. Fowler also felt the commission should neither encourage nor discourage takeovers with its processes. The commission should also refrain from erect-

ing "artificial regulatory hoops" to those sorts of things, Fowler said.

On other subjects, Fowler said he thought comparative hearings and lotteries "haven't been working very well." As an option, Fowler suggested using auctions for unallocated spectrum (but not for broadcasting, and not for existing licensees). Fowler said the FCC had "the biggest welfare program" around. It gives away for nothing cellular licenses that might be worth millions, he noted. Auctions would put money into the U.S. treasury, he said.

James McKinney, FCC Mass Media Bureau chief, said the commission would address its order implementing much of the Cable Communications Policy Act of 1984 at its meeting April 11. "We of course will try to do it the right way to encourage the deregulation we think the bill intended," McKinney said. □

ACT's appeal of FCC's children's programing order turned down

But organization's president, Peggy Charren, says language in ruling indicates stations are open to challenge at renewal time

Action for Children's Television has failed to persuade the U.S. Court of Appeals in Washington to overturn an FCC order asserting broadcasters have broad discretion in meeting the programing needs of children—even to the point of considering the children's programing provided by cable television and public broadcasting. ACT had argued that the commission, in its 1984 order, had in effect abandoned, without justification, the standards it had set for broadcasters in a policy statement adopted 10 years earlier.

But ACT President Peggy Charren viewed the court's opinion last week as a victory for her side. As she put it: "We lost the ball game but won the pennant." Charren's professed pleasure, based on language in the opinion asserting that broadcasters could be challenged at license-renewal time on the basis of their service, or lack of it, to children in specific age groups, made it unanimous. For lawyers for the broadcasters involved in the case also expressed delight.

The commission in its 1984 order had found there was no evidence that the video market, taken in its entirety, including cable television and public television, has failed to serve the needs and interests of children. It also said that the kind of mandatory standards ACT proposed—including flexible guidelines for processing license renewals—raised problems of law and policy. Accordingly, the commission said it would simply reaffirm "the general licensee obligations" it emphasized in the 1974 policy statement

"and the general requirement that stations provide programing responsive to the needs and interest of the communities they serve."

And the court, in a brief, unsigned order, affirmed that decision as being within the commission's discretion. It also said the differences between the 1984 order and the one adopted in 1974 were adequately explained as attributable to changes in the commission's judgment about how best to serve the public interest, convenience and necessity. But in what seemed to be ground-breaking law, the court held that the commission had acted properly in taking into account cable television as well as public broadcasting services in determining whether the programing needs of children are being met. ACT's argument that the commission had erred in allowing broadcasters to take those services into account was one of only two that the court said required even "brief discussion."

As for cable television, the court said: "While that medium is not available in all areas or to all segments of the viewing community, it has a sufficiently broad and increasing presence that the commission may appropriately consider its offerings in determining the necessity for such nationwide rules as petitioners favored." But the court also said broadcasters would be held responsible to meet children's needs where cable television penetration "is insubstantial or nonexistent." And as for public television, the court said it saw no need for the commission "to blind itself to the contribution" non-commercial stations could make. "To be sure," it said, Congress did not intend public broadcasting to relieve commercial broadcasters of their responsibilities to present public affairs and public service programs. "But," it added, "that does not mean that the

Tariff rejection urged. ABC, CBS, NBC, the Association of Independent Television Stations, Hughes Television and the National Association of Broadcasters have asked the FCC to reject or suspend and investigate a revised set of AT&T tariffs that the broadcasters say would impose a "staggering" 46% increase on users of terrestrial television transmission service. "In addition to grossly underestimating demand for both full-time and part-time service, AT&T has greatly exaggerated the expenses for the television service and the investment used to provide the service," the parties said in a joint filing at the FCC. The parties further said that the FCC could allow part of a tariff proposal to become effective while other parts are rejected or suspended. "Thus, there is no reason why the grant of this petition would impede the implementation of AT&T's proposals for other private-line services if the commission determines that the proposals for those other services should be allowed to become effective on April 6, 1985."

commission must require commercial broadcasters to pursue those responsibilities in disregard of the fact that some gaps in the public interest may have been filled by that source while other needs remain entirely unmet."

The second argument dealt with by the court involved age-specific programming—and the court's disposal of it provided the basis for Charren's view that ACT had scored a victory. The commission in its 1974 policy statement had said it expected broadcasters to present programming designed to meet the needs of children in three specific age groups—pre-schoolers, primary-school-aged children and elementary-school-aged children.

ACT had expressed concern that, because the 1984 order did not explicitly discuss age-specific programming, the 1984 order will relieve licensees of that obligation. But the court said it did not read the order in that fashion.

It said the order "explicitly affirms that 'there is a continuing duty, under the public interest standard, on each licensee to examine the program needs of the child part of the audience and to be ready to demonstrate at renewal time its attention to those needs.'" But the court added: "It is absurd to believe that 'the program needs of the child part of the audience' were thought to be uniform, from pre-school through elementary school. It seems clear to us that under the 1984 order broadcasters faced with renewal challenges based on the adequacy of the children's programming can be called upon to explain why they chose to focus on the needs and interests of certain age groups or other segments of the child audience, or why they emphasized emotional rather than cognitive needs. Licensees can expect the commission to defer to reasonable programming decisions in this field, but that is a far cry from the wholesale abolition of licensee responsibility perceived by [ACT]."

In seeing a "pennant" win in that language, Charren said it "puts back clear responsibility on the backs of broadcasters to serve children, a responsibility that was missing from the commission's report." Although the court did not send the case back to the commission—an action she said might have produced "a worse" order than the one at issue—its language, she said, is "clear about the need to serve children and the diversity of children." She also thought the language might have what she would consider a salutary effect on commission thinking regarding an ACT complaint and petition for rulemaking aimed at banning what ACT considers program-length commercials. She

said she has counted 40 such programs on the air.

For one of the lawyers who represented the broadcast organizations that participated in the case as a friend of the court on the commission's side, the language of the decision was set to different music. Sally Katzen, counsel for CBS, who along with the commission's counsel argued the case in court, said: "We are delighted. The court affirmed the commission's determination to impose general rather than specific obligations on licensees." Advised of Charren's

reaction, Katzen said that the court felt that "there are different needs to be met but that the licensee should select those it would meet and [be prepared to] explain why it was meeting them. That's what the commission said. The court gave deference to licensee choices."

The National Association of Broadcasters also expressed satisfaction with the opinion. NAB President Eddie Fritts issued a statement asserting: "This action supports the FCC's decision that television licensees are indeed meeting the needs and interests of the child audience. Television broadcasters have demonstrated a long-standing commitment to children and will continue to provide them with imaginative and meaningful programming with minimal government regulation." The court opinion was the product of only two of the three judges who heard argument in the case—J. Skelly Wright, one of the most liberal judges on the appeals court bench in Washington, and Antonin Scalia, one of the most conservative. Judge Ruth Ginsburg was the third member of the panel, but the opinion noted, without explanation, she took no part in deciding the case. □

NPR gets \$900,000 of help from CPB

Money to help radio network survive expected shortfall is to be paid back from grant revenue in excess of \$3.5 million

The Corporation for Public Broadcasting has approved a midyear payment of \$921,000 for National Public Radio's production of the news programs, *All Things Considered* and *Morning Edition*. The CPB board's action followed NPR's request for \$1.3 million, which the noncommercial radio network said it needed to head off an end-of-the-year shortfall (BROADCASTING, March 18).

(The \$921,000 was given to NPR on the condition that any grant revenue NPR receives in excess of \$3,561,200—the amount NPR still must raise to produce its programming—be paid to CPB as repayment for the \$921,000.)

Said CPB Board Chairman Sonia Landau, the action "represents an equitable and meaningful solution to NPR's anticipated shortfall in non-CPB grant revenue. We encourage NPR to continue to pursue outside support as vigorously as possible."

Added CPB President Edward Pfister: "It would be wonderful if NPR were able to repay this grant to CPB from any excess over

the \$3.5 million because that would mean that NPR and public radio are doing well. That is our common goal and objective," he said.

In the meantime, Representative John D. Dingell (D-Mich.)—who earlier in the month had voiced concern about NPR's revenue shortfalls—last week released an audit report prepared by the General Accounting Office on the "financial management" of NPR, which Dingell said "indicates that NPR has gone to considerable lengths to put their financial house in order." Among the GAO's findings:

- NPR has implemented the recommendations made by its interim president, Ronald Bornstein.

- NPR's automated financial management system is producing information that provides "a reasonable basis for financial monitoring" and managerial decision making. However, three areas of concern remain: documentation of automated system controls, complimentary manual procedures and lack of agreement between CPB and NPR on the cost tracking system.

- NPR has appointed a budget director and has developed a more structured budget-

NTIA wants budget cut. The National Telecommunications and Information Administration asked a House Appropriations Subcommittee to reduce its fiscal 1985 budget by \$10.2 million and requested \$13 million for FY 1986. The reduction is aimed at eliminating NTIA's Public Telecommunications Facilities Grant Program. NTIA Director David J. Markey told the subcommittee that the program is no longer necessary. "At present, over 95% of the population receives either public radio or public television and thus the program's fundamental goal of extending public broadcasting to a majority of the United States has been accomplished," Markey stated. "During a period that requires great restraint on federal spending, we are opposed to continuing federal grants for new stations, planning or the replacement of equipment." Markey also proposed cutting the 1985 appropriations by \$183,000, with the cuts to come from travel, printing and consulting services. NTIA's proposed 1986 budget is \$508,000 less than the \$13.6 million appropriated in 1985.

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ing system for which the policies and procedures are currently being documented. The new process provides a higher degree of financial control by requiring board of directors approval for budget changes and the use of budget variance reports.

■ NPR has changed its bylaws to improve the corporate structure by increasing board of directors responsibility, limiting the power of the president and establishing corporate checks and balances.

■ CPB's oversight procedures seem adequate for monitoring NPR's financial position and detecting potential problems.

Said GAO Accounting Director Frederick D. Wolf in a March 14 letter to Dingell, "Despite the improvements made by NPR and the monitoring performed by CPB, we cannot offer assurance that NPR will continue as a viable entity. NPR's FY 1985 budget is so tight that there is virtually no room for error and no reserve for contingency. Failure to realize projected revenues or to anticipate increased costs could result in further financial difficulties for NPR. Moreover, should NPR management relax its emphasis on financial responsibility and control, much of the progress made to date may be lost." □

Networks detail efforts to cut down on drug use seen on TV

Representatives tell what ABC, CBS and NBC are doing to deglamourize alcohol and drug use; HHS's Heckler, 'Simon & Simon's' McRaney appear

Representatives of the three major networks assured a Senate panel last week that the depiction of drug abuse on television programs is being handled responsibly. On the whole, the senators praised the networks for their voluntary efforts to "deglamourize" the use of alcohol and drugs, although they also wanted the networks to air more public service announcements during prime time. The consensus among the members, however, was that whatever the networks do, it should be voluntary rather than mandated by government.

In addition to the network executives, the subcommittee heard testimony from Gerald McRaney, co-star of *Simon & Simon*; Susan Kendall Newman from the Scott Newman

Foundation, and Larry Stewart of the Caucus for Producers, Writers and Directors. Also testifying was Secretary of Health and Human Services Margaret Heckler. The five-hour hearing held by the Senate Permanent Subcommittee on Investigations also served as a forum to launch a new phase of the administration's public service campaign, "Just Say No," to combat alcohol and drug abuse. Hollywood's attempts to curtail the use of alcohol and drugs on television and in the movies was also examined.

"Frankly, I am impressed with the amount of time and effort the television industry has expended in the campaign to deglamourize drugs," stated Subcommittee Chairman William Roth (R-Del.). Roth thanked the industry for cooperating with the subcommittee. "And together we have learned—we will hear some of the details today—that those in the networks who write, produce, direct and act in television programs—have consciously attempted to deglamourize drugs by communicating the ugly truth about drug use," he said. The senator also underscored his concern about the First Amendment issues involved when discussing television programming. "The last thing we want to endorse is censorship. Hence, we are looking into what the entertainment industry itself is doing and what more it can do."

Heckler presented a rock video with an antidrug theme, produced by a coalition of the National Institute on Drug Abuse, the Advertising Council and Needham & Harper Worldwide. The video kicks off the second phase of the administration's "Just Say No" campaign. It will be aimed at minority and inner-city youth and is part of a larger campaign involving the use of radio and television PSAs. During the hearing, Roth announced that MTV has agreed to air a shortened version of the antidrug video.

Heckler also complimented the broadcasting industry for its contributions to the administration's antidrug campaign. "We estimate that the value of their contribution of free air time exceeded \$40 million during the first year. Because of their help, 'Just Say No' has become the national slogan for a new antidrug generation," Heckler said. The secretary emphasized that the success of the video is dependent on the continued cooperation of the media. "In particular, during this new phase of our campaign, we are relying on the continued commitment of broadcasters to bring the 'Just Say No' message to every community. As always, their efforts are a critical factor in determining the success or failure of this program," she said.

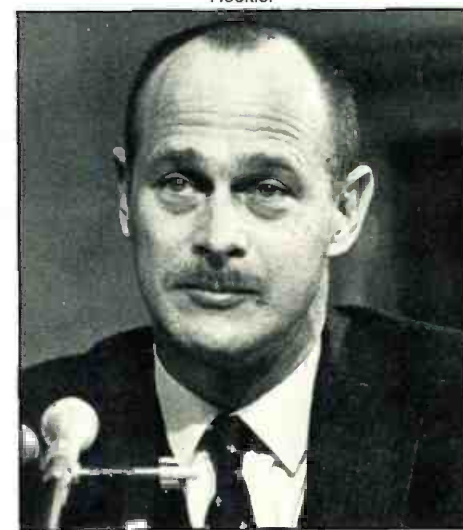
Senator Sam Nunn (D-Ga.), ranking mi-

nority member on the subcommittee, asked Heckler if she thought the use of drugs and alcohol on television programs contributes to abuse. Heckler said the department had not studied that issue. Nonetheless, she told the subcommittee that media can play a vital role, particularly television celebrities. "Celebrity messages can make a great difference," she said. Nunn's interests were also reflected by Senator John Glenn (D-Ohio).

A panel composed of Alfred Schneider, vice president, policy and standards, ABC; Thomas Leahy, executive vice president, CBS, and Irwin Segelstein, NBC vice chairman, discussed the network's activities. Schneider presented ABC's broadcast standard policy concerning drug use and abuse: "The use of illegal drugs or the abuse of legal



Heckler



McRaney



Schneider, Leahy and Segelstein



Stewart and Newman

drugs shall not be encouraged or shown as socially acceptable or desirable. When depicted, such use must be consistent with and reasonably related to plot and character development. Care should be exercised to avoid glamorization or promotion of drug usage." Roth, however, expressed some concern about the policy. He felt the language was too broad. "Isn't that a pretty big loophole?" Roth asked. Schneider said what is important is the policy's objective. "Our objective is not to glamorize or encourage the use of drugs."

He noted that ABC addresses the issue of drug abuse in a number of ways through news telecasts, entertainment programs, PSA's, made-for-television motion pictures and theatrical films. "For example, on Oct. 12, 1983, the entire two hours of *Good Morning America* were devoted to problems of substance abuse. Co-hosting with David Hartman for this special program was Mrs. Nancy Reagan," Schneider said.

In addition, he cited the ABC *Afterschool Special*, "Stoned," which received several awards. ABC received the first Scott Newman Drug Abuse Prevention Award, Schneider said, created to encourage the television community to become involved in drug abuse prevention.

CBS, Leahy said, also has standards it applies to all of its programs concerning illicit drug use or alcoholic beverages. "If characters are shown using illegal drugs, the depiction must be related to plot or character development and the adverse consequences of such actions must also be demonstrated," he stated. "Drugs will not be shown in a manner that suggests it is glamorous to use these substances or that such use confers any kind of advantage to the user."

Leahy stressed that the network has aired numerous programs focusing on the issue. "Last season, we aired *Licensed to Kill*, a dramatic, two-hour movie on the tragic results of drunk driving both as to the offender and the victim's family. This past January, the CBS Television Network broadcast *Not My Kid*, an intense drama about an affluent, seemingly carefree family forced to come to grips with their teen-age daughter's drug abuse."

Segelstein said NBC's policy "prohibits the use of drugs as a basis for humor; narcotic addiction may be presented only as a destructive habit, and the use of illegal drugs may not be encouraged nor shown as socially acceptable." He also cited the network's antidrug campaign conducted two years ago in conjunction with NIDA. Called "Don't Be a Dope," it featured PSA's with young people and TV personalities. In addition, NBC produced feature stories for local station use that covered such topics as the availability of educational and drug treatment centers. It also produced a half-hour program designed to test the public's knowledge and understanding of dangerous drugs, Segelstein explained. He listed examples of what NBC's five owned and operated TV stations are doing to combat drug abuse. He noted that the network's stations in Chicago, Cleveland, Los Angeles and Washington have aired PSA's, "a five-part news series, a half-hour documentary and other public affairs programming as part of their antidrug-awareness



Roth

campaign."

Perhaps the testimony that received the most attention was that of McRaney. A member of the Entertainment Industries Council, the CBS TV star presented a clip of a particular episode of *Simon & Simon* that dealt with teen-age drug abuse. Glenn told McRaney that he saw the episode and was "very impressed." And, the senator added, "I am not particularly impressed by the things I see on television."

McRaney stressed that television actors' visibility can be used as a powerful force in antidrug campaigns. "We can be positive role models. We can be part of the solution."

McRaney also suggested that more television programming be devoted to identifying the problems of cocaine addiction. "I think we simply have to tell the truth about it," he said. "My fellow members of the Entertainment Industries Council and I are committed to shooting the myths down and to making drug usage something 'in' people don't do."

Stewart, who chairs the caucus's drug and alcohol abuse committee, told the senators how his group began to examine the issue. "We went to the caucus and we laid the notion out to them: Maybe we are portraying alcohol use too much. Too much booze is happening on television, and as producers, directors and writers, we are responsible for that," he explained. He said they produced a

"white paper" on the subject outlining some suggestions their colleagues could follow. Some of the ideas they suggested were: "Try not to show drinking alcohol as an activity which is so 'normal' that everyone must indulge. Allow characters a chance to refuse an alcoholic drink by including nonalcoholic alternatives. Try not to show excessive drinking without consequences or with only pleasant consequences."

The white paper, Stewart noted, has had an impact. He said the producers of *Dallas* reported that alcohol use on the program had been cut 70%. "A decision was made by the producers of *Matt Houston* and what had become a 'format' drinking scene was changed."

Newman was the most vocal critic of the networks. She felt the media's depiction of alcohol and drug use contributes in part to substance abuse. "Has commercial television been the only offender? Certainly not. Has television frequently been a big offender? Yes," Newman stated. Newman, the daughter of actor Paul Newman, testified on behalf of the Scott Newman Foundation, created after her brother, Scott, died from an accidental overdose of drugs and alcohol. She mentioned a study conducted in 1982 by Warren Breed and James DeFoe that found, for example, on CBS, "alcohol ingested, referred to or sold every 15 minutes during a 12-hour, 11 a.m. to 11 p.m. programing period."

Newman proposed a "more formal and accessible community affairs department within each network." She also suggested that a small percentage of the networks' and the Ad Council's net profits be taxed or donated for education, prevention and research. (The Advertising Council is a nonprofit enterprise.) "A percentage of these dollars might be channeled in counteradvertising and programing," she added. "Television as our current baby sitter, educator, companion and boredom alleviator has an obligation. It is past time for it to meet this challenge," Newman concluded. □

Potential headache. The National Association of Broadcasters is keeping a watchful eye on legislation introduced in the House and Senate calling for all aspirin advertisements to carry a health warning. Broadcasters fear the mandatory warning for aspirin radio and TV commercials might discourage advertisers from running them. The "Emergency Reye's Syndrome Prevention Act" (S. 538 and H.R. 1381) offered by Senator Howard Metzenbaum (D-Ohio) and Representative Henry Waxman (D-Calif.) would require all aspirin products to carry this warning: "This product should not be given to individuals under the age of 21 years who have chicken pox, influenza or flu symptoms. This product contains aspirin or another salicylate which has been strongly associated with the development of Reye's Syndrome, a serious and often fatal childhood disease."

The legislation has alarmed advertisers and broadcasters, who are already involved in a massive lobbying campaign to block citizen groups advocating a ban on beer and wine commercials (BROADCASTING, March 4).

"It sounds very serious," said John Summers, NAB executive vice president for government relations. "The objective is good. No one is quarreling with that. The question is how you go about it," Summers said. "Public service announcements geared to the problem would be much more effective. It's ludicrous. In radio the whole time would be spent reading the warning." NAB was alerted to the legislation by the aspirin industry which has been battling the issue at the Food and Drug Administration for several years. The industry's voluntary efforts to warn the public (some products contain labels suggesting consumers consult a physician before giving aspirin to a child) did not satisfy the legislators, who feel it "doesn't go far enough."

The measure has started to move in the House and was the subject of a hearing held by Waxman, who chairs the House Subcommittee on Health and Environment. In the Senate, Metzenbaum is pressing for hearings and is actively seeking co-sponsors for his legislation.

Colino upset over news reports of Russian interest

Intelsat head feels press accounts and some in government may have hindered his efforts to reach agreement with Soviet Union

Intelsat Director General Richard Colino was back in Washington last week after travels that had taken him to Moscow and Los Angeles. And as he was preparing for a quarterly meeting of Intelsat's board of governors meeting, which began last Thursday (March 21), he was not in the best of moods. He appeared to feel elements of the U.S. press and the U.S. government had combined to make things unusually difficult for him and the International Telecommunications Satellite Organization—to jeopardize the completion of a memorandum of understanding he was close to concluding with the Soviet Union, not to mention the possibility at some future date of Soviet membership in Intelsat, a membership he left no doubt he hopes very much to see. After the attention given in the press to the memorandum and what was reported to be the Soviets' "commitment" to join Intelsat in two years (BROADCASTING, March 18), Colino said of the Soviets, "They don't answer our telex."

Colino spoke at the second annual seminar on "current issues in the development of international telecommunications," sponsored by the Washington law firm of Hogan & Hartson. And if, as he has indicated, he believes U.S. authorization of separate satellite systems that would compete with Intelsat is a poor idea, the remarks of Representative Dan Mica (D-Fla.), chairman of the International Operations Subcommittee of the House Foreign Affairs Committee, of-

fered him little comfort. Mica said he is "for competition" in international communications satellite area. But he also made clear, as he has during hearings he has chaired on the issue, that he is concerned that the administration take steps to assure the protection of Intelsat's "viability."

Colino's appearance at the seminar was his first in Washington since returning from Moscow last month to discuss a memorandum of understanding that would formalize relations between Intelsat and the Soviet Union, a memorandum Colino said had its genesis in talks dating back to 1978 and the regime of his predecessor. At the time the stories broke about alleged Soviet intentions to join Intelsat following agreement on what was described in the press as an "unprecedented" agreement to exchange information on technology, Colino was out of Washington, in Milwaukee because of a death in the family and then in Los Angeles, to attend a satellite conference (see page 72). Intelsat did not find its voice to respond in any detail until Friday afternoon (March 15), two days after press accounts appeared.

Like the statement Intelsat issued that day, Colino said the memorandum, "contrary to all reports," does not involve the question of Soviet membership in Intelsat. The Soviets, who for the past 21 years have preferred isolation to membership in the 109-member organization that is dominated by the U.S., have established their own international satellite system, Intersputnik, which now has 14 members. Colino said the memorandum simply "codifies the rights of a nonmember as stated" in the Intelsat Agreement. It is, he added, "a formality. A reflection of symbol-

ism rather than substance. . . . It establishes the contact points between [the Soviet Union and Intelsat]."

For his part, Mica indicated, as he has in the hearings he has conducted on the Intelsat issue, that he feels the administration has yet to achieve the necessary balance in authorizing competition—which he supports—while at the same time assuring Intelsat's protection against adverse economic impact. The administration has yet to reassure members of the subcommittees on International Operations and International Economic Policy, which have been holding joint hearings, on that point, despite President Reagan's reaffirmation of U.S. support of Intelsat, Mica said. The administration issued a white paper to explain its position on the separate systems issue and detail the protection that would be afforded Intelsat—separate systems, for instance, would be barred from providing public-switched service, Intelsat's primary source of revenue. But Mica said the white paper does not answer all of his questions. □

Fowler tells minorities preferences should go

As long as minorities continue arguing for preferences, instead of following through on business plans aimed at getting them somewhere in the communications business, they are "dissipating their energy," and "I think that's tragic," said FCC Chairman Mark Fowler last week in an address to the Communications Task Force of the National Conference of Black Lawyers in Washington.

"The fact of the matter is today you own less than 2% of radio and television stations," Fowler added. "Those policies [of preferential treatment] don't work. . . . Isn't it time to try something else?"

Fowler reiterated that he doesn't support preferences based on skin color, "absent a showing of direct past injury on account of race." He said those preferences were in the "long-term worst" interest of racial equality. "I want to move to a color-blind society," he said. "Irrebutable" racial preferences, he said, violate the equal protection clause of the Constitution. A preference also, according to Fowler, is a "loaded gun" that could, at some point, be used against those it might benefit now.

In a heated question-and-answer session, one participant suggested that the "loaded gun" Fowler referred to already may have been turned around on minorities with the commission's creation of a preference for AM daytimers for new FM stations (BROADCASTING, March 18). That same individual asked how Fowler squared the AM daytimer preference (the individual said that 97% of daytimer owners are white) with his position on preferences and with his free-market philosophy. On the preference question, Fowler noted that the AM daytimer preference was not based "on skin color at all." Added Fowler on the free-market aspects: "Sometimes there are situational ethics that arise."

Washington Watch

Washington-Las Vegas conflict. House Telecommunications Subcommittee has scheduled hearing on beer and wine advertising April 18. However, date is creating problems for National Association of Broadcasters, whose annual convention takes place April 14-17. NAB has asked subcommittee to change date. Subcommittee is taking request under consideration.

□

Moral support. Representative Beverly Byron (D-Md.) issued statement praising broadcasters for acting responsibly in "monitoring beer and wine commercials that appear on television." Byron also stated opposition to ban on beer and wine commercials. "I support the broadcasters and the beer and wine wholesalers as well as advertisers in their efforts to prevent a ban. A much better alternative is to use this powerful medium for good, in educational programs to help people prevent abuse of these products."

□

Remote freeze. FCC imposed freeze on applications for remote pickup broadcast stations proposing operation on 1606, 1622 and 1646 khz. FCC said action was "in anticipation of a rulemaking looking toward deletion of these frequencies for remote pickup use."

□

More time. FCC Mass Media Bureau has extended comments deadline on rulemaking aimed at eliminating rules and policies governing fraudulent billing, network clipping and combination advertising rates and joint sales practices from March 29 until April 29; reply comments deadline was extended to May 14. Association of National Advertisers requested extension.

□

More marketplace. FCC has eliminated its standards for maximum vertical and horizontal blanking intervals. FCC said it "appeared. . . marketplace approach is warranted."

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TELECASTINGS



To swap or not to swap

WNET(TV) New York has joined the ranks of other noncommercial television stations nationwide in examining the possibility of exchanging its VHF channel for a UHF allocation, with the difference in value being made up in cash. WNET's president, John Jay Iselin, told BROADCASTING the station plans to become "better informed" about the trade-offs involved in a swap, as well as the value of a VHF in New York City and the strength of a UHF signal there. "The prospect of a UHF signal fulfilling the expectations and the needs of the public in New York are very doubtful," Iselin said, although the station doesn't "know that for certain." Hence the station is choosing an engineering firm to help determine the last, he said. Over the last several years, WNET has had some "indirect feelers," about an exchange, but "no actual offers," Iselin said.

A Vietnam perception

This summer the Public Broadcasting Service will air a two-hour program evaluating its 13-part series, *Vietnam: A Television History*, which first aired in the fall of 1983. The *Inside Story* special, *Vietnam: A Public Inquiry*, will begin with a one-hour rebuttal to the *Vietnam* series, produced by Accuracy in Media, an organization that monitors the print and broadcast press. The latter was paid for, in part, by a \$30,000 grant from the National Endowment for the Humanities (BROADCASTING, July 2, 1984). Following AIM's rebuttal there will be a panel discussion of AIM's criticisms, and then a response by *Vietnam's* producers. Charlton Heston will narrate the special, which is scheduled to air June 26 at 9 p.m. (NYT).

Even the kitchen sink

WSB-TV Atlanta has given the University of Georgia 900 miles of film—every news story broadcast by the station since its sign-on in 1948. The collection of 94,000 stories provides "a visual record of the birth of the civil rights movement in the South through the present-day election of a black mayor," said John Stevens Jr., director of the university's Instructional Resources Center. The films include an interview with Martin Luther King—held the day after the assassination of John F. Kennedy—that "has never been seen by a national audience," Stevens said. "In my estimation, the collection is invaluable. . . . There are things on these films that do not exist elsewhere."

The 2,200 hours of news stories have been stored in the WSB-TV library since the station switched from film to videotape several years ago. WSB is indexing all the information, and will record it on a computerized system. It has delivered the first of three segments of the collection to the university,

which will make the films available for research and teaching.

New media center

The new Gannett Center for Media Studies at Columbia University in New York—designed for "the advanced study of mass communication and technological change"—were dedicated at ceremonies attended by, among others, Robert MacNeil, anchor of the Public Broadcasting Service's *MacNeil/Lehrer NewsHour*, who spoke on "The Mass Media and the Public Trust," to initiate a two-year research program on that subject. Said Eugene C. Dorsey, president of the Gannett Foundation: "It is appropriate that we dedicate this new program by addressing one of the most vital questions of the day—the relationship between the media and their audiences. This sometimes stormy relationship needs to be more fully explored if issues of media credibility and weak public confidence are to be resolved."

The Media Center will occupy parts of two floors of the Columbia journalism building.

Straight talk

WDVM-TV Washington's planned week-long focus on drug abuse issues has led five surrounding Maryland and Virginia counties and the District of Columbia to proclaim March 23-30 "WDVM-TV Drug Awareness Week." The station is highlighting drug abuse detection, prevention and treatment through a number of broadcasts and promotions, including a documentary on a drug-

riddled Washington neighborhood where residents have begun fighting the problem; two children's specials, one devoted to teen-age alcohol abuse, the other to PCP use; a story exploring cocaine usage among working adults; interviews with county and city officials and local drug program administrators; reports on special events held during drug awareness week; three new public service announcements on teen-age drunk driving and drug abuse, and an antidrunk-driving poster contest for area high school students, sponsored by WDVM-TV and Woodward & Lothrop department stores.

Making deals

Television writers Susan Flannery and Anne Howard Bailey have signed an exclusive two-year agreement with Columbia Pictures Television for development and production of "all forms of programing" for daytime, prime time and syndication under their Flannery-Bailey Productions banner.

Comedy writer Susan Harris will develop an untitled half-hour comedy series for NBC-TV for the 1985-86 prime time season with Paul Witt and Tony Thomas, who will serve as executive producers. Harris will write the pilot and supervise the Witt-Thomas-Harris Production. The three also are creating and producing the midseason series, *Hail to the Chief*.

Literary life

A 90-minute documentary looking at the life and works of Herman Melville has been scheduled by the Public Broadcasting Service for May 15 at 9 p.m. NYT. *Herman Mel-*



Family affair. Prompted by an RKO Television documentary series, *The Changing Family*, produced in 1982 and 1983, four "representative" American families appeared before a Senate panel in Washington March 20 to testify to the challenges of raising children, caring for the elderly and planning for the future. The symposium, "Families in Transition," was sponsored by RKO Television, the Senate Caucus on the Family and the U.S. Department of Health and Human Services' Administration for Children, Youth and Families. Its goal was to discover how "private and government policies can cooperate most effectively in benefitting America's changing families." Shown above at the symposium at the Russell Senate Office Building (l-r): Pat Servodidio, president, RKO Television; Dodie Livingston, commissioner, Health and Human Services' Administration for Children, Youth and Families; Sara Lee Kessler, anchor, RKO-owned WOR-TV Secaucus, N.J., symposium moderator; Senator Jeremiah Denton (R-Ala.), and Senator Dennis DeConcini (D-Ariz.).

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ville, *Damned in Paradise* was directed by filmmaker Robert D. Squier and is said to blend location photography, interviews with critics and biographers, family pictures and selections from Melville's writings in its study of the author of "Moby Dick," "Billy Budd," "Typee," "Omoo" and other works. The documentary was produced by The Film Co., a Washington-based, nonprofit company that makes "films about America" and is headed by Squier. The principal funding came from the National Endowment for the Humanities, with additional funds from the Pew Memorial Trust and the Corporation for Public Broadcasting.

Indira

The government of India has formed a partnership with London-based producer Judith De Paul for production of a four-hour, \$8 million mini-series based on the life of assassinated Indian Prime Minister Indira Gandhi. The Film Development Corp. of India will have limited financial involvement in the

project, which begins shooting next September under the auspices of De Paul's Silver Chalice Productions in association with Zenith Productions. De Paul met with Gandhi several times in 1984 while producing a six-hour television mini-series, *Mountbatten, the Last Viceroy*, on location in India. The latter, produced for George Walker Tele-

vision and Mobil Oil, will be distributed on the ad hoc Mobil Showcase Network during the 1985-86 season. The Indian government will have script approval for the program, although De Paul insists she does not intend "to distort the truth in either direction." The Gandhi mini-series will be released theatrically overseas.

Status report. Former ABC employee Cecily Coleman has increased the damages sought in her sexual harassment suit against ABC Inc. and four of its executives (BROADCASTING, May 28, 1984, et seq) from \$1 million to \$10 million, due to "information obtained through the discovery process." In Coleman's amended complaint, her attorneys, Mark Lane and Linda Huber, said that the reasons for the increase are "the defendants' discriminatory conduct, retaliation and intimidation, intentional infliction of grievous harm upon [Coleman] and condoning and ratifying of a continuing pattern of sexual discrimination of and sexual harassment of female employees of the defendant, ABC Inc." In addition, two more network executives—Everett M. Erlick, executive vice president and general counsel, and Peter Cusack, vice president, human resources—have been added as defendants. (ABC Senior General Attorney Jeffrey Rosen, and former ABC vice president for corporate affairs, James Abernathy, also were named in the suit. Former ABC News Washington bureau chief, Edward M. Fouhy, was dropped as a defendant in the case last fall.) Twelve new charges "within the counts of defamation and retaliation" have also been added to Coleman's complaint. The trial is scheduled to begin June 28.



'Space' odyssey

CBS turned celestial last Wednesday to promote its 13-hour *Space* mini-series. Originating from both Washington (via Telstars 301 and 302) and Hollywood (via Westar 5), it joined principals and editors at those two sites with others at 48 affiliates from Anchorage, Alaska, to Tallahassee, Fla. **Top:** The cast being interviewed in Washington. **Below:** Participating from WBTV(TV) Charlotte, N.C.: station's Fuzzy Walker (on phone); Elaine Wilson, *Gastonia* (N.C.) *Gazette*, and David Ramsey, Statesville, N.C., *Record & Landmark*. **Right:** star David Dukes in Hollywood. **Far right:** *People* magazine's Suzanne Adelson in Hollywood under image of author James Michener on monitor (from Washington).



CNN Radio redesigns schedule, studios

Programing and affiliate services to be broadened, studio facilities improved

The three-year-old CNN Radio Network, backed by a major financial commitment from its parent, Turner Broadcasting System, is scheduled for a face-lifting. Within the next month, the scope of its program offerings and services to affiliates will be broadened, and its studio facilities will be upgraded ("Closed Circuit," Feb. 25). The move is designed to identify CNN Radio as a major player in the fiercely competitive world of network radio. CNN Radio's new sound is to hit the airwaves no later than May 1, according to Bob Pates, vice president for radio, Turner Program Services.

In the works are plans to drop the network's dependence on the audio portion of the CNN Headline News cable network, especially during nighttime and early morning hours of 11 p.m. to 5 a.m., NYT. In turn, CNN Radio will expand the top-of-the-hour and bottom-of-the-hour newscasts (half-hourly newscasts are currently a replay of the hourly reports), which now air from 5 a.m. to 10 p.m., to a 24-hour schedule, Monday through Sunday. According to Pates, the newscasts will be modified: the hourly reports, now 10 minutes in length, will be cut to five minutes, while the half-hourly newscasts will be in the form of an original two-and-a-half-minute report. There will also be a 60-second news summary fed at 56 minutes past the hour. Pates said CNN Radio will also launch a news and sports "newsfeed" service (actualities, correspondents' reports and other raw news material), to be fed to stations twice each hour (the second will be updated) from 5 a.m. to 10 p.m. each weekday. "Some of the feeds will be repeated to accommodate stations in different time zones," he said. On weekends, newsfeeds will be staggered throughout the day, said Pates.

In addition, Pates said the network will have an hourly "feature feed" which will increase the amount of feature material now offered by the network. But, said Pates, there will be no feature feed on weekends. Instead, CNN Radio will remain with its usual weekend fare of six long-form, 30-minute information programs, such as *Health Week* and *Money Week*. The shows are taken directly from Cable News Network, but reproduced for radio use.

In other programing, the network will begin to transmit its hourly business and sports reports throughout the day. It now airs business news only in morning and afternoon drive time periods and feeds two-minute sportscasts from CNN Headline News. The network, said Pates, will continue to offer its stations reports from the Sports Radio Net-



CNN's new radio facilities

work, a Los Angeles-based weekend service ("Riding Gain," March 18).

Besides providing better service to its stations, CNN Radio will also be expanding its studio facilities, which, according to Pates, began last Wednesday (March 20).

"Nineteen eighty-five will be the year of growth for CNN Radio," said Paul Amos, vice president for CNN Headline News and CNN Radio, noting that 11 will be added to the current CNN Radio news staff of 21. The new staffers will work as anchors, writers,

producers and as sports and business reporters.

The CNN Radio Network currently has 162 affiliates. Broken down by format percentages, 29% of the stations program news/talk; 30% (country); 17% (contemporary rock) 12% (adult contemporary/MOR), and 12% are characterized as "other formats" such as religion or gospel. Also under this heading are some noncommercial outlets, which, said Pates, pay the network a monthly fee for its programming.

The cost to commercial stations to affiliate with CNN Radio ranges from \$100 to \$1,000 per month, depending on market size, with barter arrangements for the top 50 markets.

The network is represented nationally by Katz Radio. Major advertisers include Uniroyal, Frito-Lay, K-Mart, Chrysler-Plymouth, Ford and Ralston-Purina. CNN Radio is expected to expand its services to both the Canadian and European radio market in the near future.

CNN Radio was originally launched as the audio service to CNN Headline News in April 1982, but started to feed its own newscasts in August 1983. Last February, the network switched from Satcom III-R to digital delivery via Satcom I-R, which also serves ABC, CBS, NBC, RKO and Westwood One. CNN Radio is also carried on the sub-carrier satellite channels to CNN over Galaxy I. □

NBC's Brokaw talks of news concerns

Subjects range from Westmoreland suit to concern over FIM, AIM actions; Today' plans detailed

At NBC's consumer press tour in New York last week, *Nightly News* anchor Tom Brokaw spoke on a number of topics ranging from the impact of the CBS-Westmoreland libel case to the role of the network news organization in the overall information spectrum. In addition, NBC's *Today* morning news program provided details of two week-long trips, one in April and one in May, during which the show will originate on location.

Brokaw, in response to a question about the impact of the Westmoreland case, said he did not believe the case has had any effect on the way his network makes news judgments. What the case magnified, he said, was the "potential for bad practices and the tremendous amount of leeway under [current libel law]." Given that leeway, he added, journalists have a responsibility to be "conscious of public sensitivity." He noted that NBC this summer will air a documentary on the press in America, which will be anchored by John Chancellor.

Commenting on CBS and Fairness in Media, Brokaw contended that FIM's professed aim of acquiring enough stock to exert editorial control of CBS News is neither "possible or necessary." Senator Jesse Helms (R-N.C.), who has endorsed FIM, he said, "is very good at being a squeaky wheel," said Brokaw. But the greatest check on what we do comes from the audience every night." Despite FIM's contention that network news is slanted invariably to the left, Brokaw said he "honestly believes that reporters [generally] reflect a centrist point of view."

Brokaw said he had problems with the Public Broadcasting Service decision to give Accuracy in Media a full hour in which to respond to *Vietnam: A Television History*, a program toward which AIM has been very critical. And, he added, "I think I'm more troubled by the source of the funding," a reference to the \$30,000 that the National Endowment Foundation is giving to AIM to produce its program (see "Telecastings"). He said a forum such as ABC's *View Point*, would be a more appropriate way for AIM to express its concerns with the program.

During Holy Week, April 1-5, *Today* will

originate from various points around Rome and the Vatican, and program executives are negotiating with papal officials for an exclusive audience with Pope John Paul II. Then, from May 20-24, *Today* will take a five-city tour via the Amtrak railroad system, originating from a different city each day of the tour.

Today executive producer, Steve Friedman, said last week he was trying to secure an exclusive NBC audience with the Pope in the latter's private chapel for the first *Today* broadcast in the papal city, Monday, April 1. If he is successful, it would be a journalistic coup of some measure. But at press time, Friedman acknowledged that such a commitment had not yet been secured, adding that the program would at least cover one general audience with John Paul at some point during the five days of Rome coverage.

The program will originate from several points during the week, all live, including the Spanish Steps; the first live origination from the Colosseum, according to Friedman, and St. Peter's Square in Vatican City. Among the issues to be explored over the five days are, "Euroterrorism," abortion, Italian fashions and shopping, Italian television and the country's leading celebrities. Willard Scott will also host a segment on food.

The Amtrak series will originate from the following cities: Houston on May 20, Bryant Gumbel's home town of New Orleans on May 21, Memphis, May 22, Jane Pauley's home town of Indianapolis on May 23 and Cincinnati on May 24. Friedman said the project has been designed as a "traveling road show. Quite frankly it's a stunt to attract attention." Co-anchor Bryant Gumbel added that the story of Amtrak and its troubles will be explored, and that he hopes the shows display "a fairly accurate portrait of middle America." □

Clip case. A woman who says she has simply taken the news clipping service into the electronic age has carried to the Supreme Court her fight to avoid prosecution under the copyright law. Carolyn Duncan of TV News Clips of Atlanta has petitioned the high court to review the case in which she has failed, at the U.S. district court and appeals court levels, to establish her right to engage in a form of electronic news clipping service. She videotapes local news programs and offers clips for sale to the institutions and individuals mentioned. WXIA-TV Atlanta, an NBC affiliate, filed suit to prevent Duncan from engaging in that operation, claiming she was violating the station's copyrights (BROADCASTING, March 7, 1983). And the courts thus far have agreed with her. Duncan has argued that her clipping activities are permissible under the "fair use" exception to the U.S. Copyright law and are protected by the free speech clause of the First Amendment. The Supreme Court is expected to decide before the end of its present term whether it will hear her case in the fall term. CBS has entered the case as a friend of the court on the station's side.

Reporters Committee says administration blocks news to public

The Reporters Committee for Freedom of the Press has issued a report denouncing the Reagan administration for policies the committee said are shutting off the flow of information to the public. The committee, whose purpose is to guard against what it considers restrictions on a free press and to provide legal assistance to news people and organizations, said that it found some 50 instances in which the administration attempted—though not always successfully—to hamper the exercise of a free press.

Among the examples was the complaint the Central Intelligence Agency has filed with the FCC charging ABC with "deliberate news distortion." The complaint involved three broadcasts about an alleged effort by the CIA to arrange an assassination. The commission staff rejected the complaint, but the agency has since refiled it in amended form (BROADCASTING, Feb. 18).

Overall, the committee said, the Reagan administration's policies "are causing the most significant media access restrictions on government information since the end of voluntary censorship in World War II."

White House spokesman Larry Speakes said he would not "tangle" with the committee. "I think we've got a good information policy and a good flow of information that goes to and from the administration." He also said the administration "constantly" seeks ways to improve presidential communications with the press corps, in Washington and across the country. □

No decline seen in radio and TV news staffs

RTNDA study finds journalists at stations on par with 1983 numbers

"Any obituary for local radio news is premature," according to the author of the Radio-Television News Directors Association's annual survey of news employment in radio and television. Although employment turnover increased slightly for both radio and television in 1984, the size of average radio news staffs remained about the same as in 1983 while television news staffs grew by an average of one person.

Those were among the findings of a survey conducted by Vernon Stone of Southern Illinois University for the RTNDA. News directors at 463 commercial TV stations and 327 commercial radio stations responded to the national survey.

On the average, there was no increase in the "fairly small proportion" of radio stations without news staffs. In radio, 83% of the stations had at least one person working full time in news and 41% had at least two, roughly the same as in 1983, Stone said. In

1984, 17% of the stations had no full time news employees—down from 18% in 1983. Additionally, there was a slight decrease in the number of part-time news staffers compared to the total in 1983.

The "typical" television station had a staff of about 18 full-time and two part-time news people (one more full-time employee than in the summer of 1983). Of those TV news personnel employed in fall 1984, 22% had been hired within the previous 12 months, compared to 20% hired within a year before the 1983 survey, Stone said. The turnover rate was greater in the smaller TV markets, ranging from "less than one-fifth in the 50 largest markets to more than one-third in the 60 smallest markets." Turnover rates increased in every market category except the smallest (markets 151-210), where the rate was unchanged from 1983.

The survey also showed that "token TV news staffs or none at all" were found mainly at independent stations in the 50 largest markets, while staffs of 60 or more were found "almost exclusively" in the top 25 markets. At the typical television station, there were about six anchors, with an average of 1.5 hired over the previous 12 months. "Differences from one year to the next were small," Stone said.

At "typical" radio stations, about three newscasters were employed in late 1984, one of whom had been hired within the past year. Turnover for radio anchors/newscasters increased to 36% in 1984, up 4% from 1983, although the survey showed that radio news directors had been on their jobs longer than television news directors. □

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RIDING GAIN

The week's worth of news and comment about radio

Final tally

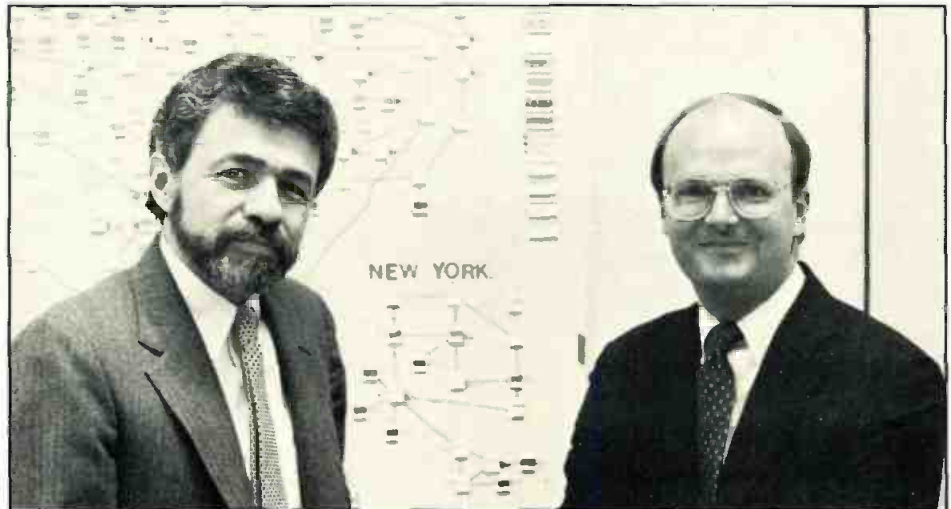
Total national radio (spot and network) revenues for 1984 reached \$1,472.4 billion, according to the Radio Advertising Bureau (RAB). Of that figure, RAB estimates national spot at \$1,184.4 billion, including all replaced business as reported to Larchmont, N.Y.-based Radio Expenditure Reports (\$818 million), as well as a projection of national spot business placed directly with stations by local advertisers or agencies. For network radio expenditures—approximately \$288 million ("Riding Gain," March 18)—RAB relies on Ernst & Whinney data based on financial information supplied by 10 Radio Network Association (RNA) members.

Computer world

Jameson Broadcast Inc., a Columbus, Ohio-based radio program supplier, is offering stations what it calls the first computer-interactive radio magazine series. The program, *The On-line Computer Connection*, will be a Monday-Friday, five-minute show on the computer industry featuring four to six segments of news, consumer information and product reviews. "The magazine format makes the program extremely flexible," said Jamie Jameson, president of Jameson Broadcast. "Stations can shorten the feature to 90 seconds by pulling segments, or they can add local actualities and information."

The series, scheduled to debut in early May, is sponsored by CompuServe Inc., Columbus, a provider of videotex information and communications services to over 185,000 personal computer users. According to Jameson, listeners who are also CompuServe subscribers will be able to ask questions and request detailed information about the different segments by directing their comments to the "On-line Computer Connection Forum," an interactive bulletin board feature of CompuServe.

In addition, CompuServe is offering a "broadcaster's forum" specifically for par-



Jameson and Charles McCall, president and chief operating officer of CompuServe Inc.

ticipating stations, allowing broadcasters airing the show to communicate with one another other via computer. Subscribing stations will receive a free CompuServe starter kit allowing access to the CompuServe computer network, he added.

The series is being offered to stations in the top 100 ADI markets on a barter basis.

Football chatter

The NBC Radio Network is preparing a live, call-in, post-game talk show to accompany its newly acquired, two-year National Football League package, according to Steve Soule, vice president and general manager of the network. (NBC is said to have paid \$11 million for exclusive broadcast rights to 37 NFL games in each of the 1986 and 1987 seasons—27 regular-season games, including 16 Monday night games as well as 10 post-season contests ["Riding Gain," March 11]).

According to Soule, there will be 30 post-game talk programs, 24 of which will be one

hour. The other six broadcasts, primarily involving post-season games, will run two hours. "This was part of our presentation to the NFL," said Soule.

NBC will also assist local stations in promoting NFL coverage. At the end of the season, NBC will ask stations to submit their NFL promotion material, which, according to Soule, could include on-air, print or cross-promotion with local television stations. The three best station-produced promotions will win a prize, he said.

Soule said the network will probably offer the 37 NFL games as one sales package to advertisers.

NBC outbid CBS Radio, which held the rights for the past seven years, by about \$1.5 million and Mutual by \$6 million. (Mutual, however, airs NFL Sunday afternoon doubleheaders through contracts with 21 teams.) ABC did not bid. NBC Radio Network affiliates have the right of first refusal for the games.

Trimmed down Talk

ABC's Talkradio network has pared back its yearly operational cost by an estimated \$325,000 and will continue to originate its overnight programming from KABC(AM) Los Angeles instead of switching to ABC's new broadcast center in New York as originally planned.

The network has found ways to make it "economically feasible" to keep its nighttime segments originating out of Los Angeles, said Rick Devlin, vice president and director of Talkradio. Last October, as a budgetary move, ABC unveiled a plan to move its two overnight Talkradio program slots from Los Angeles to New York during the first quarter of this year, to allow the signal to be satellite-fed to affiliates in one-hop from an East Coast uplink ("In Brief,"

Young playwrights honored. Five plays have been selected from nearly 1,000 entries as winners of the Children's Radio Theater's seventh annual Henny Penny playwrighting contest. They will be produced April 13 at the Kennedy Center for the Performing Arts in Washington and broadcast live, via satellite, to noncommercial radio stations nationwide.

The winners are: "The Mud Monster," written by a group of second graders in Elkridge, Md., about a young boy who creates a mud sculpture that comes to life; "How It Came to Be," about a dragon that threatens to destroy a kingdom unless he is given "wise and witty sayings" for his stand-up comedy act; "The Light of Truth," about "a mysterious lamp" that changes the lives of a small-town family; "Galaxy Girl and Great Nuclear Nemesis," in which a "superheroine from Neptune" saves the universe from nuclear destruction and offers a lesson in "interplanetary peace," and "A Dagger of the Mind," about a teen-ager's feelings about his parents' divorce and suicide.

The Corporation for Public Broadcasting, the Xerox Foundation, the National Endowment for the Arts and the Terry Margulis Memorial Fund are among those providing funds for the competition.

Oct. 15, 1984). On the air during that time are Ira Fstell (midnight-3 a.m. NYT) and Ray Briem (3-9 a.m.). Both personalities were to have continued their shows locally over KABC(AM) Los Angeles, but now the network will stay with the duo.

Talkradio will eliminate the toll-free audience participation 800 number for the two nighttime shows, said Devlin. Overnight Talkradio listeners will soon dial KABC(AM) Los Angeles directly at (213) 870-TALK. (Daytime and weekend Talkradio programs will keep an 800 number). According to Devlin, the move to a direct dial system at night should save the network about \$175,000 annually.

Devlin also noted that Talkradio is using a new satellite "backhaul system" in transmitting all its West Coast programming to New York so it can be uplinked to Satcom I-R for national distribution. This is expected to cut annual costs by at least another \$150,000, said Devlin.

ABC's three-year-old talk network currently has a line-up of 93 affiliates.

Concert draw

With an expected draw of nearly 150 people, the Concert Music Broadcasters Association (CMBA) is entering the final planning stages for its annual convention at the Westin St. Francis hotel in San Francisco, May 1-3.

According to CMBA President Warren Bodow, president and general manager, WQXR(AM)-FM New York, this year's topics include computerizing classical music libraries, instituting new sales and promotion ideas and working with local arts organizations, such as opera companies and museums, for "mutual benefit." There will also be a session featuring representatives of the record industry discussing the relationship between classical stations and music labels as well as the impact of compact disks to both industries. (Many classical-formatted stations program some portion of their day with compact disk recordings).

Bodow said that the open membership meeting on Friday (May 3) will address the question: "What is the Role of CMBA in an Era of Prosperity?" Friday's luncheon speaker will be Lee Knowles, chairman of Beaulieu Vineyards, Rutherford, Calif., whose company is a major classical radio advertiser. Thursday's luncheon speaker has not been announced.

There will also be an election of association officers. Besides Bodow, the current CMBA officers are: Sam Rosenblatt, vice president and general manager, WTMJ(FM) Miami (vice president); Steve Sheppard, general manager, KLEF(FM) Houston (secretary), and Lee Hanson, vice president and general manager, WORS-FM Detroit (treasurer). All four may be re-elected by the membership.

Playback

The radio program consultancy firm of Burkhardt/Abrams/Michaels/Douglas & Associates, Atlanta, has been signed by Cox Communications' WCKG(FM) Chicago to program the SuperStars II format—an album-oriented rock (AOR) format targeted to the 25-to-34-year-old audience. The station, formerly WAGO(FM), has switched from a contemporary hit radio (CHR) format. The SuperStars

II format, which made its debut on KFOG-FM San Francisco over two years ago, has no heavy metal or teen-oriented pop music, said B/A/M/D President Dwight Douglas. Chief architect of SuperStars II is B/A/M/D partner Lee Abrams.

Celebrity support

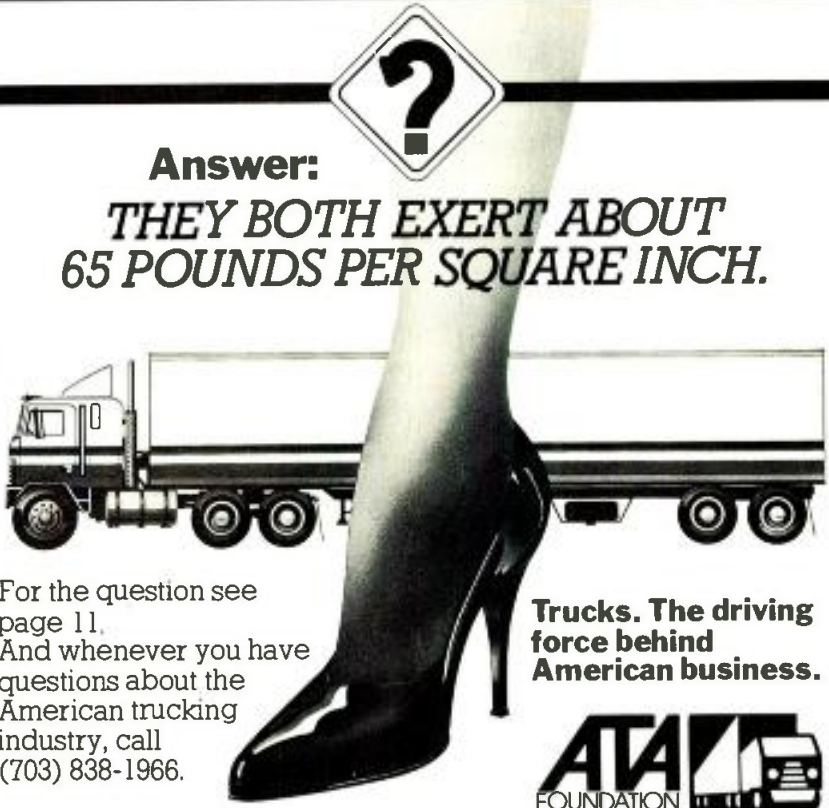
The list of celebrities participating in National Public Radio's national fund drive April 22-27 is growing (BROADCASTING, Feb. 4). Additional names of those lending their on-air support are: singer Pearl Bailey, NBC News anchor Tom Brokaw, ABC News anchor Peter Jennings, actor Tony Randall, comedians Jerry Stiller and Anne Meara, actresses Candice Bergen and Mariette Hartley, writer George Plimpton, cellist Janos Starker, pianists Andre Watts and Murray Perahia, and actor-director Tab Hunter. NPR's week-long campaign is the first nationally coordinated, on-air, fund-

raising campaign designed in part to help pay off NPR's remaining \$5.4-million loan from the Corporation for Public Broadcasting.

Mixed media

KABC(AM) Los Angeles has entered a partnership with World of Communications, the Los Angeles-based publisher of *Valley Magazine*, for continued publication of *Let's Talk*, the bimonthly magazine launched last year by the news-talk station. Current subscribership is about 40,000. The agreement becomes effective with the May-June issue of *Let's Talk*, with World of Communications assuming all aspects of publishing including production, circulation, sales and marketing. KABC will provide articles written by and about station personalities as well as marketing support. Future plans call for a change in format and newsstand distribution throughout southern California.

Reaching rural America. National Public Radio has established a new membership class for stations "serving small rural communities" that currently do not receive NPR programming. Noncommercial radio stations falling into the newly formed "auxiliary" membership category will not have to meet the more stringent NPR membership qualifications, such as a minimum \$100,000 annual budget. The auxiliary fee is about one-half the fees charged to full members, NPR said. Additionally, the population of an auxiliary member's coverage area must be less than \$150,000; the station must have a minimum annual gross income of \$50,000, including in-kind support; have the ability to receive NPR programming via satellite, and pay for distribution services. At least one full-time professional radio station staff person must be employed on a 12-month basis, and there must not be more than four full-time staff persons. The stations also are not eligible for grants from the Corporation for Public Broadcasting, nor can they vote in the NPR membership organization, which currently has 251 full, voting members.



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U.S. industry adopts NHK parameters for HDTV

ATSC choice influential in determining position U.S. will take to CCIR, which selects international HDTV production standard; vote is 21-to-14 for 1,125 line, 60 fields, and 2:1 interlace, 5.33:3 ratio

Supporters of an NHK-based high-definition television production system emerged victorious last Tuesday (March 19) when an industrywide group recommended its key parameters for the U.S. government position in upcoming world standardization efforts.

By a three-to-two margin, the HDTV Technology Group of the U.S. Advanced Television Systems Committee approved a document specifying an international HDTV studio standard using NHK-developed 1,125-line, 60 fields-per-second, 2:1 interlace scanning technology. While advocates of an alternative, progressively scanned, HDTV production system proposed by RCA were unable to gain majority support, the faction had enough leverage to gain a recommendation calling for continued work on a 60 hz, 1:1 progressive scan system.

The committee also recommended the standard be based on a temporal rate of 60 hz, an aspect ratio of 5.33:3, and separate luminance and two color-difference component signals, and also that work continue to define parameter values in such areas as colorimetry, gamma and constant luminance. Temporal rate and aspect ratio issues raised little controversy here, but are expected to draw reactions ranging from reluctant to vi-

tuperative from the 50 hz European countries.

The technology group document will be passed to the ATSC executive committee, which meets April 3 to decide on recommendations to be forwarded to the U.S. State Department. The final ATSC position is expected to figure heavily in determining a U.S. negotiating stance at working party meetings of the International Radio Consultative Committee (CCIR), the umbrella organization under which world standardization is to be considered, to begin this spring. A final decision on the international standard is expected to be reached by the October 1985 plenipotentiary meeting in Geneva.

International issues strongly shaped the emotionally charged, day-long meeting, with numerous speakers emphasizing the difficult debate ahead for a 60 hz world system.

The 60 hz issue is a major concern for European countries looking at any world standard since, until a distribution system for HDTV is in place, 60 hz HDTV material would have to be downconverted to their 50 hz, 625-line systems. Although several participants noted that the European position on 60 hz was softened by the January demonstration of a newly developed standards converter (BROADCASTING, Jan. 28), the NHK downconverter is said by some accounts to leave some picture artifacts and to degrade the picture to below the level of the current PAL system.

Proponents of the NHK technology argued persuasively, however, that this very wavering in Europe necessitated the stron-

gest possible U.S. position in order to make standardization a reality. Few would venture a guess as to what the final European disposition would be on a 60 hz system, but many were apparently convinced that the NHK proposal, since it was so well established in international circles, was the best, if not only, hope of achieving European and world acceptance.

Supporters of a progressively-scanned system, who were unable to gain a foothold during the morning debates, were the target of sharp criticisms of their effort to introduce a relatively new proposal into the international forum when the process was so far along. Although progressive-system supporters acknowledged that CCIR acceptance of their proposed system would be difficult at this time, they countered that the same difficulty was currently faced by the NHK system because of what were argued to be inherent problems seen by Europeans in downconverting the interlace method.

Use of progressive scanning would actually enhance future acceptance of a 60 hz world standard, they explained, since significantly improved downconversion would eventually be achievable. In the interim, one progressive-scan supporter argued, the U.S. should take its own firm position on what is the best system, rather than base its decisions on what others may or may not do, possibly trading off too many of its own preferences in order to achieve a 60 hz standard in 1985.

Others questioned the wisdom of any delay in the process and held out little hope for a standard being reached past the current four-year cycle. Support for their views came from a number of sectors, including Richard Kirby, the U.S.-born director of the CCIR. In a telex sent to the ATSC the day before the meeting and introduced by Chairman E. William Henry, Kirby wrote: "I am convinced that if a single world standard is needed for international program production and exchange, it must be agreed during the current CCIR cycle."

If a single standard were not adopted in the current cycle, he continued, at least three standards would emerge. "It is for broadcasting organizations and administrations to decide whether the advantages of a single world standard justify the compromises and decisions needed for a recommendation today."

By the start of the afternoon session, the widespread sense that a single recommendation from the U.S., whether for the NHK or a progressive scan system, presented the only possibility of reaching an international agreement, led ATSC executives to jettison a draft proposal on a "family of standards" originally to be considered by attendees.

Derived from considerations originally accepted by the group last fall, and used to



HDTV line-up. Discussing high-definition television standards at last Tuesday's ATSC meeting were, (l-r): A.P. Haase of General Electric, HDTV Technology Group Chairman Renville McMann of CBS Technology Center, ATSC executive director Robert Hopkins, ATSC chairman E. William Henry, Charles Dages of CBS Television, Joseph Flaherty of CBS-Broadcast Group and Donald Jansky of Jansky Telecommunications.



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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.

reach a compromise in recent deliberations by the Society of Motion Picture and Television Engineers (BROADCASTING, Feb. 25), the "family" proposal was designed to allow both for an open door on developments for progressive scan, and the reality of a world standard based most likely on the NHK system. Prior to the ATSC meeting, the proposal was seen by some as a good middle way, while others felt a dual standard would only confuse the Europeans, or incite them to suggest their own "family" of 50 hz/60 hz systems, in both cases dooming a standard.

The original ATSC "family" proposal was replaced by one suggesting a single world standard, in this case based on NHK numbers, while a separate proposal was made to introduce a single world standard based on a RCA/NBC progressively scanned system.

More than two hours of wide-ranging and sometimes bitter debate ensued before, as one participant put it, the point of no return was reached where minds had been made up and the time had come for participants to cast their straws.

Normally, ATSC administrative procedures call for a two-thirds majority on votes on standards. Earlier that day, however, ATSC executives had informed members that on the advice of counsel, because the decision of the working group was only a recommendation to the State Department, and not a standard, it would only require a simple majority. In the vote that followed, with 21 for the NHK parameters, 14 against and six abstaining, the majority was clearly reached.

Immediately following the vote, suggestions were made that a recommendation be

HDTV's raison d'être. Why high-definition television? Because it is widely believed that HDTV, with twice the resolution and a wider width-to-height aspect ratio than today's television picture, will eventually bring the wide screen cinema experience directly to the home. "We are on the threshold of the electronic cinema," noted one TV executive who has long advocated a HDTV production system for worldwide use.

According to Joseph Flaherty, CBS/Broadcast Group vice president and general manager, engineering and development, the creative community is already producing 80%-85% of all prime time programs on a high-definition medium—35 mm film. "HDTV will simply provide a parallel electronic production system of equal quality," he explained in a speech at NATPE International's production conference in New Orleans (see story, page 50).

"Single camera production with all the creative flexibility of film will, in the future, be able to serve the producer both on film and on videotape," Flaherty predicted. "This production choice will be influenced by the fact that 100% of the new distribution media—cable, VCR, DBS, videodisk and of course broadcasting—are all electronic."

Although HDTV transmission systems may be farther off than production methods, he indicated efforts could begin rapidly with a "few far-sighted producers like George Lucas, Phil DeGuere and MTM," to begin now to build a future library of HDTV programming.

"While film will be important for years to come," Flaherty said, "it will yield a large share of its market to HDTV production. Electronic production tools are well past the prototype stage, and could be in full-scale production in two years. HDTV production is not as far away as some may think."

The main reason for a world-wide HDTV production standard, he explained, is to support an American film and videotape international program export industry that in 1984 exceeded \$1.3 billion. "This will soar in upcoming years, and HDTV videotape will be a major portion of it," he added.

added to those already included in the document, acknowledging the potential of continued work on progressive scan. Following a half-hour of discussion on wording, and a closely defeated move to turn the recommendation into a footnote, the group approved the progressive-scan work recommendation unanimously.

Closing the meeting was a conciliatory note by one long-time supporter of the NHK system, who urged the group to get solidly behind the ATSC position and try to hold

together through the final meetings of the CCIR in order to get the U.S. a 60 hz world standard.

The unification of the committee appears, in fact, to have been quickly achieved. Following the meeting, an RCA representative told BROADCASTING the RCA-NBC proposal would be set aside and the group's conclusion would be supported "enthusiastically." "The document is probably the best that can be achieved at this time," another progressive scan proponent acknowledged. □

In Sync

Gearing up

TFT has developed a new wideband composite subcarrier generator and companion demodulator that eliminate the need of multichannel TV sound broadcasters to use multiple subcarriers in their studio-to-transmitter link and allow MTS generators to be located at the studio rather than the transmitter plant.

The Model 8500 generator sums the output of stereo, SAP and two pro-channel generators, and frequency modulates a subcarrier in the frequency range of 5 to 10 mhz to drive a microwave STL, according to the company. At the transmitter, the demodulator strips that subcarrier apart from video and other subcarriers to feed the aural exciter.

The Santa Clara, Calif.-based company is making the \$6,000-package available this summer. The firm is also working on separate SAP and pro-channel generators priced at \$2,000 apiece. □

A new audio control system and audio switcher have been introduced by IGM Communications of Bellingham, Wash.

Available for \$17,000 with logging capabilities, the units allow full- or part-time live assist operation and unattended control of audio source equipment. The computer-controlled switcher and controller provide up to 2,000 pre-programmed events (with options to expand to 8,000), as well as unlimited real-time commands, sub-routines and jump features with a pair of video terminals, which may also be used for system control and live operator assist programming and control.

RF radiation guidelines

Radio frequency radiation exposure limits have been adopted by the FCC and will be applied to broadcasters filing new and renewed licensing applications or modifying existing transmitter or earth station facilities. Following an order released March 14, the commission, after five years of consideration, selected exposure guidelines based on 1982 findings of the American National Standards Institute. The guidelines, which have support from much of the industry, include exposure limits for both the general

public and workers and go into effect Oct. 1, 1985.

The commission declined to rule, however, whether federal rules would now preempt state and local RF radiation standards, and instead promised to consider individual cases where conflicts between separate guidelines arose. Non-federal limits are currently in effect for transmitter facilities on New York's World Trade Center, in Portland and Multnomah country, both Oregon, and in Massachusetts and New Jersey.

Sales up, prices down

Manufacturers' net dollar sales of video and audio production equipment (such as cameras, effects systems, and edit controllers) were up by 39% in the first half of 1984 over the same period in 1983, according to *Hope Reports Equipment Quarterly*, Rochester, N.Y. Prices were down 32% for pro audio production gear for that period and prices for TV production equipment held relatively even during that time, noted the market trends service.

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Intelsat competition focus of UCLA symposium

Colino, Rivera and others speak on expanded international satellite services; European TV discussed

One attorney specializing in international satellite issues said the current regulatory climate reminded her of "the fine mess" comedian Stan Laurel used to get partner Oliver Hardy into. Another warned that "the genie [of deregulation] might soon be out of the bottle." A third understated that the situation is "extremely complicated."

The comments came during the International Satellite and Cable Television Symposium, held March 15-16 at the University of California-Los Angeles, and co-sponsored by UCLA's Communications Law Program and the International Bar Association. Although the conference, the fourth in a biennial series, covered a wide range of topics, the greatest interest was generated by efforts mounted in the U.S. to expand commercial satellite services.

Richard R. Colino, director general of the International Telecommunications Satellite Organization, delivered a point-by-point summary of Intelsat's opposition to propos-



Colino, Leeson, Landman and Schaefer

als that would increase international satellite services competition, claiming their implementation threatens the very existence of Intelsat.

"The most basic question is this," Colino said: "Are U.S. policymakers on the brink of throwing out the baby with the bath water?" He was referring to a policy determination statement issued by President Reagan last November asserting that separate international satellite systems are "required in the national interest," provided conditions are imposed that would preserve Intelsat's economic viability. The FCC in December is-

sued a combined notice of inquiry and rule-making to obtain views of interested parties prior to consideration of five pending applications for separate, privately operated systems.

Many of the 109 member nations that own and operate Intelsat are bewildered by the Reagan Administration's support for private satellite services and the FCC's pending rule-making on whether to authorize such competition. The partners contend the moves are a signal that the U.S. is "fundamentally altering its commitment to the objective of a single global satellite system." Intelsat, according to Colino, "has done more to promote the free flow of information and ideas among nations than any other single innovation in the last 20 years."

Colino rebutted a series of "myths" surrounding Intelsat's role, including the notion that Intelsat can withstand competition from providers of customized satellite services. "In fact," he said, "Intelsat has experienced major shortfalls in revenues and traffic in recent years. The rate of growth for basic voice services has slowed considerably. In 1981, growth was about 24%; in 1982 the growth rate was about 18%; in 1983 voice traffic growth had slowed to 10%, leveling off last year at, again, about 10%. These declines are most acute in the Atlantic Ocean region, from 15.8% growth in 1982 to 7.3% last year, the region targeted for service by the separate system owners. In 1984, Intelsat experienced a \$20 million shortfall."

The Intelsat executive departed from his prepared remarks to deny reports in *The New York Times* and *The Washington Post* that the USSR had indicated to him it was ready to join Intelsat (BROADCASTING, March 18). The Soviets have declined to participate in Intelsat, having started their own Intersputnik satellite system in 1964.

"I can't speculate about the possibility of the Soviet Union joining Intelsat," he said. "They did not say that to me." Colino said the Soviets "are being very careful now" but "could join Intelsat in the future." He observed that the country is already "a significant user" of Intelsat services.

During his speech, Colino charged U.S. policymakers with applying "a very simple checklist" for resolving complex interna-



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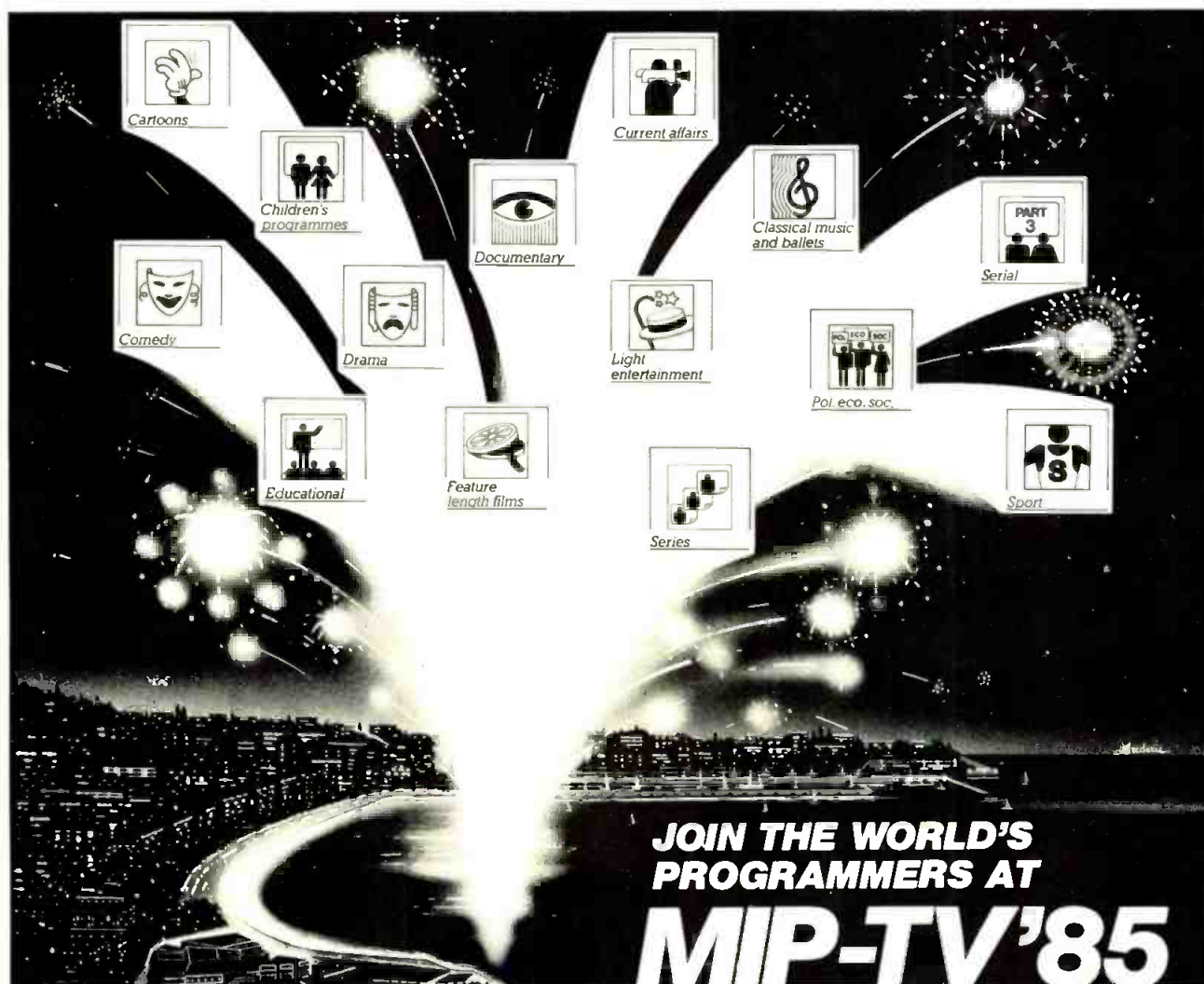
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B



Rivera



Eger

tional issues.

"I haven't seen such a checklist, but one might guess that it probably contains the following: Does the policy promote competition? Does the policy encourage deregulation and privatization? Does the policy encourage entrepreneurial talent to come to the fore?"

Kenneth Leeson, a U.S. State Department policy adviser who followed Colino on the podium, insisted the administration is firmly committed to Intelsat and its future well-being.

"There is a small niche that has been carved out where competing systems are permissible," Leeson maintained. "This does not represent a fundamental change in U.S. policy." He added that the State Department's position is, "If [a private satellite venture] hurts Intelsat, it won't go forward."

Leeson noted that the proposals are still under consideration and that all parties will be listened to by policymakers. Leeson estimated it may be "several years" before the issues being raised are resolved and contended that, in the meantime, there has been "no fundamental change in the instruments of U.S. policy" concerning Intelsat.

One of the private satellite applicants, PanAmSat Corp., would provide customized video and data services to 22 Latin American nations that Intelsat is either unable or unlikely to provide, according to its president, Frederick Landman.

"The question is whether we are really competing," he said. "We did not set out to make a second or third global satellite system, and I don't think the other private applicants did either." PanAmSat is not a "cream skimmer," Landman insisted, estimating the

company would initially spend \$25 million to earn \$12 million in revenues. He speculated Intelsat's total business with Latin America would amount to \$18 million a year.

Kalman Schaefer, who heads the Tel-Optik venture that proposes to lay a fiber optic cable beneath the Atlantic Ocean, said much of the debate over private satellite ventures may become moot within five years if fiber optics become a viable means of distributing information between nations.

"Fiber optics are the technology of tomorrow," he declared, predicting substantial growth among business users in particular. "The question is what will the optimum mix be in the future, in terms of effectiveness, efficiency and cost."

FCC Commissioner Henry M. Rivera told a luncheon audience on Saturday that he could not predict how the agency will act on applications it has received for separate direct-access satellite systems, but cited its pro-competitive and deregulatory bent as clues.

"Despite the tremendous force and appeal of our policies at home, these policies cannot be simply or mechanically exported to the international arena," he cautioned. "However, the commission is fully embarked upon a policy of introducing and fostering competition in the international communications environment."

Rivera acknowledged that while the FCC cannot "abrogate the sovereign right of any foreign administration to regulate its own telecommunications facilities and services as that administration sees fit. By the same token, however, [governments] are quick to perceive—or misperceive—our competitive initiatives as unilateral attempts to change their entrenched and fiercely held monopoly communications policies in direct challenge to their prerogatives." As competitive pressures and benefits increase, he speculated, "pro-competitive policies will likewise ultimately develop and policies of foreign administrations will become responsive to their users' interests."

Competition in international telecommunications, Rivera contended, "is inevitable." He concluded that "the initial presumption must be that, to some degree, competition in international satellite communications is viable, is in the public interest, is beneficial to the nation and users and will not adversely affect our international obligations, commitments or responsibilities. Our evaluation of the record in the separate satellite systems inquiry will test whether that rebuttable presumption can stand, and under what conditions." Specifically, he said policy formulation is "clearly aimed at avoiding significant economic harm to Intelsat."

Rivera told BROADCASTING he hadn't been briefed on Colino's recent trip to the Soviet Union but feels that country "will probably join Intelsat eventually," noting a standing invitation extended to it by Intelsat and its seeming satisfaction with participation in Eutelsat. "The decision [to join Intelsat] probably was put on hold because of Moscow's recent change in government."

Responding to a question about future action on the fairness doctrine, Rivera predicted a Mass Media Bureau recommendation in

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the near future that Congress repeal it, but warned "the Congress will never act on this." Instead, he foresees a test case emerging on the constitutional merits of the doctrine that would draw on the record developed by the FCC in its recent inquiry.

Rivera acknowledge that the commission is "getting a lot of pressure from Congress to delay" action on the direct access question. "We'd like to move this thing along, however."

He also said the FCC is looking "very seriously" at possible sale of certain unused segments of the spectrum in the future.

The European television market was a topic of considerable interest at the symposium.

CBS Productions Senior Vice President John Eger estimated advertisers would embrace a pan-European television system with \$3 billion to \$4 billion worth of advertising on 500,000 hours of new programming. He dismissed fears that international television would result in a loss of national identities, arguing instead that the diversity of product would be enhanced by satellite-delivered services.

"I don't believe cultural disaster will occur if Dallas engulfs the world in programming," he offered. "There are small minded, fearful men who may slow the progress... [but] the Middle Ages of television are ending and the Renaissance is upon us."

Eger noted enthusiastic advertiser response—from Weyerhaeuser, IBM, Kodak, Boeing and Procter & Gamble—to CBS's recent entry into the mainland Chinese television market. "It's up to us to promote closer ties among peoples of the world and to increase the number of hours of programming and create an abundance of choice."

"As of yet there is no pan-European market," advised Aubrey Singer, chairman of Great Britain's six-hour-per-day Screen Sport satellite channel, but one is certain to emerge "around the corner." Singer cautioned that language and cultural differences within Europe will offer challenges American companies are unfamiliar with.

While DBS may help communications companies "shore up their incomes," Singer characterized pay-per-view by satellite as "the ultimate form of revenue collection," which could become viable within the next five to 10 years. For the present, he added, the changing technological climate has created a "sense of flux" among European broadcasters. The much-discussed pan-European television market, Singer concluded, "will sort of creep up on us."

Michael Flint, an attorney representing the London-based Sky Channel, noted the labyrinthine legal process the satellite program service was forced to undergo to achieve clearances in the 12 European nations where it is currently marketed to systems serving 3.5 million subscribers. Contractual, copyright and labor regulations vary widely from country to country, he observed, creating a field day for attorneys.

While ventures such as Sky Channel and its rival, Music Box, have made some headway on the clearance issue, Flint urged U.S.-based cable and DBS companies to allow plenty of time for negotiations as they enter the European market. □

Changing Hands

PROPOSED

KTNQ(AM)-KLVE(FM) Los Angeles □ Sold by K-LOVE Radio Broadcasting Inc. to H&W Communications Inc. for \$40 million cash. Seller is owned by brothers, Elias, Julio, and Jose Liberman. They have no other broadcast interests. Seller has been sued by Malrite Communications Group, for alleged breach of contract for Malrite's purchase of stations for \$36 million (BROADCASTING, March 18). Libermans say no contract was signed. If sale to H&W is closed, price will be highest paid for AM-FM combination. Buyer is Honolulu-based station group of one AM, four FM's and one TV, owned by Representative Cecil Heftel (D-Hawaii). KTNQ is on 1020 khz full time with 50 kw. KLVE is on 107.45 mhz with 34 kw and antenna 2,800 feet above average terrain.

WPLM(AM)-WFOG(FM) Suffolk, Va. □ Sold by McCormick Communications of Virginia Inc. to JAG Communications of Virginia Inc. for \$9,250,000, comprising \$4.5 million cash, \$4.5 million payable when buyer attracts limited partners it is seeking and \$250,000 from intended spin-off of WPLM(AM) to another buyer. Seller is subsidiary of Tech/Ops Inc., publicly traded, Boston-based engineering and technical equipment manufacturer headed by Marvin G. Schorr. Broadcasting subsidiary, McCormick Communications, also owns WJYE(AM)

Buffalo, N.Y. It is headed by William McCormick, president. Buyer is principally owned by John A. Gambling, WOR(AM) New York personality who also owns WLKW-AM-FM Providence, R.I. and WROW-AM-FM Albany, N.Y. WPLM is on 1450 khz with 1 kw day and 250 w night. WFOG is on 92.9 mhz with 50 kw and antenna 480 feet above average terrain.

WZKS(FM) Murfreesboro, Tenn. □ Sold by WZKS Inc. to TransCOM Limited Partnership II for \$3.8 million, comprising \$125,000 cash, note of \$75,000 and note of \$624,000, assumption of notes totalling approximately \$3 million, and consulting agreement of \$150,000. Seller is owned by Ronald Kempff, who has no other broadcast interests. Buyer is owned by Robert G. Herpe and Eric Hauenstein, who also own KUUT-FM Orem, Utah, and KLZI(FM) Phoenix. WZKS is on 96.3 mhz with 20 kw and antenna 170 feet above average terrain.

WOHS(AM)-WXIK(FM) Shelby, N.C. □ Sold by Shelby Radio Corp. to Capitol Broadcasting Co. for \$2,255,124, comprising \$1.9 million cash and remainder note. Sellers, Paul B. Porter, Harold R. Watson, his wife, Billie, George Blanton, Hill Hudson Jr., his son, Hill Hudson III, Mary Hoey, C.C. Guy, and Ray Webb Lutz. They have no other broadcast interests. Buyer is Raleigh, N.C.-based station group of two AM's, five FM's

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and one TV, principally owned by James F. Goodman and his brother, Raymond. WOHS is 1 kw daytimer on 730 khz. WXIK is on 96.2 mhz with 100 kw and antenna 286 feet above average terrain.

KDAB-FM Ogden, Utah □ Sold by KDAB Inc. to Albimar Communications Limited Partnership for \$2.2 million, comprising \$2,050,000 cash and remainder in noncompete agreement, payable one-third on closing and on next two anniversaries. Seller is owned by David R. Droubay, who has no other broadcast interests. Buyer is owned by Bertram Lee (75%) and E.W. (Skip) Finley (25%). It also has interest in KYNN(AM)-KEZO(FM) Omaha. Lee is president of WNEV-TV Boston. Finley, corporate management consultant to Inner City Broadcasting Corp.,

and former president of Sheridan Broadcasting Network, also has interest in WOL(AM) Washington. KDAB is on 101.1 mhz with 25 kw and antenna 3,740 feet above average terrain.

WLNT-FM (formerly **WLVE(FM)**) Baraboo, Wis. □ Sold by Community Service Radio Inc. to Shockley Communications Corp. for \$1.9 million cash. Seller is owned by Thomas Holter, who has no other broadcast interests. Buyer is owned by Terry K. Shockley and his wife, Sandra, who have no other broadcast interests. Terry Shockley was formerly president and stockholder of Wisconsin TV Network, which was recently sold ("For the Record," Nov. 12, 1984). WLNT is on 94.9 mhz with 37 kw and antenna 1,600 feet above average terrain. Broker: Chap-

man Associates.

KTVG(TV) Helena, Mont. □ Sold by Helena TV Inc. to Great Northern Communications Inc. for \$1.5 million, comprising \$500,000 cash and remainder note. Seller is owned by Lynn H. Koch, who has no other broadcast interests. Buyer is equally owned by Donald G. Bradley and Lyle A. Courtneage, who own KMON-AM-FM Great Falls, Mont. KTVG is NBC affiliate on channel 12 with 117 kw visual, 11.7 kw aural and antenna 2,550 feet above average terrain.

WWQQ(FM) Wilmington, N.C. □ Sold by Village Radio of Wilmington Inc. to Woolfson Broadcasting Corp. of Wilmington Inc. for \$1,275,000 cash. Seller is Wilmington, N.C.-based station group of one AM and three FM's owned by James A. Heavener, who also has interest in cable systems serving Chapel Hill and Orange county, N.C. Buyer is owned by Mark L. Woolfson, Miami businessman, and his wife, Mariette. It has no other broadcast interests. WwQQ is on 100.9 mhz with 2.15 kw and antenna 350 feet above average terrain. Broker: Blackburn & Co.

KOKA(AM) Shreveport, La. □ Sold by Mid-America Media Co. to Triple J. Communications for \$1,150,000. Seller is owned by James A. Reeder and 16 other partners. It also owns KCOZ-FM Shreveport. Buyer is owned by John M. Thomas, R.L. Vaughan, Johnny L. Wooley, Billy Wilson and David McMillian. It also has interest in KZKI(FM) Shreveport. KOKA is on 1550 khz with 10 kw day and 500 w night. Broker: Kalil & Co.

KJAN-AM-FM Atlantic, Iowa □ Sold by Nishna Valley Broadcasting Co. to Valley Broadcasting Inc. for \$1.3 million plus 80% of accounts receivable at closing. Price comprises \$400,000 cash and \$700,000 note, plus \$200,000 noncompete agreement. Seller is equally owned by E.G. Faust, Franklin G. Miller, Robert Einhaus, who have no other broadcast interests. Buyer is equally owned by John Carl, president; Robert Selden; Brent Slay, and Robert Bebensee. Carl owns KCOB(AM)-KLVN(FM) Newton, Iowa and with Selden and Slay owns KARE(AM) Atchison, Kan., and WKLK-AM-FM Cloquet, Minn. Bebensee is sales manager at station. KJAN is daytimer on 1220 khz with 250 w. KJAN-FM is on 103.7 mhz with 100 kw and antenna 400 feet above average terrain.

WESA-AM-FM Charleroi, Pa. □ Sold by Laubach Radio Properties Inc. to FARR Communications Inc. for \$950,000, comprising \$200,000 cash and \$750,000 note. Seller is owned by John L. Laubach and Robert H. Bernstein. It also has interests in WEZY(AM)-WCCK(FM) Erie, Pa.; WXIL(FM) Parkersburg, W.Va.; WMGC-TV Binghamton, N.Y.; WKRT(AM)-WOKW(FM) Cortland, N.Y., and WSGF(AM)-WIXV(FM) Savannah, Ga. Buyer is owned by Alan M. Murdoch (20%); Paul C. McBeth (40%) and Rita R. Resick (40%). It has no other broadcast interests. Murdoch was former station manager at WBZZ(FM) Pittsburgh. McBeth is financial consultant with Pittsburgh firm, Jaford Enterprises. Resick is financial VP with Medrad Inc., medical products firm also in Pittsburgh. WESA is daytimer on 940 khz with 250 w. WESA-FM is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

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WFLN(AM) Philadelphia □ Sold by Franklin Broadcasting Co. to Masada Corp. for \$875,000, comprising \$100,000 cash and \$775,000 note at 10% over nine years. **Seller** is owned by Raymond F. Green and estate of Lawrence M.C. Smith. It also owns WLFN-FM Philadelphia. **Buyer** is owned by Edward Felbin (professional name, Frank Ford) who owns advertising agency in Philadelphia and is long-time Philadelphia talk show host. WFLN is daytimer on 900 khz with 1 kw.

WCLG-AM-FM Morgantown, W.Va. □ Sold by Freed Broadcasting Co. to Garry L. Bowers for \$715,000, comprising \$107,251 cash and remainder in note. **Sellers**, Eleanor I. Freed and her sons, Michael W. Freed and Peter S. Freed, have no other broadcast interests. **Buyer** is stations' general manager and has no other broadcast interests. WCLG is daytimer on 1300 khz with 2.5 kw. WCLG-FM is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

KLIZ-AM-FM Brainerd, Minn. □ Sold by Brainerd Broadcasting Co. to Sequel Communications for \$705,000, comprising \$680,000 cash and remainder noncompete agreement. **Seller** is owned by Earl R. Johnson, who has no other broadcast interests. **Buyer** is owned by Celltech Communications, Englewood, Colo.-based cellular telephone firm owned by Steven E. Reichert, president and chairman, and some 50 other stockholders. It has no other broadcast interests. KLIZ is on 1380 khz full time with 5 kw. KLIZ-FM is on 107.5 mhz with 100 kw and antenna 350 feet above average terrain. **Broker: Dornseif & Johnson Communications Investment Properties Inc.**

KEKB(FM) Grand Junction, Colo. □ Sold by Jan-Di Broadcasting Inc. to Joyner Broadcasting of Colorado for \$700,000, comprising \$550,000 cash and \$150,000 note. **Seller** is owned by Janet S. Maynard and her husband, Richard, who have no other broadcast interests. Richard Maynard will be retained as general manager. **Buyer** is owned by A. Thomas Joyner (60%), David Weil (30%) and Gregg P. Skall (10%). It also owns WLDS(AM)-WEAI(FM) Jacksonville, Ill. KEBB is on 99.9 mhz with 100 kw and antenna 1,385 feet above average terrain. **Broker: William A. Exline Inc.**

KVAA(AM)-KVXL(FM) Volga, S.D. □ Sold by Dakota-North Plains Corp. to Sioux Valley Broadcasting Co. for \$475,000, comprising \$110,000 cash, \$265,000 note and \$100,000 note. **Seller** is owned by L.T. Lautsen, David Lautsen and Alan Fischer. David Lautsen and Fischer own KKA(AM)-KQAA(FM) Aberdeen, S.D. **Buyer** is owned by Robert E. Ingstad, owner of KGFX-AM-FM Pierre, S.D.; KZPR-FM Minot, N.D., and KBUF-AM-FM Garden City, Kan. His brothers, Thomas, James and Jack Ingstad, are also broadcasters. KVAA is on 910 khz with 500 w day and 1 kw night. KVXL is on 103.2 mhz with 3 kw and antenna 234 feet above average terrain.

WISV(AM)-WGBM(FM) Viroqua, Wis. □ Sold by Robinson Corp. to David Robinson and his wife, Jane, for \$464,000, plus down payment of two automobiles, a boat, and unspecified cash in corporate account of seller. **Seller** is owned by Parks Robinson and

his wife, Lenora, who have no other broadcast interests. **Buyers** are son and daughter-in-law of sellers and have no other broadcast interests. WISV is daytimer on 1360 khz with

1 kw. WGBM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 82.

NAB joint board race heats up

Walter May throws hat into ring after Capps pulls out; also in the running are Snider and Giller

The race for the National Association of Broadcasters joint board chairmanship is shaping up to be one of the most vigorous in recent memory. Three candidates from the radio board initially made a bid for the seat; one dropped out and another stepped in to take his place. Gary Capps, Capps Broadcasting Group, Bend, Ore. ("Closed Circuit," March 4), pulled out two weeks ago and has thrown his support to Walter May, East Kentucky Broadcasting Corp., Pikeville, Ky., who declared his candidacy last week.

Radio Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., was the first to become a candidate. Radio Board Vice Chairman Edward Giller, Gilcom Corp., Altoona, Pa., stated his intention to run two weeks ago (BROADCASTING, March 18).

As association tradition goes, Snider is the next in line to assume the joint board chairmanship. Every two years the joint board chairmanship shifts between TV directors and radio directors. This year it's radio's turn, and traditionally the radio board

chairman is elected to the post. However, that practice doesn't seem to be holding up.

The race in 1983 for joint board chairman between Gert Schmidt, Harte-Hanks Communications, and Kitty Broman, a former TV board member, was close and seemed to represent an awakened interest in the NAB board. "It used to be they would have to beg people to run for chairman," said one member.

One director thinks the heightened interest is due in part to a new procedure established by the board last year. Executive committee elections are held at the June meeting, at the same time that new directors come on board. After the Schmidt-Broman contest, some of the new directors complained they needed to hear more from the candidates before casting their votes. As a result, the board agreed to let the candidates attend the May orientation meeting for new directors to make their pitch. "I think that encouraged competition," the board member said.

And now it seems the race will intensify next month during NAB's annual convention in Las Vegas (April 14-17). Schmidt, who is the outgoing joint board chairman, is arranging an executive committee forum on Sunday, April 14, for NAB's 33 radio directors

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and 17 TV directors to hear from the candidates.

Snider thinks more members are seeking seats on NAB's board in general and that it is reflective of the "tremendous amount of issues before Congress." Snider says he's pleased that "there's that much interest in the board." Snider and May have already faced off in an earlier election in 1983 for radio vice chairmanship. (It was Giller who nominated May for that post.) Snider defeated May by two votes and advanced to the chairmanship the following year. He is committed in his bid for the joint board chairmanship. "When I ran for vice chairman I made a commitment and have prepared myself for the last two years," Snider said.

Capps, who was the first to challenge Snider, withdrew, he explained, because a number of members expressed concern that he did not have any previous executive committee experience. "I asked Walter [May] to enter the race. Walter has the experience. I think he will make an excellent chairman." May was radio board chairman from 1978 to 1979.

All three candidates' terms on the board are up this June. According to NAB bylaws, any member who has served on the board is eligible to run for joint board chairman whether he is currently on or not.

There is some speculation that May's chances for election could be harmed by his ties to NAB President Eddie Fritts. May was instrumental in masterminding Fritts's appointment to the presidency in 1982—an election that severely divided the board. While that may have contributed to May's defeat when he ran for radio vice chairman, it's "water under the bridge" now, said one board member.

Among the board members interviewed by BROADCASTING there was a general sense that the race would be too tough to call. However, May and Giller each said they felt they had the votes to win. "If my count is correct, I am the leading candidate. I am in the race to run and win," Giller said. May is also confident that he can get the "votes it takes to win." Snider, on the other hand, was reserving judgment. "Every time a new player enters the race you have to reassess," Snider said.

Although the joint board chairmanship is not a paid position, a \$50,000-a-year stipend

is available. Schmidt did not take it. Snider said he won't either. Giller has not made up his mind, but said that because his company is small and would be affected by his absence, he "most likely" will use it. May, who had not thought about it, said it would "depend on the circumstances." □

Storer investors propose selling TV stations, cable systems

Group wants to gain board seats and sell company's communication assets

A group owning more than 5% of Storer Communications stock filed with the Securities and Exchange Commission last week proposing to take control of the company's board of directors and liquidate the company's seven TV stations and its cable systems, which serve 1.5 million subscribers. The announcement was further indication of a growing trend to take advantage of low stock prices for Fifth Estate companies relative to the value of the properties owned by those companies.

The dissident group is led by Coniston Partners, which is controlled by Keith R. Gollust, Paul E. Tierney Jr. and Augustus K. Oliver, who through six different investment entities either own or have an "advisory relationship" representing 867,000 shares, or 5.29%, of Storer's 16.4 million shares of common stock. SEC rules require that all entities disclose publicly when either their direct or beneficial ownership of a publicly traded corporation reaches 5%.

In the SEC filing, the group said that "the members of the committee are committed to the realization of the liquidation program and do not intend to accept any 'greenmail' proposal which may be made by the company."

The filing shows that the committee purchased its shares of Storer common stock for \$43,740,911, with a majority of the shares purchased since February. In an interview with BROADCASTING, Oliver said the group

has been accumulating shares since May 1984. "We've been interested in the company for a while. It's not an idea that dawned on us last night after reading the ABC stuff. We originally identified the company as being undervalued and bought it as an investment opportunity."

Storer issued a statement saying that it was "reviewing the filing" made by Coniston Partners and associates, and added that the "board of directors has aggressively pursued business plans and programs that have enhanced shareholders' value and that this objective will continue to guide their actions. The success of the company to date has been demonstrated by the progressively increasing market price of the stock." It also said it has retained Dillon Read & Co. as financial adviser and the law firm of Simpson, Thacher & Bartlett as special counsel.

Storer's stock traded as low as \$45 per share as recently as January. By the first week of March it rose as high as nearly \$61 per share before slipping back to \$57.25 per share by the second week. On Monday, March 18, the day before the group disclosed its holdings, Storer closed at \$64.375 per share. On Tuesday, March 19, the stock closed at \$70.125 per share, up \$5.75 from the day before. The stock rose another \$2.38 on March 20 to close at \$72.20 per share.

Storer reported a loss of \$16.7 million for 1984 on revenues of \$536,800,000 compared to a loss of \$39.7 million on revenues of \$458,900,000 in 1983. The company has not made a profit on an annual basis since 1982, although in the fourth quarter of 1984 it earned \$6.4 million compared to a loss of \$8.1 million for the comparable period in 1983. It is near completion of a divestiture program of 23 cable systems, and when all sales are closed they are expected to bring in at least \$180 million. The company has about \$785 million in long-term debt.

A spokesman said the company's annual report and proxy are being prepared and shortly will be sent to shareholders. According to Storer's last proxy statement issued in April 1984, all directors and officers as a group beneficially own 703,502 shares, or 4.3%, of common stock.

Oliver is a New York attorney and former partner in the law firm of Skadden, Arps, Slate, Meagher & Flom and is now a partner in Gollust & Tierney Inc. Gollust and Tierney are both investment bankers by background and were formerly associated with White Weld Co., which merged with Merrill Lynch in the mid-1970's. Gollust left the combined investment banking houses shortly before the merger to set up his own shop, and Tierney went on to head Merrill Lynch's transportation group before leaving in 1978 to join Gollust. Oliver said before he came in as their third partner, Gollust and Tierney were his clients when he was at Skadden, Arps.

The committee said its nominees to Storer's board are Gollust, J. Peter Grace III, F. Philip Handy, Henry Sears Lodge, Gregory T. Mutz, Oliver, Eben W. Pyne, David Strassler, Tierney and Charles C. Tillinghast. The committee said it retained Donaldson, Lufkin & Jenrette Securities Corp. as financial adviser, and Skadden, Arps as legal

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counsel. The Carter Organization Inc. will act as proxy solicitor.

J. Peter Grace III is the son of J. Peter Grace Jr., chairman of W. R. Grace Co. Henry Sears Lodge, a special assistant to the president of Tufts University, is the son of the late Ambassador Henry Cabot Lodge, a former U.S. senator from Massachusetts and vice presidential candidate. Tillinghast is the former chairman of TWA.

According to Oliver, the group's decision to disclose its holdings at this time was unconnected with recent activity in ABC or CBS. "It was really dictated by the scheduling of the company's annual stockholder's meeting, which is May 7," Oliver said. "In order to allow an adequate time for solicitation of proxies of the shareholders, we felt we had to surface at this time."

He added that the "liquidation proposal of the kind we've announced is the best way for shareholders to realize their value."

Oliver said that based on information supplied by Vickers, a company that reports institutional holdings in publicly traded corporations, 52% of Storer is owned by institutional investors, but that 70% to 75% of the outstanding shares are owned by companies, that in his estimation, could be classified as institutions.

According to Oliver, Coniston and the other companies that Gollust, Tierney and he manage, look for publicly traded companies whose stock trades at what they believe is a discount below the company's true value.

"We consider ourselves value-oriented investors. We also consider ourselves, in any

situation, possibly active investors—although our activity would not necessarily take the form of a liquidation proposal we got here. It depends on the circumstances," he explained. □

Writers strike is settled

WGA approves new contract; gives up arbitration for larger share of videocassette royalties; packaged tagged at \$84 million

A two-week strike by members of the Writers Guild of America against motion picture and television program producers ended last Tuesday (March 19) following approval of a new contract Monday night by West Coast WGA members.

East Coast members approved the agreement with the Alliance of Motion Picture and Television Producers on March 11, but guild balloting was suspended the same night in Hollywood after a noisy debate on the proposal's merits (BROADCASTING, March 18).

After a week to consider the producers' offer, Los Angeles area writers voted 2,075-to-822 to accept the new contract, giving up arbitration of a greater share of royalties in the lucrative videocassette market. The arbitration, which began March 4, covered a period from 1973 through the end of last month.

"We believe that the settlement is good for the industry, and more importantly, for our relationship with the guild," said an Alliance spokesman. Producers estimate the package is worth more than \$84 million.

"We have abandoned any hope of negotiating on the videocassette issue in future years—it's gone forever," lamented WGA President Ernest Lehman, who personally opposed the settlement. He estimated WGA members could have received \$40 million if they had received the 1.2% of distributors' gross they had requested. Lehman told a news conference Tuesday the membership had spoken "loudly and clearly" against a protracted dispute.

During last Monday's meeting, WGA Executive Director Naomi Gurian told the writers it would be "almost impossible" to win a walkout over the videocassette issue, predicting a prolonged strike of up to six months that would be costly to members. She also said that "as long as the videocassettes continue to be an important issue, [the WGA] will struggle to improve the percentages for writers."

The new agreement stipulated that the guild drop its demand that writers' videocassette royalties be based on distributors' grosses, which would yield about five times the royalties—based on producers' grosses—currently offered. WGA members will receive 1.5% of the producers' gross for the first \$1 million received, increasing to 1.8% for revenue over \$1 million. Those terms are the same as those agreed to by members of the Directors Guild of America last July.

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Stock Index

	Closing Wed Mar 20	Closing Wed Mar 13	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	107 1/4	70 3/4	36 1/2	51.59	16	3,101
N Capital Cities	202 3/4	177 1/2	25 1/4	14.23	20	2,604
N CBS	98	84 1/4	13 3/4	16.32	12	2,912
O Clear Channel	17 3/4	17 1/2	1/4	1.43	20	52
N Cox	62	56 3/8	5 5/8	9.98	21	1,750
A Gross Telecast	30	30			7	24
O Gulf Broadcasting	14 7/8	14 3/4	1/8	0.85	62	652
O Jacor Commun.	3 3/8	3 1/2	1/8	3.57		
O LIN	26 3/4	25 1/4	1 1/2	5.94	23	562
O Malrite Commun.	16 5/8	15 3/8	1 1/4	8.13	20	139
O Orion Broadcast	1/32	1/32				2
O Price Commun.	11 3/4	12 1/8	3/8	3.09		59
O Scripps-Howard	36	33 1/2	2 1/2	7.46	21	372
N Storer	70 1/8	58 1/8	12	20.65	42	1,150
O Sungroup Inc.	7 7/8	7 3/4	1/8	1.61		6
N Taft	63 3/4	60 1/4	3 1/2	5.81	14	577
O United Television	19 1/2	18 3/4	3/4	4.00	32	214

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	28	26 1/2	1 1/2	5.66	22	171
A Affiliated Pubs	38 3/4	37 1/8	1 5/8	4.38	12	315
N American Family	25 3/4	26 3/4	- 1	- 3.74	13	507
O Assoc. Commun.	21 1/2	21 1/2				103
N A.H. Belo	51 3/4	49 3/4	2	4.02	19	598
N John Blair	23 1/4	22 3/8	7/8	3.91	13	186
N Chris-Craft	43 7/8	41 1/2	2 3/8	5.72	23	281
N Gannett Co.	57	53 1/2	3 1/2	6.54	23	4,568
N GenCorp	40 1/2	40 1/4	1/4	0.62	11	869
O General Commun.	83	87	- 4	- 4.60	18	41
N Jefferson-Pilot	40 1/8	40 3/8	1/4	0.62	12	1,284
O Josephson Intl.	8 3/4	8 3/4			67	43
N Knight-Ridder	34 3/8	32 1/4	2 1/8	6.59	17	2,225
N Lee Enterprises	32 3/4	32 1/4	1/2	1.55	18	436
N Liberty	31 1/4	30 3/8	7/8	2.88	15	313
N McGraw-Hill	43 7/8	42 1/2	1 3/8	3.24	16	2,202
A Media General	80 1/4	74	6 1/4	8.45	15	560
N Meredith	64 1/4	61 3/4	2 1/2	4.05	16	605
O Multimedia	48 3/4	48 1/2	1/4	0.52	21	814
A New York Times	43 1/8	41 5/8	1 1/2	3.60	19	1,704
O Park Commun.	33 1/2	32 1/2	1	3.08	24	308
N Rollins	21 3/4	20 1/4	1 1/2	7.41	32	318
T Selkirk	22	22			48	179
A Tech Operations	53 5/8	54 3/4	- 1 1/8	- 2.05	18	49
N Times Mirror	49	46 1/4	2 3/4	5.95	15	3,366
N Tribune	41 7/8	40 7/8	1	2.45	19	1,691
O Turner Bcstg.	22 1/2	19 1/4	3 1/4	16.88	450	459
A Washington Post	107	99 3/4	7 1/4	7.27	20	1,497

CABLE						
A Acton Corp.	5 1/8	4 1/2	5/8	13.89		30
O AM Cable TV	2 1/2	2 5/8	1/8	4.76		9
N American Express	42	41 3/8	5/8	1.51	22	9,046
N Anixter Brothers	16 1/2	16 1/4	1/4	1.54	20	300
O Burnup & Sims	8 7/8	9 1/8	1/4	2.74	127	80
O Cardiff Commun.	9/16	1/2	1/16	12.60	56	3
O Comcast	25	24 5/8	3/8	1.52	29	308
N Gen. Instrument	17 1/8	17 7/8	3/4	4.20	18	554
N Heritage Commun.	23 5/8	22 3/8	1 1/4	5.59	45	179
O Jones Intercable	6 1/8	6	1/8	2.08	19	55
T Maclean Hunter X	25 1/4	25 1/2	1/4	0.98	35	930
A Pico Products	4	4 3/8	3/8	8.57	18	14
O Rogers Cable	7 5/8	7 1/2	1/8	1.67		171
O TCA Cable TV	20	19 1/4	3/4	3.90	38	133
O Tele-Commun.	25 7/8	24	1 7/8	7.81	83	1,082
N Time Inc.	51 3/8	48 1/2	2 7/8	5.93	18	3,117
N United Cable TV	38 1/4	38 1/4			64	420
N Viacom	42	42 3/4	3/4	1.75	17	568

	Closing Wed Mar 20	Closing Wed Mar 13	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	47 1/2	48 3/4	- 1 1/4	- 2.56	13	300
O Compact Video	4	3 3/4	1/4	6.67		17
N Comsat	31 3/8	31 5/8	1/4	0.79	13	567
O Doyle Dane B.	20 3/4	20 3/4			17	110
N Foote Cone & B.	53	54 1/4	- 1 1/4	- 2.30	10	182
O Grey Advertising	156	149	7	4.70	10	93
N Interpublic Group	37 3/4	36 1/8	1 5/8	4.50	13	408
N JWT Group	28 7/8	30	- 1 1/8	- 3.75	9	173
A Movielab	6 5/8	6 3/4	- 1/8	- 1.85		11
O Ogilvy & Mather	39 1/4	41	- 1 3/4	- 4.27	17	359
O Sat. Syn. Syst.	7 1/2	7 1/2			11	43
O Telemation	5	5 3/4	- 3/4	- 13.04	5	6
O TPC Commun.	3/8	3/16	3/16	99.50		1
A Unifit Video	6 3/4	6 5/8	1/8	1.89	12	15
N Western Union	8 5/8	8 3/4	- 1/8	- 1.43		208

PROGRAMING						
O American Nat. Ent.	1 5/16	1 5/16			7	3
O Barris Indus	13 3/4	13 3/8	3/8	2.80	229	79
N Coca-Cola	65 3/8	65	3/8	0.58	14	8,657
N Disney	79 7/8	76 1/8	3 3/4	4.93	131	2,694
N Dow Jones & Co.	45	43	2	4.65	22	2,893
O Four Star	4 1/4	4 1/4			4	3
A Fries Entertain.	8 1/2	8 5/8	1/8	1.45	15	29
N Gulf + Western	31 3/4	32 1/4	- 1/2	- 1.55	9	2,221
O King World	26	25	1	4.00	36	130
O Robert Halmi	2 1/16	2 1/2	- 7/16	- 17.48	41	35
A Lorimar	38 3/8	37 5/8	3/4	1.99	19	272
N MCA	49 1/4	46 1/2	2 3/4	5.91	21	2,387
N MGM/UA	12 1/2	12 7/8	- 3/8	- 2.91	15	621
N Mizlou	2 3/16	2 5/16	- 1/8	- 5.40		10
N Orion	11 1/8	11 3/4	- 5/8	- 5.32	25	105
O Reeves Commun.	9 1/8	8 7/8	1/4	2.82	34	113
O Sat. Music Net.	6 1/2	6 1/4	1/4	4.00		44
O Telepictures	20 3/4	21 7/8	- 1 1/8	- 5.14	19	160
N Warner	25 3/8	23 7/8	1 1/2	6.28		1,538
A Wrather	20	20				137

ELECTRONICS/MANUFACTURING						
N Arvin Industries	21 5/8	21 5/8			6	163
O C-Cor Electronics	8	7 3/4	1/4	3.23	114	24
O Cable TV Indus.	3 1/2	3 7/8	- 3/8	- 9.68	21	10
A Cetec	7 1/8	7 5/8	1/2	6.56	8	15
O Chyron	10 7/8	11 1/2	- 5/8	- 5.43	20	100
A Cohu	9	8 7/8	1/8	1.41	9	16
N Conrac	13 3/8	13 1/4	1/8	0.94	13	82
N Eastman Kodak	68 3/4	69 1/2	- 3/4	- 1.08	14	11,334
O Elec. Mis. & Comm.	6 1/2	6 1/2				19
N General Electric	62 7/8	62 5/8	1/4	0.40	13	28,463
O Geotell-Telemet	1 3/4	1 3/4			19	5
N Harris Corp.	29	29 1/2	- 1/2	- 1.69	14	1,158
N M/A Com. Inc.	17 3/4	18 3/4	- 1	- 5.33	22	768
O Microdyne	5 3/8	5 1/2	- 1/8	- 2.27	15	24
N 3M	84 1/8	82 7/8	1 1/4	1.51	14	9,847
N Motorola	33	32 3/4	1/4	0.76	12	3,906
N N.A. Phillips	40	41 1/4	- 1 1/4	- 3.03	10	1,149
N Oak Industries	2 3/8	2 1/8	1/4	11.76		39
A CMX Corp.	2 5/8	2 5/8				6
N RCA	42	39 1/8	2 7/8	7.35	13	3,441
N Rockwell Intl.	35 1/2	36 1/4	- 3/4	- 2.07	12	5,280
N Sci-Atlanta	11 1/2	11 7/8	- 3/8	- 3.16	23	267
N Signal Co.s	31 5/8	33 1/4	- 1 5/8	- 4.89	13	3,449
N Sony Corp.	18 3/8	18 1/4	1/8	0.68	18	4,243
N Tektronix	59 3/4	60 3/8	- 5/8	- 1.04	10	1,150
A Texscan	3 3/4	4 3/8	- 1/2	- 14.29	5	25
N Varian Assoc.	33	33 1/2	- 1/2	- 1.49	13	712
N Westinghouse	30 1/2	30 7/8	- 3/8	- 1.21	11	5,339
N Zenith	21 3/8	22	- 5/8	- 2.84	8	472

Standard & Poor's 400 199.91 199.03 0.88 0.44

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. *O/I 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.

Total \$ _____

members of the Directors Guild of America last July.

The writers also will receive a \$1.225 million contribution to a supplementary health fund, expanded opportunities for freelance television screenwriters and a 6% increase in annual minimum fees amounting to 19.66% over the three-year life of the contract.

In the first and only strike picketing, an estimated 2,500 writers marched outside CBS's Television City studios on March 15.

NBC, which appeared to be in the most vulnerable position of the three networks, resumed production of remaining episodes of *The Cosby Show*, *Sara and Hill St. Blues*. Live broadcasts of *The Tonight Show Starring Johnny Carson* and *Late Night With David Letterman* resumed Tuesday and Wednesday, respectively, while *Saturday Night Live* was to air live beginning March 30. □

AWRT presents Commendation Awards

Awards recognizing "excellence in programing and advertising that portrays women in a positive and realistic manner" were given by the American Women in Radio and Television at its Commendation Awards luncheon at the Waldorf-Astoria hotel in New York. Judges auditioned 3,000 hours of audio and visual tapes before choosing 24 winners in nine categories—entertainment programs, program segments, documentaries/portraits, news stories, news series/features, promotional announce-

Country time. Alpha Epsilon Rho, the National Broadcasting Society (AeRho) will hold its 43d annual national convention March 27-31 at the Opryland hotel in Nashville. Five hundred students and professionals are expected to attend the conference, which will feature John Von Soosten, president of NATPE, as keynote opening session speaker.

Four additional speakers will address the conference attendees: Eugene Lothery, vice president of CBS-owned AM stations; Rick Sklar, a New York-based radio programing consultant and former ABC Radio vice president; Roy Danish, director of the Television Information Office, and Ralph Emery, a syndicated radio host and host of *Nashville Now*.

This year's AeRho convention will feature panel sessions covering teleconferencing, interviewing, advertising, TV programing, media sales and cable TV. Presentations will be given by a number of organizations, including Broadcast Promotion and Marketing Executives, Eastman Kodak, the Radio-Television News Directors Association and Broadcast Music Inc.

Group W will provide tickets to Friday night's taping of *Nashville Now*, and a special effort will be made to involve the attendees in the night's live show, according to Sue Rozman, vice president for public relations for AeRho. On Saturday morning, *Nashville Now* executives will discuss producing a live show. And Saturday evening will feature presentation of the annual student production competition awards.

ments, commercials, editorials and public service announcements. The winners of AWRT's 10th annual awards:

Television program segment □ *I Team: Minority Contractors*, WCCO-TV Minneapolis.

Television commercial □ *Runner, Backer & Spielvogel* for Campbell Soup Company, Camden, N.J.

Television editorials □ *Comparable Worth*, WCBS-TV New York, and *Ferraro*, KOMO-TV Seattle.

Radio documentaries/portraits □ *The Object of Law is Justice: Women in the Judiciary*, WHA Radio, Madison, Wis., and *The Second Rape*, The Source, NBC Radio News, New York.

Radio program segment □ *Women as Imposters*, WLAD, Berkshire Broadcasting Co., Danbury, Conn.

Radio public service announcement □ *Second Thoughts: Old Woman Loverick*, WMRV Radio, Belleville, Ill.

Radio news series/feature □ *Portraits of Working Women's History*, Reel Women Productions, Portland, Ore.

Television promotional announcement □ *Kathy Adams—*

Eyewitness News, WJBK-TV Detroit and Zechman & Associates, Chicago.

Television news series/features □ *Who's Minding the Children?*, KTBC-TV Austin, Tex.; *Sexual Harassment*, WAGA-TV Atlanta, and *Green River—The Victims*, KCTS(TV) Seattle.

Television news stories □ *60 Minutes: Til Death Do Us Part*, CBS News, New York, and *NBC Nightly News: The Face of Poverty*, NBC News, New York.

Television documentaries/portraits □ *Silent Crime*, KNBC(TV) Burbank, Calif.; *Rape: An Act of Hate*, WBZ-TV Boston, and *Sexual Harassment on the Job*, WPHL-TV Philadelphia.

Television public service announcements □ *Nell Carter—Breast Examination Center of Harlem*, Dancer, Fitzgerald, Sample, New York, and *Black, Hispanic and Asian Vignettes*, KNBC-TV Burbank, Calif.

Television entertainment programs □ *Scheherezade*, KTCATV St. Paul; *The Burning Bed*, Tisch/Annet Productions Inc., for NBC-TV, New York; *The Dollmaker*, ABC Theater, New York, and *Victim for Victims: The Teresa Saidana Story*, A Daniel L. Paulson/Loehr Spivey Production in association with Orion Television for NBC-TV, New York.

For the Record

As compiled by BROADCASTING, March 13, through March 20, 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

■ WTXN(AM) Lafayette, Ala. (910 kw; 1 kw-D)—Seeks assignment of license from East Alabama Broadcasting Co. to Eagle Broadcasting Co. for \$148,581, comprising \$34,000 cash and remainder note at 9% over 12 years. Seller is owned by James M. Davis, who has no other broadcast interests. Buyer is owned by Ira T. Caswell, electrician with Uniroyal, who has no other broadcast interests. Filed March 11.

■ KDXF(FM) Paragould, Ark. (104.9 mhz; 3 kw; HAAT: 255 ft.)—Seeks transfer of control of North Arkansas Radio Co. from Lynn Farr (50% before; none after) to Casper P. Stafford III for \$75,000, comprising \$25,000 cash, note for

\$50,000 at 11% over 10 years, and assumption of liabilities. Seller also retains rights to \$500 a month in advertising time. Seller, who has no other broadcast interests, purchased station last year for \$450,000. Buyer has no other broadcast interests. Filed March 19.

■ KMJD-TV Pine Bluff, Ark. (ch. 38, independent; ERP vis. 2,698 kw; aur. 269 kw; HAAT: 1,951 ft.; ant. height above ground: 1,936 ft.)—Seeks assignment of license from Pine Bluff Broadcasting Inc. to Television Corp. of Arkansas for about \$200,000 cash. Seller is owned by A.G. Kasselburg (25.5%), and his sister, Chloe Poag (25.5%), who has no other broadcast interests. Buyer is owned by sellers (9% each) and Television Corp. Stations, which is selling WRLH(TV) Richmond (see above). Filed March 14.

■ KTNQ(AM)-KLVE(FM) Los Angeles (AM: 1020 khz; 50 kw-U; FM: 107.45 mhz; 34 kw; HAAT: 2,800 ft.)—Seeks assignment of license from K-LOVE Radio Broadcasting Inc. to H&W Communications Inc. for \$40 million cash. Seller is owned by Elias, Julio and Jose Liberman. They have no other broadcast interests. Sellers have been sued by Malrite Communications Group, alleging breach of contract to purchase stations for \$36 million (BROADCASTING, March 18). If sale is successful, this will be largest single radio combination sale. Buyer is Honolulu-based station group of one AM, four FM's and one TV, owned by Representative Cecil Heftel (D-Hawaii). Filed March 19.

■ KEBB(FM) Grand Junction, Colo. (99.9 mhz; 100 kw; HAAT: 1,385 ft.)—Seeks assignment of license from Jan-Di Broadcasting Inc. to Joyner Broadcasting of Colorado for \$700,000, comprising \$515,000 cash, \$150,000 note at 10% over 10 years and payment of \$35,000 broker fees. Seller is owned by Janet S. Maynard and her husband, Richard, who have no other broadcast interests. Buyer is owned by A. Thomas Joyner (60%), David Weil (30%) and Gregg P. Skall (10%). It also owns WLDS(AM)-WEAL(FM) Jacksonville, Ill. Filed March 19.

■ WCFI(FM) Daytona Beach, Fla. (101.9 mhz; 100 kw; HAAT: 581 ft.)—Seeks assignment of license from S&F Communications to Home News Publishing Co. for \$4,750,000, comprising \$3 million cash and remainder non-compete agreement. Seller is owned by Stephen Seymour and Stuart Frankel. It is Baltimore-based station group of two AM's and four FM's. Buyer is New Brunswick, N.J.-based station group of four AM's, three FM's and two TV's, principally owned by William M. Boyd and family. It also publishes New Brunswick, N.J., daily newspaper *The Home News* and six weekly newspapers in New York and Connecticut and operates cable systems in Montgomery county, Pa. It also has interest in app. for new TV's in Kannapolis, N.C. Filed March 8.

■ WTNL(AM) Reidsville, Ga. (1390 khz; 500 w-D)—Seeks transfer of control of Reidsville Broadcasting Co. from E.R. (Bobby) Collins (41.7% before; none after) and Bert Register (16.7% before; none after) to Robert E. Ritchie (41.7% before; 100% after) for \$5,000 to Register and \$20,000 to Collins. Sellers have no other broadcast interests. Buyer is already owner of 41.7% of stock and has no other broadcast interests. Filed March 7.

■ KTRV(TV) Nampa, Idaho (ch. 12, independent; ERP vis. 1788 kw; aur. 18.2 kw; HAAT: 2,760 ft.; ant. height above ground: 220 ft.)—Seeks assignment of license from Peyton Broadcasting Limited to Idaho Independent Television Inc. for \$4.9 million cash. Seller is owned by Cary D. Jones, John A. Serrao and his wife, Alice. Jones and Serrao have interest in general partner of WPMT(TV) York, Pa. Serrao also has small limited partnership interest in KHAI(TV) Honolulu. They will be retained as consultants by buyer. Buyer is wholly owned subsidiary of Toledo Blade Co., Toledo, Ohio-based newspaper publisher, cable operator and owner of station group of three TV's. It owns *Toledo (Ohio) Blade*, *Pittsburgh Post-Gazette* and *Monterey (Calif.) Peninsula Herald*. It also owns cable systems in Toledo, Monroe, Mich., and Sandusky, Ohio. The Toledo Blade Co. is

ly owned by Paul Block and his father, William Block. Filed March 6.

■ **KJAN-AM-FM** Atlantic, Iowa (AM: 1220 kHz; 250 w-D; FM: 103.7 mhz; 100 kw; HAAT 400 ft.)—Seeks assignment of license from Nishna Valley Broadcasting Co. to Valley Broadcasting Inc. for \$1.1 million plus 80% of accounts receivable at closing. Price comprises \$400,000 cash and \$700,000 note. Seller is owned by E.G. Faust, who has no other broadcast interests. Buyer is equally owned by John Carl, president; Robert Selden; Brent Slay, and Robert Bebensee. Carl, Selden and Slay have interest in KCOB(AM)-KLVN(FM) Newton, Iowa; KARE(AM) Atchinson, Kan.; and WKLL-AM-FM Cloquet, Minn. Bebensee has no other broadcast interests. Filed March 14.

■ **WAKY(AM)-WVEZ(FM)** Louisville, Ky. (WAKY: 790 kHz; 5 kw-D; 1 kw-N; WVEZ: 106.9 mhz; 24.5 kw; HAAT: 670 ft.)—Seeks assignment of license from Multimedia Radio Inc. to Federal Communications Corp. for \$3,150,000 cash. Seller is publicly owned, Greenville, S.C.-based, cable MSO, publisher and station group of six AM's, six FM's and five TV's. It owns 13 daily and 30 nondaily newspapers in Southeast, and over 100 cable systems in four states. Broadcast division is headed by Walter E. Bartlett, president and CEO, who is based in Cincinnati. Buyer is owned by Robert E. Fish and Janet R. Karger. It also owns WHJJ(AM)-WHJY(FM) Providence, R.I. Filed March 14.

■ **WDHP(FM)** Presque Isle, Me. (96.9 mhz; 100 kw; HAAT: 500 ft.)—Seeks transfer of control of Van Buren Cable TV Co. from estate of Henry Herbert (229 shares out of 687 outstanding before; none after) and Phillip G. Plourde (115 shares before; none after) totaling 51% ownership to Clarence B. Dow (49% before; 100% after) for \$66,657 to Herbert's estate and \$33,995 to Plourde, payable with 10% down payment and remainder in note at 2% over prime over 10 years. Sellers have no other broadcast interests. Buyer has no other broadcast interests.

■ **KLIZ-AM-FM** Brainerd, Minn. (AM: 1380 kHz; 5 kw-U; FM: 107.5 mhz; 100 kw; HAAT: 350 ft.)—Seeks assignment of license from Brainerd Broadcasting Co. to Sequel Communications for \$705,000, comprising \$680,000 cash and remainder noncompetitive agreement. Seller is owned by Earl R. Johnson, who has no other broadcast interests. Buyer is owned by Celltech Communications, Englewood, Colo.-based firm owned by Steven E. Reichert, president and chairman, and over 50 other stockholders, and U.S. Cellular Telephone Co., publicly held, Englewood, Colo.-based cellular telephone firm principally owned by Celltech and headed by Reichert. It has no other broadcast interests. Filed March 19. Broker: Domseif & Johnson Communications Investment Properties Inc.

■ **WDBD(TV)** Jackson, Miss. (ch. 40, independent; ERP vis. 1,492 kw; aur. 149 kw; HAAT: 1,475 ft.; ant. height above ground: 1,025 ft.)—Seeks assignment of license of Jackson Family Television Inc. from Brenda Harrison (90% before; none after) to H. Bernard Dixon (10% before; 100% after) for \$100,000 cash. Seller has no other broadcast interests. Buyer has interests in WOAC(TV) Canton, Ohio; KHAH(TV) Honolulu; KEKR(TV) Kansas City, Mo.; KBSI(TV) Cape Girardeau, Mo., and WXTX(TV) Huntsville, Ala. Filed March 11.

■ **KTVG(TV)** Helena, Mont. (ch. 12; ERP vis. 117 kw; aur. 11.7 kw; HAAT: 2,550 ft.; ant. height above ground: 176 ft.)—Seeks assignment of license from Helena TV Inc. to Great Northern Communications Inc. for \$1.5 million, comprising \$500,000 cash and remainder note at 10% over 10 years. Seller is owned by Lynn H. Koch, who has no other broadcast interests. Buyer is equally owned by Donald G. Bradley and Lyle A. Courtneage, who own KMON-AM-FM Great Falls, Mont. Filed March 11.

■ **WEZG-AM-FM** North Syracuse, N.Y. (AM: 1220 kHz; 1 kw-D; FM: 100.9 mhz; 3 kw; HAAT: 165 ft.)—Seeks assignment of license from SOQ Broadcasting Corp. to Lorenz Broadcasting Corp. for \$1,050,000 cash. Seller is principally owned by Sky Corp., New York-based station group of five AM's and two FM's principally owned by Dennis Israel, and Dennis Israel, individually. Buyer is owned by Franklin W. Lorenz, who also owns WBLK-FM Depew, N.Y. Filed March 14.

■ **WGGT(TV)** Greensboro, N.C. (ch. 48, independent; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,695 ft.; ant. height above ground: 1,725 ft.)—Seeks assignment of license from Guilford Telecasters Inc. to Atlantic Television Limited Partnership I for \$11 million cash. Seller is principally owned by Katherine R. Everett; her son, Robinson; James Thrash; Jacob A. Froelich; George W. Lyles; Thomas Cookerly, and Roy O. Rodwell. Everetts, with other stockholders, have interest in WFCT(TV) Fayetteville, and WJKA(TV) Wilmington, both North Carolina. Thrash has interest in KAMA(AM)-KAMZ(FM) El Paso and KEND(AM)-KLLL(FM) Lubbock, both Texas. Cookerly has interest in WJLA(TV) Washington; WCIV-TV Charleston, S.C., and WSET-TV Lynchburg, Va. Rodwell has interest in

WHNC(AM)-WXHC(FM) Henderson, N.C. Buyer is owned by Edward H. Herlihy, former general manager of WATL(TV) Atlanta. Filed March 12.

■ **WOHS(AM)-WXIK(FM)** Shelby, N.C. (WOHS: 730 kHz; 1 kw-D; WXIK: 96.2 mhz; 100 kw; HAAT: 286 ft.)—Seeks transfer of control of Shelby Radio Corp. from Paul B. Porter (46.7% before; none after) and Harold R. Watson (21.8% before; none after) to Capitol Broadcasting Co. for \$2,255,124, comprising \$1.9 million cash, remainder note at 10% over seven years. Sellers have no other broadcast interests. Buyer is Raleigh, N.C.-based station group of two AM's, five FM's and one TV, principally owned by James F. Goodmon and his brother, Raymond. Filed March 8.

■ **WWQQ(FM)** Wilmington, N.C. (100.9 mhz; 2.15 kw; HAAT: 350 ft.)—Seeks assignment of license from Village Radio of Wilmington Inc. to Woolfson Broadcasting Corp. of Wilmington Inc. for \$1,275,000 cash. Seller is Wilmington, N.C.-based station group of one AM and three FM's owned by James A. Heaven. Heaven also has interest in cable systems serving Chapel Hill and Orange county, N.C. Buyer is owned by Mark L. Woolfson, Miami businessman, and his wife, Mariette. It has no other broadcast interests. Filed March 12.

■ **WESA-AM-FM** Charleroi, Pa. (AM: 940 kHz; 250 w-D; FM: 98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Laubach Radio Properties Inc. to FARR Communications Inc. for \$950,000, comprising \$200,000 cash, and \$750,000 note at 12% over six years. Seller is owned by John L. Laubach. He also has interest in licensee of WEZY(AM)-WCCK(FM) Erie, Pa.; WXIL(FM) Parkersburg, W.Va., and WMGC-TV Binghamton, N.Y., which is also general partner of WKRT(AM)-WOKW(FM) Cortland, N.Y. and WSGF(AM)-WIXW(FM) Savannah, Ga. Buyer is owned by Alan M. Murdoch (20%), Paul C. McBeth (40%) and Rita R. Resick (40%). It has no other broadcast interests. McBeth is financial consultant with Pittsburgh firm: Jaford Enterprises. Resick is financial VP with Medrad Inc., medical products firm also in Pittsburgh. Filed March 14.

■ **WFLN(AM)** Philadelphia (900 kHz; 1 kw-D)—Seeks assignment of license from Franklin Broadcasting Co. to Masada Corp. for \$875,000, comprising \$100,000 cash and \$775,000 note at 10% over over nine years. Seller is owned by Raymond F. Green and estate of Lawrence M.C. Smith. It also owns WLFN-FM Philadelphia. Buyer is owned by Edward Felbin (professional name, Frank Ford) who has no other broadcast interests. Felbin owns advertising agency in Philadelphia and is long-time Philadelphia talk show host. Filed March 19.

■ **KVAA(AM)-KVXL(FM)** Volga, S.D. (AM: 910 kHz; 500 w-D; 1 kw-N; FM: 103.2 mhz; 3 kw; HAAT: 234 ft.)—Seeks assignment of license from Dakota-North Plains Corp. to Sioux Valley Broadcasting Co. for \$475,000, comprising \$110,000 cash, \$265,000 note at 10% over nine years, and \$100,000 note at 10% over nine years. Seller is owned by L.T. Lautsen, David Lautsen and Alan Fischer. David Lautsen and Fischer are owners of KAAA(AM)-KQAA(FM) Aberdeen, S.D. Buyer is owned by Robert E. Ingstad, owner of KGFX-AM-FM Pierre, S.D.; KZPR-FM Minot, both N.D., and KBUF-AM-FM Garden City, Kan. His brother, Thomas, is owner of KYKC(AM)-KKRC(FM) Sioux Falls, S.D.; WLXR-AM-FM LaCrosse, Wis.; KKXL(AM)-KKDQ(FM) Grand Forks, N.D.; KKIC(AM)-KKRQ(FM) Iowa City, Iowa, and KIMM(AM)-KGGG(FM) Rapid City, S.D. Thomas, with his brother, James, is also owner of KBMW(AM)-KLTA(FM) Breckenridge, Minn. James, and his brother, Jack Ingstad, are owners, and Robert Ingstad is president of KOVC(AM)-KKVC-FM Valley City, N.D., and KWAD(AM)-KKWS-FM Wadena, Minn. Filed March 19.

■ **WZKS(FM)** Murfreesboro, Tenn. (96.3 mhz; 20 kw; HAAT: 170 ft.)—Seeks assignment of license from WZKS Inc. to TransCOM Limited Partnership II for \$3,833,280, comprising \$125,000 cash, note of \$75,000 at 10% over one year, and note of \$624,000 at 10% over five years, assumption of notes of \$601,422; \$782,858; \$105,000; \$1,045,000, \$350,000 and \$125,000, and consulting agreement of \$150,000. Seller is owned by Ronald Kempff, who has no other broadcast interests. Buyer is owned by Robert G. Herpe and Eric Hauenstein, who also own KUUT-FM Orem, Utah, and KLZI(FM) Phoenix. Filed March 11.

■ **KDRT(TV)** Del Rio, Tex. (ch. 10; ERP vis. 17.74 kw; aur. 1.774 kw; HAAT: 415 ft.; ant. height above ground: 360 ft.)—Seeks assignment of construction permit from Del Rio Communications Inc. to Quality Media Corp. for maximum of \$25,000, comprising \$15,000 cash, and if necessary, remainder in promissory note at 12% over six months. Seller is owned by Gamewell Gantt, who has no other broadcast interests. Buyer is owned by William J. Kitchen, who also owns KBQN(AM) Pago Pago, American Samoa. It sold WQAC(TV) Fort Walton Beach, Fla., and has purchased CP for new TV in Amsterdam, N.Y. Filed March 15.

■ **KVMX(FM)** Eastland, Tex. (96.7 mhz; 2.85 kw; HAAT: 306 ft.)—Seeks assignment of license from Micromedia to Eastland Broadcasting Co. for \$325,000 cash. Seller is owned by Don Pierson, and family. Pierson owns new TV in Fort Stockton, Tex. Buyer is owned by John Ed Conner (75%), Velson A. Moser (5%) and C.J. Eden (20%). They have no other broadcast interests. Conner is independent oil producer from Breckenridge, Tex.; Eden is attorney, also from Breckenridge, and Moser is former owner of KSTV(AM) Breckenridge. Filed March 15.

■ **WRLH(TV)** Richmond, Va. (ch. 35, independent; ERP vis. 4,335 kw; aur. 433.5 kw; HAAT: 1,251 ft.; ant. height above ground: 1,239 ft.)—Seeks assignment of license from Television Corp. of Richmond to Abell Communications Corp. for \$14.4 million cash. Seller is subsidiary of Television Corporation Stations, Virginia Beach, Va.-based station group of five TV's, owned by Tim McDonald, Gene Loving and John Tinder. It is app. for new TV's in New Orleans and Tampa, Fla. Buyer is Baltimore-based publisher of *The Baltimore Sun*. It also owns WMAR-TV Baltimore. Filed March 14.

■ **WPLM(AM)-WFOG(FM)** Suffolk, Va. (AM: 1450 kHz; 1 kw-D; 250 w-N; FM: 92.9 mhz; 50 kw; HAAT: 480 ft.)—Seeks assignment of license from McCormick Communications of Virginia Inc. to JAG Communications of Virginia Inc. for \$9,250,000, comprising \$4.5 million cash, \$4.5 million payable when JAG receives payment for offering of stock in station and \$250,000 from proceeds of future sale of assets of WPLM(AM). Seller is subsidiary of Tech/Ops Inc., publicly traded, Boston-based engineering and technical equipment manufacturer headed by Marvin G. Schorr. Broadcasting subsidiary, McCormick Communications, also owns WJYE(AM) Buffalo, N.Y. It is headed by William McCormick, president. Buyer is principally owned by John A. Gambling. It is Norfolk-based station group owning WLKW-AM-FM Providence, R.I., and WROW-AM-FM Albany, N.Y. Gambling is also consultant and talk show host at WOR(AM) New York. Filed March 19.

■ **WCST-AM-FM** Berkley Springs, W.Va. (AM: 1010 kHz; 250 w-D; FM: 93.5 mhz; 3 kw; HAAT: 70 ft.)—Seeks assignment of license from Berkley Springs Radio Station Corp. to Trump Broadcasting Inc. for \$175,000, comprising \$43,750 cash and remainder note at 14% over 10 years. Seller is owned by Thomas B. Butscher, Gary L. Daniels and Kenneth E. Robertson, who also own WMSG(AM)-WXIE(FM) Oakland, Md. Buyer is owned by C. Samuel Trump and family. It also has interest in WMSG(AM)-WXIE(FM) Oakland, Md. Filed March 11.

■ **WCLG-AM-FM** Morgantown, W.Va. (AM: 1300 kHz; 2.5 kw-D; FM: 100.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Freed Broadcasting Co. from Eleanor I. Freed (52.4% before; none after), Michael W. Freed and Peter S. Freed (17.8% each before; none after) to Gary L. Bowers (12% before; 100% after) for \$715,000, comprising \$107,251 cash and remainder note at 9% over 10 years. Sellers have no other broadcast interests. Buyer is station's general manager with no other broadcast interests. Filed March 15.

■ **WLNT-FM** (formerly WLVE[F]) Baraboo, Wis. (94.9 mhz; 37 kw; HAAT: 1,600 ft.)—Seeks assignment of license from Community Service Radio Inc. to Shockley Communications Corp. for \$1.9 million cash. Seller is owned by Thomas Holter, who has no other broadcast interests. Buyer is owned by Terry K. Shockley and his wife, Sandra, who have no other broadcast interests. Terry Shockley was formerly president of the Wisconsin TV Network, which was recently sold ("For the Record," Nov. 12, 1984). Filed March 19.

■ **WISV(AM)-WGBM(FM)** Viroqua, Wis. (AM: 1360 kHz; 1 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Robinson Corp. from Parks Robinson (51% before; none after) and his wife, Lenora 44% before none after) to David Robinson (3% before; 54% after) and his wife, Jane (2% before; 46% after) for \$464,000, with down payment of two automobiles, a boat, and unspecified amount in corporate account of seller. Remainder, purchase price of \$464,000 is payable in note at 10% over 15 years. Sellers have no other broadcast interests. Buyers are son and daughter-in-law of sellers, and have no other broadcast interests. Filed March 15.

■ **KDAB-FM** Ogden, Utah (101.1 mhz; 25 kw; HAAT: 3,740 ft.)—Seeks assignment of license from KDAB Inc. to Albmar Communications Limited Partnership for \$2,200,000, comprising \$2,050,000 cash and remainder noncompetitive agreement, payable in one-third payments beginning at closing and for next two anniversaries. Seller is owned by David R. Droubay, who has no other broadcast interests. Buyer is Bertram Lee (75%) and E.W. (Skip) Finley (25%). It also has interest in KYNN(AM)-KEZO(FM) Omaha. Lee is president of WNEV-TV Boston. Finley, corporate management consultant to Inner City Broadcasting Corp., and former president of Sheridan Broadcasting Network, also has interest in WOL(AM) Washington. Filed March 15.

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New Stations

New AM's

■ Bushnell, Fla.—Sumter County Radio seeks 1170 khz; 1 kw-D. Address: P.O. Box 1000, 33513. Principal is owned by Roberta Roe Johnson, former owner of WRJQ-FM Williston, Fla. Filed March 18.

■ Port Orange, Fla.—Volusia Communications seeks 890 khz; 500 w-D. Address: 5519 Rockingham Rd., Greensboro, N.C. 27407. Principal is equally owned by Patricia P. Surratt and her father, William J. Pennington Jr. Pennington and his wife, Dorothy, are app.'s for new FM in Mary Esther, Fla., and Dorothy Pennington is also app. for new FM in Owensville, Mo. Their son, Surratt's brother, William J. Pennington III, is owner of KEZP(FM) Canadian, KCFL(FM) Hebronville and KQMG(FM) Carrizo Springs, all Texas. Filed March 11.

■ Canton, Miss.—John H. Pembroke seeks 1150 khz; 500 w-D. Address: 4250 Don Carlos Dr., Los Angeles 90008. Principal owns WOAD(AM) Jackson, Miss., and 50% of KJOP(AM) Lenore, Calif. Filed March 13.

■ Milan, N.M.—Fred A. Rodarte and Danny A. Almanza seeks 1130 khz; 5 kw-D. Address: 813 Seville Loop, Grants, N.M. 87020. Principals have no other broadcast interests. Filed March 7.

New FM's

■ Pearl City, Hawaii—Pineapple Communications Inc. seeks 101.9 mhz; 100 kw; HAAT: 1,886 ft. Address: 3906 Pinkney Rd., Baltimore, Md. 21215. Principal is owned by Laurie S. Reamer, who has no other broadcast interests. Filed March 18.

■ Skowhegan, Me.—Charles J. Saltzman seeks 100.1 mhz; 1.4 kw; HAAT: 126 meters. Address: 20355 N.E. 34 Ct., #2421, North Miami Beach, Fla. 33180. Principal is app. for new FM's in Hertford, N.C.; Seneca, Kan., and Smethport, Pa. Filed March 18.

Facilities Changes

Applications

AM's

Tendered

■ KJNO (630 khz) Juneau, Alaska—Seeks CP to increase day power to 5 kw and night power to 1 kw. App. March 18.

■ KIFW (1230 khz) Sitka, Alaska—Seeks CP to increase day and night power to 1 kw. App. March 18.

■ WNOG (1270 khz) Naples, Fla.—Seeks CP to increase night power to 2.5 kw. App. March 18.

■ WRFC (960 khz) Athens, Ga.—Seeks CP to increase night power to 2.5 kw; change TL, and make changes in ant. sys. App. March 18.

■ WRLB (1460 khz) Mount Holly, N.J.—Seeks mod. of CP to change city of lic. to Florence, N.J., and change TL. App. March 12.

■ KFRZ (800 khz) Brigham City, Utah—Seeks CP to increase power to 1 kw and change TL. App. March 12.

Accepted

■ New (640 khz) Royal Palm Beach, Fla.—Seeks MP to change TL. App. March 12.

■ WEEF (1430 khz) Highland Park, Ill.—Seeks CP to make changes in ant. sys. and change daytime TL. App. March 12.

■ KLLA (1570 khz) Leesville, La.—Seeks CP to make changes in ant. sys. App. March 14.

■ KVEG (1400 khz) North Las Vegas, Nev.—Seeks mod. of lic. to change SL to 2300 Paseo Del Prado Building, Las Vegas. App. March 18.

■ WCUE (1150 khz) Cuyahoga Falls, Ohio—Seeks CP to make changes in ant. sys. App. March 18.

■ WRIE (1330 khz) Waterford, Pa.—Seeks mod. of lic. to operate transmitter by remote control. App. March 18.

■ KLLS (930 khz) Terrell Hills, Tex.—Seeks mod. of lic. to change SL to 3407 NE Parkway, Terrell Park Bldg., San Antonio, Tex. App. March 14.

FM's

Accepted

- WCFI (101.9 mhz) Daytona Beach, Fla.—Seeks CP to change TL; change HAAT to 981 ft., and make changes in ant. sys. App. March 13.
- WYCA (92.3 mhz) Hammond, Ind.—Seeks mod. of lic. to install new transmission sys. App. March 14.
- WGRX (100.7 mhz) Westminster, Md.—Seeks mod. of CP to change TL; change ERP to 12.59 kw, and make changes in ant. sys. App. March 12.
- KLKS (95.3 mhz) Breezy Point, Minn.—Seeks CP to change HAAT to 328 ft. App. March 13.
- KXOQ (96.7 mhz) Poplar Bluff, Mo.—Seeks mod. of CP to change TL and change HAAT to 328 ft. App. March 13.
- KIVE (96.5 mhz) Glendive, Mont.—Seeks mod. of CP to change SL. App. March 18.
- KIAE (98.9 mhz) Aurora, Neb.—Seeks mod. of CP to change TL; change ERP to 3 kw; change HAAT to 328 ft., and make changes in ant. sys. App. March 12.
- KRSN-FM (98.5 mhz) Los Alamos, N.M.—Seeks CP to change TL; change ERP to 94.421 kw; change HAAT to 1,781 ft., and make changes in ant. sys. App. March 12.
- KNYN (95.5 mhz) Santa Fe, N.M.—Seeks CP to change channel from C to C1; change TL; change ERP to 19.1 kw; change HAAT to 1,851 ft., and make changes in ant. sys. 12.
- WWW (105.5 mhz) Sylvania, Ohio—Seeks CP to change ERP to 2.88 ft. App. March 13.
- WKBN-FM (98.9 mhz) Youngstown, Ohio—Seeks CP to change ERP to 38.6 kw. App. March 14.
- *WZZE (88.7 mhz) Glen Mills, Pa.—Seeks mod. of CP to change TL; change ERP to 0.178 kw; change HAAT to 184 ft., and make changes in ant. sys. App. March 12.
- WWCL (100.7 mhz) New Kensington, Pa.—Seeks mod. of lic. to change SL to 224 North Ave., Millvale, Pa. App. March 13.
- WDVE (102.5 mhz) Pittsburgh—Seeks mod. of lic. to change SL to 200 Fleet St., Pittsburgh. App. March 13.
- WEZL (103.5 mhz) Charleston, S.C.—Seeks CP to change TL and change HAAT to 989 ft. App. March 14.
- KRYS-FM (99.1 mhz) Corpus Christi, Tex.—Seeks mod. of CP to correct coordinates. App. March 18.
- KBUS (103.9 mhz) Paris, Tex.—Seeks mod. of CP to change ERP to 1.1 kw and change HAAT to 525 ft. App. March 18.
- KNFO-FM (95.5 mhz) Waco, Tex.—Seeks mod. of CP to change to a directional ant. App. March 13.
- WLDY-FM (92.7 mhz) Ladysmith, Wis.—Seeks mod. of CP to change ERP to 1.69 kw and change HAAT to 376 ft. App. March 13.

TV's

Accepted

- KUTP (ch. 45) Phoenix—Seeks mod. of CP to change ERP to vis. 3,020 kw, aur. 302 kw; change HAAT to 1,792 ft., and change ant. App. March 18.
- KSHO-TV (ch. 26) Honolulu—Seeks CP to change ERP to vis. 75.9 kw, aur. 7.59 kw; change HAAT to 2,120 ft., and change ant. App. March 13.
- KARD (ch. 14) West Monroe, La.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,942 ft., and change TL. App. March 13.
- WTGS (ch. 28) Hardeesville, S.C.—Seeks MP to move SL outside community of lic. App. March 18.

Actions

AM's

- WTSK (790 khz) Tuscaloosa, Ala.—Granted app. to increase power to 5 kw. Action March 8.
- WSST (800 khz) Largo, Fla.—Granted app. to add night power with 1 kw; increase day power to 50 kw; install DA-N; change freq. to 820 khz, and make changes in ant. sys. Action March 13.
- WELW (1330 khz) Willoughby, Ohio—Returned app. to add night service with 500 w and make changes in ant. sys. Action March 8.
- WBDX (1030 khz) White Bluff, Tenn.—Granted app. to increase day power to 10 kw. Action March 7.
- KBBO (1390 khz) Yakima, Wash.—Returned app. to increase power to 5 kw and change to DA-2. Action March 8.
- WTSO (1070 khz) Madison, Wis.—Granted app. to make

changes in monitor point bearings. Action March 6.

FM's

- KKJJ (103.9 mhz) Payson, Ariz.—Dismissed app. to change ERP to 1.55 kw and change HAAT to 452 ft. Action March 6.
- KJYK (94.9 mhz) Tucson, Ariz.—Granted app. to change TL; change ERP to 96.5 kw, and change HAAT to 1,952 ft. Action March 7.
- *KRCC (91.5 mhz) Colorado Springs—Dismissed app. to change TL and change ERP to 1 kw. Action March 6.
- KLVN (95.9 mhz) Newton, Iowa—Dismissed app. to change TL and change ERP to 2.82 kw. Action March 6.
- WMJS (92.7 mhz) Prince Frederick, Md.—Dismissed app. change ERP to 2.35 kw and make changes in ant. sys. Action March 6.
- WILS-FM (101.7 mhz) Lansing, Mich.—Dismissed app. to change TL; change ERP to 2.09 kw, and change HAAT to 3,781.84 ft. Action March 6.
- KELE (100.1 mhz) Aurora, Mo.—Dismissed app. to change TL; change ERP to 1.65 kw, and change HAAT to 400 ft. Action March 6.
- KJPW-FM (102.3 mhz) Waynesville, Mo.—Dismissed app. to change TL; change ERP to .85 kw; change HAAT to 518 ft., and make changes in ant. sys. Action March 6.
- WITQ (99.3 mhz) Brock Island, R.I.—Returned app. to change SL to Charlestown, R.I.; change TL, and change HAAT to 328 ft. Action March 6.
- KITE-FM (105.5 mhz) Portland, Tex.—Dismissed app. to change ERP to 2.46 kw. Action March 6.

TV

- WLTK (ch. 16) Somerset, Ky.—Dismissed app. to change ERP to vis. 1,169.2 kw, aur. 116.92 kw; change HAAT to 641.63 ft., and change TL. Action March 6.

Call Letters

Applications

Call Sought by

New AM

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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	25	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	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

New FM's

- *KGMR Clarksville Educational Broadcasting Foundation, Clarksville, Ark.
- *KBKE Pacific States Educational Broadcasting Foundation, Bakersfield, Calif.
- WBYG Pam-Lar Broadcasting, Sandwich, Ill.
- *KEJC Oklahoma Educational Broadcasting Foundation, Vinita, Okla.
- *KBUB Waco Educational Broadcasting Foundation, Brownwood, Tex.
- *KWHC Heritage Educational Foundation of Wyoming, Casper, Wyo.

Existing AM

- WSDM WWCM Clay County Community Broadcasters Inc., Brazil, Ind.

Existing FM's

- WSDM-FM WBDJ-FM Clay County Community Broadcasters Inc., Brazil, Ind.
- *KNMC KNOG Northern Montana College, Havre, Mont.
- WRIO WMTT Family Broadcasting Group, Ponce, P.R.

Existing TV

- KTVH KTVG Great Northern Communications Inc., Helena, Mont.

Grants

Call Assigned to

New AM's

- KRCK Royce International Broadcasting, Burbank, Calif.
- KNXX Don R. Davis, Los Ranchos de Albuquerque, N.M.
- WOIZ Juan C. Rodriguez, Guayanilla, P.R.

New FM's

- KNCQ McCarthy Enterprises Ltd., Redding, Calif.
- KDAL-FM The Snee & Associates Limited Partnership, Duluth, Minn.
- WAVF Hanahan Communications Inc., Hanahan, S.C.
- WGCO Battery Creek Communications Corp., Parris Island, S.C.

New TV

- *WFWA Fort Wayne Public Television Inc., Fort Wayne, Ind.

Existing AM's

- KYXZ KBOT Douglas Norman Schneider, Cabot, Ark.
- KTSS KXRX Timothy P. Anderson, Davenport, Iowa
- KSAJ KABI KABI Inc., Abilene, Kan.
- WSRR WCRV Star Broadcasting Inc., Washington, N.J.
- WLRQ WJRB Elf Communications Inc., Madison, Tenn.

Existing FM's

- KSAJ-FM KABI-FM KABI Inc., Abilene, Kan.
- WNWK WHBI Global Broadcasting Group Inc., Newark, N.J.
- WMGS WYZZ Warm Broadcasting Co., Wilkes-Barre, Pa.
- WLRQ-FM WJKZ Elf Communications Inc., Franklin, Tenn.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

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 Bolt or Rich Bolt, Bolt Broadcasting Co., 10841 E. 28th St., Independence, MO 64052, 816—252-5050.

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.

Inspirational station, Sunbelt, seeks qualified general manager. Solid spot sales background a must. Resume/full written particulars to Box H-103.

FM—Jackson, TN, needs sales-oriented general manager. Group owned station offers tremendous growth potential, high income, immediate or future ownership. Ability to work with enthusiastic, professional staff in competitive market essential. Successful track record important. Write Jim Glassman, Vice President, Community Service Broadcasting, 811 Broadway, Mt. Vernon, IL 62864. EOE, MF.

Jefferson-Pilot Communications seeks promotions manager for its Charlotte, NC-based AM/FM combo stations, WBT/WBCY. Individual must be experienced. Responsibilities include coordinating all sales and station promotions. Resume to Personnel Department, One Julian Price Pl., Charlotte, NC 28208. EOE.

Manager. Carolina small market. Must be willing and able to sell. \$400 wky. plus percentage of profits. Now billing \$275,000. Resume to Box H-121. EOE.

Director of development. Professional growth opportunity with public radio membership organization. Provides information & training to stations: fundraising for organization. Successful fundraising experience required. Resume to NFCB, 1314 14th St., NW, Washington, DC 20005.

Director of radio syndication. National Christian PSA syndication service seeks director with commercial radio experience. Excellent opportunity for person seeking creative management position. For information, call Mary Bauer, Tuesday through Friday, 618—397-5708.

Aggressive, bottom line oriented general manager for top rated Southeastern market. Strong management, administrative, & motivational skills musts. Rapidly expanding group. Resume/financial requirements to Box H-142.

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.

Fulltime AM and FM in 600,000 sunny California mkt. New group coming into market. We'll need four skilled, experienced, sales professionals. It's possible to write your own ticket based on experience and verifiable track record including earnings. You must have agency and/or co-op expertise, as well as being highly energetic (street) retail salesperson. We're seeking real earners. This is a growth, money-making, opportunity. We have managed sales people who have been at stations 10 to 30 years. Think about that kind of stability. Letters, resumes, references to Box H-85. 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.

Account executive. KJQY-FM interviewing for position of account executive. Applicants must have media sales experience. Resumes to KJQY-FM, 625 Broadway, Ste. 1200, San Diego, CA 92101, Attn: B. Bolinger. EOE.

Account executive - local/regional list for experienced salesperson with drive to create new business. Strong adult contemporary 513—429-9080; resume to John Thompson, WYMJ-FM, Box 765, Dayton, OH 45401.

Non-competitive company. Seeking frustrated, unemployed radio/TV account executives. Anywhere in U.S.A. No reason to relocate. Be your own boss, work two, three days a week, earn \$500 week, every week. Resume required. Barnes Enterprises, Box 602, Po-teau, OK 74953.

Advertising radio sales. Experienced local broadcast sales professionals needed for suburban NYC market. Super potential selling dominant north Jersey FM album rock station & dominant AM news/information station. Also fulltime copywriter needed. Resume to WMTR/WDHA-FM, PO Box 1250, Morristown, NJ 07960. Attn: J. Albert Wunder. EOE.

General sales manager. Motivate-train-sell-generate \$\$ Southern CA AM/FM, fast growing market area. New position. Send resume, track record, references. EOE/MF. Respond immediately to Box H-117.

Sales manager. Small E Colorado station. 5000 watt regional AM daytime with fulltime class A FM. Good facility; much potential. Opportunity to buy some stock & become part owner for hard worker with good organizational qualities & drive. Prefer someone who can do 1-2 hrs. on the board, do sports, & sell. Great advancement oppty. Permanent position. Rush resume/references to Box H-124.

Central coastal California. AM/FM combo. Opportunity with one of the largest radio groups. Enjoy our beautiful community if you're motivated to make great money and enjoy selling direct retail. Resume/letter: KSLY/KLTW, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

Seeking general sales manager for CHR 100 kw FM with #1 ratings and 1 kw AM stereo on new urban contemporary format. Medium-sized market, beautiful southwest Louisiana. Handle all national and agency accounts & select list of prestige local accounts. Train and supervise local sales staff. Great opportunity for future growth. Resumes to Albert Johnson, Box 1725, Lake Charles, LA 70602.

HELP WANTED ANNOUNCERS

PM drive person. Top-40 market AM news/talk station. Must be good generalist, well read, quasi-controversial. Resume, salary history, salary requirements, one-hour, unedited tape to Herb Karlitz, Burson-Marsteller/Entertainment Group, 866 Third Ave., NYC, NY 10022. Equal opportunity employer, M/F/H/V.

Experienced personality DJ for MOR/AC format. Medium size market. Must be creative, humorous, able to relate to 30 plus. If you have talent and are ready for a challenge to build afternoon drive, send tape/resume to Johnny Kay, WFMJ Radio, Youngstown, OH 44503. Salary negotiable, excellent benefits.

HELP WANTED TECHNICAL

Engineer for C FM and AM soon to be 10 kw with three towers. Strong on maintenance, take pride in air quality, no procrastinator. Better than average salary. EOE. KVOZ-KOYE, Laredo, TX, Bill Harrell, 512-723-4396.

Engineer for Capitol Radio Networks. Facilities in Raleigh, NC & Richmond, VA. Maintain and operate studios, audio satellite systems, and uplinks. Require EE degree or equivalent. Minimum two years. Radio-TV experience with microwave, RF frequencies, satellites preferred. Good organizational skills, deadline-oriented. Contact Dept. of Human Resources, Capitol Broadcasting Co., PO Box 12000, Raleigh, NC 27605-2000. EOE/MF.

Greater Media's AM/FM on Long Island wants experienced maintenance engineer for assistant chief. Reply: Chip Behal, CE, WGSN, Box 74, Melville, NY 11747, 516—423-6740. EOE.

Great living at the New Jersey seashore, excellent growth opportunity, & good money. Top rated stations need experienced engineer. Write Dick Taylor or Stacey Hill, WFGP-WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401.

Chief engineer for WSRS, Worcester, MA. Resumes to Assistant Director of Engineering, Knight Quality Stations, PO Box 610, Manchester, NH 03105. No phone calls accepted. EOE.

HELP WANTED NEWS

News person wanted for early Spring. Demo tape, written samples, 3 references, resume to WSLB, Box 239, Ogdensburg, N.Y. 13669. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Come live southern New Mexico's quality lifestyle as operations manager of KGRT AM/FM, Las Cruces, NM. Engineering background a plus. Salary commensurate with experience/ability. KGRT AM/FM are southern New Mexico's #1 radio stations. Contact Jack Fargason, Exec. VP/GM, Box 968, Las Cruces, NM 88004, with resume. EOE.

Production/announcing. WJCT-FM, community-licensed public station serving north Florida/south Georgia, has immediate opening for production manager with strong classical music programming skills. Must have pleasing voice and personality, proficiency in classical music pronunciation, knowledge of composers and artists, and take-charge attitude for daily handling of traffic, taping, and continuity. Engineering qualifications desirable. Salary negotiable. Demo tape should include several minutes demonstrating pronunciation skills, and two minutes ad lib on any subject. Tape/resume to Norman Vincent, Director/Radio Operations, WJCT, 100 Festival Park Ave., Jacksonville, FL 32202. EOE-MF.

Production director/copywriter - WALK FM/AM, Long Island's premiere AC, needs experienced production director/copywriter. If you're a pro who works well with people, has strong organizational skills, and can handle deadlines, send tape/copy of your best work to Sean Casey, Program Director, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

Creative copywriting/production person. WMTR/WDHA-FM, suburban NYC, looking for fired-up copywriter used to heavy volume. Institutional and slightly off-the-wall copy, creative production a must. AC and AOR formats. Call Brian Emery, 201—538-1250; send tape/resume to PO Box 1250, Morristown, NJ 07960. EOE.

Creative director. We're interested in your talents and ideas for commercial production. You'll work closely with sales staff to help us make our clients more successful. We offer modern facilities, top production aids, freedom to grow, opportunity to get paid for what you do best. Production sample/resume to: Jim Hopes, WDFB Radio, 355 E. Center St., Marion, OH 43302. EOE/MF.

SITUATIONS WANTED MANAGEMENT

Strong, aggressive general manager. No-nonsense, hands-on professional, 20 years' experience managing AM/FM. Heavy sales/organizational skills. Quality leader produces results you can bank on. Box H-93.

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

Complete background. Programming, sales, production, automation, computers, air, promotion, community involvement. Ready to manage your West, Northwest, or Rocky Mountain area station. Box H-134.

GM/national PD available due to group sale. Gain the competitive edge with this product-knowledgeable individual. Box H-139.

Successful, experienced sales-oriented general manager seeks buy-in opportunity as owner/manager or seeks to meet investors looking for managing partner. Box H-143.

SITUATIONS WANTED ANNOUNCERS

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

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

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

18 years pro announcer, both radio and TV/audio production specialist. Not a floater! Cliff, 309-692-0680, after 4 CST.

Versatile voice with great production skills. Born with soul; grew up with rock & roll. Jerry "DJ", 412-244-8872.

Experienced adult voice looking for adult format. 1st ticket. Robert Sery, 518 Bronx Dr., Toledo, OH 43609, 419-385-7981.

SITUATIONS WANTED TECHNICAL

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

Experienced engineer. Seeks AM-FM operation. Well-versed technician, with excellent employment background. 317-872-4384.

Midwest chief engineer. 25 years' experience all phases radio. Seeking honest, stable position to settle. Box H-107.

SITUATIONS WANTED NEWS

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

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

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

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.

Capable newsman. 4 yrs. reporting, 2 as news director. Want to be news director of smaller station or reporter for larger station. 414-748-3241.

Talk show host. 14 years radio, top 50 market, personable, good production skills. Looking for good community that likes to talk. Joel, 919-924-1795.

Employed Central Florida sportstalker seeks upward move. Red Sox, Tigers, Bandits, Bucs, Gators my current beat. Track record, references. Will consider part time. Winning tape says all. 215-334-6906, leave message.

Dedicated news-sports director, 10 years' experience, seeking position in medium or large market. PBP experience. Dan, 405-382-7766.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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

Production wiz. Copywriter, promotions director from America's #1 city, Pittsburgh. Jerry "DJ" Strothers, 412-244-8872.

Talk show host-talk show programmer can give you big ratings. Proven success. Mike Gray, 303-759-8854.

Radio producer. Are your talk shows lacking newsmakers, celebrities, the off-beat? I can fill the bill! Looking to move up from medium market. Please send letter of interest. David Anthony, 31 Marlowe Ave., Buffalo, NY 14219.

Industry leading syndicated radio commercial production manager/announcer desires environment change. 23 years' mostly major market experience in production and news. Many ideas to boost your sales! Tom, 305-435-3449.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager. Opportunity exists for general sales manager in small market TV. Need mature professional to manage aggressive sales effort. Resume to Box H-105.

Financial manager. Santa Barbara, CA, TV station. Responsible for operation of financial department and financial reporting to our company management. Budgeting, accounting, computer skills required. Experienced. Salary approximately \$30K. Excellent benefits. Please send resume/salary history to Box H-120. EOE.

Promotions manager. Prefer minimum three years' experience in promotion at an independent TV station. Applicant should be experienced in all aspects of TV promotion, including print production and placement, radio production, copywriting, & TV production. Resumes to Box H-129. EOE.

HELP WANTED SALES

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.

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 Upadel, 512-727-8888.

National sales manager. Seeking aggressive individual for growth-oriented station working with one of the top rep firms in the country. Good starting salary, commission, benefits, opportunity to advance. Minimum two years experience in national sales or rep firm experience preferred. Opening immediate. Resume with salary background: Director of Sales, WSYM-TV, 600 West St. Joseph St., Lansing, MI 48933.

Director of development. TV station, southern New England market, seeking director of development. Primary responsibilities are to develop, coordinate, and aggressively sell station's market development and vendor programs. Prefer experience in TV sales. Retail and/or consumer research experience helpful. Resume to Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

TV account executive. Number one, CBS affiliate, has excellent opportunity. Established account list in top growth market. Minimum two years' TV sales experience required. Resume, career goals, salary history to General Sales Manager, WTVR-TV, 3301 W. Broad St., Richmond, VA. 23230. EOE. No phone calls, please.

Sales manager needed. New indy start-up. Successful candidate will be aggressive self-starter, people-person, with minimum three to five years' independent sales experience. If the challenge of building from ground zero excites you, send resume/salary requirements immediately to John Sandwell, GM, KSAS-TV, 316 N. West St., Wichita, KS 67203. No phone calls, please. EOE.

Local sales manager. Group owned West Coast network affiliate seeks excellent sales track record, superior leadership ability, and desire to grow within organization. Equal opportunity employer. Resume to Box H-127.

Local sales manager. 20th market, CBS affiliate, seeks aggressive, motivated, team-oriented individual. Applicant should have LSM experience or extensive local sales experience with ability and desire to move into management. KXTV is a Belo Broadcasting station. EEO/M-F. Resume to Michael Fiorile, GSM, KXTV, 400 Broadway, Sacramento, CA 95818.

General sales manager. Start-up independent, important new Northeast market. Self-starter to establish/run sales department. Successful applicant will have proven track record, preferably including indy experience. Thorough knowledge of all TV sales areas plus inventory control, marketing, research, pricing. Demonstrated ability to train, guide, motivate sales force. Challenging opportunity, unlimited potential. Resume/salary requirements to Box 1200, Kingston, NY 12401. EOE-M-F.

HELP WANTED TECHNICAL

Gulf Coast UHF indy has immediate opening for leading edge maintenance engineer. Direct experience with Sony 1" VTRs, 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 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.

Seeking experienced videotape operator. Weeknight shift. 4-day week. Have your days off in the sunny South. Resume to Chief Engineer, WPTF-TV, Box 1511, Raleigh, NC 27602.

Chief engineer for mass communication area. Department of communication, Miami University, Oxford, OH. Person selected must have good skills in maintenance & repair of video equipment. Person selected will supervise another engineer and students in use and maintenance of primarily video equipment. There will be some audio equipment used. Preference given to applicants with at least a Baccalaureate degree. Salary range: \$20,000 to \$23,500. Interested applicants should submit letter of application, resume, names/addresses of three references to Dr. Gerald Sanders, Chair, Department of Communication, Miami University, Oxford, OH 45056. Applications accepted until job is filled. AA/EOE.

Broadcast satellite uplink maintenance engineer. WTBS uplink has immediate opening for engineer with three years' maintenance experience in TV-satellite engineering. SBE certification &/or computer experience a plus. Resume/salary history to Director of Engineering, SSS, 3530 Bomar Rd., Douglasville, GA 30135, 404-949-6600.

Assistant chief engineer—five years' maintenance/operating experience broadcast/non-broadcast TV equipment. ENG/EFP maintenance background essential. Technical or trade school desirable. FCC license and/or SBE certification. Knowledge FCC rules. Salary range \$24,000 to \$25,000, depending on expertise/qualifications. Excellent benefits. Application letter/resume by Apr. 20, 1985, to William Leutz, WBGU-TV, Bowling Green State University, Bowling Green, OH 43403. AA/EOE.

Maintenance engineer. Pro-Audio. Immediate opening. National cable stereo company, based near Washington, DC, needs experienced person to maintain our high quality tape production & broadcast automation systems at our facilities in Reston & Arlington, VA. Organizational skills required, as well as strong background in maintenance of professional quality tape machines, audio consoles, & related equipment. Technical school graduate or equivalent. Resume to Barbara Fahey, Studioline Cable Stereo, 11490 Commerce Park Dr., Reston, VA 22091. No phone calls, please!

Maintenance eng. Southern California ABC affiliate has position open for component level maintenance engineer. Take care of TCR-100, Sony 2000 and 800's, CMX editing suite. Prior maintenance experience necessary. Replies to Frank Goddard, KEYT-TV, P.O. Drawer "X", Santa Barbara, CA 93102. 805-965-8533. EOE.

Vacation relief person. Opening at independent UHF station, Washington, DC area, for vacation relief operations technician with technical background and hands-on experience in broadcast facility. Must have experience in videotape, camera setup, & master control switching. 1st class or general class FCC license preferred. Resumes to Box H-130. EOE.

Operations technician. Opening at independent UHF station, Washington, DC area, for operations technician with technical background & minimum 2 years' hands-on experience in broadcast facility. Must have experience in videotape, camera setup & master control switching. 1st or general class FCC license required. Resumes to Box H-131. EOE.

Chief engineer needed by New Mexico's premiere public station. Excellent starting salary, staff, and facilities. Requires BS and minimum 7 years' experience in technical and operations area of a broadcast TV station including minimum 3 years' supervisory or administrative experience. Equivalent education & experience will be considered. Reference this ad; send resume and materials to: University of New Mexico, Personnel, 1717 Roma NE, Albuquerque, NM 87131. Equal opportunity employer.

Broadcast engineer. WNED-TV seeks qualified person to work all facets of broadcast engineering with strong emphasis on electronic maintenance. Broadcast TV experience with FCC general class license or electronic degree helpful. Resume/salary requirements to Director of Engineering, WNED-TV, Dept. B, Box 1263, Buffalo, NY 14240. Equal opportunity employer.

Chief engineer. Start-up independent, important new Northeast market. For construction from ground up & department management. Semi-turnkey at studio & transmitter. Prefer 3-5 years' experience to include installation and maintenance state-of-the-art equipment at hands-on. UHF. General class license. Knowledge of FCC rules and specs. Resume/salary requirements to Box 1200, Kingston, NY 12401. EOE/M-F.

Chief engineer. UHF station. Versatile and resourceful person for hands-on studio and transmitter maintenance. Salary \$27K-\$30K. Call immediately: Jeffrey Miller, 215-921-9181. EOE.

WSMV, Nashville, seeks experienced diagnostic and corrective maintenance engineer. Minimum three years' experience in broadcast equipment maintenance, with emphasis on maintenance of video switchers, 1", 2", & ACR-25 videotape machines, digital effects generator, & ENG equipment desired. FCC general class license and/or SBE certification. Resume/salary history to Personnel Coordinator, WSMV, P.O. Box 4, Nashville, TN 37202. Equal opportunity employer.

TV maintenance engineer. CBS affiliate seeks experienced TV broadcast maintenance engineer. Salary: from \$25,000, based on experience/qualifications. Contact Gene Gildow, CE, WTKR-TV, 720 Boush St., Norfolk, VA 23510. EOE. 804-446-1330.

HELP WANTED NEWS

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.

Producer/director. Responsible for production of 11:30 am newscast and some commercials. Requires at least 2 years' experience. Creativity necessary. Must be willing to work hard. Tapes/resumes to T. J. Vaughan, Station Manager, WAND-TV, 904 Southside Dr., Decatur, IL 62525. EOE.

Producer. If you have proven talent and determination to produce an excellent newscast every night, send tape/resume immediately: News Director, WCHS-TV, P.O. Box 1153, Charleston, WV 25324.

News director. West Coast medium market affiliate needs aggressive manager for growing department. TV news management/anchor experience required. Letter, resume, salary requirements to Box H-100. EOE.

Anchor/reporter & weatherperson. Top-rated CBS affiliate seeking weatherperson and anchor/strong writing skills to co-anchor with female. Experience necessary. Resumes/tapes to Sally Cannon, News Director, WBOC, P.O. Box 2057, Salisbury, MD 21801.

Weekend weathercaster. Meteorologist. Personable presentation, on-air experience. We have state-of-the-art forecasting equipment, computer graphics, Doppler radar. Resumes only to News Director, KMTV, 10714 Mockingbird Dr., Omaha, NE 68127.

News computer trainers. Experienced broadcast news editors, managers, reporters, producers. Teach computerized news production. Resume to Box H-101. Our employees know about this ad.

Assignment editor. #1 news station, central California, looking for experienced person to supervise all operations of assignment desk. Must have prior TV news experience, and must be able to coordinate live shots and satellite feed. Must have college degree. Resume to News Director, KFSN-TV, 1777 G St., Fresno, CA 93706. No calls please. Capital Cities Communications Inc., an equal opportunity employer.

10PM anchor. M-F. Excellent Gulf Coast station looking for experienced anchor to complement our anchorwoman. Candidate must have solid reporting background. Salary in line with top 40 market. Tape/resume: Craig Alexander, News Director, KATC, P.O. Box 93133, Lafayette, LA 70509.

Excellent news positions currently available through our service. On/off air. Confidential; effective. APR-Broadcast, 919-756-9244.

News producer. Immediate opening to qualified person. Must have good writing skills/news judgement. Salary: DOE. Tape/resume to Bill Knowles, WCTI-TV, New Bern, NC 28560.

Sportscaster openings. Interested? Send tape/resume to Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

News director. #1 news team, #1 CBS affiliate, needs #1 news director to continue our momentum. We want hands-on manager who can hire, train, motivate good people. Also, someone with proven producing and management skills. Job requires high energy & commitment. Resume, salary needs, tape to General Manager, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. M/F. EOE. No phone calls, please.

Sports photographer/reporter. Includes weekend anchoring. Majority of time dedicated to creative field production techniques. Sunbelt City. Resume/salary requirements to Box H-126. EOE.

Rocky Mountain region network affiliate needs weekend sports anchor and reporter. Must be able to do it all, live reports, shoot, edit. Heavy on local sports, but also close to professional teams. Must have TV experience. Resumes only to Box H-128.

Assistant news director. Strong producing and editorial background in commercial TV news needed to oversee daily news operation. We're the ABC station, 17th market. We need someone who can coordinate well-produced, solid coverage, and who can effectively use live and satellite coverage. By the way, we're a founding member of the first state news network based on portable satellite technology. We're especially interested in those who've been both reporter and producer. Please send letter, resume, references and tape of recent newscast to Ken Middleton, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

News director. Strong New England network affiliate has immediate opening for news director. Manage aggressive staff of 23, daily ENG coverage, excellent ratings growth which you are expected to continue, excellent benefits. EOE. Resume/salary requirements to Box H-136.

Creative general assignment reporter with one year minimum experience wanted. Highly competitive medium market station, Southeast. Must present impactive, easy-to-understand stories emphasizing people angle. Explain how you do this in cover letter. For quick consideration, send resume, salary history, references to Box H-137. EOE.

Meteorologist. Midwest network affiliate seeks weeknight communicator. Should have experience with computer graphics presentations and minimum two years' on-air experience. Resume to Box H-141.

Solid, experienced reporter with anchor potential. Midwest medium market affiliate. Not an entry level position. EOE. Resume to Box H-144.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Sunny south Texas TV station looking for creative production 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.

Experienced art director. ABC affiliate, top 25 Southwest market. Individual should have 3-5 years' experience as broadcast director, plus college degree in commercial 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.

Promotions 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.

Programming/production manager. Midwest independent. Knowledge of independent programming helpful; must have experience in directing and promotion; must also have film booking knowledge. Please include experience, salary history, references in first letter. Reply to General Manager, WFFT-TV, Box 2255, Fort Wayne, IN 46801. EOE.

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 full-time 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.

Producer/director/TV ministry. Christian Fellowship Church seeks special individual to join its pastoral staff fulltime. Should have complete knowledge of producing, directing, editing, and mini-cam operations for TV. Forward resume to Darrel Gash, Minister of Music/Media, Christian Fellowship Church, 10237 Leesburg Pike, Vienna, VA 22180.

Sports program producer - major sports programmer needs producer with excellent writing skills and knowledge of major sports. Must be able to write, edit, supervise shooting and post production. Resume/salary requirements to ProServ Television, 1540 Eastgate Dr., #200, Garland, TX 75041. No phone calls.

Experienced producer. Weekly cable TV magazine. Major mainline denomination. \$25-30,000. Immediate. Room 1370, 475 Riverside Dr., New York, NY 10115. EOE.

Promotion manager. Hands-on position. Dominant group owned NBC affiliate. Creative writing, production, organization skills necessary. If you're a professional team player looking for growth opportunity, please send resume to General Manager, WVVA-TV, P.O. Box 1930, Bluefield, WV 24701. EOE/M/F.

Program manager. Aggressive independent, KTXH-TV-20, exciting Houston market, looking for experienced program manager. Must have 2-3 years' prior experience, preferably with an independent. Resumes to KTXH, Dept. PM, 8950 Kirby, Houston, TX 77054. EOE.

Videographer: Good Company needs that special videographer who's creative, reliable, hardworking, and flexible person. Position will involve primarily shooting, with some editing. Ideal candidate must have at least 1 year's professional experience shooting magazine-style pieces. If you're a real pro with experience in shooting 3-4 minute packages with speed and style, please send a letter, tape, and resume to Michael Dolan, KSTP-TV, Good Company, Dept. Videographer, 3415 University Ave., Minneapolis, MN 55414. Equal opportunity employer, M/F.

Production assistant—desire conscientious worker, experienced in broadcast camera operation, lighting, production operations. Writing and creative abilities desired. Opportunity for advancement. Resume/videotape with first letter: Production Manager, WPTA-TV, Box 2121, Fort Wayne, IN 46801. EOE.

Creative services director. Need strong leader to manage mobile/studio production, special projects, continuity, & graphic arts. Aggressive small market affiliate. Degree and experience required; salary commensurate with same. Send resume/salary requirements in confidence. (Southern region.) Box H-122.

TV promotion manager. Minimum four years' experience. Group station, Sunbelt. Prefer network affiliate background. Emphasis on creating successful news promotion campaigns. Must be able to write and produce, be strong in knowledge of electronic graphics. Excellent company benefits. Immediate opening. Resume/tape/salary requirements to Personnel Director, P.O. Box 2641, San Antonio, TX 78299.

Producer/director: Individual must possess demonstrated talent in switching and directing newscasts, commercials, promotions, and programming. Ability to work under pressure a must. Resumes only to Production Manager, WRBT-TV, P.O. Box 14685, Baton Rouge, LA 70898.

Senior accountant. Western New York Public Broadcast Association looking for senior accountant. Applicants must have at least a Bachelor's degree in accounting and minimum 2 years' professional experience, preferably in a broadcasting environment. EDP experience would be a decided plus. Respond with complete resume/salary requirements to Director of Finance, WNED-TV, Dept. B, Box 1263, Buffalo, NY 14240. No phone inquiries, please. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

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

General sales manager—experienced in every area of TV management with outstanding achievement with affiliate-indy stations and major rep firm. Seeks station sales management assignment that matches qualifications & potential. Practical experience working/supervising all areas of TV sales management. Presently employed. Reply Box G-137.

TV general manager. Successful, experienced in affiliate and independent TV. General manager up through the ranks, promotion, programming, sales. Fair, firm administrator. Box H-138.

SITUATIONS WANTED TECHNICAL

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

Do you need an engineer to help you with your transmitter, studio, or STL? Thoroughly experienced in all phases. Day, week, or month. No job too large or too small. Bill Taylor, 601—366-7526.

Degreed engineer. 12 years' operations, consultancy. FM, AM, TV, all aspects. Permanent or temporary. Box H-94.

Experienced switcher looking to break into TV operations again, as master control or other operations. Looking for restart anywhere in medium to small market area. If interested, call Dale Stivers, 303—694-6215.

19 years broadcast engineering. 10 years as TV chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management, and departmental budgeting from scratch. Please reply Box H-119.

SITUATIONS WANTED NEWS

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

News cameraman. ENG/film. 16mm sound equipped. French fluency, passported. Desire overseas assignment. 217—328-2801.

Meteorologist, top 50 market, seeks position in small or medium market. Forecasting and colorgraphics experience. Box H-109.

Award winning major mkt. radio anchor/reporter seeks 1st break as TV reporter. Excellent credentials—references. Barbara, 305—625-0589.

Associate producer wants to produce! Currently in #1 market. 2 years' experience in news/public affairs. Writing/editing skills. Great ideas. Willing to relocate. 212—308-0033.

Financial reporter. Fact! 87% of American people retire at poverty level. Reports that offer alternatives. Real estate—buying with no money down—how not to pay taxes. Demonstrate to your audience how I bought \$1/2 million of real estate with no money and made cash profits. Box H-114.

Agriculture reporter, one-man-band. Seeks news bureau, consumer feature position. Box H-123.

Seeking talk host or news director? Award-winning reporter/anchor, 5 yrs. in top mkt. Ambitious, creative, personality +. Box H-125.

Meteorologist—currently behind the scenes seeks on-air position. Two years solid TV experience in top markets. Computer graphics experience. Tape available. Chris Curtis, 301—654-6090; 202—885-4539.

Dedicated news cameraman. Enthused, experienced. Motivated. Quality video, glowing references. Leave request: rush or overnight tape/resume. 702—329-9437, answering service, 8-5 PST.

Meteorologist—personable, credible delivery. I want to create an informative, interesting, enjoyable weather presentation. I'm looking for the right beginning. Resume tape available. Tim, 312—894-6349, evenings, CST.

Weekend sports anchor/reporter. Currently working as small market sports director at network affiliate. Looking to join 2 or 3 person sports staff. I do it all well—anchoring, reporting, shooting video, & editing. My tape will prove it to you. Box H-133.

Financial reporter! Hottest subject in the country: buying real estate with no money down. How not to pay taxes. I'll demonstrate how I bought \$1/2 million in real estate with no money down & made cash profits! Box H-140.

Medium mkt. sports director seeks to re-enter business after short tour in the Army. 5 yrs. TV experience. Available mid-May. Call Jack, 215—641-2532.

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.

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

ENG/EFP photographer. Experienced broadcast & corporate shooter. Solid lighting background from years in theatre. Desire position with creative dept. in New York, Connecticut, or New Jersey. Days 914—769-3200 ext. 3338; eves. 914—277-3948, Gilbert.

CABLE

HELP WANTED SALES

Advertising account executives familiar with metro NY/NJ area to sell commercial time on cable TV. Same positions available in coastal Connecticut market. Salary, commission, benefits. Resumes to Patricia Coe, United Media Enterprises, 1819 Peachtree Road, NE, Ste. 707, Atlanta, GA 30309. EOE.

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ALLIED FIELDS

HELP WANTED MANAGEMENT

Financial associate. DC - based financial consulting firm specializing in broadcasting looking for associate with broadcasting & finance/accounting experience. High visibility, entrepreneurial opportunity. Resume to Box H-135.

HELP WANTED INSTRUCTION

Mass communications. Tenure track position, growing department. Teach studio techniques, TV production, electronic field production, broadcasting journalism. Lead in development of telecommunications program. Ph. D. preferred; M.A. with experience considered. Rank open. Salary \$18,000—\$28,000. Letter of intent, resume, three letters of recommendation by Mar. 31, 1985, to Robert J. Wesley, Chair, Media Search Committee, Department of Communication Arts, Salisbury State College, Salisbury, MD 21801. AA/EOE. Women/minorities encouraged to apply.

Department chairperson. Radio-Television department, Southern Illinois University-Carbondale, invites applications: chairperson. Fourteen faculty and 650 undergraduate majors in well-established, nationally-known, professionally recognized BA program. MA in telecommunications began Summer, 1984. Doctoral program in telecommunications being considered by department and college. Application requirement: full or associate rank. Associate rank requires Ph. D. in radio/TV or appropriate field; record of teaching effectiveness, scholarship, and professional service; administrative experience preferred; experience in broadcasting desirable. Full professor rank additionally requires national reputation for research/creative activity and professional contributions. Salary: highly competitive. Letter of application, vita, three current letters of recommendation by Apr. 15, 1985, to Randy Welker, Department of Radio-TV, Southern Illinois University, Carbondale, IL 62901.

Associate professor. Teach courses relating to radio and TV broadcast development, TV production, and TV writing for both commercial, industrial, and business presentation. Master's degree, Ph. D. desirable, in mass communications and 3 to 5 years' commercial broadcasting experience with two years minimum teaching required. Three (3) year appointment. Applicants should send curriculum vitae, names of three references, and cover letter by Apr. 1, 1985, to Professor Nathan Shoealter, Chair, Search Committee, Theater Arts and Speech Dept., Rutgers, The State University of New Jersey, Bradley Hall, 3rd Floor, Newark, NJ 07102. Rutgers, an affirmative action/equal opportunity employer.

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.

Radio/television/film. Growing program in metropolitan Sunbelt area needs broadcasting generalist capable of teaching radio/TV production as well as content specialty. Ph. D. or near. Interest in research and graduate teaching desirable. Ability to produce programs for university cable access channel highly desirable. Please contact Donald L. Singleton, Radio/TV/Film Dept., University of Arkansas at Little Rock, Little Rock AR 72204. AA/EOE; encourage women/minorities to apply. Apr. 5, 1985 deadline.

Marshall University. Assistant/associate professor, tenure track. Upper management experience in commercial broadcast property (TV preferred). Significant professional association membership. Wide industry contacts. Teaching, consulting, research experience desirable. M. A. required. Ph. D. desirable but outweighed by professional credentials. Teach broadcast management, sales, business communication, or other, according to experience. Administer internships. Resume, transcripts, three current reference letters (or phone) before Apr. 5 to Dorothy R. Johnson, Chairman, Department of Speech, Marshall University, Huntington, WV 25701. EOE.

Assistant professor. Tenure track. Radio-TV department, school of journalism, University of Montana. Available Sept. 1, 1985. \$22K - \$26K for nine-month academic year. Requires teaching and student advising in accredited program. School offers Bachelor of arts degrees in journalism and radio-TV & Master of arts program. Founded in 1914, University of Montana School of Journalism is one of oldest J-schools in nation. University established a telecommunications center last year and \$8.6 million performing arts and radio-TV center will open in 1985. Applicants must have minimum 5 years' experience and demonstrated competence as news reporter or producer, preferably in TV and in major market. Teaching experience and Master's degree desirable. Most important consideration: quality of professional experience as working broadcast journalist. Position offers opportunity to join first-rate professionally oriented journalism faculty in spectacular Rocky Mountain setting at time when University of Montana has established broadcasting as a priority. To apply, send letter of application and complete summary of education and experience, including names of at least three professional references, postmarked no later than Apr. 15, 1985, to Joseph Durso, Jr., Chairman, Radio-Television Department, School of Journalism, University of Montana, Missoula, MT 59812. AA/EOE. Women/minorities encouraged to apply.

Tenure-track position to teach beginning and advanced courses in radio and TV production; supervise WLSU-TV, student-operated cable TV service; teach other courses depending on qualifications; perform other assignments as needed in department. Ph. D., with strong professional and university teaching experience preferred; Master's with exceptional professional or teaching experience considered. Salary and rank open. Send correspondence and credentials (including letters of reference) by Apr. 28, 1985, to Dr. Joseph Zabin, Chairperson, Mass Communications Dept., University of Wisconsin-La Crosse, La Crosse, WI 54601. AA/EOE.

Mass communications. Tenure track faculty position beginning Sept., 1985. St. Louis area college with strong academic program, 110 majors, FM radio station. Educator with professional media experience and at least a Master's degree will receive salary and rank commensurate with experience. Ability to teach three of the following: reporting, editing, broadcast journalism, TV production, public relations, mass communications law, and media ethics. Possibility of serving as department chair. Letter of application, resume, list of references until Apr. 19 by Dean of Faculty, James F. Hood, Lindenwood College, St. Charles, MO 63301.

Department of Communication, Central Missouri State University, seeks quality individuals to fill three faculty positions. Position 1: Teach basic courses in radio/TV. Tenure track. Special consideration given to candidates qualified in media economics & sales. Ph. D. or equivalent degree preferred, Master's degree mandatory. Media experience desirable. Position 2: Teach basic and advanced courses in public relations and advertising at graduate and undergraduate level. Tenure track. Public relations experience desirable. Other possible assignments include feature & continuity writing or photojournalism. Position 3: May involve either teaching journalism courses, i.e., feature writing, elements of news and/or photojournalism or basic speech communication, i.e., public speaking and/or interpersonal communication. Ph. D. preferred; Master's degree mandatory. Vacancy for 1 year; possible renewal. For all positions, rank dependent on qualifications. Available beginning Fall semester, 1985. June, 1985, appointment possible. Salary competitive, based on education/experience. Applicants should send letter of application, current resume, names, addresses and phone numbers of at least three references to Dan Curtis, Chair, Department of Communications, Central Missouri State University, Warrensburg, MO 64093. Preliminary screening begins Apr. 10, 1985. Positions remain open until filled. AA/EOE.

Xavier University anticipates having two-year (possibly three) opening for visiting assistant professor of mass communications. Begins Aug. 1985. Position's focus will be on broadcast theory and radio production courses. Ph. D. and teaching experience strongly preferred; professional media experience desirable. Resume, transcripts, three letters of recommendation to Dr. Elizabeth A. Barron, Chairperson, Communications Dept., Xavier University, 7325 Palmetto, New Orleans, LA 70125. Deadline: Apr. 15, 1985 or until filled. Salary commensurate with qualifications. Xavier University is a predominantly black Catholic liberal arts institution. Equal opportunity/affirmative action employer.

Assistant/associate professor/tenure track. Director of mass communication area of department of communication. Coordinate program and eight FTE faculty. Teach broadcast production courses, primarily video. Broadcast journalism courses and possible course in specialty. Ph. D. required. Professional experience desirable. Release time granted for area coordination. Applications reviewed on Apr. 8, but accepted until position is filled. Vita to Gerald Sanders, Department of Communication, Miami University, Oxford, OH 45056. Miami University, an equal opportunity/affirmative action employer.

Assistant professor of communication. 3 tenure track positions. (1) Teach mass communication (media effects and radio production and/or broadcast journalism). (2) Teach media writing for broadcasting, film, journalism, advertising and public relations. (3) Teach public relations and/or advertising. Applicants should have Ph. D. in communication. Teaching and professional experience desirable. Letter, resume, 3 references to Dr. Myrv Christopherson, Associate Dean and Head, Division of Communication, U. of Wisconsin-Stevens Point, Stevens Point, WI 54481, by Apr. 15 or until position is filled. AA/EOE.

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.

Near new equipment for starting class A FM, 106.3 MHz. Cec. Malm, 1205 Pine St., Crookston, MN 56716, 218-281-2595.

Do you have a Sony time code reader card model CG-1000R for Sony or RCA BVH-1100? Please call Andy, AMS Productions, 214-637-2188.

Good, used 10 KW or similar medium power UHF-TV transmitter. Randy Swingle, 703-893-3151.

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, deblended, & 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 \$8.49. C-type 1" and 2" quad tape also available. Free, fast delivery to North America. Call collect, Carpel Video, Inc., 301-845-8888.

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

Three used Otari MX5050QX4SH 10" reel to reel four channel tape recorders. \$900/recorder. 303-753-0043, Bob.

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.

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.

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.

McMartin BF-3.5K FM transmitter with B-910 exciter. Tuned to 105.9 mhz. New tubes. Buyer pays shipping from Ketchikan. \$8,000. Chuck Lakaytis, KRBD-FM, Ketchikan, AK 99901, 907-225-9655.

Convergence SE-100 special effects switcher, cable and junction box. \$2,500. Convergence A/S-100 switcher. \$600. Like new. 212-265-3676.

400 foot G-25 stainless tower and lighting system, ready for immediate shipment. Excellent condition. No modifications, 10 years old. WKMX Radio, Enterprise, AL Terry Duffie or Dr. Miller, 205-347-2278.

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.

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

Continental 315B, 5KW, 1KW cut-back. Presently on-air. Best offer. Larry Tighe, 201-850-1000.

AM transmitters: 50000, 5000, 2500, 1000, 500, 250, 50 watt. Continental Communications, Box 78219, St. Louis, MO 63178, 314-664-4497.

FM transmitters: 20, 15, 10, 7.5, 5, 3, 1, 25 KW. Continental Communications, Box 78219, St. Louis, MO 63178, 314-664-4497.

Harris 9002 automation system with 4 each Otari ARS-1000, ITC record delay unit, dual disk drives, Texas Instruments printer, expanded 6000 event memory, 2 years old. 305-672-2500, Ed Margolis.

3-antenna beacons uses 2 - 620 watt bulbs, \$500. ea. 3 - sets of side lights or obstruction lights, uses 2 - 150 watt bulbs. Also, 6 - new 620 watt bulbs and several Gates coils, type - 15 VC 1444. KLEV Radio, Box 520, Cleveland, TX 77327, 713-592-7711.

Sony 3/4" edit package 5850, 5800, RM 440, CVM 1270. Used 50 hours. 402-551-1010.

Hitachi SK-91P color camera. Excellent condition. Fujinon 10:1 zoom lens, \$12,800. Mike Lewis, 301-652-7800.

63 AM-FM transmitters in stock. AMs: 6 - 50 kw's, 4 - 10 kw's, 13 - 5 kw's, 3 - 2.5 kw's, 7 - 1 kw's, 2 - 500 w & 1 - 50w. FM's: 1 - 40 kw, 4 - 20 kw's, 8 - 10 kw's, 8 - 5 kw's, 2 - 3 kw's, & 4 - 1 kw's. World leader in AM/FM transmitters. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. R. E. Witkowski, owner. See you at NAB '85.

RCA TR-600s, Ampex 2000s, VPR-2Bs, TEK 528/1420 combo, Sony 5000/5800/5850/440 editing system, Chyron 3, TP-66s, TP-15s, VPR-1C (cheap 1"), HR-200s. Media Concepts, 919-977-3600.

MISCELLANEOUS

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

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

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

Casting directory: new! Motion picture, TV. Expose yourself to the celebrity industry! Send \$9.95 M.O. to: Beeline Publishing, PO Box 4189, Orlando, FL 32802.

CBS Mystery Theatres - 760 shows on reels or cassettes. Fastest service, highest quality. Catalog \$1.00. Edgar Cole, P.O. Box 3509, Lakeland, FL 33802.

INSTRUCTION

Cassette recorded preparation for FCC general class license plus one week seminar in Boston, Washington, Philadelphia, or Detroit. Bob Johnson Telecommunications, 1201 Ninth, Manhattan Beach, CA 90266, 213-379-4461.

RADIO

Help Wanted Sales

GENERAL SALES MANAGER

Expanding East Coast group has position in medium sized city. Unsurpassed lifestyle, great staff, superb market position, lots of opportunity. Individual must be strong with local and national sales, marketing-oriented, excellent with concepts, sensitive working with people-oriented staff, strong leadership ability, and skills. Enjoy outstanding ocean and mountain recreation, unequalled arts & humanities. Unusual, exciting opportunity for right person. All inquiries in strict confidence. Resume to Box H-146.

Help Wanted Announcers Continued

VOICE OF AMERICA INTERNATIONAL RADIO BROADCASTER ENGLISH WRITER/ANNOUNCER

Voice of America is accepting applications for position located in Washington, DC, as international radio broadcaster (English writer/announcer), in the English programs division. Position involves conducting interviews, writing and producing feature scripts & finished programs for overseas broadcast. We're looking for applicants with eclectic interest, background in arts and humanities, and experience writing for broadcast media. While the principal criterion for selection is candidate's skill as feature writer, ability to voice material a definite asset. Office in which this position is located writes and produces a variety of music, arts, and science programs for overseas broadcast in English. Salary ranges from \$21,804 through \$31,619.

The Voice of America, part of the United States Information Agency, offers excellent salary/benefits package, including life and health insurance. VOA broadcasts 970 hrs. weekly in 42 languages to 100 million listeners, & is 1 of the world's most prestigious and authoritative radio networks. Send resume or government employment application Standard Form 171 (SF-171) to:

Voice of America/PR
Room 1192 (USIA-5-109)
330 Independence Ave., SW
Washington, DC 20547

Applications may be obtained from U.S. Post Offices, Office of Personnel Management Regional Offices, or by writing to us. VOA is an equal opportunity employer. Closing date for receipt of applications at the above address: Apr. 12, 1985.

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Help Wanted News

L.A. NEWS ANNOUNCER

The all news station in the big orange needs an anchor. If you're a news pro, good enough to be a morning anchor, you'll love L.A. KFWB all-news radio (Group W) seeks AM drive anchor. Minimum 5 years' on-air experience in major market. All news background preferred. Resume/cassette to Executive Editor, Fred Walters, 6230 Yucca St., Los Angeles, CA 90028. Please, no phone calls. EOE/M/F.

Help Wanted Announcers

WANT TO BE A VJ IN BOSTON?

Channel 66 seeks radio DJ's who want to join our live major market music video operation. Send us your video audition tape, or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Tape/resume to Program Director, WVJV-TV, P.O. Box 9166, Framingham, MA 01701. No phone calls please. EOE.



GENERAL MANAGER

KRCX 1110 AM features full-service Spanish language programming for Sacramento-Stockton ADI. Applicant should have prior Spanish language radio management experience and be prepared to demonstrate ability to lead a winning team. We offer excellent salary plus incentives and benefits. Join The Fuller-Jeffrey Group's management team in warm, sunny California; become an integral part of one of America's fastest growing broadcasting companies. Submit current resume with brief cover letter to:

William M. Cloutier
Regional Vice President
The Fuller-Jeffrey Group, Inc.
5301 Madison Ave. #204
Sacramento, CA 95841
EOE-M/F.

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WDVM-TV, Washington, DC

Unique opportunity to be a part of the future of television research.

Oversee all quantitative and qualitative research efforts. Assist in long-range planning for news and programming. Track promotion effectiveness. Target on-air promotion. Determine research-based press information. Maximize use of overnight meters. Coordinate sales research efforts.

Must be an effective communicator who deals well with people. Strong track record required. Prior experience in promotion or news helpful.

WDVM-TV, a CBS affiliate, is the dominate news operation in Washington, DC, number one in every time period. Send resume to:

Henry E. Price
Director of Programming & Marketing
WDVM-TV
4001 Brandywine St., NW
Washington, DC 20016

E.O.E.
No phone
calls,
please.



Help Wanted Technical

HANDS-ON CHIEF ENGINEER

New Sunbelt UHF independent. Qualified applicant will have prior UHF transmitter experience, with strong studio maintenance, design & construction abilities. If you enjoy the challenge & responsibility of starting from scratch, have minimum five years' as chief or assistant chief & first/general class license, send resume to Box H-147.

MAINTENANCE ENGINEER

Job responsibilities will include maintenance of Grass Valley 300 switcher, 1" VTR's, DVE, Chyron 4100, and Sony BVE 5000 editor. Ability to communicate well a must. Resume/salary history to Television Center, St. John's University, Jamaica, NY 11439, Attn: Patricia Ruggieri, Director. Equal opportunity employer —M/F.

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Dept. P.R., Ann Arbor,
MI 48106

Help Wanted Management Continued

REGIONAL MANAGER TM COMMUNICATIONS, INC.

TM Communications, Inc., seeks individual with extensive experience in broadcast management and sales to represent our company in both programming and production sales. An excellent opportunity for a reliable, disciplined person who would be willing to relocate in our home city, Dallas, & travel a nine state territory in the Midwest/Southwest. For confidential interview, send resume to Bob May, VP/Director of Marketing, TMC, Inc., 1349 Regal Row, Dallas, TX 75247, 800—527-7759. In TX 214—634-8511.

MIDWEST AM SALES MGR.

50,000 watt landmark AM station, approx. # 100 mkt., seeks aggressive sales manager for 8-person staff. Community-oriented individual sought with good teaching, sales, promotional skills. Competitive compensation pkg. Previous sales mgmt. needed. Advancement opp'ty in young, growing group. Reply: PO Box 96, NY, NY 10185.

Situations Wanted Management

GROUP HEAD-RADIO

True broadcast professional with solid experience in major group, national rep. & syndicated music management. Looking to work with growth-oriented organization that can utilize my expertise, contacts, & drive in exceeding corporate goals. Box H-118.

TELEVISION Help Wanted Management

TOP MARKET PROMOTION POSITIONS, RADIO & TELEVISION

Tribune Broadcasting Company continues to grow. If you're a promotion producer or manager with at least five years experience in either radio or television, there could be an opportunity for you. EOE. Send tape and resume to Jim Ellis, Director of Creative Services, 435 N. Michigan Avenue, Chicago, Illinois 60611.



**TRIBUNE
BROADCASTING**
Company

**Help Wanted Technical
Continued**

PROJECT ENGINEER

Audio-Video

Be seen and heard as clearly as the systems you design.

Isn't it logical that an industry leader known for innovation in cable TV networking and programming would be as eager for innovative engineering? If you're a fresh thinker who wants to be part of this team, you can discover this logic at MTV Networks, Inc.

Here, in a supervisory role, you can bring your ideas to the design and installation of audio & video systems at our network operations center in Smithtown, (Long Island), NY. Based at our headquarters in New York City and making regular trips to Smithtown, involvement will also include close coordination with network operations staff and outside contractors.

To qualify, you'll need BSEE or equivalent & 2-5 years audio/video system design or related experience. We offer excellent starting salary & full range of benefits. For prompt, confidential consideration, forward your resume with salary history & requirement, to John Mulvey, Manager-Employee Relations:

MTV NETWORKS INC.

75 Rockefeller Plaza, New York, NY 10019.
Equal opportunity employer.

Help Wanted Programming, Production, Others

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 fill 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.



Help Wanted Programming, Production, Others Continued

Late Night America

with Dennis Wholey

PRODUCER

America's live nightly talk show on PBS is expanding and looking for an experienced producer. We are seeking an energetic, creative person with a sense for news and excellent contacts in the entertainment industry. Our new producer will supervise staff and report to the program's Executive Producer.

ASSOCIATE PRODUCER

Become a member of an exciting TV talk show team. You will be researching, writing, and producing daily segments for America's nightly call-in program. Previous experience is essential, along with good contacts in news and entertainment.

Please send resume and 3/4" tape to:

Personnel Director
WTVS/Channel 56
7441 Second Blvd.
Detroit, Michigan 48202

EQUAL OPPORTUNITY EMPLOYER

SPECIAL PROJECTS PRODUCER

Top ten market network affiliate seeks aggressive producer for programming department special projects. Proven track record with strong production skills a must. Ability to produce diverse programming essential. Resume to Box H-148. Equal opportunity employer.

Situations Wanted News

4 YEARS IS LONG ENOUGH

Executive producer in top 15 market ready to move up. I'm looking for news director's job in a top quality smaller market. I'm highly competitive & goal-oriented. Eager to work with young staff willing to learn. Also have SNG experience with Conus. Write Box H-116.

**For Fast Action Use
BROADCASTING'S
Classified Advertising**



The Sports Time Cable Network will cease operations March 31, 1985.

Our Cincinnati teleproductions and control facility is staffed with dedicated professionals experienced and proficient in the following areas:

Sports News & Remote Operations—Producers, Directors, Writers, Editors

Studio Operations—EFP Videographers
and Studio Operators: camera, lighting
Remote Operations Production Operators: GVG 300, ADO
Ampex 1" VTRs
Dubner CBG-2 animation
Ward/Beck, Audiotronics audio

See for yourself. Our best reference is our product. We're sure you'll like what you see on Satcom 3R, transponder 4—Monday thru Friday 7pm-1am EST and Saturday and Sunday 1pm-1am EST. Check us out.

For information contact: Bill Spiegel, Tom Samad or Craig McMahon

Sports Time Cable Network 2222 Chickasaw Street Cincinnati, Ohio 45219 513-381-3770

LIKE TO VISIT CHINA? JOIN US

Escorted and hosted by Radio Peking.
Most comprehensive 22 day tour.
Inquire cost, potential tax benefits.
Send phone number for reply.

Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907 303-633-4795

For Sale Equipment

ABSOLUTE AUCTION

by order of the secured party, Video Production Equipment, from Video Productions, Ltd. Sale location: Production Associates, Inc., 5456-B West Crenshaw St., Tampa, FL 33603. Wednesday, Apr. 3rd, 11 AM. Preview & inspection Tuesday Apr. 2nd, 2-5 pm. Wednesday 9am til auction. Partial listing. American Data: 3104 production switcher, 901 power supply w/ 20x10 routing switcher, 800FR10 frames, 805 video DA, 806 pulse DA, 809 subcarrier DA. Sony broadcast: BVH-1100 SMPTE type "C", NTSC color videotape recorder/reproducer w/ dynamic tracking, BVT-2000 digital time base correctors w/4H windows, BVH-500 highband, direct color battery operated portable video recorder/reproducer. BP90 Ni-Cad batteries, BC-210 battery charger, AC-500 power pack. Datatron, Inc.: Vanguard videotape editing system, SL 2100 controller. Electrohome: monitors EVM-910-910R-912R. Kliegl Bros.: control console, 2.4kw dimmer pack. Tektronix: waveform monitors, vectorscope, main frame. Plus: 26 pieces Uniset, 3 Ikegami HL 79A cameras and controls, ITE tripods & dollies, gilzo tripod & dolly, O'Conner heads - 100 & 30. Terms: cash, cashier's check, bank letter guaranteeing payment must accompany all company checks. No exceptions. Full settlement day of sale. Equipment will be offered in total and piecemeal. For complete details, brochure and catalog, call Roberts Auctioneers, 813-924-7837. 6020 Deacon Rd., Sarasota, FL 33583.

Consultants

NEED A BETTER OPERATION? BETTER CASH FLOW?

Top consultants. Our broadcasters each have 20 years or more successful experience in dynamic field of radio. Tell us your problem; maybe we can help you achieve your highest goals.

617-540-8216
PATCH-DUNN COMMUNICATIONS

Employment Service

10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly weekly, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 wk. computer list. \$6. Special bonus: 6 consecutive wks. only \$14.95 — you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 98108. Money back guarantee!

Radio Programing

Lum and Abner Are Back

piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS • 401 South Main
Jonesboro, Arkansas 72401 • 501/972-5884

ALLIED FIELDS

Help Wanted Sales

EXPERIENCED BROADCAST SALES REPRESENTATIVE

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

**MOREHEAD STATE
UNIVERSITY**

**COORDINATOR OF
TV PRODUCTION**

College of Arts & Sciences

Morehead State University seeks highly qualified candidates for non-tenure track position of coordinator of TV production. Responsibilities: supervise activities & functions of TV production facilities of University including studio, remote, and electronic field production & university access channel to local cable system. Coordinating efforts of professional staff and student personnel and assisting in design and production of instructional, educational, informational, & promotional programming for use by University, commercial broadcasters & cable systems in the region. Qualifications: Master's degree in R-TV or related field preferred, and 2-5 years' management experience in TV production for commercial or public TV facilities. Letter of application, resume, references no later than Mar. 27, 1985, to:

Office of Personnel
Services

**MOREHEAD STATE
UNIVERSITY**
HM 101

Morehead, KY 40351
MSU is an EEO/AEE



Public Notice

PUBLIC NOTICE

Applications for cable TV license, Truro, MA. Town of Truro will accept applications for cable TV license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at below address until 10 AM May 24, 1985. Applications may be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Truro. A copy of the application shall also be filed with Massachusetts CATV Commission. All applications received will be available for public inspections in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Board of Selectmen, Truro Town Hall, Truro, MA 02666.

Wanted to Buy Stations

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.

HOLT

**CLASS C FM
TOP 40 METRO**

Western combo with 10,000 watt AM and 100,000 watt FM. Stunning studios and offices. Excellent assets. Cash flow with new formats should exceed \$400,000 in 1985. \$3.5 million; terms.

215-865-3775

TOP 20 AM

Upper Midwest suburban 5KW clear channel with adequate PSA & PSSA. Awaiting uncontested CP for higher power and fulltime; 50KW potential by day. Much new equipment; renovated studios, offices. Asking \$850,000 (\$250,000 cash down with balance in attractive terms/debt assumption) for this excellent turnaround opportunity. Financially qualified only, please. Box H-111.

MAJOR SUNBELT MARKET

Southern fulltime AM. New towers, transmitter, and phaser. Considerable real estate included. Priced right at \$775,000. Terms possible. Your opportunity's here. Potential unlimited. Box H-92.

- 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
615-756-7635-24 HRS.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar - Suite 1135 - Memphis, TN 38157



**Wilkins
and Associates**
Media Brokers

FL	AM	\$1.2 Million	CASH
GA	FM	\$550,000	30%
PA	AM	\$350,000	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	
VA	AM	\$215,000	25%

P.O. BOX 1714 - SPARTANBURG, SC. 29304
803 / 585-4638

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

SPRING INTO OWNERSHIP

Now that Winter's done with, it's time for YOU to get serious about buying that station you've been wanting. We've got them priced as low as \$210,000. We've got them as low as \$75,000 down. We've got them all the way up for someone who's looking for a class C powerhouse.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963
OR GEORGE WILDEY: 207-947-6083

MIDWEST

Excellent small market AM-FM station. Strong billing and cash flow. No local competitor! 16 years owner retiring. \$1,200,000; terms to qualified buyer. D/W Investors, Inc., Broker, 417-865-7700.

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS

SERVING SINCE 1953
16255 Ventura Boulevard, Suite 219
Encino, California 91436

818-986-3201



CHAPMAN ASSOCIATES®

nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
KY	Med	AM/FM	\$1500K	Terms	Ernie Pearce	(615) 373-8315
CO	Reg	AM/FM	\$1400K	Terms	Corky Cartwright	(619) 324-5320
MT	Reg	AM/FM	\$1050K	\$250K	David LaFrance	(303) 534-3040
Rky Mtn	Sm	FM	\$950K	\$150K	Greg Merrill	(801) 753-8090
FL	Sub	FM	\$750K	Cash	Bill Cate	(404) 458-9226
UT	Sm	AM/FM	\$575K	\$125K	Greg Merrill	(801) 753-8090
OK	Sm	FM	\$350K	Cash	Bill Lytle	(816) 941-3733
TX	Sm	FM CP	\$350K	Terms	Bill Whitley	(214) 680-2807
IL	Sm	AM	\$350K	\$75K	Ernie Pearce	(615) 373-8315
TX	Sm	AM/FM	\$350K	\$75K	Bill Whitley	(214) 680-2807
PA	Med	AM	\$325K	Terms	Ron Hickman	(401) 423-1271
WY	Sm	FM CP	\$80K	\$35K	Jim Mergen	(818) 366-2554

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.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Well-established south central AM/FM combo located in desirable single station resort market. Price of \$1.2 million with excellent cash flow is approximately 2 X gross.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite you to talk it over with us. Put our 35 years' experience to work for you. Specializing in Sunbelt properties. 1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309. 404-351-0555.

WESTERN MOUNTAIN RESORT AREA CLASS A FM

#1 rated in market. Price: 3 X gross. Terms negotiable. Inquiries: FM Radio, P.O. Box 33003, Washington, DC 20033.

JAMAR-RICE CO.

Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr., Suite #103 Austin, TX 78746

WANT TO OWN A STATION?

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

SOUTHWEST UHF CP

Be the first in this 85,000+ market. Will sell CP or consider partnership. Yes, of course, it's in the Sunbelt. \$65,000. 505-393-9106; 505-392-5391.

WBUK RADIO

for sale. Kalamazoo, MI. 1,000 watt AM daytimer. Includes 1230 sq. ft. bldg., 25 acres, equipment, 2 towers, furniture, fixtures, & FCC license. Contact Richard Remes, Trustee, 3736 Portage, Kalamazoo, MI 49001. 616-385-1955.

HOLT

SUNBELT TOP 20 METRO CLASS C

The good news: stunning coverage of the TSA from a 1100' tower. The bad news: misses a part of the central metro because of terrain. The deal: delivers several million people, but at under \$5.0 million on terms, is priced at less than 1/2 the going price for the market. Great station for a target audience buyer!

215-865-3775

Dan Hayslett

& associates, inc.



Media Brokers
RADIO, TV, and CATV
(214) 691-2076

10509 Berry Knoll Dr., Dallas 75230

CLASSIFIED ADVERTISING IS YOUR BEST BUY...

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

COLORADO MOUNTAIN AM-FM

Class IVAM and class A FM in high mountain community. Stations are dark due to financial problems resulting from fire. Studio and equipment repaired & ready to go. Distress sale, flexible terms. Real estate available for lease or purchase. All offers considered. 303-543-1700. Brokers protected.

Media Mark Corporation

P.O. Box 1739 • Hot Springs, AR 71902

NEAR LAREDO — Texas Class A FM CP For Sale At A BARGAIN! Other Texas CP's available, all less than \$20,000 each and upgrading possible. Call for details.

Media Brokers • 501-525-4600

For Sale Stations Continued

AM/FM

Upstate New York - with real estate. Class IVAM & class A FM in beautiful resort area. Principals only. Box H-115.

LPTV

CONSTRUCTION PERMITS

Alabama, Kentucky, Maine, Mississippi. Write Box H-132.

SUNBELT LPTV

Station serving 33,400 county TVHH and is on 1st tier of all major cable systems with 49% penetration. Excellent equipment in building built as TV studio. Elaborate mobile unit. Experienced staff in place. Average monthly billing \$20,000. Network affiliation and outstanding local news and sports. Box H-145.

For Fast Action Use BROADCASTING'S Classified Advertising

THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7:50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

James Rupp, president, Midwest Communications, Minneapolis-St. Paul, named chief executive officer, succeeding **W.T. Doar Jr.**, who remains chairman. **Everett Klosterman**, controller, Midwest Communications, named VP and chief financial officer.



Rupp



Lilley

William Lilley III, VP, corporate affairs, CBS, New York, named senior VP. Lilley has been VP, corporate affairs, since November, 1981, and before that, VP, CBS, Washington.

Jim VanSickle, general manager, KBEZ(FM) Tulsa, Okla., named VP of radio division of parent, Mid America Media.

Robert Harrison, general sales manager, WHJJ(AM)-WHJY(FM) Providence, R.I., joins broadcasting division of Lowe Group of Companies there as president. He will oversee WHIM(AM) Providence; WCNL-AM-FM Newport, N.H., and WCOU(AM)-WAYU(FM) Lewiston, Me.

Frank Gardner, news director, WCBS-TV New York, joins co-owned KCBS(TV) Los Angeles as VP and general manager, succeeding **James Bennett**, resigned ("Fates & Fortunes," March 18).



Gardner



Thompson

Jim Thompson, VP, sales, and acting general manager, KYW-TV Philadelphia, named president and general manager.

Joseph Ahern, station manager, WLS-TV Chicago, named VP and general manager, succeeding **Dennis Swanson**, newly named president of ABC-owned television stations (BROADCASTING, March 18).

Jay Shatz, station manager, WPGU(FM) Urbana, Ill., named VP, broadcast operations. **Scott Redman**, operations manager, succeeds Shatz.

David Dial, acting president and general manager,

noncommercial WNIN-FM-TV Evansville, Ind., named president and general manager.

Janice Barning, from Group W, New York, joins Bresnan Communications, White Plains, N.Y., as executive assistant to president, William J. Bresnan.

Stephen Solomon, VP, real estate and construction, ABC, New York, named VP, industrial relations. **John Frisoli**, VP, cost management, ABC, New York, named VP, human relations.

Bill Latz, executive VP and general manager for WOWO(AM) Fort Wayne, Ind., joins KGLD(AM)-KWK-FM St. Louis as executive VP, general manager and partner.

C.J. Jones, VP, Beasley Broadcast Group, Bala Cynwyd, Pa., named VP and general manager of Beasley's WXTU(FM) Philadelphia.

Mary MacMillan, sales manager, WBIG(AM) Greensboro, N.C., named VP and general manager.

Robert Smith, acting general manager, WCYB-TV Bristol, Va., named VP and general manager.

R. Kent Replogle, VP and general manager of KMBC-TV Kansas City, Mo., resigns to form Cityline, interactive telephone information and shopping service.

David Lalich, controller, Group W Television Station Group, New York, named VP. **Annette Lynn Hollister**, director of research, Group W Television Station Group, New York, named VP.

Beth Courtney, executive producer, Louisiana Public Broadcasting, Baton Rouge-based state-licensed noncommercial television network, named executive director of network, first woman to hold that post.

Sonny Sazgar, territorial sales representative, Copley/Colony Harbor Cablevision, Lomita, Calif., named sales manager for Copley/Colony Harbor Cablevision, Los Angeles.

Evon Trotter, business manager, WIS(AM) Columbia, S.C., named business manager of WIS-TV there.

Katherine Wagner Spilman, from Wilson Financial Corp., Jacksonville, Fla., joins Bresnan Communications, White Plains, N.Y., as controller.

Barbara Lukens, director of design and drafting, American Television and Communications, Englewood, Colo., named division manager, construction.

Brenda Rempe, assistant credit supervisor, KSHB-TV Kansas City, Mo., named credit manager.

Marketing

Richard Diamond, treasurer and chief operating officer, Mickelberry Corp., New York-

based communications holding company, named president and chief operating officer, succeeding **James Marias**, named chairman. Among Mickelberry's holdings are Cunningham & Walsh and Laurence, Charles & Free advertising agencies.

Penelope Hawkey, senior VP, group creative director, McCann-Erickson, New York, joins The Bloom Agency there as president and creative director.

Venetia Hands, senior VP, director of research, D'Arcy MacManus Masius, New York, named executive VP, director of research and strategic planning. **Joey Reiman**, senior VP, DMM, Atlanta, named executive VP. **David Gulick**, account supervisor, DMM, St. Louis, named VP.

Elected VP's, BBDO, New York: **Herb Frey**, financial manager; **Paul Jacobson**, **Don Maurer** and **Louise Stix**, account supervisors; **Rick Meyer** and **Michael Patti**, creative supervisors. **Thomas Fuld**, director of broadcast, Lever Brothers, New York, joins BBDO as associate director of network programming.

Named senior VP's, associate creative directors, Cunningham & Walsh, New York, in restructuring of creative division: **Paul Solovay**, VP, group creative director; **Stephen Feinberg** and **Paul Schwartz**, VP's, creative group heads. **Alan Judelson**, from Ted Bates Worldwide, joins C&W as associate creative director. Creative division has been divided into three teams, each composed of two creative groups. Judelson will head one, Solovay one, and Feinberg and Schwartz will co-head third.

Alan Cohen, manager, marketing analysis, NBC-TV, New York, named director, marketing. **James Ring**, account executive, sports sales, NBC-TV, New York, named director, sports sales.

Franklin (Kip) Vanderbilt, from A.C. Nielsen Co., New York, joins The Weather Channel, Atlanta, as account manager, advertising sales. **Scott Hults**, VP, advertising sales, Financial News Network, New York, joins The Weather Channel as Eastern region sales manager, advertising sales.

Janice Nieman and **Cathy Aromando**, creative group heads, and **Beverly Okada**, art director, Dancer Fitzgerald Sample, New York, named VP's.

Arthur Simon, consultant to Dawson, Johns & Black, Chicago, named senior VP, director of marketing and research.

Rand Stoll, advertising sales representative, LBS Communications, New York, named VP, advertising sales manager. **John Reisenbach**, advertising sales representative, LBS, named VP, marketing advertiser sales.

Glenna Pluchak, account executive, Blair Television, Dallas, named manager of Blair Television's Miami office. **Julie Weiss**, account executive, Blair Television, Los Angeles, succeeds Pluchak.

Bob Valaitis, account supervisor, W.B. Doner & Co., Detroit, named VP.

Hank Zunk and Kay Kennedy Fitzpatrick, account executives, Keller-Crescent, Evansville, Ind., named VP's, account supervisors.

David Izzi, art director, Fitzgerald & Co., Cranston, R.I., named senior art director.

Laraine Gregory, director of broadcast production, Venet Advertising, New York, named VP.

Jim Hill, account supervisor, Tatham, Laird & Kudner, Chicago, named management supervisor.

Lori Belusic, manager of corporate accounting, Needham Harper Worldwide, New York, named assistant controller.

Greg Wagner, VP, associate creative director, D'Arcy MacManus Masius, Chicago, named creative director.

LeAnn Tarricone, from John Blair & Co., New York, joins Katz American Television there as account executive. **Mitchell Praver**, associate director of programming, Katz Television Continental, New York, named programming director; **Ibra Morales**, VP, New York office manager, Katz American Television, assumes additional duties as manager of stars sales team. **Michael Tutelman**, from TeleRep, Chicago, joins Katz Independent Television, New York, as account executive. **Ron Speck**, from Cable Networks Inc., New York, joins Katz Television Continental there as account executive.

Appointments, Blair Television: **David Cummings**, assistant sales manager, CBS sales team, Chicago, to sales manager, Minneapolis; **James Burke**, account executive, CBS green sales team, New York, to assistant sales manager, and **Chester Elton**, account executive, Blair, Detroit, to account executive, blue team, New York.

Kerry Boehme, research manager, MMT, New York, named associate director of research. **Thomas Scott**, assistant research manager, MMT, named research team manager.

Sheila Hayes, executive producer, *PM Magazine*, WWL-TV New Orleans, joins Nettesheim & Associates, Milwaukee-based broadcast marketing firm, as director of client relations.

Barbara Compton, from Kalish & Rice, Philadelphia, joins Weightman Advertising there as senior art director.

Shareen Colombo, account executive, Avery-Knodel Television, Detroit, named manager, Detroit office.

William Denton, account executive, McGavren-Guild, Los Angeles, joins Christal Radio there as sales manager.

Larry Pritchett, account executive, Sheehy & Knopf, Louisville, Ky., named broadcast production manager.

Elliot Lewkow, advertising sales manager, Group W Cable, Los Angeles, joins Cable Networks Inc. there as account executive.

Donald Meek, from The Entertainment Network, Los Angeles, joins Seltel there as account executive, Los Angeles.

Steve Rowland, manager of promotion and publicity, Universal Amphitheater, Los An-

geles, joins KIIS-AM-FM there as director of marketing.

William Terry Gray, advertising sales manager, Viacom Cable, Pleasanton, Calif., named regional sales manager.

Doris Nelson, VP, communications, for Junior Achievement, joins noncommercial KQED(TV) San Francisco as director of marketing services.

Edward Flynn, retail sales manager, WZOU(FM) Boston, joins WXNE-TV there as account executive.

Karen Henry, from WMAL(AM) Washington, and **Marty Schwartz**, from WTOP(AM) Washington, join WGMS-AM-FM there as account executives.

Ron Potts, from Katz Radio, and **Ron Weener**, from CBS-FM National Sales, both New York, join WABC(AM) there as account executives.

Mary McCulloch, from WHJ(AM)-WHJY(FM) Providence, R.I., joins WJAR-TV there as account executive.

Donna Young, account executive, KFRE(AM)-KFRY(FM) Fresno, Calif., joins KGNU(FM) there in same capacity.

Jim Killoran, account executive, WCCO-TV Minneapolis, joins WISN-TV Milwaukee in same capacity.

Mary Beth Waters, from L.O.R. Associates, Madison, Wis., joins WFMR(FM) Milwaukee as account executive.

Programing

Melissa Hoffman, manager, programing, LBS Communications, New York, named VP, children's programing.

Elizabeth Overmyer, from ABC Sports, New York, joins Ohlmeyer Productions there as East Coast production manager. **Anne Hal-lager**, production assistant, Ohlmeyer Productions, named associate producer.

Paul Cioffari, sports account executive, CBS-TV, New York, joins Ohlmeyer Communications Companies there as VP, sports sales.

William Humphrey, senior analyst, personnel and administration department, Columbia Pictures Industries, New York, named director, East Coast administration.



Hunt

Vivian Hunt, VP and Midwest manager, LBS Communications, Chicago, joins Camelot Entertainment there as director of Midwest sales.

Carole Weitzman, production coordinator, Sunbow Productions, New York, named director of production and business affairs.

Tom Coughlin, director of business development, The Disney Channel, Burbank, Calif., named director of special projects. **Carol Cotter**, supervisor, subscriber services, Disney Channel, named manager, subscriber services.

Patrick Murray, director of finance, HBO International, London, named director of finance, West Coast, HBO, Los Angeles.

Mike Harrison, program director, KMET(FM) Los Angeles, joins Goodphone Communications, radio production and syndication company there, as president.

Diane Seaman Tarnoff, VP, daytime and children's program sales, television network sales office, NBC-TV, New York, named VP, sales development and marketing, daytime and specials.

Bruce Casino, from LBS Communications, New York, joins RKO Pictures there as East Coast sales manager. **James Francis**, Western division sales manager, ITC Entertainment, Los Angeles, joins RKO Pictures there as West Coast sales manager.

Mel Diamond, director of sales, Satellite Music Network, Dallas, named VP, sales.

Dan Driscoll, production executive, Barry & Enright Productions, Los Angeles, named VP, administration.

Wendy Levin, executive assistant, production and development, NBC Productions, Los Angeles, joins Fries Distribution Co. there as regional sales representative, domestic syndication.

James Waltz, controller, WW Entertainment, New York, named director of finance and administration.

Mikki Wolkowicz, from NBC-TV, Los Angeles, joins Dick Clark Productions there as director of business affairs, special projects.

Leda Goldsmith, VP, communication and entertainment, Barnum/Secunda Associates, New York, joins Frank Barth Inc. there as VP, account services.

Michael Byrd, chief financial officer, ZIV International, named senior VP, administration and finance.

Bill Thomas, program director, WMJJ(FM) Birmingham, Ala., named VP, programing, for parent, Capitol Broadcasting Corp.

Larry Cazavan, station manager, KITV(TV) Honolulu, joins WTSP-TV Tampa-St. Petersburg, Fla., as program director.

John Teixeira, producer, WSTG(TV) Providence, R.I., named production manager.

Paul Russell, from WNIC-AM-FM Dearborn, Mich., joins WOMC(FM) Detroit as production director.

Linda Rosenfield, associate producer, *Video 22*, KWHY-TV Los Angeles, named music director of program.

Kathy Paraventi, actress, Detroit, joins WNIC-AM-FM there as air personality.

News and Public Affairs

Appointments, CBS News: **Bob Reid**, Northeast bureau manager, to producer, weekend editions, *The CBS Evening News*, remaining based in New York, succeeded by **Don DeCesare**, senior foreign producer; **Tom Bradford**, director of recruitment, to deputy foreign editor, succeeded by **Jack Hubbard**, producer, Dallas bureau, relocating to New York.

CBS News Pentagon correspondent **Bill**

Lynch has been named new anchor for weekday edition of CBS Radio Network's *World News Roundup* (8 a.m. NYT), succeeding **Reid Collins**, who is moving to Cable News Network, Washington, to anchor morning reports ("Fates & Fortunes," March 4). In addition to *World News Roundup*, Lynch will handle other CBS hourly newscasts including 6 a.m. (NYT) report.



Zarchin

Jim Zarchin, assistant news director, WCBSTV New York, named news director, succeeding Frank Gardner, who joins co-owned KCBS(TV) Los Angeles as VP and general manager (see "Media," above).

Harry Schultz, news director and operations manager for

KPRC(AM) Houston, named VP, news and operations.

Named field producers for NBC's new prime time news hour to begin in August: **Pat Lynch**, producer, NBC News, New York, remains based there; **Susan Udelson**, producer, Mainstreet, Washington-based production company, and **Kathleen McCleery**, producer, national news and public affairs, noncommercial WETA-TV Washington.

Don Clark, news director, KEZI-TV Eugene, Ore., joins Christian Broadcasting Network, Virginia Beach, Va., as managing editor.

Bob Schmidt, teacher, Cedar Rapids, Iowa, joins KMAQ-AM-FM Maquoketa, Iowa, as news director.

John Hillis, from CNN, Atlanta, joins Cablevision of Long Island, Woodbury, N.Y., as news director.

Steve Hawkins, sports director and news anchor and producer, WCYB-TV Bristol, Tenn., named director of news and public affairs.

Steve McIntosh, operations manager, KFH(AM)-KLZS(FM) Wichita, Kan., and program director, KLZS, named news director of both stations. **Chuck Schechner**, news director, KRMG(AM) Tulsa, Okla., joins KFH-KLZS as anchor-reporter.

Douglas Drew, evening news supervisor, KTSP-TV Phoenix, named executive news producer.

Deborah Cole, assistant director and associate producer, defunct Satellite News Channel, Stamford, Conn., joins WBZ-TV Boston as assistant director, news.

Karin Movesian, from WBBD-TV Peoria, Ill., joins KMOX-TV St. Louis as weekend producer and writer-editor.

Appointments, KWGN-TV Denver: **Andrew Lahana**, producer, KUSA(TV) Denver, to weekend news producer; **Jim Feltman**, executive producer, KATV(TV) Little Rock, Ark., to principal newscast producer; **Fran Sajsa**, staff photographer, to director of photography, and **Rick Tullis**, photographer, WKRC-TV Cincinnati, to staff photographer.

Appointments, WOKR(TV) Rochester, N.Y.: **Rob Elmore**, weekend producer, to 11 p.m. producer; **Deb Balzer**, overnight producer, to weekend producer, and **Susan Miller**, re-

searcher, to overnight producer.

Gregg Ramshaw, producer, *MacNeil/Lehrer Newshour*, New York, named managing producer, videotape and documentary production.

Steve Gendel, from WDM-TV Washington, joins KCBS-TV Los Angeles as health editor. **Chris Blatchford**, from noncommercial WPBT(TV) Miami, joins KCBS-TV as reporter.

Leslie Brokaw, news director and editor, non-commercial WESU(FM) Middletown, Conn., joins WPOE(AM) Greenfield, Mass., as news director and morning drive news anchor.

Janice Glynn, from WLVI-TV Boston, joins WPRI-TV Providence, R.I., as co-anchor.

Lori Shepard, anchor-reporter, WSB(AM) Boca Raton, Fla., joins WINZ(AM) Miami as anchor.

Bailey Warren, from WVIT(TV) Hartford, Conn., joins KHVH(AM) Honolulu as anchor-reporter.

Ernie Reno, from WTWO-TV Terre Haute, Ind., joins WKJG-TV Fort Wayne, Ind., as reporter.

Dan Webb, partner, law firm of Winston & Strawn, Chicago, joins WLS-TV there as legal consultant, news.

Carol Wilkinson, from WGHP-TV High Point, N.C., joins WSPA-TV Spartanburg, S.C., as reporter.

Jacque Carlisle, from noncommercial WHY-FM Philadelphia, joins WIP(AM) there as writer-reporter.

Anne Kavanagh, reporter, WFRV-TV Green

Bay, Wis., joins WISN-TV Milwaukee as reporter. **Julie Matsko**, from assignment desk, WISN-TV, to reporter.

Mona Cacciari, marketing director, Atlas Health Club, San Diego, joins KSBY-TV San Luis Obispo, Calif., as reporter.

Steve Pool, news producer, KOMO-TV Seattle, assumes additional duties as weather reporter.

Technology

George Roberts, senior VP, operations, American Satellite Co., Rockville, Md., named president. American Satellite is partnership of Fairchild Industries and Continental Telecom currently providing telecommunications services to 450 businesses and government agencies.

Hiroshi Sawano, executive director, magnetic tape division, TDK Corp., Japan, named president of TDK Electronics Corp., Port Washington, N.Y.

Caddy Swanson, president, Reeves Teletape, New York, joins Modern Telecommunications Inc. there as president of its Television City division.

Alan Hershner, manager, franchise systems, The Program Store, Washington, and **Daniel Marchetto**, regional service supervisor, central U.S., Phonic Ear Inc., Lisle, Ill., join Shure Brothers Inc., Evanston, Ill., as professional product marketing coordinators.

David Buckler, director of national sales and Northeastern regional sales manager, Telesystems division, Chyron Corp., Melville, N.Y.,

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named VP, sales, for division.

Neil DeCostanza, marketing/sales manager, Eastern United States, Gill Management Services, joins Sprucer Cable Television division, Kanematsu-Gosho (USA) Inc., Anaheim, Calif., as national sales manager.

Gary Fiebert, executive VP, Profit Strategies Inc., New York management consulting firm, joins S.A.L. Communications, Melville, N.Y., as president and chief executive officer, succeeding **Alan Scheinman**, who remains chairman.

Bruce Allan, from consumer electronics division, RCA, Indianapolis, joins RCA Sales Corp. there as VP, strategic planning.

Charles Zito, from United Business Communications, joins Comsat Technology Products, Clarksburg, Md., as VP, marketing and development.

James Krejci, from Becton Dickenson & Co., joins Jones Cable Security, Englewood, Colo., as president and chief executive officer.

James Bull Jr., regional manager, New England/New York, CBS Software, Greenwich, Conn., named director, national sales. **Sheldon Safir**, manager, product development, CBS Software, named director, product development.

Paul Silverman, executive director, international services, GTE Telenet Communications Corp., Vienna, Va., named general manager and director of international services, Satellite Business Systems, McLean, Va.

Eugene Edwards, VP, marketing, Harris Broadcast Group, Quincy, Ill., retires.

Joe Hanf, independent marketing consultant, joins Otari Corp., Belmont, Calif., as sales manager, industrial products.

Richard Jones, controller and assistant to president, Microwave Filter Co., East Syracuse, N.Y., named VP, treasurer.

Charles (Tony) Guess, chief engineer, non-commercial KTXF-TV Lubbock, Tex., joins KSLA-TV Shreveport, La., as director of engineering.

Jeff Cohen, account executive, Multi Video Group, New York, joins Sound Shop, New York audio post production of Reeves Communications, as director of marketing.

David Brack, regional manager, ADDA Corp., Los Gatos, Calif., joins MCI/Quantel, Annapolis, Md., as mid-Atlantic district manager.

Gene Bauer, associate, Patterson, Belknap, Webb & Tyler, New York, joins General Instrument Corp. there as associate general counsel.

Robert Lee, VP, marketing, DataCon, Houston, joins interconnection systems division, Augat Inc., Attleboro, Mass., as national accounts manager.

Don Pope, chief engineer, KXLY-AM-FM-TV Spokane, Wash., named director of engineering, Western division, for parent, Morgan Murphy Stations.

Mitchell Wein, chief engineer, WVCG(AM)-WEZI(FM) Coral Gables, Fla., joins WINZ-AM-FM Miami as technical director.

Promotion and PR



Oswaks

Robert Oswaks, director, advertising and promotion, Embassy Communications, Los Angeles, named VP, advertising and promotion.

Cathlyn Cantone, assistant to director of advertising, Video Corp. of America, New York, named advertising and promo-

tion coordinator.

Karen Reynolds, supervisor, public relations, ABC Radio Networks, named publicist, ABC Television.

John Frew, VP, The Softness Group, New York-based public relations firm, named senior VP.

Jackie Goldstein, senior graphics designer, WSB-TV Atlanta, joins Turner Broadcasting System there as art director.

Pam Pearson, director of promotion, entertainment division, Turner Broadcasting System, Atlanta, joins KWGN-TV Denver as creative services manager.

Deborah Ashin, from Olympic Arts Festival, Los Angeles, joins KGO(FM) there as director of promotion.

Linda Peterson, account executive, WOMC(FM) Detroit, joins WWJA(FM)-WJOI(FM) there as promotion director.

Jeannie MacDonald, on-air producer, WNEV-TV Boston, joins WQTV(TV) there as promotion manager.

Kathy Ward, promotion manager, WZTV(TV) Nashville, joins WTVN-TV Columbus, Ohio, in same capacity.

Jim Wagner, assistant promotion manager, WISN-TV Milwaukee, named director of promotion.

Terry Williams, producer, *PM Magazine*, WSAZ-TV Huntington, W. Va., named director, on-air promotion.

Paul Kaniewski, producer, WTVJ(TV) Miami, named on-air promotion manager. **John Barges**, producer-writer, WTVJ, named news promotion manager.

David Halverson, senior producer, on-air promotion, WDVM-TV Washington, joins WRC-TV there as producer, advertising and promotion.

Allied Fields

Dorothy Fuldheim Scholarship Fund has been established by WEWS(TV) Cleveland. Scholarship of \$10,000 will be awarded annually to two northeast Ohio students. In addition, **Dorothy Fuldheim** has been named news analyst emeritus of station. Fuldheim, 91, delivered over 13,000 commentaries over 37 years before stroke incapacitated her July 27.

Theodora Zavin, senior VP, performing rights, Broadcast Music Inc., New York, named to newly created post of senior VP,

special counsel, and assistant to president.

John Macker, executive in charge of production, Edward Warren Productions, Los Angeles, joins National Academy of Television Arts and Sciences there as business manager and chief financial officer.

Penn Hoyt, from Association Management Inc., Washington, joins National Radio Broadcasters Association there as director of marketing.

Blair Vedder, honorary director, Needham Harper Worldwide, named to board of directors, Museum of Broadcast Communications, Chicago.

David Leach, senior policy analyst, House Subcommittee on Telecommunications, Consumer Protection and Finance, Washington, joins telecommunications consulting firm of K. Schaefer & Associates there as VP.

Named new members to CBS Promotion Managers Caucus: **Phil Michael**, WISH-TV Indianapolis; **Alisse Sykes**, KLBK-TV Lubbock, Tex.; **Ann Pace**, WJXT(TV) Jacksonville, Fla.; **Mike Mischler**, KCBS-TV Los Angeles, and **Tom Spaulding**, KHOU-TV Houston.

Elected officers, Arizona Cable Television Association, Phoenix: **Jack Blanchard**, Moggollon Cable TV, Pine, president; **Del Henry**, American Cable, Phoenix, vice president; **John Fellet**, United Cable, Scottsdale, secretary-treasurer, and **Steve Kreindel**, Home Box Office, Phoenix, associate representative.

Elected officers, Southern California Cable Association, Los Angeles: **William Cullen**, United Cable Television, president; **Carol Mechanic**, Showtime/The Movie Channel, VP; **Susan Packard**, Home Box Office, secretary, and **Steve Rosenthal**, Group W Cable, treasurer.

Elected officers, Wisconsin Association of Broadcasters, Platteville, Wis.: **David Peschau**, WXOW-TV La Crosse, president; **Lee Davis**, WCUB(AM)-WKKB(FM) Manitowoc, vice president, radio; **Michael Schuch**, WTVT(TV) Milwaukee, vice president, TV; **Bart Kellnhauser**, WSAW-TV Wausau, and **Nathan Goetz**, Goetz Broadcasting Corp., Naples, Fla., treasurer.

Pat Reardon, account executive, Management Recruiters, Waterbury, Conn., named media specialist in radio, television and cable television.

Deaths

Edward Andrews, 70, television and motion picture actor, died of heart attack March 8 at his home in Santa Monica, Calif. He made debut on Broadway in 1935 and came to prominence in role of George Babbitt in motion picture version of *Elmer Gantry*. Later he had regular roles in *The Doris Day Show* and *The Don Rickles Show* on television. Survivors include his wife, Emily, two daughters and one son.

Langley Patterson, 35, evening jazz host, noncommercial KLON(FM) Long Beach, Calif., died Feb. 19, of multiple stab wounds in apparent robbery near his home in Long Beach. Before KLON, he had been with KJLH(FM) Compton, Calif., and KGO(FM) Los Angeles. He is survived by his wife, Gwen, and two children.

Centel's Jack Frazee: answering cable's call

At 40, Jack Frazee has risen in the telephone and cable businesses at a rapid clip—he is now one of four group executive vice presidents at Centel Corp., the Chicago-based telephone and cable company, and is said to have a better than even shot at assuming the top spot when the current chairman and chief executive officer, Robert Reuss, 66, steps down.

Frazee, who has been with Centel since 1972, having spent six years with the Bell System before that, now oversees the company's subsidiary, Centel Communications Co., which includes Centel's cable operations, business communications division and supply unit. Those who know him credit his success to drive, enthusiasm and competitiveness.

Frazee notes two other factors: a little luck and a father who spent his entire career as an executive with the Chesapeake & Potomac Telephone Co. of Virginia. Not that his father pulled any strings for him or pushed him into a career, explains Frazee. It was more a case of following an example of a father who appeared to be thoroughly satisfied. "His influence was not that he came home and said, 'Boy this is a great business; the technology is booming, and if I were a young man I'd do it all over again,'" said Frazee. "Rather, he'd come home and tell me how much he enjoyed his job, how he liked the people and found the work exciting."

Despite his father's example, Frazee was several years into college before he decided to make communications his business. Before that, he majored in political science at Randolph-Macon College at Ashland, Va., and at one point seriously contemplated a career in law.

But things fell quickly into place for Frazee upon graduation in 1966, when he joined C&P Telephone Co. of Maryland as a communications consultant, involved in sales of business communications systems. Three years later he went through Bell's 13-week "crash" course in data communications and worked in that field for a year before transferring to C&P's business office where he was first exposed to general management responsibilities, supervising all of C&P's activity within the Eastern Shore region of Maryland.

At the end of 1971, he left the company to join Centel. Why? To get where he wanted to go—up the corporate ladder—faster. "The Bell system was wonderful to me and I enjoyed my six years there," said Frazee. "But moving to Centel enabled me to participate in some management activities that I probably would have had to wait years in the Bell System to do." Frazee was also intrigued by the prospect of working for a phone company with considerably less bureaucracy than the behemoth Bell and the fact that up-



JOHN POWELL FRAZEE JR.—Executive vice president, Centel Corp., and president, Centel Communications Co.; b. Sept. 14, 1944, Staunton, Va.; BA, Randolph-Macon College, Ashland, Va., 1966; communications consultant, Chesapeake & Potomac Telephone Co. of Maryland, 1966, marketing executive, 1967-68, data communications specialist, 1969, commercial manager, 1970-71; general marketing supervisor, Central Telephone Co., Lincoln, Neb., 1972, corporate studies supervisor, Centel Corp., Chicago, 1973, assistant to president, 1974, vice president and general manager, Central Telephone Co. of Virginia, 1975-78, vice president corporate development, 1978-81, group vice president, Centel Video Services, 1981-84, present position since June 1984; m. Katharine Bentley Scully, June 2, 1979; children—Ted, 4, Tucker, 3, Bentley, 2, and (from previous marriage) John Powell III, 18, and Chapin, 14.

start Centel appeared more willing "to try new ideas and new ways of doing things."

Frazee joined Centel (then known as Central Telephone Utilities) as general marketing supervisor with responsibility for setting up a sales organization for business systems. In 1973 he was named corporate studies manager and a year later assistant to the president, focusing principally on acquisitions. In 1975 he was named vice president and general manager of Centel's Central Telephone Co. of Virginia. In 1979, shortly after Chairman Reuss made the decision to take the company into cable in a big way, Frazee returned to Chicago as vice president of corporate development to oversee most of the company's cable acquisitions. In 1981 he was named group vice president of Centel's video services, which were subsequently folded into the subsidiary company Frazee now heads.

Frazee had little knowledge or experience with cable before Centel's entry in the business. The limited experience he had was as a telephone executive "who learned that it was

awfully difficult to negotiate pole attachment agreements with the [cable] industry." Though Frazee contends the attitudes have softened somewhat on both sides, he says that "in the old days" the basic confrontation between the two businesses arose from the phone company's view of cable television entrepreneurs as "interlopers" trying to establish a business with a service the phone company ought rightfully to provide, and at rates subsidized by telephone customers. On the other hand, said Frazee, the cable people saw the phone companies as obstructionists, preventing entrepreneurs from realizing their dreams and business plans.

Centel has the greatest investment in cable television of all telephone companies, ranked as the 24th MSO with almost 300,000 basic subscribers. According to Frazee, that's because the company sees "tremendous similarities between the two businesses," including the use of local plant distribution, operation within franchises, installation and maintenance requirements and the fact that customers pay a monthly bill for service. "We felt the strengths we had as an organization were well suited to manage this business." As for expansion, Frazee says the company wants to be at the 500,000-subscriber level "before too long," and will probably go beyond that if the right systems become available.

Though Frazee and Centel are relatively new to cable, they have also been innovative. Frazee launched a novel marketing campaign two years ago when its West Chicago system began service—viewers were offered a free, two-month trial of cable television, including basic and all available pay services. The result has been an impressive 65% penetration in the franchise area. "It's not tremendously innovative," explains Frazee. "If you really have a good product it ought to be able to sell itself."

Frazee is chairman of the board of C-SPAN, the public affairs cable network, and one of the network's loudest cheerleaders. He contends the network is "one of the greatest things the cable industry has done for America." With that kind of enthusiasm, there is little surprise that he is expected to win a second term—without opposition—as board chairman at this week's C-SPAN board meeting.

Frazee spends a good deal of his leisure time on the golf course—with his wife, Katharine, and all five children, the youngest a daughter, age 2, who uses plastic clubs now but will convert to a scaled-down version of the real thing when she turns 3. His oldest son, John III, has a seven handicap, but as for any pro prospects among the brood, Frazee insists, "I just want them to have fun."

As for his own future, Frazee says, somewhat evasively, "I'm so busy I don't think much about it, but I'd like to be able to fulfill my potential."

Israeli forces in southern Lebanon stood accused last week of being aware of identity of their target when they directed tank fire that **killed two members of CBS camera crew** and seriously wounded third, all Lebanese. CBS News President Edward Joyce sent telex to Israeli Prime Minister Shimon Peres quoting witnesses as saying that shooting—which occurred during Israeli raid on four Lebanese villages—was “an unprovoked and deliberate attack.” Joyce called on Israel to take action “to prevent the recurrence of such outrageous behavior.” ABC News President Boone Arledge and NBC News President Larry Grossman dispatched messages of their own to Peres, expressing equal shock and concern and adding their voices to Joyce’s call for investigation. Peres, however, citing what he said were reports from field, said tank crew involved “did not deviate from the strict orders concerning the protection of innocent bystanders.” He said CBS personnel were fired on after taking position “in the midst of a group of armed men who were engaged in active hostility against the IDF [Israeli Defense Forces].” Tank was reportedly 500 yards away when it fired on car in which CBS crew members were riding. After receiving that message, Joyce responded with second telex, expressing disappointment that Israeli prime minister “chose to ignore the testimony of eyewitness journalists on the scene who made it clear that the group fired upon were not armed or engaged in hostilities”—and that their cameras as well as “the press markings on the car were in clear view of the tank crew.” Joyce said he was sending CBS News Vice President Ernest Leiser to Jerusalem, and urged Peres to meet with him to discuss “this incident and its implications for the future.” While American network presidents appeared convinced Israeli action was unprovoked, President Reagan at his news conference appeared to accept Israeli version. He said he was sure that, “in combat of that kind this was not a deliberate killing . . . So these things can happen.” CBS crew members were not only journalists fired on by Israelis during their action directed against guerillas who have been harassing them in their departure from Lebanon. French journalist said Israeli troops fired on UPITN television news camera crew, wrecking their car and injuring driver.

President Reagan tried at his news conference last Thursday to stay out of controversy generated by efforts of Senator Jesse Helms (R-N.C.) and his hard-right-wing supporters to gain control of CBS for purpose of ending what they say is “liberal bias” of its news operation. But he couldn’t entirely restrain himself. In course of one answer in which he said he would not comment on takeover matter, he said he turns on television set, watches, then occasionally will “scream a little—to myself.” Then, asked if he is concerned

about control of network news operations being taken over by “political activists,” or whether he thinks they already have been. President said reporter had answered his own question. He added “No, maybe the whole thing is a new school of what’s called objective reporting in all of the media in which the old rules, where I took journalism—and I did, actually—you were supposed to tell the story based on who, what, where, when, putting first whichever one was the newsiest, and had no opinions of your own.” Asked by another reporter whether he subscribed to view of some of President’s supporters who have suggested that journalists are “unpatriotic,” Reagan said “no,” but that he would leave that argument to others. He asked only that reporters would drop him his “as to who some of those unidentified sources are in the White House.”

Leaks from pre-trial deposition of Ted Turner by CBS lawyers last Monday indicated he met with Fairness in Media representative on Friday, March 1. Report in *Atlanta Journal*, quoting deposition said that Turner told FIM he would consider joining group, which is seeking to influence CBS’s news policies, possibly by gaining control of parent company. Turner’s support was reportedly conditioned on being given option to run network and its news operation, should FIM’s takeover efforts materialize. Late Friday afternoon, attorneys representing both CBS and FIM were in U.S. District Court explaining to Judge Conner that they were unable to reach agreement on terms by which CBS would turn over its shareholder list to Raleigh, N.C.-based FIM. Source present at hearing said FIM had asked CBS to drop complaint (“Top of the Week,” March 18) but that company refused. Motions and responses should be in Conner’s hands by early next week but he not expected to make decision until following week, at earliest.

Representative Timothy Wirth (D-Colo.), who has criticized broadcasters for what he views as lack of children’s programming and who, in last Congress, proposed legislation to require minimum amount, on Friday (March 22) criticized decision of U.S. Court of Appeals affirming FCC policy statement asserting broadcasters have broad discretion in meeting programming needs of children (see page 53). He said decision “assumes a very theoretical world adding, ‘The only way we are going to get increased amounts, at improved quality, of children’s television is to look at this in the context of the real world. In order for children’s television rules to work in the real world, there must be objective standards, and the court simply doesn’t understand that that is the key to enforcement’ of such rules. Court decision could cause Wirth, chairman of House Telecommunications Subcommittee, to reintroduce his bill to require broadcasters to offer one hour daily of educational and

Three chiefs. Presidents of the three networks’ entertainment divisions gathered together in New York last week (March 21) to field questions before a luncheon audience of the International Radio and Television Society. Among programming topics addressed were problems of Saturday prime time programming, in light of the growth of VCR use, and how the success of NBC’s *The Cosby Show* will affect prime time comedy programming.

Lew Erlicht of ABC, B. Donald Grant of CBS and Brandon Tartikoff of NBC agreed the days of action-packed programs, featuring scenes such as car chases, are numbered. Erlicht mentioned *Moonlighting* as an example of lighter fare that will feature more conversation. That program was bought for a limited run, at seven hours, and therefore repeats are not feasible.

Grant said he puts more stock in comedy mysteries such as *Crazy Like a Fox* and especially in murder mysteries such as *Murder She Wrote*. “It would be difficult for a western to make it,” he said. CBS will program 20 pilots, fewer than last year, said Grant.

“It’s pretty clear what the audience is telling us,” said Tartikoff. “They want something they can’t get on another network.” NBC has scheduled 25 pilots for the upcoming season. Of that 25, none are action-packed shows, said Tartikoff. Featured in the new NBC lineup will be Steven Spielberg’s *Amazing Stories*, the “bright side of fairy tales where the ordinary meet the extraordinary.”

Erlicht said that along with the return of *Moonlighting*, Off the

Rack and Eye to Eye, an “equal opportunity offender” about a female President of the United States, titled *Hail to the Chief*, will be in the ABC lineup.

The *Cosby Show* was, predictably enough, a topic of conversation, especially for its performance in an early evening spot. Tartikoff brushed aside the thought that the show has a racial appeal saying that “100% of its humor has nothing to do with race.” That, he said, was one of its more subtle and greatest achievements. “The *Cosby Show* has perhaps awakened us to the fact that there’s a kind of comedy that needs to be reawakened,” said Tartikoff. Erlicht called the show “a trend” in comedy, but Grant disagreed.

“I don’t believe that,” he said, maintaining that content dictates success. *I Love Lucy* would do well if it premiered today, he said.

Concerning Saturday night, all three mentioned the use of VCR’s. VCR’s have “been dangerous to the star of a CBS Saturday night show,” said Grant, who mentioned that a show that has been airing for eight years on Saturday night is destined to lose strength.

Aggressive pursuit by the networks of success on Saturday night is eminent, according to all three.

The afternoon opened with questions on the future of ABC’s programming, in light of news that ABC has been purchased by Capital Cities Communications. Erlicht said he was “extremely enthusiastic” about the news but said that “as far as specifics, I’m not qualified to respond.”



First award. National Association of Black Owned Broadcasters last Thursday (March 21) presented its first annual Communications Awards to Representative Mickey Leland (D-Tex.) and FCC Commissioner Henry Rivera at the Sheraton Washington hotel. Both were honored for their "roles on behalf of a fair and equitable communications industry," NABOB said. Pictured (l-r): Rivera, James L. Winston, NABOB executive director and general counsel, and Leland.

ormational programing designed for children. Tom Rogers, sen-
counsel to subcommittee, said that if commission and courts
not act in area of children's television programing, "Congress
ll take a look at it."

3C Broadcast Group today (March 25) introduced major on-air and
int media campaign to inform public of virtues of free, advertiser-
ported television. "This is the result of being aware that the
putation of television is not as high as it should be," said James
Duffy, president, ABC Television Network, and senior vice
esident, ABC Broadcast Group. Duffy also heads ABC Office of
ommunication. Duffy will appear on several 30-second and 60-
cond spots, airing nine to 12 times per week. Each spot will have
o-to-three-week run. In introductory spot, Duffy tells audience
w campaign will discuss "the freedoms and responsibilities that
ape American television and allow it to grow and change." Print
mpaign will consist of newspaper op-ed advertisements that
ill try to "reach thought leaders and opinion makers." Series of
eaking engagements and public forums led by ABC executives
ill also scheduled.

3C News said late last week it had secured "tentative agreement
r a private audience" with Pope John Paul II when *Today* show
vels to Rome first week of April for series of special reports (see
ory, page 64). Program executives have been negotiating for
onths to secure exclusive audience.

BC News said last week it would mark 10th anniversary of fall of
etnam to communists with week-long series of special news re-
orts that will originate from country and be seen on various NBC
ews programs, including *Nightly News*, *Today* and possibly *Meet
ie Press*, as well as radio news programs. Series begins April 26.
ews spokeswoman said last week NBC had just secured permis-
on from Vietnamese government to set up and use earth station
transmit uncensored reports back to New York during week.
mong those reporting from Vietnam will be *Today*'s Bryant Gum-
al and *Nightly News* correspondents John Hart and Garrick Utley.
nchor Tom Brokaw will remain in New York.

Steven Bochco, executive producer of NBC-TV series *Hill Street
lues*, disclosed last week he "was invited to leave" program and will
epart MTM Enterprises, show's production company, at end of
urrent season. Bochco, who co-created Emmy award-winning
rama with Michael Kozoll, said he will continue with NBC as
ndependent producer. "I love series television and I hope to be
oing another series in the future," Bochco said, without elabora-
on. Producer-writer said he "hadn't planned on leaving" MTM
ut that parting is amicable. Neither NBC nor MTM had comment
n Bochco's departure.

In initial decision, FCC Administrative Law Judge Joseph Stirmer
has granted application of Metro Program Network for **new UHF in
Cedar Rapids, Iowa, on ch. 28**. Metro Program Network, sole re-
maining applicant after settlement agreement, is owned by Gerald
Fitzgerald. He is Cedar Rapids publisher of real estate guides. He
has no other media interests.

House Telecommunications Subcommittee is **postponing hearing
on beer and wine advertising** from April 18 to sometime in May, at
request of National Association of Broadcasters (see story, page 60).
Hearing posed conflict for association, whose annual convention
takes place April 14-17.

Scripps-Howard Broadcasting Co. has decided to move forward
with construction of **\$135-million cable system in Sacramento, Cal-
if., without new partner** in Cablevision of Sacramento. Scripps-
Howard had planned to wire California capital in partnership with
company headed by **Charles Dolan**, but two months ago, Dolan's
group was forced out after it failed to meet capital commitment.
Scripps-Howard—which now owns 95% of Cablevision; local in-
vestors own balance—said it has arranged with group of banks led
by Chemical Bank (Delaware) for \$100-million line of revolving
credit. System will take four years to build. When completed, it will
pass 350,000 homes.

Compromise was reached last week among **Republicans and Demo-
crats on House Energy and Commerce Committee** over ratio of each
party on subcommittees (BROADCASTING, March 4). Republicans
were refusing to sit on any subcommittees until more Republicans
were given seats on three key subcommittees: Telecommunica-
tions, Health and Commerce and Transportation and Tourism.
Deal was struck giving Republicans one more seat on Telecom-
munications and Health Subcommittees, and two more added on
Commerce Subcommittee. Republicans named to serve on Tele-
communications Subcommittee are: Matthew Rinaldo (N.J.); Car-
los Moorhead (Calif.); Michael Oxley (Ohio); Tom Tauke (Iowa);
Don Ritter (Pa.); Dan Coats (Ind.); Thomas Bliley (Va.); Jack Fields
(Tex.); Howard Nielsen (Utah), and James Broyhill (N.C.).

Movie role for Murdoch. In a \$250-million deal, Australian pub-
lisher Rupert Murdoch last Wednesday (March 20) announced
plans to purchase a 50% stake in 20th Century Fox Film Corp.,
the financially troubled motion picture and television produc-
tion company owned by Denver-based Marvin Davis. Murdoch
said in a statement that his News Corp. Ltd. will pay \$162
million cash for half interest in TCF Holdings Inc., the Davis-
controlled company which owns the studio, and will "advance"
another \$88 million to TCF. The parties said they expect the
transaction to be completed in about one month and that the
bulk of Murdoch's cash will be used to reduce bank and share-
holder debt. Fox announced earlier this month (BROADCASTING,
"In Brief," March 18) that it had lined up a cash infusion of at
least \$170 million and restructured its bank debt following a
string of box office disappointments contributing to an \$85-
million loss for fiscal year ended Aug. 25, 1984, and a \$12.4-
million loss in the first quarter, ended Nov. 24. Last summer,
Davis purchased a 50% share of Fox from Marc Rich, his partner
in acquiring the studio in 1981, for a reported sum of \$116
million. The exact role of Murdoch, who has long expressed a
desire to acquire an interest in a Hollywood studio and who
made a takeover bid for Warner Communications in 1984, re-
mains unclear. He expressed strong support for Fox Chairman
Barry Diller (who relocated from Paramount Pictures last fall),
saying the studio is "positioning itself for significant growth"
under the executive. Sources said Davis and Murdoch will have
equal voting rights in TCF. Murdoch's holdings include New
York Post, Chicago Sun-Times, Boston Herald and London
Times, plus Australia's Nine Network and Europe's satellite-
delivered Sky Channel pay television service.

Editorials

Big deal, good deal

Striking parallels are presented by comparing the formation of the American Broadcasting Companies and the company that is foreseen in Capital Cities/ABC or just plain ABC, as the company will eventually be called, according to the best guess here. The comparison also says a lot about the evolution of the Fifth Estate.

When Leonard Goldenson, as president of United Paramount Theaters, negotiated the merger with ABC, he took over as president of the new American Broadcasting-Paramount Theaters (hyphens were in fashion, instead of virgules). Robert Kintner, who had been president of ABC, became president of the AB-PT broadcasting division. Edward J. Noble, chairman and 57% owner of the publicly traded ABC, became chairman of the AB-PT finance committee. It was evident from the outset that Goldenson would be the dominant force.

There is no doubt who is to be the boss at Capcities/ABC. Tom Murphy will be chairman and chief executive officer. Goldenson moves from chairman of ABC to chairman of the executive committee of the board of Capcities/ABC. Fred Pierce, president of ABC, becomes head of the new company's broadcasting division.

Five years after Goldenson took over AB-PT, Kintner left to join NBC; Noble disappeared to tend to other business. At the age of 79, Goldenson may now look back on a remarkable record of corporate construction and forward to the life of senior eminence.

The ABC that Goldenson bought out in 1953 wasn't quite the bankruptcy case that Goldenson now remembers, but it needed United Paramount's money. Radio networking was losing advertising to television, and television wasn't bringing in enough to cover its costs. Noble, who had bought ABC from NBC for \$8 million 10 years earlier, acquired new AB-PT stock worth \$14 million and was glad to get it as his part of the \$25-million exchange.

It is a different ABC that Tom Murphy will take over under the plan announced last week. Nobody that BROADCASTING talked to said the company was overpriced at \$3.5 billion for its radio and television networks, its valuable lineup of owned radio and television stations, its publications and its cable ventures. Once the properties are mingled with Capcities' impressive list of publications and broadcasting stations and the spin-offs are out of the way, the Capcities/ABC that emerges will be a formidable participant in the Fourth and Fifth Estates.

□

It is also a different world in 1985.

The AB-PT agreement was signed in May 1951. An FCC unused to transfers of that magnitude called a hearing to determine whether monsters would be loosed on its frequencies. Not until February 1953 did the FCC rule, 5 to 2, that the nation would survive a union of theater owners and broadcasters.

The reaction to the Capcities/ABC deal in Washington last week was more sophisticated. Bigness alone no longer terrifies the bureaucracy, especially when it occurs in a universe that is enormous and still growing. At the FCC and on Capitol Hill it was agreed that if Capcities and ABC abided by FCC rules in arranging their divestitures, there was no reason to obstruct the transfer of their properties.

□

The only element in Washington that still cultures the kind of thinking to be found at the FCC of 1951 is the little band of

stragglers from a citizen movement that existed only on their letterheads. True to form, the professional "citizen" representatives are circling the Capcities/ABC deal in hopes of picking up scraps. Sam Simon, executive director of the Telecommunications Research and Action Center, has obtained an audience with Capcities executives this week to talk about his "concerns." Pluria Marshall, head of the National Black Media Coalition, wants guarantees of black employment and, oh, yes, some money would be nice to finance the entry of blacks in station ownerships. No threats, mind you, but a petition to deny could not be ruled out.

It is hard to believe that in the Washington of 1985, these echoes of bygone times still command attention. Surely it will take less these days to buy them out than it did when their like-minded friends were running the government.

Murphy and Goldenson have been emphatic in stating their intention to comply with the letter and spirit of the law and the rules. They are entitled to swift review and approval.

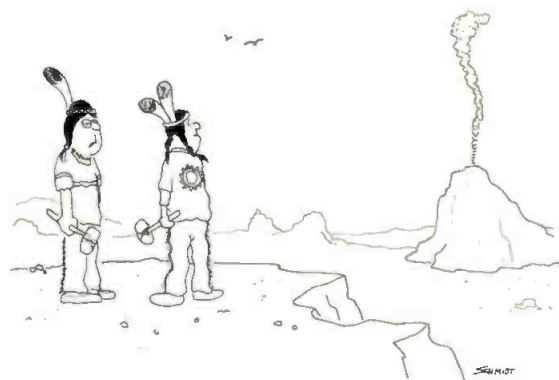
Real-world decision

In an opinion of importance beyond that of the case at hand, the U.S. Court of Appeals in Washington has affirmed the FCC's enlightened definition of an American television universe that contains far more parts than three commercial broadcasting networks and a hundred or so independent stations. The court said last week that the FCC was right to survey the children's programming on cable television and noncommercial television broadcasting as well as that on commercial TV in arriving at its refusal early last year to adopt quotas for children's programming on the commercial system.

Action for Children's Television, which appealed the FCC decision, argued that the commission was wrong to consider all video sources. No, said the court, the commission was right.

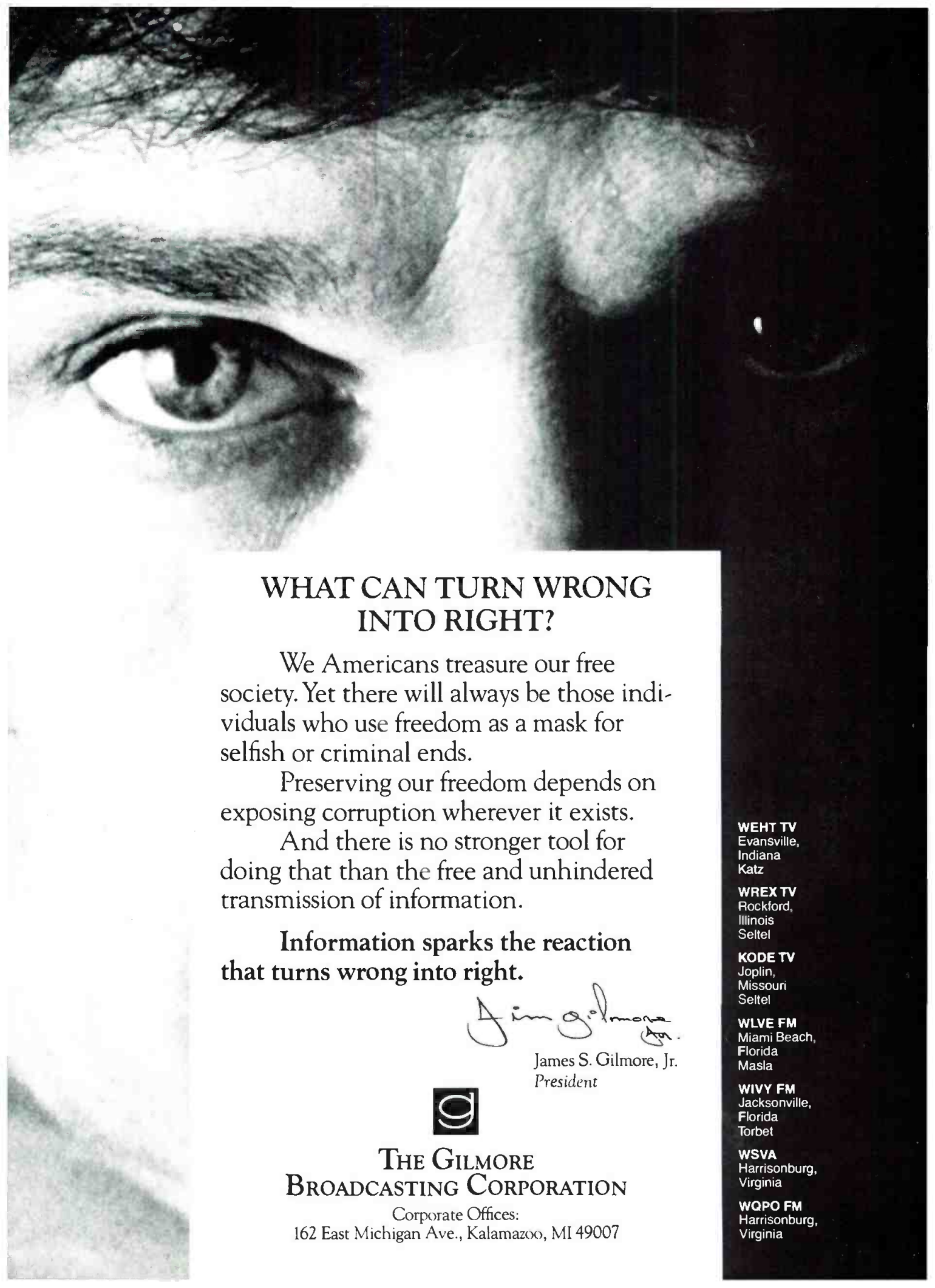
The larger meaning of this court opinion is that the FCC, in any relevant context, may define television for what it is, a profusion of broadcasting and cable networks, stations, cable systems, multichannel distribution systems, videocassettes, videodisks and satellite signals, to name only those elements that come at once to mind. That definition wrecks the argument of the regulatory-minded who say television must be kept under government control because it is in short supply.

The court has endorsed the FCC's right to say that scarcity is the wrong word to describe the media marketplace.



"EBs test."

Drawn for BROADCASTING by Jack Schmidt



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