

The Fifth Estate

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Broadcasting May 13



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radio company
(and we're
already
number one!)***

RADIO NETWORKS

TARGETING RADIO
TO AMERICA

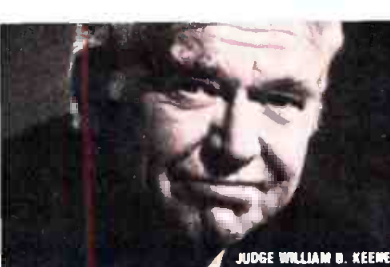
NEW YORK
WASHINGTON
CHICAGO
DETROIT
DALLAS
LOS ANGELES
LONDON

*RADAR 30, VOLUME 2, RKO ONE: #1 ADULTS 18-34, 18-49, 25-49, 25-54 MON.-SUN., 6 AM-MIDNIGHT

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US AIR FORCE
SERIAL ACQ SECTION
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54th Year 1985

**Aftermath: Assessing
financial fallout
of TV's latest
wheeling-dealing**



JUDGE WILLIAM D. KEENE

DIVORCE COURT

PRESENTS

FEB.'85 SUCCESS

% INCREASE FEB.'85 vs. FEB.'84 TIME PERIODS

MARKET	STATION	HH SHARE	WOMEN 18-49	WOMEN 25-54
ALBANY-SCHENECTADY-TROY	WTEN-TV	+92%	+175%	+125%
ATLANTA	WAGA-TV	+131%	+168%	+229%
AUGUSTA	WJBF-TV	+23%	+57%	+125%
BIRMINGHAM	WVTM-TV	+24%	+53%	+38%
BOISE	KTVB-TV	+5%	+20%	+100%
BOSTON	WSBK-TV	+500%	+300%	+400%
CHATTANOOGA	WDEF-TV	+60%	+129%	+86%
CINCINNATI	WCPO-TV	+5%	+28%	+15%
CLEVELAND	WJKW-TV	+60%	+115%	+81%
COLUMBIA, SC	WOLO-TV	+21%	N/C	N/C
COLUMBUS, GA	WLTZ-TV	+200%	+100%	+300%
DALLAS-FT. WORTH	KTVT-TV	N/C	-15%	+18%
DAYTON	WDTN-TV	+54%	+67%	+57%
DETROIT	WJBK-TV	+33%	-6%	+34%
EL PASO	KVIA-TV	+11%	+80%	+75%
FT. SMITH	KHBS-TV	+27%	+200%	+100%
FT. WAYNE	WPTA-TV	+8%	+33%	+33%
GREEN BAY	WBAY-TV	+25%	+167%	+167%
GREENVILLE-NEW BERN	WITN-TV	+86%	+143%	+180%
HARRISBURG	WHTM-TV	+40%	+144%	+113%
HARTFORD-NEW HAVEN	WTNH-TV	+38%	+50%	+125%
HONOLULU	KITV	+280%	+300%	+400%
HOUSTON	KHTV	+120%	+190%	+286%
JOHNSTOWN-ALTOONA	WJAC-TV	+75%	+217%	+240%
KANSAS CITY	WDAF-TV	+140%	+125%	+150%
LAKE CHARLES	KVHP-TV	+300%	*	*
LOS ANGELES	KHJ-TV	+117%	+450%	+856%
LOUISVILLE	WLKY-TV	+23%	+17%	+22%
MIAMI	WSVN-TV	+33%	+267%	+233%
MILWAUKEE	WITI-TV	+83%	+260%	+220%
MONTGOMERY	WKAB-TV	+227%	+75%	+25%
NASHVILLE	WZTV	+167%	+167%	+300%
NORFOLK	WVEC-TV	+229%	+180%	+200%
ORLANDO	WESH-TV	+25%	+38%	+100%
PHILADELPHIA	WTAF-TV	+60%	+391%	+180%
PHOENIX	KTSP-TV	+53%	+88%	+100%
PITTSBURGH	WTAE-TV	+30%	+45%	+50%
ROCHESTER, NY	WOKR-TV	-6%	+7%	+33%
SAN DIEGO	KCST-TV	+250%	+225%	+200%
SAN FRANCISCO-OAKLAND	KTVU-TV	+7%	-27%	+4%
SYRACUSE	WIXT-TV	+122%	+175%	+125%
TAMPA	WTOG-TV	N/C	+71%	+67%
TOLEDO	WTVG-TV	+20%	+100%	+100%
TUCSON	KGUN-TV	+8%	N/C	N/C
TULSA	KOTV	+71%	+78%	+78%
UTICA	WUTR-TV	+11%	+50%	N/C
WEST PALM BEACH	WPEC-TV	+25%	+150%	+400%
WILMINGTON, NC	WWAY-TV	+140%	+200%	+167%
YUMA-EL CENTRO	KYEL-TV	+180%	*	*
AVERAGE % INCREASE:		+92%	+140%	+158%

SOURCE: NSI CASSANDRA and ARB APOLLO REPORTS — FEB '85, FEB '84.

*Below minimum reporting levels in Feb '84.

STORIES

**SOLD
SINCE
FEB.
SWEEPS**



JUST SOLD!		
MARKET	STATION	NETWORK AFFILIATE
WENSBORO- NORFOLK- SALEM- PORTLAND	WGHP-TV	ABC
REVEPORT	KTAL-TV	NBC
S MOINES	WOI-TV	ABC
OXINGTON	WTVQ-TV	ABC
EDAR RAPIDS- WATERLOO	KCRG-TV	ABC
MERIDIAN, MS	WHTV	CBS
PANAMA CITY	WJHG-TV	NBC

MARKET

STATION

NETWORK
AFFILIATE

NEW YORK

WABC-TV

ABC

CHICAGO

WFLD-TV

IND

WASHINGTON, DC

WDVM-TV

CBS

MINNEAPOLIS-ST. PAUL

WTCN-TV

NBC

BALTIMORE

WBAL-TV

CBS

SACRAMENTO-STOCKTON

KOVR-TV

ABC

KANSAS CITY

KMBC-TV

ABC

NASHVILLE

WSMV-TV

NBC

BUFFALO

WGRZ-TV

NBC

GREENVILLE-SPARTANBURG

WSPA-TV

CBS

MEMPHIS

WMC-TV

NBC

KNOXVILLE

WATE-TV

ABC

MOBILE-PENSACOLA

WALA-TV

NBC

JACKSON, MS

WLBT-TV

NBC

BRISTOL-KINGSFORD-
JOHNSON CITY

WJHL-TV

CBS

AUSTIN, TX

KBVO-TV

IND

PEORIA

WEEK-TV

NBC

LAS VEGAS

KTNV-TV

ABC

COLORADO SPRINGS-PUEBLO

KOAA-TV

NBC

YAKIMA

KNDO-TV

NBC

McALLEN-BROWNSVILLE

KVEO-TV

NBC

RENO

KTVN-TV

CBS

COLUMBUS-TUPELO

WCBI-TV

CBS

MASON CITY-ROCHESTER-
AUSTIN

KIMT-TV

CBS

FLORENCE

WBTW-TV

CBS

MEDFORD

KDRV-TV

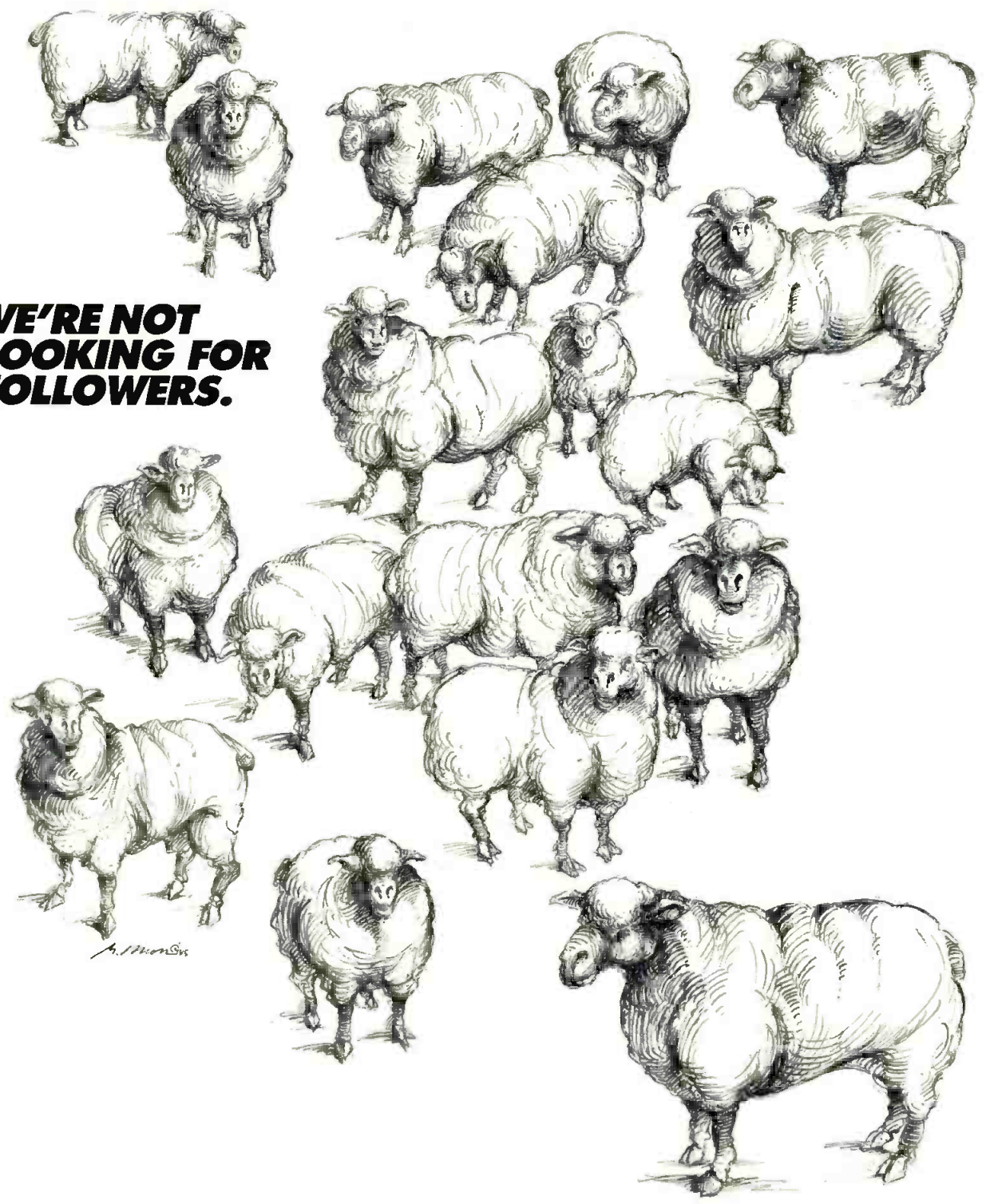
ABC



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WITH HERBERT W. ARMSTRONG

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Broadcasting May 13

Skyrocketing values for TV stations Murdoch, Davis and Metromedia make a deal Fall prime time schedules in place

GOING UP □ The already robust values of television stations seem to be going through the roof based on the latest buyout trends. **PAGE 35.**

BILLION-DOLLAR SALE □ Rupert Murdoch and Marvin Davis purchase Metromedia for \$2 billion and announce intention to sell WCVB-TV Boston to Hearst Corp. for \$450 million. **PAGE 36.**

CRT RESIGNATION □ Copyright Royalty Tribunal Chairman Marianne Hall resigns amid controversy over her role in book termed by many to be racist. **PAGE 39.**

SET FOR FALL □ CBS logs in as final network to announce fall prime time schedule. **PAGE 40.**

COUNTING VOTES □ Storer shareholders cast ballots for control of company. Present management believes it has the votes it needs to maintain control. **PAGE 47.**

CHICAGO BOUND □ Broadcast Financial Management Association opens 25th annual convention. **PAGE 50.**

VOTE OF CONFIDENCE □ Roper polls confirm television's status as most credible news source. **PAGE 58.**

ABC PARTY □ ABC pulls out all the stops for affiliates convention in New York, where Pierce, Thomopoulos, Goldenson and Mandala address the group. **PAGE 64.**

UPBEAT MOOD □ Although daytime is a source of concern, changes at news division and second-place prime time finish have NBC affiliates in a good mood. **PAGE 70.**

SCHEDULE OVERHAUL □ ABC announces fall schedule with replacements for one-third of old lineup. **PAGE 72.**

ROAD AHEAD □ Funding and underwriting top agenda of meetings of CPB, PBS and NAPTS, set for this week in San Francisco. **PAGE 78.**

GIRDING FOR BATTLE □ U.S. officials prepare for upcoming Space WARC meeting where haves and have-nots are expected to battle over *a priori* plans. **PAGE 82.**

NEW IN TOWN □ Preston Padden named INTV president. **PAGE 100.**

FOUND A HOME □ PBS settles on suburban Washington site (Alexandria, Va.) for new home. **PAGE 101.**

GOING DOWN □ Sluggish April in radio spot sales after double-digit gain in first quarter. Network business also leveling off. **PAGE 103.**

CREATIVE APPROACH □ AAAA convention to emphasize creativity. **PAGE 104.**

SOLD! □ As senior VP of sales, Bob Blackmore is engrossed in the business of selling others on NBC. **PAGE 127.**

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At the top

NBC's *The Cosby Show* might be latest illustration of effects of age-old economic axiom of supply and demand. Although even last season 30-second network spot was reportedly priced on high side—around \$115,000—for sitcom, it nowhere approached prices series like *60 Minutes* (\$190,000), *Dynasty* (\$185,000) or *Dallas* (\$140,000) were commanding. But with *The Cosby Show* now top rated prime time series since January, NBC sales executives expect to get "in excess" of \$200,000 per 30-second spot next season, making it most expensive regular prime time series on NBC—and among priciest of any series on any network—and confirming agency buyer suspicions that availabilities will be at least twice as expensive as last season. There are six 30-second spots per show.

Buddying up

National Association of Broadcasters President Eddie Fritts and House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) met last week to discuss number of issues. It was first substantive meeting of two since their falling out over broadcasting deregulation year ago. Fritts expressed interest in meeting with chairman last month (BROADCASTING, April 15) after Wirth turned conciliatory in interview (BROADCASTING, April 1). Session, sources say, was "productive and positive." Among things they discussed: children's programming, development of alternative programming sources, funding for public broadcasting and hearing on beer and wine advertising scheduled next week. It was agreed that NAB and subcommittee staff would get together on regular basis to explore, among other things, formation of task force that could include broadcasters and public interest groups to oversee development of alternative programming sources.

Slow going

Three and half years after conclusion of Rio de Janeiro conference that developed plan for use of AM radio in western hemisphere, number of operating and planned outlets that remain in conflict with other assignments remains at 4,000. As result, some in hemisphere see plan as on "verge of anarchy," as Canadian put it, with countries saying, in effect, "I'll do my own thing." FCC official familiar with plan does not think situation has reached edge of "anarchy." He notes that countries

have been making effort to resolve incompatibilities among themselves; U.S., for instance, has developed plans to resolve differences with Canada and Mexico and is conducting negotiations with other countries in region.

International Telecommunication Union's International Frequency Registration Board could be held responsible if plan breaks down, in view of what critics say is slow pace of its work to help resolve incompatibilities. IFRB will sponsor 12-day seminar/workshop on plan in Lima, Peru, beginning June 10. Although FCC official does not see cause for panic about future of plan, he sees possible trouble ahead. "I would like the pace [of the work to resolve incompatibilities] to pick up," he said.

Triple billion

For first time in history television network has exceeded \$3 billion in gross revenue. ABC did it in Olympic year of 1984, just going over mark at \$3.025 billion, according to official company numbers. Minus approximate 15% agency commission, net revenue for network would be \$2,571,250,000.

Lombardo dickering

Forward Communications, Wausau, Wis.-based station group of four AM's, four FM's and six TV's owned by potential Multimedia suitor, Wesray Corp., is selling KCAU-TV Sioux City, Iowa. No sales price was available, since, as Forward Chairman Dick Dudley told BROADCASTING, "on a scale of one to 10, the negotiations are at the four stage now." Dudley confirmed that prospective purchaser is group headed by former Corinthian Broadcasting president, Phil Lombardo. Lombardo refused to comment. Dudley said sale is part of larger divestiture plan begun with sale of *The Marshfield* (Wis.) *News-Herald* and WNOE(AM)-WBGM(FM) Tallahassee, Fla. (BROADCASTING, June 6, 1983).

If deal goes through, Forward TV division president and station general manager, Bill Turner, who is also vice chairman of NAB TV board, says he has "cordial relationship" with Lombardo, and discussions will ensue about Turner staying with station.

First word

Capital Cities Communications executives are meeting tomorrow (May 14) in New York with minorities who will be

briefed on availability of broadcast properties to be spun off as result of its proposed acquisition of ABC. Shareholders will get word on spin-offs this week in proxy statements that were to be mailed last Saturday. Among those expected at tomorrow's meeting are John Oxendine of BROADCASTING, National Association of Broadcasters minority investment arm, and Pluria Marshall, head of National Black Media Coalition. BROADCASTING is planning its own minority investment seminar in Washington May 31.

Tracking churn

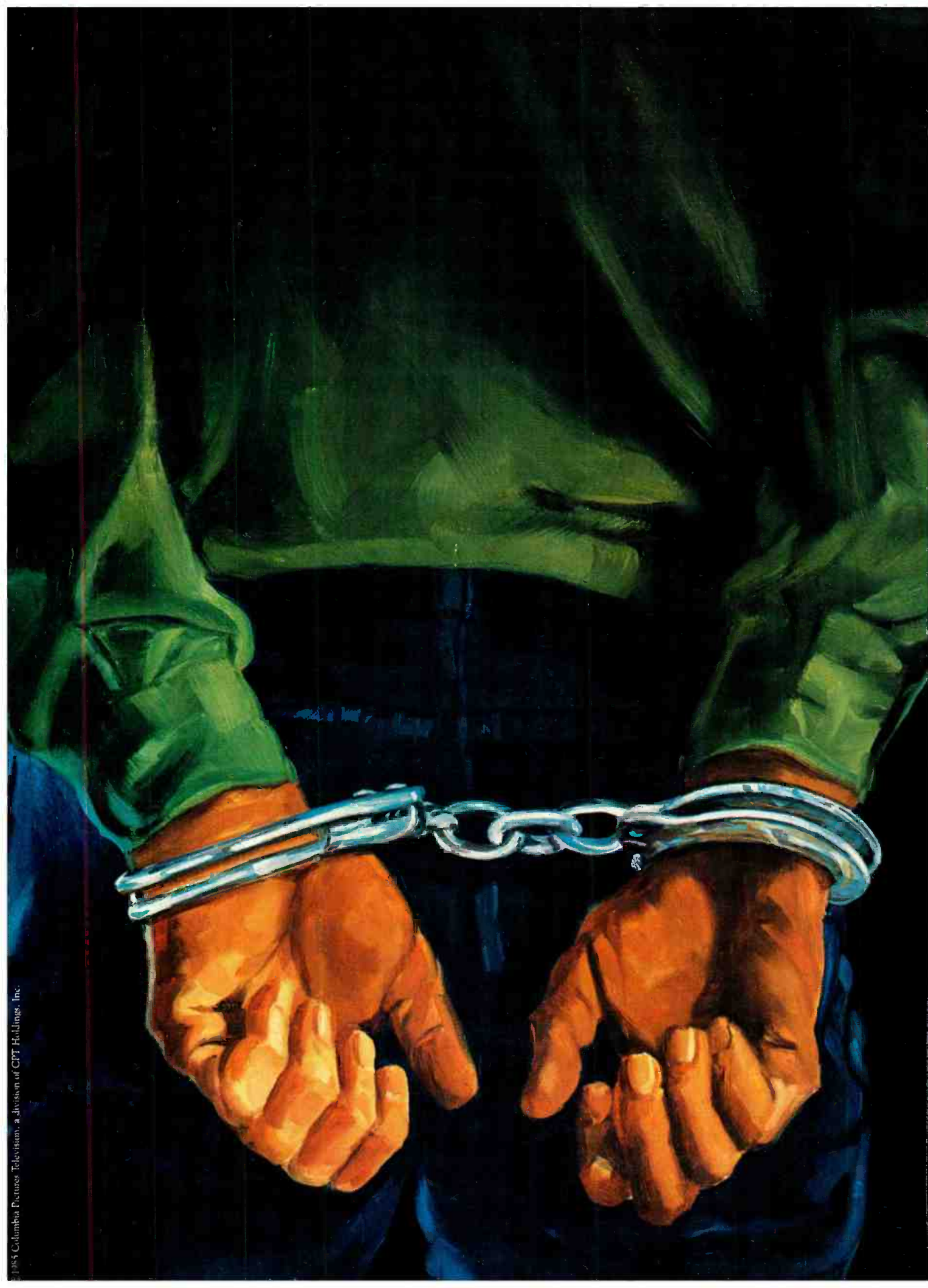
Cable Television Administration and Marketing Society is working on new marketing tool that could benefit entire cable industry. It's close to completing contract with firm that would take information from cable billing services, run it through computers and produce, monthly or quarterly, detailed reports on churn of major pay cable services at individual systems and on nationally. CTAM plans to sell reports to cover cost of service, although "summary data" will be released to trades. CTAM will not identify firm it's working with.

More dereg on way

FCC is hoping to take up proposal to narrow purview over licensee character within next month, commission source said last week. FCC's hope is to confine its perusals of licensee character to broadcasting conduct or relevance. "The idea is to get away from trying to cure all of the ills in the world through broadcasting," one source said.

Off and on

Investigation of insider trading prior to merger of Cap Cities and ABC was expected to have produced announcement by Pacific Stock Exchange at beginning of this month. Fact that no announcement has been made suggests that exchange has found no culpable activity in price and volume increases in either ABC stock or call options. Securities and Exchange Commission, which has refused to say whether it is conducting its own investigation, is in fact doing so, according to knowledgeable source. SEC has wider investigatory powers, including subpoenas, and it is not foregone conclusion it will reach same results as Pacific Stock Exchange.



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King on cable

Larry King, known best for his late-night (early-morning) talk show on Mutual Broadcasting, has signed a contract to host a one-hour talk show on CNN. Beginning June 3, *Larry King Live* will appear weeknights at 9 p.m. NYT, filling slot vacated by Sandi Freeman and *Freeman Reports* last Monday. King will reportedly receive around \$250,000 in the new job.

King will continue to do the Mutual show. Indeed, representatives of King and Mutual were concluding contract talks last week that, according to industry sources, calls for a salary of around \$350,000 a year.

According to a CNN spokeswoman, Freeman, who had been working under a three-year contract that officially expired last Saturday (May 11), and CNN "could not come to terms on new contract." She declined to elaborate. Alfred Geller, Freeman's husband and representative, disputed CNN's version of the situation. "Sandi had accepted the offer of CNN... a couple of weeks ago," he said. "The details had to be worked out and we were proceeding with that in good faith... The next thing we knew they had hired someone else... There conduct was unethical and immoral."

Nabu stew

Four former vice presidents of the Nabu Network, in five separate complaints, have sued top officers and corporate parents of the ill-fated cable service, charging, in part, that their employment contracts were breached last November when the service was abruptly shut down and they were dismissed without any kind of severance pay.

The Canadian-based Nabu Network "used and exploited the market in the Alexandria, Va., area for a short period of time," each of the complaints said, "and, when its capital and funding expired, it retreated to Canada... terminated its United States employees such as plaintiff and others, and refused to honor its commitments to those individuals in violation of United States and Canadian laws."

The disgruntled ex-Nabu employees: James L. Fischer, vice president, operations and engineering; Barbara O. York, vice president, administration; Vivian D. Goodier, vice president, cable sales and affiliate relations, and Barbara J. Ruger, consumer marketing and sales.

Among those named as defendants: The Nabu Network, an Ottawa-based corporation that developed the computer-software downloading service (Nabu-Canada); its U.S. subsidiary, Nabu-U.S., and Campeau Corp., Nabu-Canada's principal investor.

Fischer and Goodier filed suits in the federal district court in Alexandria, where Nabu-U.S. was based and where the computer-software downloading service was introduced in the spring of 1984. York filed in the state circuit court in Alexandria. And Ruger filed suits in both courts.

The plaintiffs also alleged in their multi-count suits that officers of Nabu-U.S. signed employment contracts without having a "certificate of authority to transact business in Virginia." They also claimed that Campeau Corp. wrongfully interfered with the their employment contracts with Nabu-Canada and Nabu-U.S. when William Carroll, acting on behalf of Campeau, ordered the closing of the Nabu's Alexandria office and their firing without severance pay.

Fischer, Ruger and Goodier also charged that, in recruiting them, certain officers of Nabu-U.S. and Nabu-Canada misrepresented the companies' financial strength. As things turned out, the complaints said, "Nabu did not have the necessary funding and capitalization to engage in the said business of operating and marketing computer home networks in the United States."

According to the complaints, the employment contract of Fischer called for an annual salary of \$130,000, while those of York, Ruger and Goodier called for annual salaries of \$120,000. In addition, under their contracts, each was to receive an unspecified amount of equity in the company, full benefits, a car allowance of \$500 a month and "additional compensation of \$80,000 if the plaintiff's employment was terminated within one year." Each of the plaintiffs has

asked for actual and punitive damages that could amount to as much as \$1.5 million.

New ideas

Cable operators are becoming more and more imaginative in the marketing of their pay services. The latest evidence is Daniels & Associates' discounted four-pay package, which did so well during a three-month trial in a Carlsbad, Calif., system earlier this year that the Denver-based MSO plans to offer similar packages in other systems starting next month.

For the Carlsbad test, which ran from Jan. 1 to April 7, Daniels offered Showtime, Bravo, American Movie Channel and either The Playboy Channel or The Disney Channel, packaged as Showcase, for \$15.95 a month. Prior to the trial, each of the services was offered for \$9.95 a month.

The package was a hit. During the test period, Daniels said, pay units grew 35%, from 20,653 to 27,878. Basic subscribership grew slightly to 20,820.

"The Showcase approach believes that in unity there is strength," said Jerry Maglio, executive vice president of marketing and programming at Daniels. "If a cable operator and the individual premium service suppliers are all willing to create these kinds of value packages, then the cable industry can continue to grow in the pay-TV business."

Buoyed by Showcase's success, Maglio said, Daniels plans to offer a package containing Showtime, Bravo, AMC and PASS, Detroit's regional sports network, for the same price in its Ann Arbor, Mich., system in June.

Book flap

The author of a book scheduled for publication next year about Time Inc.'s Home Box Office ("Inside Home Box Office: The Cash Cow That Almost Ate Hollywood") charged that a pending lawsuit concerning the book brought by the public relations firm, Carl Byoir & Associates, is actually a ruse in a scheme by Time to "suppress publication of my book." Time denied the charge. The author, George Mair, was an employee of Byoir from October 1983 to September 1984 and was assigned to the company's HBO account as a public relations representative. An attorney for Byoir also denied that the suit was on Time's behalf. He said that the public relations firm was simply seeking a copy of the "Cash Cow" manuscript before publication to insure that Mair had not reported information obtained in connection with his employment at Byoir which the company argues should be privileged and confidential.

In its suit, the attorney said, Byoir will try to convince the court that Mair's relationship with HBO during his employment with Byoir was similar to the confidential relationship that exists, between a patient and doctor or client and attorney. The attorney, Harold Suckenk, also said Mair had agreed to comply with a specific agreement of confidentiality between Byoir and HBO. Mair



MEET AL CAPONE

Alias Al Brown. Alias "Scarface." By 1929 he gunned down all his rivals to become Chicago's most powerful gangster. His henchmen and hitmen provided Chicago's mob leaders for years to come.

SEE PAGE 77

has countered that he signed no agreement and that there was no mention of its being effective for any length of time after his employment with Byoir was terminated. He contends that Byoir's effort to review galleys of the book before publication with an eye toward cutting anything he might have learned while at Byoir constitutes "censorship" and "prior restraint" in violation of the First Amendment. In a press release, Mair described the book as "the inside story of the fortunes and misfortunes of the most powerful cable TV company in the world and the men and women who made it possible."

In filing its lawsuit, said Mair, Byoir "is acting as a surrogate for HBO and Time Inc. because they are loathe to go public after Time Inc.'s embarrassment with the Ariel Sharon trial." A Time spokesman said Mair's charge is "absolutely untrue. Time would never be a party to suppression of a book or anything else for that matter."

Cable penetration

Arbitron Ratings' May estimate puts U.S. cable television penetration at 44%, or 37,175,300 households, representing a gain from 43% or 36,463,700 households in February. The estimates were based on diary surveys of 410,000 TV households during May, July and November 1984 and February 1985. Arbitron said the results of these surveys were averaged, with more recent surveys weighted more heavily in the calculations.

Arbitron said the highest cable penetration, 85%, was in Laredo, Tex. Next highest was in Santa Barbara-Santa Maria-San Luis Obispo, Calif., where it was 84%, followed by Palm Springs, Calif., 82%; San Angelo, Tex., 81%; Parkersburg, W. Va., 79%; Roswell, N.M., 78%; Biloxi-Gulfport-Pascagoula, La., and El Centro-Yuma, Calif., both 76%. Lowest penetration was 22% in Minneapolis-St. Paul, Arbitron said, followed by Washington, 23%; Chicago and Baltimore, 25% each; Milwaukee, 27%, and Detroit, 30%.

Tight squeeze

The National Cable Television Association has asked the FCC to deny AT&T's request to move the orbital location of its Telstar 303 satellite from 125 degrees west longitude to 128.5 degrees west, claiming that it would cause interference to cable programming signals emanating from Satcom III-R at 131 degrees, just 2.5 degrees away from AT&T's proposed location.

NCTA acknowledged the FCC's "long-term objective" of spacing satellites two degrees apart to make the most efficient use of the orbital arc. "However, the FCC has stated, spacing below three degrees at this time will result in cable television systems receiving video signals of unacceptable quality, a situation that can be improved only through the purchase of significantly more expensive ground receiving equipment," it said. Granting AT&T's request, it said, "would render obsolete more than 6,000 recently purchased receiving antennas many years before the end of their useful lives."

According to the NCTA, AT&T requested the new orbital slot so that cable systems' earth stations aimed at Satcom III-R could

be retrofitted with dual feeds so they could pick up simultaneously signals from Satcom III-R and Telstar 303. Telstar 303, which is scheduled for launch on May 30, 1985, is a replacement satellite for Comstar D-4, which now carries some cable programming.

Sports results

ESPN said last week that its prime time programming averaged a 1.6 Nielsen rating, representing 571,000 subscriber households, and a 2 share of audience during the first quarter of 1985. Its highest-rated prime time series was its live coverage of six games of the NCAA basketball tournament, which averaged a 4.2 rating, equivalent of 1,469,000 homes. Second highest rated was U.S. Football League games, which averaged a 2.9 rating (1,021,960 households) and live Top Rank boxing (2.1 rating, 740,000 homes). ESPN also said Nielsen figures put 26% of ESPN's first-quarter prime time audience in households with at least \$30,000 income and with a head of household in a professional or managerial post—compared with 15% of total TV households that were classified in that demographic category in the first quarter.

Hotel contract

Hilton Hotels Corp. has chosen Bonneville Telecommunications/Satellite Systems division, Salt Lake City, to supply and install satellite receiving equipment at owned-and-managed Hilton hotels throughout the U.S., Bonneville said last week. The satellite antennas will be used to receive cable programming for in-room distribution to hotel guests at no charge to them. Bonneville is to provide site surveys, hardware and installation of Scientific-Atlanta 3.2-meter or larger satellite receiving dishes at Hilton hotels during 1985. Hilton is to purchase the downlink network equipment from Bonneville, which will then provide service and maintenance on a contract basis.

Show's not over

Cancer Today, a public-affairs program on the early detection and treatment of cancer, is getting heavy play on cable. The 60-minute special, which aired on superstation WTBS-TV Atlanta on April 3, is scheduled to be telecast on the Financial News Network on May 27 (6 a.m. NYT) and on The Learning Channel on May 15 (3 p.m. NYT) and May 17 (7 a.m. NYT). Other networks that have aired the special included the Satellite Program Network, Lifetime, CBN Cable Network, USA Cable Network and Black Entertainment Television.

Ready to vote

The National Labor Relations Board has set June 4 for a vote by C-SPAN's production employees and technicians on whether they want to unionize under the banner of the National Association of Broadcast Employees and Technicians. The NLRB had scheduled a hearing for May 2 to determine how many of C-SPAN's 83 employees would be eligible for the union. But that hearing was called off when NABET and C-SPAN management settled on 39. A simple majority of those 39 employees is needed to certify the union.

KING WORLD PRESENTS

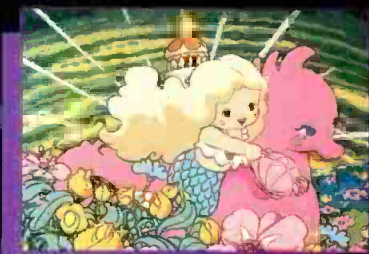


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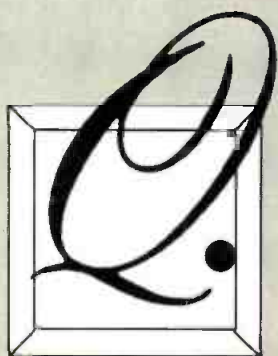


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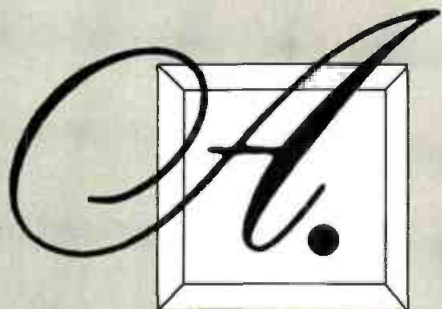
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Now he treats me almost like a total stranger at work. Don't you think this is rude?



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This treatment is the correct one at the office for people who are currently having an affair. Those who are not can afford to be slightly more cordial.

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FOR MORE INFORMATION CONTACT:

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See Pages 82, 84, 86

TV ONLY

Pepsi-Cola U.S.A. □ Moving toward national rollout of Slice, new lemon-lime soft drink, Pepsi-Cola has moved product into New York and other major cities for 75% of coverage by May 1.



Campaign will continue until national rollout is achieved within next few months. Commercials will be carried in all dayparts. Target: young adults. Agency:

J. Walter Thompson, New York.

Tomy Toys □ Three-week flight is slated to begin in late May in eight markets throughout U.S. Commercials will run in daytime and fringe slots. Target: children, 6 to 12. Agency: Keye/Donna/Pearlstein, Los Angeles.

Flav-O-Rich □ Three-week flight for Rich & Creamy ice cream will begin in early July in about 13 markets. Commercials will be carried in prime and fringe periods. Target: adults, 25-54; women, 25-54. Agency: D'Arcy MacManus Masius, Atlanta.

Rheem Manufacturing □ Air conditioners will be highlighted in campaign in 25 markets, with starting dates varying from late April to May and June and length of flights ranging from six to 13 weeks. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Ackerman & McQueen, Oklahoma City.

RADIO ONLY

Richman Brothers □ Men's clothing

chain will begin three-week flight in 12 markets, including Chicago, Denver and Washington. Commercials will run in daytime periods on weekdays and weekends. Target: men, 25-54. Agency: Cabot Advertising, Boston.

Usinger □ Sausage products will be accented in three-week flight to begin this week in Milwaukee, Madison, Wis., and Green Bay, Wis. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Cramer Krasselt, Milwaukee.

West End Lumber Co. □ Campaign is to be launched in late May for nine weeks in Houston and Austin, Tex. Commercials will be presented in all dayparts. Target: men, 25-54. Agency: Winus Brandon Advertising, Houston.

Anderson Little □ Men's and women's retail clothing chain will be featured in flights of two to five weeks beginning in mid-May in more than 20 markets. Commercials will run in morning and afternoon dayparts. Target: adults, 25-54. Agency: Cabot Advertising, Boston.

Republic Airlines □ Three-week flight will pick up from earlier flight this month in about 25 markets. Commercials will be scheduled in all dayparts. Target: men, 25-54. Agency: Dancer Fitzgerald Sample, New York.

RADIO AND TV

Pacific Northwest Bell □ Campaign with new creative copy will be unveiled in late May for one week in seven markets on radio and television, including Portland, Ore., and Seattle. Commercials will be placed in all dayparts. Target: adults, 18-54. Agency: Livingston & Co., Seattle.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

WHERE THERE'S LIFE — This regular, 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

TODAY IN HISTORY — This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

AIRCHECK: AP RADIO NETWORK

YOU'VE GOT THE WHOLE WORLD IN YOUR HANDS — Bob Radcliffe goes to the ends of the earth in conversation with National Geographic editors and photographers about life and lore in distant lands. 90-second feature shows, entitled Horizon, are fed Mon-Fri at 10:32 a.m. ET.

ARE YOU BEING FUELISH? — Energy Breaks, hosted by Ed Kane, offers consumers advice on how to save money by conserving energy. Topics range from weatherizing your home to maximizing your mileage. 60-second feature shows are fed Mon-Fri at 10:32 a.m. ET.

HOW TO JUDGE A BOOK — Each day, in his series of 90-second shows entitled Best Sellers, Martin Levin reviews one of the hottest books on the shelves. Plus, he tells you which new authors have the best shot at making the best seller list. Feature shows are fed Mon-Fri at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WJOY(FM) Miami: To Masla Radio from Torbet Radio.

□

KFKF-AM-FM Kansas City, Mo.: To Selcom Radio from McGavren Guild.

□

KPOP(FM) Sacramento, Calif.: To Weiss & Powell from CBS Radio.

□

KJJY(FM) Des Moines, Iowa: To Weiss & Powell from Roslin Radio.

□

WLK(AM)-WDRV(FM) Charlotte, N.C.: To Selcom Radio from Katz Radio.

KHJ-TV ACCUSED OF BEATING THE NETWORK AFFILIATES IN L.A.

It's true.

KHJ-TV's daytime beats all three network affiliates in Los Angeles, from 9am to 12 noon, Monday through Friday, in women demos. Fortunately, the nets are tough. They can take it. And that's good, because we plan to beat 'em again.

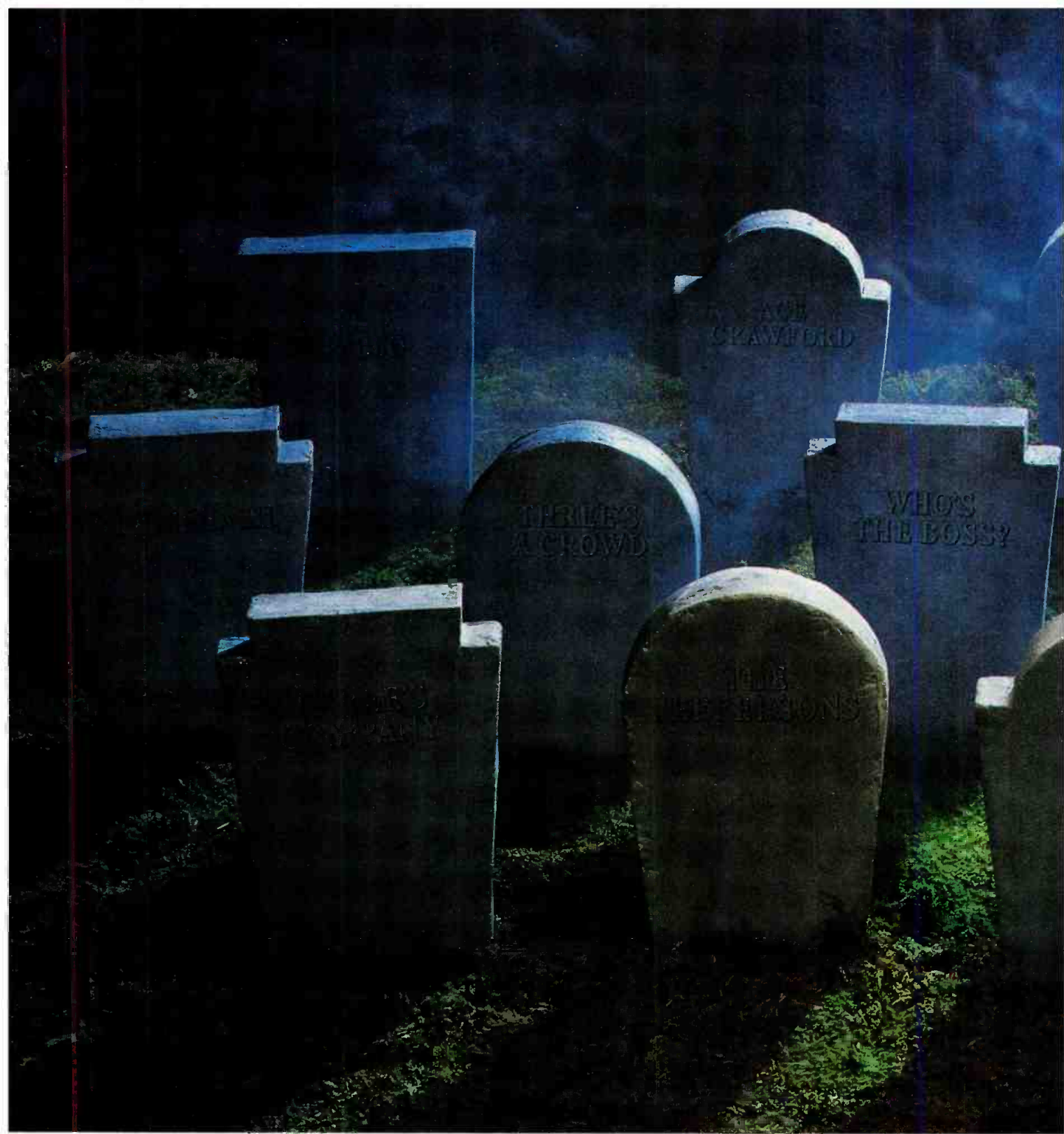
KHJ-TV'S DAYTIME BEATS 9A-12N ON THE NETS IN WOMEN DEMOS *

ADI RATINGS

		TOTAL WOMEN	W18-34	W18-49
KHJ-TV	M-F, 2:30-4:30PM	4	4	4
KABC	M-F, 9A-12N	3	3	3
KCBS	M-F, 9A-12N	3	3	3
KNBC	M-F, 9A-12N	3	2	1



*Source: ARBITRON, February 1985



**What The A Team
does to sitcoms
is no laughing matter.**



Since *The A Team's* been on the air, 16 sitcoms stopped leaving 'em laughing.

But it doesn't stop there. Many of these luckless sitcoms will have to face *The A Team* again in syndication. And that's no joke!

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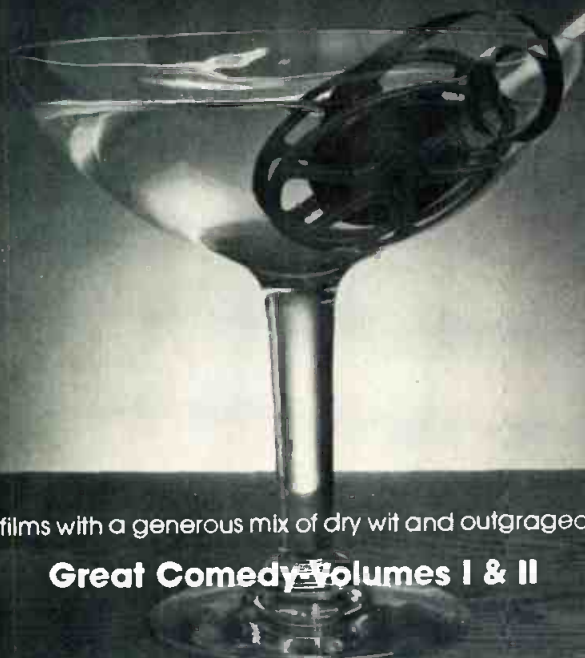
MCA TV



Computer contract. Harvey Spiegel (c), senior vice president of Television Bureau of Advertising, scans contract for development of third generation of TVB's MMP system for personal computers. MMP provides net reach, frequency and cost-per-thousand data for television, newspapers, radio and any combination of media. System was introduced by TVB in 1979 and MMP/Generation II was unveiled in 1981. MMP is used by television stations, advertisers, agencies and universities and will be able to operate on IBM PC's, PC-XT and PC-AT as well as other compatible systems. Computer software for MMP/Generation III is being developed by Sairan, Marshall & Walker, New York, represented at signing by Susan Marshall (l), director of marketing and sales, and Buster Walker (r), director of applications development. System will be introduced by TVB this summer.

The super medium. New study conducted by R.H. Bruskin Associates, New Brunswick, N.J., for Television Bureau of Advertising points up dominance of TV over other media. Special Bruskin research, conducted periodically since 1970, showed that in 1985, percent of adults reached in one day by television was 85%, up one percentage point since 1980, while newspapers were down 12 percentage points to 59% since 1980. Radio declined by five points to 63% and magazines fell by seven points to 25%. Bruskin also showed that time spent by average adult with television daily in 1985 amounted to 252 minutes, compared with combined total of other three media of 170 minutes, substantially larger television advantage than in 1980. According to Bruskin, television's reach and time spent totals were higher than for those of three media combined in all age, income and education groups. Report said this held for highest income groups and college graduates.

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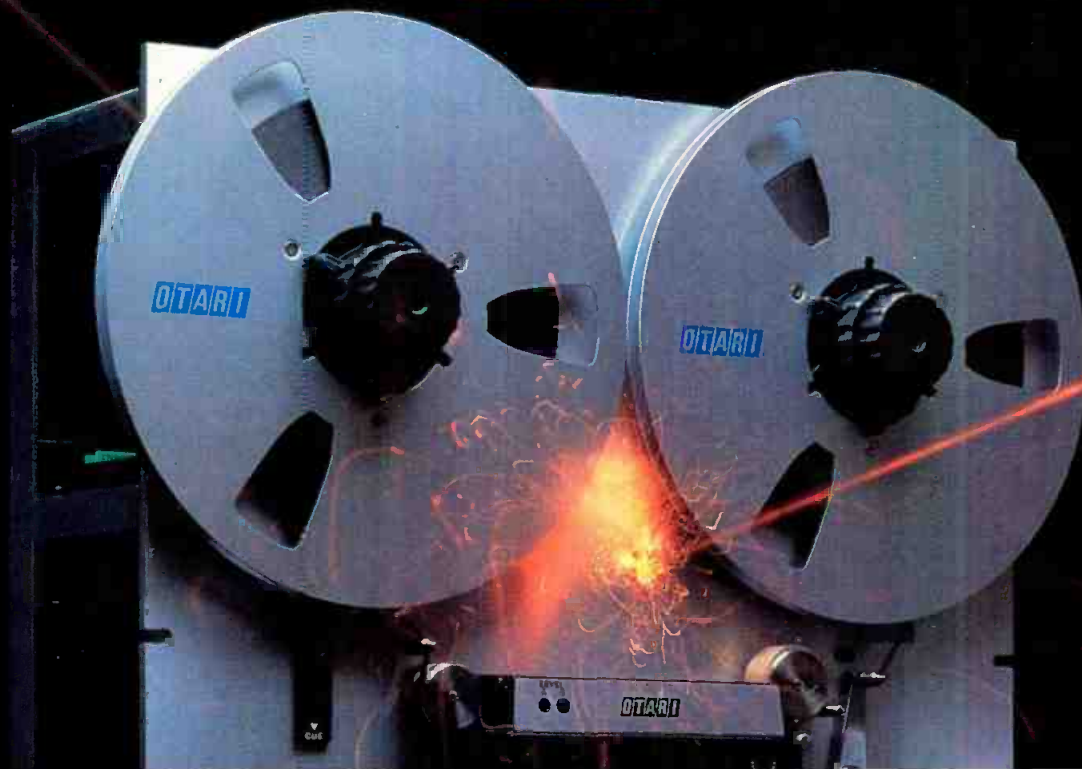


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Datebook

This week

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

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

May 13-15—Third annual '85 Sat Expo, sponsored by *Sat Expo Inc.* Sheraton Denver Tech Center, Denver. Information: (303) 779-7930.

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

May 14—*Washington Executives Broadcast Engineers (WEBE)* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

May 14-17—"Electromagnetic Energy Policy Alliance," association formed to promote establishment of responsible, uniform standards on use of nonionizing electromagnetic energy, annual meeting and seminar. Hotel Intercontinental, San Diego. Information: (202) 429-5430.

May 14-17—First national instructional television utilization conference, "Branching Out in '85," sponsored by *Southern Educational Communications Association.* Gulf Park Conference Center, Long Beach, Miss.

May 15—*National Academy of Television Arts and Sciences, New York chapter,* drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting System Inc.

May 15—*American Film Institute,* in association with *Publishers Weekly,* seminar, "Words into Pictures: Taking Part in the Video Revolution." Doral Inn, New York. Information: 1-800-221-6248.

May 15—*Federal Communications Bar Association* monthly luncheon. Speaker: George Vradenburg III, VP-general counsel, CBS Inc., on Westmoreland vs. CBS trial. Touchdown Club, Washington.

May 15—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter.* Topic: associations. National Association of Broadcasters, Washington.

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

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

May 16—*International Radio and Television Society* newsmaker luncheon, "Media Maria on Wall Street—Who's Next?" Waldorf-Astoria, New York.

May 16—"Westmoreland vs. CBS: The Fallout," symposium sponsored by *Academy of Television Arts and Sciences,* featuring George Vradenburg, chief counsel, CBS; Dan Burt, president, Capital Legal Foundation; Elie Abel, NBC News correspondent, and Richard Salant, former vice chairman, NBC. Directors Guild Theater, Los Angeles.

May 16-17—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

May 17—"Minority Ownership of New Broadcast Stations," seminar sponsored by FCC and *National Tele-*

communications and Information Administration. Omni International hotel, Miami. Information: (202) 254-7674.

May 17—*Radio-Television News Directors Association* region three meeting with Society of Professional Journalists/Sigma Delta Chi. Marriott hotel, Salt Lake City.

May 17-19—*American Public Radio* annual meeting. Westin hotel, Vail, Colo. Information: (612) 293-5417.

May 17-19—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications and Dallas Morning News.* Dallas/Fort Worth Airport Hilton, Dallas. Information: (213) 851-7372.

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

Also in May

May 19—*Association of California Independent Public Television Producers and The Film Arts Foundation* co-sponsor "Reflections: The Documentary in Crisis," conference on status of public television documentaries. KQED-TV studios, San Francisco. Information: (415) 552-8760.

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

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

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

May 20-22—*Television Bureau of Advertising/Sterling Institute* "performance management program for account executives." Westin, Denver.

May 20-23—*Pacific Mountain Network* annual affiliates meeting, "Changes in and on the Air." Westin hotel, Denver. Information: (303) 455-7161.

May 21—Champion-Tuck Awards (for business and economic reporting) luncheon, sponsored by *Dartmouth College, Amos Tuck School of Business Administration.* Keynote speech: Diane Sawyer, CBS. Plaza, New York.

May 21—*National Association of Broadcasters* small market committee meeting. NAB headquarters, Washington.

May 21—*Independent Media Producers Association* seminar, "How to Do Business... Advocacy Groups." Gangplank, Washington. Information: (202) 466-2175.

May 21—*Southern California Cable Association* luncheon. Speaker: Michael Fuchs, chairman, HBO. Marina del Rey Marriott, Marina del Rey, Calif. Information: (213) 684-7024.

May 27-June 1—27th American Film Festival, documentary, short film and video festival sponsored by *Educational Film Library Association.* Roosevelt hotel, New York. Information: (212) 227-5599.

May 27-28—*National Association of Broadcasters science and technology department* 17th annual directional antenna seminar. NAB headquarters, Washington. Information: (202) 429-5346.

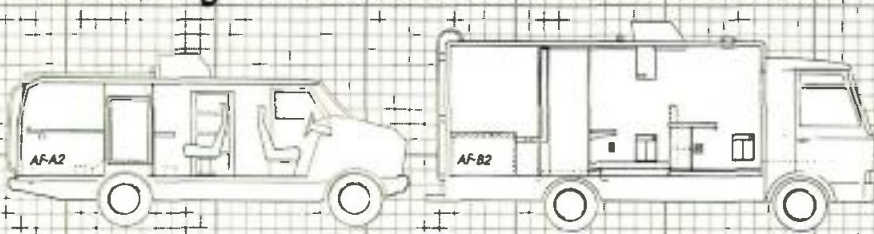
May 28-30—10th annual "Hyannis Conference" for investors and investment analysts interested in telecommunications and information industries, sponsored by *Electronic Industries Association.* Dunfey's hotel, Cape Cod, Mass. Information: (202) 457-4937.

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

May 29—*Golden Jubilee Commission on Telecommunications* conference, "At the Crossroads: Technology vs. Regulation in Mobile Radio and Enhanced Computer Services." Keynote speaker: Lionel Olmer,

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WKBD-TV Detroit
WTTG Washington, D.C.
KRLD Dallas
WOAC Cleveland

20 of the top 20

KRIV-TV Houston
WPGH-TV Pittsburgh
WDZL Miami
KITN Minneapolis
WGNX Atlanta
KTZZ Seattle
WTOG Tampa
KDNL-TV St. Louis
KWGN-TV Denver
KTXL Sacramento

30 of the top 30

WBFF Baltimore
WPDS-TV Indianapolis
WTXX Hartford
KPHO-TV Phoenix
KPDX Portland, OR
XETV San Diego
WXIX-TV Cincinnati
KEKR Kansas City
WZTV Nashville
WCGV-TV Milwaukee

40 of the top 40

WOFL Orlando
WGNO-TV New Orleans
WPCQ-TV Charlotte
WUTV Buffalo
WHNS Greenville
WTTE Columbus, OH
KAUT Oklahoma City
WTO Birmingham
WLFL-TV Raleigh
KSTU Salt Lake City

50 of the top 50

WXMI Grand Rapids
WMKW-TV Memphis
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WTVZ Norfolk
WVAH-TV Charleston
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**Already cleared in over 85% of the country with
more than 110 stations and still growing!**



undersecretary of commerce for international trade. Mayflower hotel, Washington. Information: (202) 955-4687.

■ **May 29**—National Association of Broadcasters regional summer small market TV workshop. Sheraton Park Central hotel, Dallas. Information: (202) 429-5362.

■ **May 30**—National Association of Broadcasters membership committee meeting. NAB headquarters, Washington.

■ **May 30**—Northern California Broadcasters Association meeting. Speaker: Shaun Sheehan, senior vice president, National Association of Broadcasters, on status of effort to ban beer/wine commercials. Trader Vic's, San Francisco.

May 30-June 1—National Cable Forum, preview of upcoming made-for-cable programing, during annual consumer press tours. Arizona Biltmore, Phoenix. Information: (213) 278-3940.

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

May 30-June 1—Television Bureau of Advertising sales staff meeting. Rye Town Hilton, Rye, N.Y.

May 31-June 2—"Chemophobia and the News," journalism conference co-sponsored by Foundation for American Communications and Gannett Foundation. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

June

June 1—Second annual Broadcasting-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by Sigma Delta Chi Foundation, with grant from Broadcasting-Taishoff Foundation, honoring memory of Sol Taishoff, late founder-editor of Broadcasting. WBBM-TV, Chicago. Information: (312) 649-0224.

June 1-2—American Film Institute workshop, "Writing is Rewriting," on structural, creative and commercial aspects of screenwriting. Chicago Filmmakers, 6 West Hubbard Street, Chicago.

June 2-4—CBS-TV promotion executives conference. Vista International, New York.

June 2-5—National Cable Television Association annual convention, including National Cable Programing Conference. Las Vegas Convention Center, Las Vegas.

June 2-5—JCPenney-University of Missouri television workshop. School of journalism, UM, Columbia, Mo. Information: (314) 882-7771.

June 2-5—ABC-TV promotion executives conference. Hamilton, Itasca, Ill.

June 2-5—PBS annual press tour. Arizona Biltmore, Phoenix.

June 2-8—Sixth Banff Television Festival, annual international event recognizing "excellence in TV films and programs." Banff Springs hotel, Alberta. Information: (403) 762-3060.

■ **June 4**—National Association of Broadcasters metro market committee meeting. NAB headquarters, Washington.

■ **June 4**—American Women in Radio and Television, New York City chapter, annual Pinnacle awards luncheon. Rainbow Room, New York.

June 4-6—NBC-TV promotion executives conference. Hyatt Regency, Chicago.

June 4-7—Satellite communications, course offered by Continuing Education Institute, nonprofit organization providing professional development in engineering and applied science. Amfac hotel, Los Angeles.

June 5-9—CBS annual press tour. Arizona Biltmore, Phoenix.

■ **June 6**—"Blueprint for Success," TV broadcast acquisition seminar sponsored by National Association of Broadcasters. Westin hotel, Chicago. Information: (202) 429-5362.

■ **June 6-7**—National Federation of Local Cable Programers, mid-Atlantic region, regional conference, "Making Access Work for Us." Co-sponsors: Cable Users Association of New Jersey and Newark Mediaworks. Mercer Community College, Trenton, N.J.

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

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

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

June 7-9—National Association of Farm Broadcasters Southeast regional meeting. Grove Park Inn and Country Club, Asheville, N.C.

June 8-11—American Advertising Federation national convention. J.W. Marriott, Washington.

June 9-11—Microwave Communications Association annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

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

June 10—Presentation of Monitor Awards of Videotape Production Association. Lincoln Center, New York State Theater, New York.

June 10—"1985 Wingding," sponsored by Southern California Broadcasters Association, featuring competition among broadcast and advertising executives in golf, tennis and racquetball. Sportmen's Lodge, Studio City, Calif. Information: 213-466-4481.

June 10-11—NBC annual press tour. Century Plaza, Los Angeles.

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

■ **June 11**—"A Practical Guide to the Cable Communications Policy Act of 1984," program sponsored by Practising Law Institute and American Bar Association.

Stay Tuned

A professional's guide to the intermedia week (May 13-19)

Network television □ **ABC:** *A Death in California* (two-part dramatization), concluding Monday 9-11 p.m.; *Placido Domingo Steppin' Out With the Ladies!* (music special), Tuesday 10-11 p.m.; *Celebrities! Where Are They Now? Fourth Edition* (magazine special), Thursday 9-10 p.m.; *Staff of Life* (comedy special), Friday 9:30-10 p.m.; *Deadly Intentions* (two-part suspense drama), Sunday 8-10 p.m. and next Monday 9-11 p.m. **CBS:** *The 1985 Miss USA Pageant*, Monday 9-11 p.m.; *It's Your 20th Anniversary, Charlie Brown* (animated/live action retrospective), Tuesday 8-9 p.m.; *The Lady From Yesterday* (drama), Tuesday 9-11 p.m.; *Blade in Hong Kong* (action adventure), Wednesday 9-11 p.m.; *Christopher Columbus* (two-part mini-series), Sunday and next Monday, 8-11 p.m. **NBC:** *Jackie Gleason Presents the Honeymooners Reunion* (vintage kinescopes), Monday 8-9 p.m.; *Peyton Place: The Next Generation* (drama), Monday 9-11 p.m.; *Father Serra and the American West* (religious documentary), Sunday 1-2 p.m.; *Motown Returns to the Apollo* (variety special), Sunday 8-11 p.m. (check local times). **PBS** (check local times): *Herman Melville, Damned in Paradise* (documentary), Wednesday 9-10:30 p.m.; *Bernstein Conducts "West Side Story"* (documentary), Friday 9-10:30 p.m.

Network radio □ **NBC Radio Network:** *Newsline Extra: "The Hunt for the Angel of Death"* (five 90-second reports), Monday-Friday (check local times).

Cable □ **Arts & Entertainment:** *Escape** (three-part re-creation series), Wednesday 8-9 p.m.; *Alexander Nevsky* (Russian historical film), Saturday 8-10:30 p.m.; *Einstein* (documentary), Saturday 10:30 p.m.-midnight; *Wynton Marsalis: Catching a Snake* (music special), Sunday 9-10 p.m. **Cinemax:** *Eros International** (six-part series), Monday 10-10:30 p.m.; "Where the Boys Are '84 (comedy), Saturday 8-9:30 p.m. **Lifetime:** *Your Mental Health: Update '85* (information), Monday 9-11 p.m. **The Nashville Network:** *Winners' Circle* (interviews), Sunday 6:30-7:30 p.m. **Showtime:** *Huey Lewis and the News: The Heart of Rock and Roll* (music special), Saturday 8-9 p.m.; *"Footloose"* (music/dance film), Sunday 8-9:45 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ **Milton Berle:** *Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11.



The Lady From Yesterday on CBS

Errata

Don Golden, from All American Television, Los Angeles, joins Fries Distribution Co. there as regional sales manager. Robert Lloyd, executive VP of Fries, was incorrectly named in "Fates & Fortunes" April 8 as being named to that post.

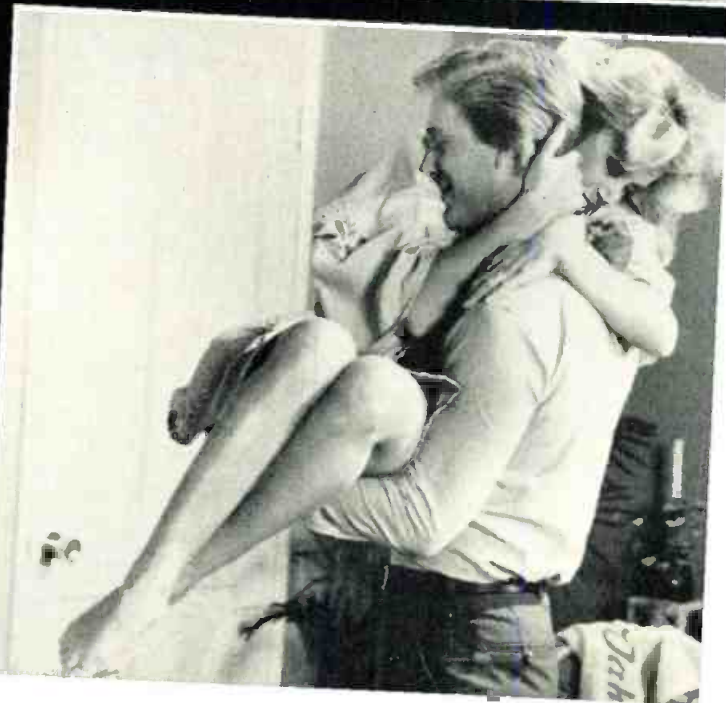
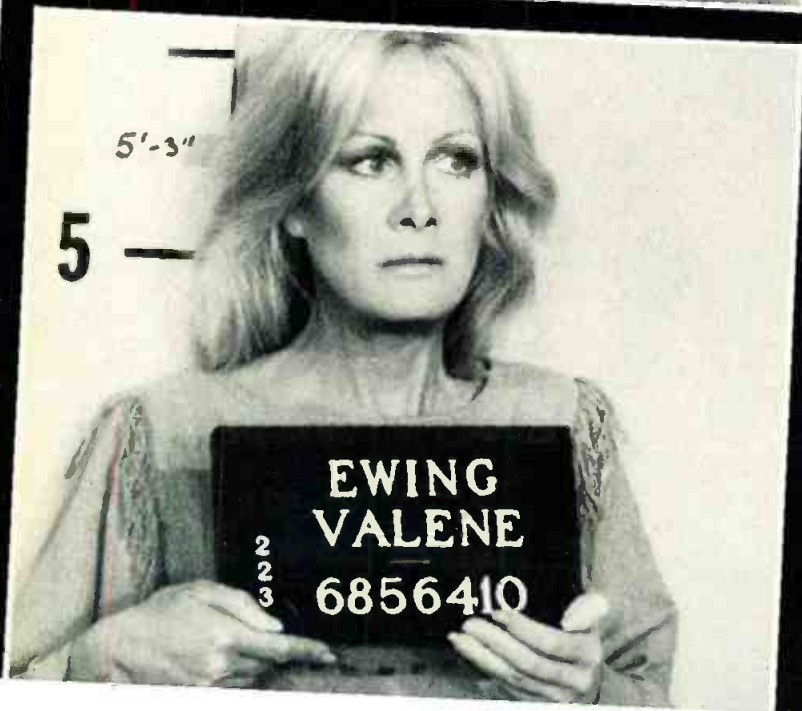
□

NBC won first week of post-season ratings. Headline on weekly television ratings box in May 6 issue was incorrect.

□

Mary Alice Williams, winner of Matrix broadcasting award from New York chapter of Women in Communications (BROADCASTING, May 6), is VP and anchor, New York bureau, for CNN.

**KNOTS
LANDING...
IT'S MORE
THAN YOU
THINK.**





KNOTS LANDING...

HAS IT ALL!

LORIMAR

ation Section of Science and Technology and Division of Professional Education. Program will be broadcast by satellite from New York. Information: (212) 765-5700.

June 11-12—Video show hosted by *General Television Network-Communication Systems Group*, video systems company based in Oak Park, Mich. Fairlane Manor, Dearborn, Mich. Information: (313) 399-2000.

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

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

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

June 12-13—*Illinois Broadcasters Association* annual trip to Washington for visits with legislators and FCC. Washington.

June 13—*Advertising Council of Rochester* annual dinner. Guest speaker: Ted Turner, Turner Broadcasting System. Marriott Thruway hotel, Rochester, N.Y.

June 13—*Women in Cable, Bay Area chapter*, meeting. Topic: theft of service. Dominick's restaurant, San Raphael, Calif. Information: Michal Ditttrick, (415) 463-0870.

June 13-16—*ABC* annual press tour. Century Plaza, Los Angeles.

June 14—Presentation of 26th annual Clio Awards for advertising. Waldorf-Astoria, New York.

■ **June 14**—"Cable Communications Policy Act of 1984: What It Means for Massachusetts," seminar sponsored by *Massachusetts Cable Television Commission* and *Commonwealth of Massachusetts*. George Sherman Union, Boston University, Boston.

June 14-16—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Indiana Lakes Conference Center, Chicago. Information:

MEET LUCKY LUCIANO

Charles "Lucky" Luciano. He got 30 to 50 years for running New York prostitution in 1936. The DA didn't know Luciano was the supreme boss of the Mafia, which he'd built into America's most powerful crime organization.



SEE PAGE 77

(213) 851-7372.

June 14-23—*American Film Institute* faculty development workshop, "Interpretation of Avant-Garde Film." Center for Media Study, State University of New York, Buffalo, N.Y.

June 17—*Clio* annual black-tie gala, honoring world's best TV commercials. Lincoln Center, New York.

June 17-19—CATA '85, *Community Antenna Television Association* annual meeting. Opryland hotel, Nashville. Information: CATA Show, P.O. Box 9893, Alexandria, Va., 22304-0479.

■ **June 17-21**—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

June 17-21—*American Film Institute* faculty development workshop, "Politics and the Media: Mutual Manipulation." American University, Washington.

June 18—*Southern California Cable Association* luncheon. Speaker: Charles Firestone, president, Los Angeles board of telecommunications commissioners. Marina del Rey Marriott, Marina del Rey, Calif.

June 18—*Women in Cable, Bay Area chapter*, seminar, "Introduction to Politics: 101." Gallagher's restaurant, Oakland, Calif. Information: Sharon Reneau, (415) 428-2225.

Major Meetings

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. 11-15—"Radio '85: Management and Programming Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

June 18-21—*National Broadcast Editorial Association* annual convention. Salt Lake Marriott, Salt Lake City.

June 19-21—*Oregon Association of Broadcasters* spring conference. Ashland Hills Inn, Ashland, Ore. Information: (503) 257-3041.

June 20-22—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

June 21-23—"Fifth Annual Invitational Weekend: Anxieties, Pressures and Substance Abuse," sponsored by *National Council for Families and Television* in cooperation with *The Entertainment Industries Council* and *Caucus for Producers, Writers and Directors*. Speakers include producers John Markus, Al Burton and Renee Longstreet; network programing executives Bill Allen, Garth Ancier and John Barber, and production company executives Alan Courtney and Charles Keller. Ojai Valley Inn, Ojai, Calif. Information: (213) 622-0349.

June 23-26—21st annual International Conference on Communications, sponsored by *Institute of Electrical and Electronics Engineers' Communications Society* and *Chicago IEEE section*. Palmer House hotel, Chicago. Information: (312) 922-2435.

Sept. 11-14—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Aug. 26-29, 1986, Salt Palace Convention Center, Salt Lake City, and Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

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

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

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

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

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

Jan. 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*. Amfac 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.

April 13-16, 1986—*National Association of Broadcasters* annual convention. Dallas. Future conventions: 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.

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

May 27-31, 1986—*American Women in Radio and Television* annual convention. Loew's Anatole, Dallas.



SO FAST, THE COMPETITION WON'T KNOW WHAT HIT THEM.

From the minute we launched our NEWSPower 1200 service, we knew we were on to something hot.

Because it delivers news that people want to hear. It delivers news you can believe. And it delivers it, without a glitch, at 1,200 words per minute.

That's 18 times faster than the AP Radio Wire.

Not only that, NEWSPower lets you pre-program your news. So you get only the news you need—state and local reports, sports, financial, world news and weather.

There's something else. With NEWSPower 1200, you get a direct line to the most pervasive, precise news staff in the world.

And when you consider all that, you realize something.

You realize that AP NEWSPower 1200 can be a tremendous advantage in your business, no matter what kind of competition you run up against.

For details about NEWSPower 1200, call Glenn Serafin, at AP Broadcast Services (800) 821-4747.

AP ASSOCIATED PRESS BROADCAST SERVICES WITHOUT A DOUBT.

***YOUR WORLD IS CHARGED
WITH STATIC ELECTRICITY...***

***CAUSING A SHOCKING
OF DROPOUTS.***

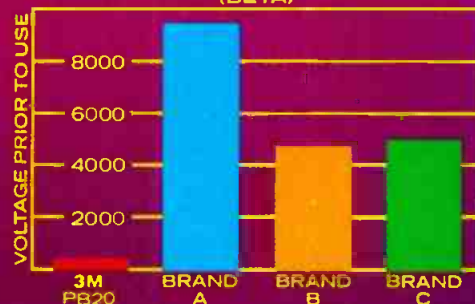
GED WITH

NUMBER

Your once-in-a-lifetime shots...destroyed by transient dropouts—caused by a fiber, a smoke particle, or even an eyelash that's been drawn into your videocassette by its inherent static charge. It's been an inevitable problem...until now.

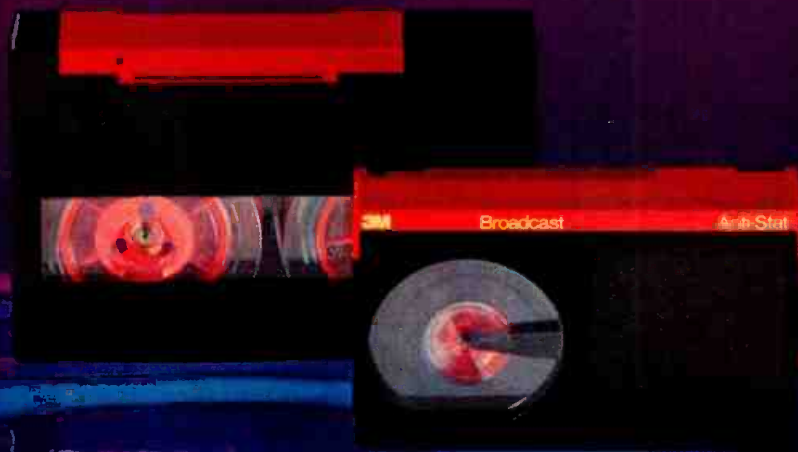
We know you need a videocassette that can go anywhere and not pick up static-drawn souvenirs that will destroy your picture. So we developed the exclusive Scotch® Anti-Stat Treatment, a revolutionary cassette coating that minimizes static attraction, giving our new Broadcast Videocassettes the industry's lowest electrostatic charge levels. Automatically reducing your transient dropouts. Dramatically improving your picture. And we've applied this unique technology to the lengths and formats you need. All distinguished by our red doors and hubs for easy Anti-Stat identification. All backed by our engineers a call away. All the more reason we're number one in the world of the pro.

ELECTROSTATIC CHARGE (BETA)



OUR TAPE

ANTI-STAT...ANTI-DROPOUT.



Scotch®
AUDIO & VIDEO TAPES

NUMBER ONE IN THE WORLD OF THE PRO

3M

A beer-wine advertising commentary from Shaun Sheehan, National Association of Broadcasters

The case for keeping alcohol advertising

Editor's note: Last week's "Monday Memo" featured a commentary by Michael Jacobson and George Hacker of the Center for Science in the Public Interest, the organization that has been spearheading efforts to ban beer and wine commercials or require mandatory counteradvertising.

This week's column presents the opposing view from the National Association of Broadcasters.

Last week in this column, Project SMART described broadcasters and their allies as modern day equivalents of Chicken Little. An apt response, I would submit, is: "Which came first: the chicken or the egg?"

The Old Testament reveals that Noah's first act on debarking from the Ark was to plant a vineyard. The ancient Romans and Greeks elevated winemaking to an art form. Columbus discovered that the Indians enjoyed a native beer. And who can forget Prohibition? All this and countless other historical occurrences took place before the advent of radio and television.

Then as now, the question is not that beer and wine and spirits are used but that some people abuse them.

SMART is clever. It is riding the coattails of national concern over drunk driving. It has coupled it with a resurgence of the temperance movement and launched an attack on radio and television—easy targets for demagoguery.

The strategy is akin to the big lie. "Broadcasters, when are you going to stop beating your wives?" The premise is stated as if fact. Then it behooves the accused to refute the fictitious assertion, and yet residue remains. "Aren't you the one who beats his wife? No, I was acquitted."

Fortunately, Americans have an inherent sense of fairness and although Project SMART has garnered reams of publicity, it has repeatedly failed when exposed to scrutiny before the Senate, at the Federal Trade Commission and in most of the opinion articles both in print and broadcast.

When questioned on the record, SMART feebly agrees that there is no evidence linking broadcast advertising with abuse, and its real motive and strategy trickles out. First, ban broadcast advertising and if possible extend the ban to print. Raise taxes on all alcohol products. Place warning labels on them. Limit the hours of sale and places of purchase. None of these address abuse. All address use. SMART is attempting to socially engineer the use of beer, wine and liquor out of American culture.

Shunted aside is who drinks and why. As well as who abuses and why. In the United States, 35% of the population abstains from alcohol. Of the 65% that chooses to drink,



Shaun Sheehan is senior vice president, public affairs, of the National Association of Broadcasters, Washington. Before joining the NAB in 1978, he was vice president and group supervisor for the Daniel J. Edelman Inc. international public relations firm's Washington office. While at Edelman he served as an account executive and vice president/group supervisor. Prior to that he spent three years at the U.S. Catholic Conference where he wrote and voiced *Guidelines* on the NBC Radio Network. A member of a number of public relations, journalism and other organizations, Sheehan last week was named to the board of directors of Mothers Against Drunk Driving.

well over 90% do so in moderation with no health risk to themselves or others. These simple statistics expose SMART's big lie.

The FTC studied the relationship between beer and wine ads and alcohol abuse. Last month, it rejected a SMART petition requesting further review of the question. After a thorough analysis, the FTC found "no reliable basis to conclude that alcohol advertising significantly affects consumption, let alone abuse."

Two weeks ago at NAB's convention, Mothers Against Drunk Driving (MADD) founder Candy Lightner told broadcasters her organization would "never" support Project SMART and stated that Congress should be "the court of last resort."

The facts are straightforward, simple and substantiated. They make the case:

- First, broadcasters are deeply concerned about the alcohol abuse problems in this country and are actively involved, on and off the air, within their local communities to inform the public on this serious issue.

- The problem is misuse, not use, of alcohol. The vast majority of Americans who choose to imbibe do so intelligently and in moderation.

- There is no recognized research that shows any causal relationship between alcohol beverage advertising and alcohol abuse.

- Family practice, peer pressure and cul-

tural environment are the primary influences on drinking behavior at all ages.

- By comparison, the Soviet bloc—which allows no advertising—suffers significantly higher levels of alcohol abuse than the U.S.

- Beer and wine, unlike cigarettes, pose no health hazard to the public when used in moderation. Despite banning of cigarette advertising and the Surgeon General's report, the rate of consumption by young people—who have never seen nor heard a broadcast cigarette ad—remains exceedingly high.

- As lawful products, beer and wine are entitled under the First Amendment to be advertised.

- The banning of beer and wine advertising will cost the broadcast industry \$882 million annually in revenues—approximately 5% of national and spot revenues for television and 12% for radio. Radio, with its small margin of profit, will be harder hit.

- Most of these dollars go toward underwriting sporting events. A ban would mean the loss of local sports coverage.

- It is purported that beer and wine ads entice youth. Yet Nielsen data reveals that less than 3% of teen-agers and children are in the audience of the average weekend of TV sports programs. The audience is overwhelmingly adult males.

- The suggestion of an ad ban on beer and wine is an insult to the intelligence of the American people. As with all other legal, nonharmful products—food, drink, transportation—the public should be allowed to make educated choices (in terms of preference) without government intervention.

While these facts speak for themselves, alcohol abuse is not so easily explained. The solution will not be found in any one place. It will not be found in SMART's "control" approach. And it will not be found in fashionable "media bashing."

There has been dramatic progress by society over the past 40 years. The key has been identified by researchers, social scientists and experts in the field. It is called education. At NAB we're aiding the effort through comprehensive public service outreach programs.

We are not so naive as to believe that alcohol abuse prevention is a short-term project. We are in this for the long haul. Our job is to meet the needs of our communities. Our civic responsibilities stretch far beyond Project SMART and always will.

The point that must, and is, being made is that all members of society need to be active, willing and committed participants in the process to make it work. Governmental oversight of advertising practices does nothing to address the alcohol abuse problem this country faces. The solution lies in education of our young, our mainstream and our afflicted—an educational process that is being bolstered by broadcasters in towns across America.

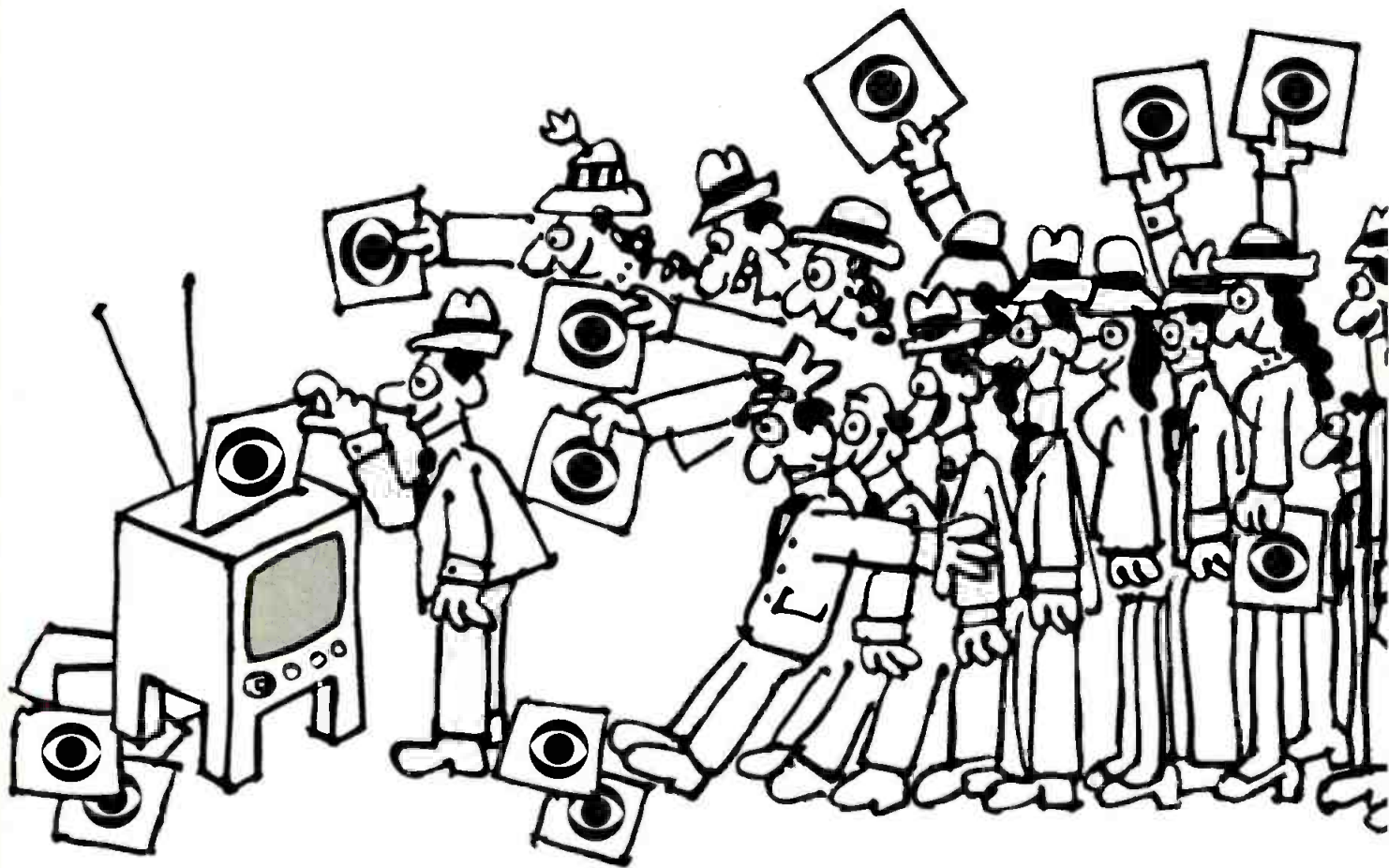
Proud.

You've made quite a name for yourself. And with 25 years of experience guiding and helping those of us in the business, a name well deserved. So here's to you, the Broadcast Financial Management Association. You made us what we are today — grateful. Every day we thank our lucky stars.

szabo

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THE EYES HAVE IT!**



Every time a viewer elects to tune in—it's a vote.

And in 1984-85, for the sixth straight primetime season and the 25th since this comparative measurement began 29 years ago, more Americans voted to spend their time with CBS.

The fact that our national television election has come out the same way so many times surely says that the viewing public finds our program efforts a little more enjoyable, a little more interesting, a little more worth their while.

PRIME TIME IS PRIME

Viewers looked to us for a whole world of entertainment, from new series such as *Murder, She Wrote* and *Crazy Like a Fox* to established weekly favorites; from mini-series to movies to specials.

INFORMATION, FIRST

The *CBS Evening News with Dan Rather* has now passed 150 straight weeks of audience leadership. And for six consecutive

seasons, *60 Minutes* has ranked among the top four network programs—the *only* program to accomplish this feat.

STARS IN THE DAYTIME

The CBS array of serial dramas and game shows again shone most brightly.

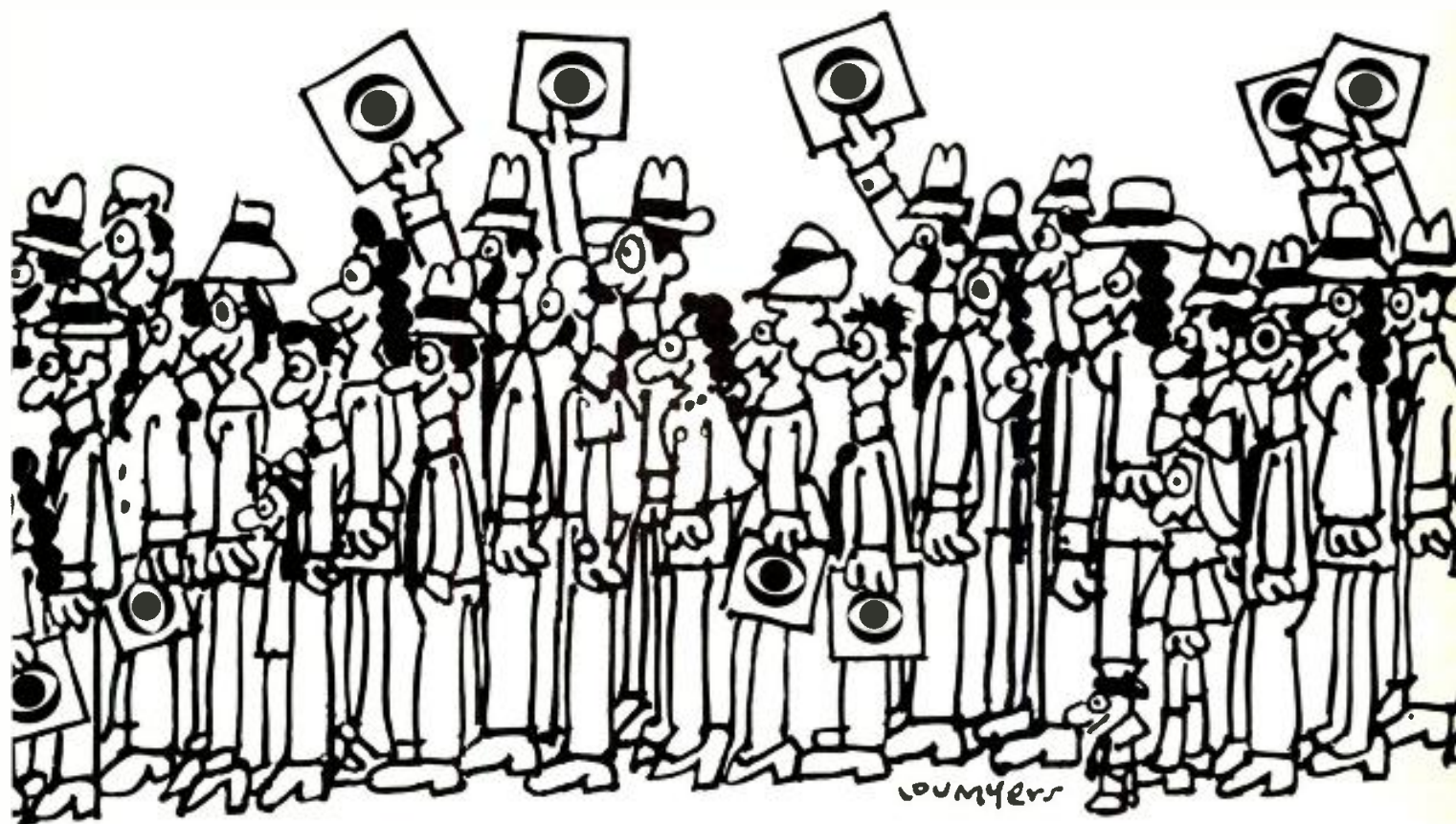
SUPERSPORTS

Peak numbers of viewers joined us for such top events as *NFL Football* and the *NCAA Basketball Championship*, which drew the largest audience for this event in history.

There's more, of course: distinguished public affairs; an ever-increasing commitment to innovative children's programming that challenges young minds.

It takes a schedule in *entirety* to produce television's most enduring tradition of leadership—a leadership that derives from hundreds of millions of votes cast in the unique continuing election process of American television.

CBS/BROADCAST GROUP



Source: Audience estimates based on NTA average audience household ratings. Prime time defined as follows: Sept.-April 1956-1975, Mon.-Sun. 7:30-11PM; Sept. 1975-April 1976, Mon.-Sat. 7:30-11PM, Sun. 7-11PM; Sept.-April 1976-1985, Mon.-Sat. 8-11PM, Sun. 7-11PM. *CBS Evening News with Dan Rather*, May 3, 1982 to April 21, 1985; *60 Minutes*, Sept.-April each year, 1979-80 to 1984-85; *NCAA Basketball Championships*, 1969 through 1985. Subject to qualifications available upon request.



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Broadcasting May 13

Vol. 108 No. 19

TOP OF THE WEEK

ANALYZING THE BULL MARKET IN STATION SALES

The method behind the multiples

Have television station prices left the realm of reality? The \$450 million that Hearst Corp. proposes to pay for WCVB-TV Boston has made that the most pressing question among the nation's station brokers—who are virtually unanimous in believing that Hearst overpaid. They are likely to be astonished again in the next week or two as final bids come in for KTLA-TV Los Angeles, expected to approach \$500 million for a station purchased for \$245 million only two years ago.

The record prices being paid are attributed to a variety of reasons. "Ego has replaced economics," said one broker. "Television station prices are like the price/earnings ratio of stocks—they are related to the perception of the industry," said one investment banker. An industry executive said that additional stations allow group owners to gamble on programing ventures, and therefore acquisitions can no longer be analyzed unto themselves.

However, one significant reason for seemingly higher prices is an axiom both economic and traditional: supply and demand. Acquisition possibilities created by the expansion of the FCC's multiple ownership rules have created the interest, and new sources of money have created the means to buy. Both factors have upped the bidding for major-market television stations.

The prices being paid, more important than doubling the previous price in roughly three years (the Boston example), seem to be based on higher multiples of cash flow* than used to be considered justifiable. The rule of thumb, simply put, has been that the price of a station was a variable of the cash flow produced by that station, because payments to retire the debt incurred by the acquisition had to be safely met.

Brokers and other industry observers say that cash flow multiples have previously fallen within a relatively narrow range, between eight and 10 times for slow growing markets or between 11 and 13 times for faster growing markets. Two recent acquisitions in Orlando, Fla., went for an estimated 15 multiple, but that market's television advertising revenue growth was recently estimated as the third fastest in the country, behind Houston and Austin, Tex.

But with WCVB-TV the pocket calculators are also showing a 15 multiple in a market which, while rebounding nicely from the recession, is still showing nowhere near the revenue growth rate of Orlando.

Multiples, of course, don't always provide the answer. If they did how could one explain the recent price paid for a Southeastern station that was 40 times that year's cash flow? The simple rule of thumb has to be modified in each circumstance to consider, in addition to the growth of television advertising revenue in the market, the prevailing interest rate at which the acquisition is financed. Other variables include whether the station is being sold on current or projected cash flow, whether that cash flow is guaranteed, and

whether the acquired station is at its optimum performance or whether there is room for further improvement in the station's operating margins and market share.

Nevertheless, the answer from those in the industry is that—all other things being equal—multiples, at least in recent big-city purchases, have increased. One person who has reviewed the KTLA-TV offering document said that less than half of the price that station is expected to bring can be attributed to an improvement in cash flow and more than half of the price increase reflects a higher multiple.

To Fred Seegal, who heads Shearson Lehman Brothers' communications group, the higher multiples being paid in big markets should be no surprise. "Wesray Corp. bought Gibson Greetings [greeting card manufacturer] three years ago for \$80 million and it now has a market value of \$250 million. The value of properties doubling in a few years is not an atypical phenomenon, a fact that people in the broadcasting industry sometimes forget. It could just as well happen to a soybean manufacturing plant," Seegal explained the higher multiple being paid by noting that whereas for a struggling, growing group owner every acquisition has to be done with "sharp-pencil arithmetic," a company such as Hearst may, until recently, have been frustrated in finding an investment outlet for cash flow from its existing broadcast properties. Furthermore, a shortfall in its calculations can, unlike a stand-alone station, be temporarily made up with cash flow from another property or properties.

(In fact, a group of WCVB-TV station executives were willing to pay at least \$400 million for the station [some even wanted to match the Hearst offer] as a stand-alone operation, even though initial broker estimates generally valued the property at \$350 million. That proposal would have involved bank loans and equity, the majority of which would have been placed by an investment banking firm and the rest

anted by the station employees themselves.)

Station purchasing as an investment is forward looking and the assumptions one makes are important in assessing whether a station will pay off money invested. A hypothetical station with a one-tenth share of a \$1-billion TV advertising revenue, and with \$50 million in cash flow has a wide variety of possibilities. Using just three variables, if one buyer thinks the market will grow at nine percent, the station's share will stay at 10% and the operating margin will stay at 50%, he would come up with a 1990 cash flow of \$76.9 million. Taking just one percentage point difference—10% market growth, 11% share and 51% operating margin—the other buyer would project a 1990 cash flow of \$90.4 million. At a multiple of 10 that works out to \$135-million disagreement on future value.

Banks with ostensibly conservative standards are making loans on these purchases, another possible indication that the prices being paid can be justified as good investments. But Jose Echevarria, vice president and district head of Marine Midland Bank's broadcasting group, thinks that the criteria of a good investment may be changing: "It's as though they are being traded like commodities and the buyer says: 'I don't really care if the deal can be justified because I can always sell it later.'"

The increased desire of the banking industry has allowed broadcasters to go further out on a limb. "When we set up the Marine

Alarm among many that prices have lost touch with reality is balanced by calm in banking, investment circles about medium's potential; higher multiples order of the day

*Cash flow, simply put, is that revenue left over after necessary operating, administrative and general expenses. Looked at another way, it is the maximum amount available to pay off interest expense and is calculated before taxes (interest payments are tax-deductible) and depreciation (an expense that is entered into the books but does not require an outlay of cash).

Midland group we went around and talked to other bank broadcasting groups. Their loss ratios were very minimal and their nonperforming assets also very minimal. And although I think in the next downturn we will see a higher percentage in both categories I don't think any banks will be hurt if they have television assets. I don't think the prices of stations will come crashing down." As a result, he said, the recent competition among banks to make loans to station purchasers continues, and that in turn has led to "reduction in some lending [interest] rates or slackening of loan covenants."

Ron Ninowski of Gammon & Ninowski Media Investments noted that if any of the recent prices being paid is unwise, there would be a delay in that coming to light because typically only interest is paid during the first few years, with principal repayment added later.

While easier bank financing has made the task of station buyers somewhat easier, the actual amount of money they can obtain from banks, as a multiple of cash flow, has changed very little. According to Echevarria, the sum banks are willing to loan generally does not exceed about six times the station's cash flow, a multiple that has hardly changed in recent years. "It may be creeping up just a little bit over six," he said.

So if a bank will loan \$180 million for a station that will have \$30 million in cash flow in 1985 (the generally accepted estimate for

wCVB-TV), but the price the buyer is willing to pay has increased from \$330 million to \$450 million, what other source of financing allows the buyer to be more adventurous? The answer lies in a variety of financing "instruments" that are categorized as mezzanine financing—that falling between secured bank loans and the purchaser's own money. Included in that category are junk bonds, other unsecured debt and debt that is convertible into equity. "There are a lot of new lenders, a lot of new investors, and the financing techniques are a lot more sophisticated. For instance, one new technique that came out of the last recession was deferred interest caps [if interest rates rise above a certain level, the difference between the cap and the prevailing rate is itself rolled over into a future loan]," according to Echevarria.

While from a distance it may seem crazy to some that a mature Boston TV station would be bought for a multiple of 15—if that is in fact the case—obviously the people spending that money have been smart enough to earn it. Similarly, no one can think of a recently acquired television station—not a start-up—that has had to go Chapter 11 because it couldn't meet its debt payments. The bottom line may well be that as long as people can sell stations for more than they bought them the broadcasting industry may be in for still more surprises. □

Life among the high rollers

Metromedia's \$2-billion deal with Murdoch-Davis; Hearst's \$450 million for Boston

International media mogul Rupert Murdoch and Denver oilman Marvin Davis made their expected announcement last week. Yes, they intend to buy Metromedia's seven television stations for \$2 billion. And, yes, they will spin off wCVB-TV Boston to Hearst Corp. for \$450 million (BROADCASTING, May 6).

No doubt hoping to increase the likelihood of winning federal regulatory approval, Murdoch reportedly has hired the political consulting firm of Black, Manafort, Stone & Atwater, which has strong ties to the Reagan administration, and Akin, Gump, Hauer & Feld, the law firm of former Democratic Party chairman Robert Strauss. The law firm of Cohn & Marks is still representing Murdoch before the FCC.

It was learned that Davis has at least one well-situated friend on Capitol Hill. Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and his wife consider the Daves "good friends," according to a Wirth aide. Davis is said to contribute to Wirth's campaigns.

Murdoch also moved swiftly to quash a rumor that he would seek a waiver at the FCC to retain his daily newspapers and Metromedia television stations in Chicago and New York. Through a spokesman, Murdoch said he will not seek a "permanent" waiver from that crossownership prohibition. (FCC officials would apparently be receptive to "temporary" waiver requests that would permit Murdoch to retain those crossownerships for up to 18 months or so.) But Murdoch also announced last week that the Chicago *Sun Times* was up for sale.

In addition, it was reported that Murdoch's becoming a U.S. citizen—a move he would have to make to acquire more than a direct 20% interest in a domestic television

station—would cause him to face similar prohibitions against alien ownership in his native Australia, where he also owns television stations and a TV network.

Figuring out precisely who Murdoch and Davis are isn't easy. In some ways, the billionaire co-owners of the 20th Century Fox Film Corp. differ. Davis, 59, is six-foot-four, broad in the beam, a man who built his fortune drilling for oil. Murdoch, 54, is slimly built, and, with his finely chiseled features, could easily be cast in one of his own company's movies as a pensive intellectual. But Murdoch and Davis share a penchant for privacy that is difficult to penetrate.

How Murdoch and Davis originally got together wasn't known by their spokesmen. But both had financial interests in Boston Ventures Limited Partnership, the venture capital firm that helped John Kluge, Metromedia chairman, president and chief executive officer, take that company private (BROADCASTING, Dec. 12, 1983).

Davis, together with Marc Rich, took 20th Century Fox Film Corp. private in June 1981 for an estimated \$722 million. Davis bought Rich's half of the company after Rich fled the country in the wake of an indictment on racketeering and tax evasion charges (BROADCASTING, Oct. 22, 1984). Davis sold half of the company to Murdoch for a reported \$250 million earlier this year (BROADCASTING, March 25).

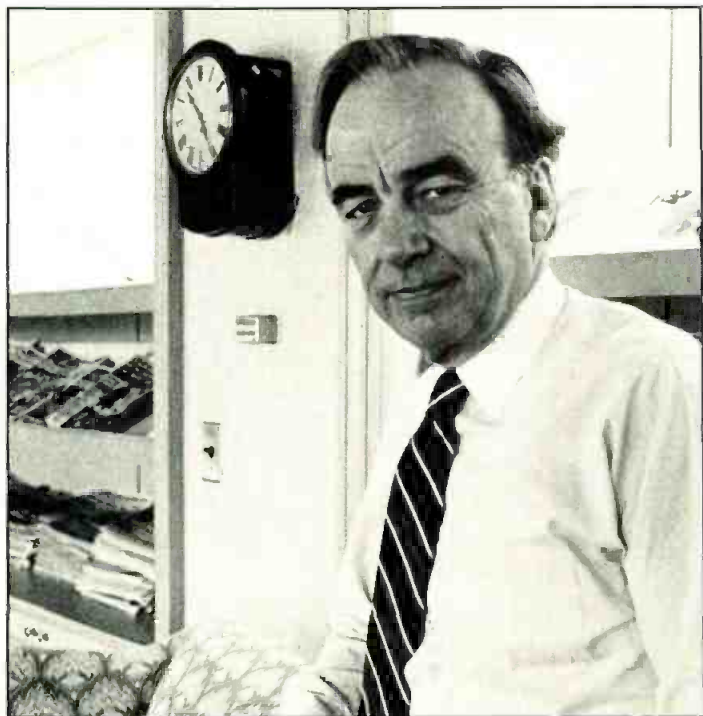
Much of the media coverage of the deal with Metromedia has focused on Murdoch. But one source cautioned against reading that as an indicator of the roles Murdoch and Davis will play with the television properties. This source said Murdoch and Davis will be 50-50 partners. And Davis "loves the business," the source said.

It also reportedly has not yet been determined whether the new corporate entity Murdoch and Davis have proposed for the television stations will be a subsidiary of 20th Century Fox. But it was being asserted, at least in some quarters, that Barry Diller, the former head of Paramount Pictures whom Davis hired to run Fox last year (BROADCASTING, Sept. 17, 1984), is "likely" to be put in charge of the television stations as well. (Diller's five-year contract provides him with an annual salary of \$3 million; it also, among other things, would give Diller 25% of the amount by which the company has appreciated in value over those five years.) □

Those who know Murdoch personally say he doesn't deserve his reputation as a "buccaneer." They say he is soft-spoken, courteous and intelligent.

He is a graduate of Oxford University. And he got his start in the publishing business through News Limited, an Australian firm his father controlled. He took over that firm when he was 23. And by 1964, the company was publishing newspapers in every Australian state. In January 1969, the company acquired *The News of the World* in London. And in late 1973, Murdoch bought both the *San Antonio (Tex.) Express* and *News*. Shortly thereafter, he launched the supermarket tabloid, the *Star*. In 1976, he bought the *New York Post*; shortly thereafter, he added the *Village Voice*, *New York* and *New West* magazines to his publications portfolio.

Murdoch has been criticized for the character of some of his publications. And his acquisition of the Chicago *Sun-Times* had one pronounced effect: more than 100 staff-



Murdoch



Davis

ers reportedly quit.

Dan Rosenheim, now a reporter for the *Chicago Tribune*, was among those who left. And he said a primary motivation was his concern that the *Sun-Times's* editorial product would be "downgraded" under Murdoch. "I think that's happened, but not to the degree some people feared," Rosenheim said. "But overall the quality of the paper is lower."

Rosenheim also asserted that the *Sun-Times* has not been as financially successful as Murdoch had hoped. Rosenheim said that, according to a *Sun-Times* source, the paper lost \$4 million last year. Rosenheim also said Murdoch, in reflecting his own conservative views, has changed the *Sun-Times* from a "liberal" paper to an "extremely conservative" one.

But there's no evidence to suggest that Murdoch will turn the Metromedia television news operations into video clones of his *Star*; neither the *Village Voice* nor *New York* magazine fits into the supermarket tabloid niche. (David Schneiderman, editor-in-chief of the *Village Voice*, declined comment on what influence Murdoch has exerted upon that publication. Laurie Jones, managing editor of *New York* magazine, did not return a telephone call.)

What impact the acquisition will have on Metromedia news staffers is unclear. Betty Endicott, news director of Metromedia's WTTG-TV Washington, said it was too early to tell. "I don't think we know enough to get nervous," she said.

Murdoch hasn't won them all. In the summer of 1983, he laid plans to launch Skyband, a five-channel low-power nationwide satellite broadcasting service. But he pulled the plug on that operation before it got off the ground and ended up having to pay Satellite Business System \$12.7 million to get out of a long-term satellite contract. And his hostile effort last year to take over Warner Com-

munications Inc. was not successful, even though his News Corp. walked away with a \$40-million "greenmail" settlement (BROADCASTING, March 26, 1984).

There also is some evidence to suggest that Murdoch may be a bit thin-skinned. Last year, for example, Murdoch expressed his displeasure about *Inside Story* coverage of him and his publishing empire that he alleged was unbalanced and contained inaccuracies (BROADCASTING, May 14, 1984). "Will hold you and PBS [Public Broadcasting Service] participating stations responsible for any defamatory falsehoods," said Murdoch's attorney in a telegram to the show's host.

Those close to Murdoch's partner, Davis, describe him as charming, gracious and jovial. Denver newspapermen, however, say Davis is downright reclusive. "He is a very difficult person to know about," one newspaperman said. "He never, ever talks to reporters."

Davis's oil company, Davis Oil Co., is private, as is the Denver-based real estate acquisition firm of Miller-Klutznick-Davis-Gray, in which he is a partner. It's anyone's guess what Davis Oil is worth. But it was big enough to sell \$630 million of its oil and gas properties in 1981, the same year Davis and Rich bought 20th Century Fox. It sold another \$180 million of oil and gas properties to Apache Petroleum Co. of Minneapolis last month.

Miller-Klutznick-Davis-Gray is said to be concentrating on "developing properties on the West Coast."

Davis, according to a spokesman, received a B.S. in engineering from New York University in 1947, and got his start in the oil business working for his father. He moved to Denver in the early 1950's and took over the reins of the oil business.

Davis, who has three daughters and two sons, owns homes in Denver and Palm

Springs, Calif. And another one of his recent acquisitions would seem to indicate that he intends to make show business his business for some time: According to a spokesman, he has added Kenny Rogers's Beverly Hills home to his own portfolio. That one went for an estimated \$21 million.

Breakdown shows Murdoch-Davis paying seller's price for six TV stations; Hearst's purchase of Boston station sets record

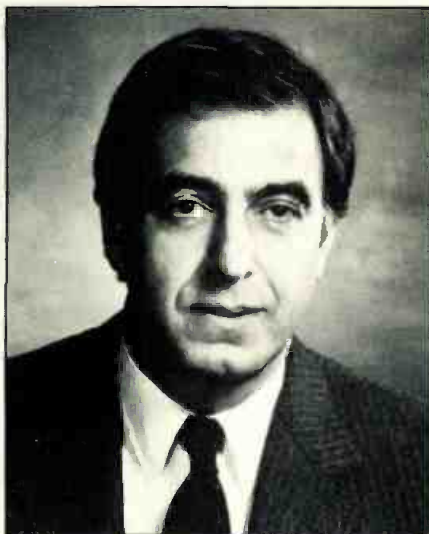
Rupert Murdoch and Marvin Davis appear to be paying top dollar for Metromedia's six TV stations, and so, also, is Hearst for WCVB-TV Boston, say industry analysts. In the sale, Murdoch and Davis are paying just over \$2 billion for WNEW-TV New York, WFLD-TV Chicago, WTTG-TV Washington, KNBN-TV Dallas, KRIV-TV Houston and WCVB-TV Boston. The figure is said to include assumption of Metromedia's \$1.3 billion debt, \$650 million in cash and an estimated \$40 million of accrued interest. Hearst Broadcasting, in turn, is buying WCVB-TV Boston from Murdoch and Davis for \$450 million.

Tom Buono, president of Broadcast Investment Analysts, which publishes *Investing in Television*, analyzed the stations sold and estimated the various values placed on each station.

Metromedia has owned its stations in the first, second and eighth markets for over 20 years. Buono's figures, which reflect the fair market value of the station, are based on estimates of cash flow derived from market share and other considerations. They represent the price the stations would sell for in an open market as stand-alones, or what a seller could reasonably expect to ask for his station. For instance, WTTG Washington (channel 5, 100 kw, 700 foot tower), rated as the



Bennack



Conomikes

Hearst's rise in the ownership ranks

The Pittsburgh-based Hearst Broadcasting Group, which announced plans last week to acquire WCVB-TV Boston for \$450 million, is a subsidiary of the New York-based publishing empire founded a century ago by William Randolph Hearst. The company's broadcast activities stem back to the 1930's, when it first entered the radio business. Today, in addition to its four AM and three FM stations, Hearst owns five top-50-market VHF stations: WTAE-TV Pittsburgh (12th market); WBAL-TV Baltimore (21st); KMBC-TV Kansas City, Mo. (27th); WISN-TV Milwaukee (29th), and WDTN(TV) Dayton, Ohio (49th). Its radio portfolio includes WBAL(AM)-WYYY(FM) Baltimore; WISN(AM)-WLTO(FM) Milwaukee; WTAE(AM)-WHTX(FM) Pittsburgh, and WAPA(AM) San Juan, P.R.

Six years ago, the company embarked on a major expansion program in various media, adding various print publications, two television stations and four cable systems. The company also forged a partnership with ABC, known as Hearst-ABC Video Entertainment Services (HAVES), which owns two-thirds of both Lifetime and the Arts & Entertainment cable programming services. If the Boston deal goes through, the company said, its acquisitions in that time will have exceeded \$1 billion.

The last television station it purchased was also a Metromedia outlet—KMBC-TV—in 1982 for \$79 million, completed just one year after it bought WDTN for almost \$50 million. Metromedia sold its Kansas City outlet to make room in its portfolio for Boston. It's believed that Hearst obtained an informal agreement at that time from Metromedia, giving it first crack at buying the company's Boston station if it ever became available.

In the meantime, analysts say, Hearst has concentrated on paying off its debt from its last two broadcast acquisitions. "They should have no problem raising the money to buy the [Boston] station," said John Intrater, a senior financial analyst with Frazier, Gross & Kadlec, Washington. "They may decide to sell off a station or two to help finance it," offered Intrater. Potential spin-off candidates, he said, are WTAE-TV Pittsburgh, which would probably fetch \$200 million, and WDTN Dayton, which is worth \$50 million or more. "Their newspapers spin off quite a bit of cash as well," he said.

But be that as it may, most analysts and brokers contacted last week believed that Hearst was overpaying for the station—the consensus being the station is worth closer to \$300 million or \$350 million, and not \$450 million. At that price, Metromedia is getting more than twice the \$220 million it paid for the station in 1982.

Frank Bennack Jr., Hearst Corp. president and chief executive officer, refused to comment last week on details of the proposed acquisition, such as how the station purchase will be financed or whether existing stations will be spun off to support the financing. More than one broker said Hearst could readily secure loans from banks and/or investment houses for up to 80% of the purchase price, however.

The current Hearst television group—headed by John Conomikes as general manager—reaches 20 million potential viewers. WCVB-TV Boston, the sixth largest market, has close to two million television homes and more than five million potential viewers.

Among the company's 15 daily newspaper holdings are the *San Francisco Examiner*, *San Antonio (Tex.) Light*, *Los Angeles Herald-Examiner*, *Seattle Post-Intelligencer* and *Laredo (Tex.) Times*. Among its magazine holdings are *Cosmopolitan*, *Good Housekeeping*, *Harper's Bazaar*, *Popular Mechanics*, *Redbook*, *Science Digest* and *Town & Country*.

number-one independent station in the country, receives a 26 share in the market, giving it estimated revenues of \$52 million. Owing to its status, Buono estimated a 40% profit, giving a cash flow of about \$21 million. Multiplying this by a factor of 11 (a higher than average amount), he estimated a fair market value of \$230 million.

KTTV-TV Los Angeles was purchased in 1963. It is on channel 11 with 166 kw and a 2,940-foot tower. Using the same methods, Buono estimated its fair market value at \$430 million.

WNEW-TV New York is on channel 5 with 17.5 kw and a 1,688 foot tower. Buono felt its value was about \$560 million.

Metromedia's most recent acquisition is KNBN-TV Dallas, an independent (as are all Metromedia stations except WCVB-TV) on channel 33 with 4,508 kw and a 1,696-foot tower. It purchased the station in December 1983 for \$14.9 million. Buono estimated the station to be worth about \$34 million.

In April of that year, it purchased WFLD-TV Chicago, on channel 32 with 5,000 kw and a 1,415-foot tower, for \$136 million. That station is now estimated to be worth about \$210 million.

In April 1978, Metromedia purchased KRIV-TV Houston for \$11 million. It increased the power of the station from about 1,600 kw to 5,000 kw and raised the antenna from 940 feet to 2,049 feet. In testimony to the rapid growth of the market and to Metromedia's improvements, the station is now thought to be worth about \$175 million.

The sale of WCVB-TV (on channel 5 with 100 kw and a 980-foot tower) is causing some consternation for analysts, since it is felt the station's cash flow cannot justify the \$450-million price tag. Metromedia purchased the station in 1982 for what was then a record price of \$220 million. Buono had originally estimated the price of the station at \$330 million, but when it was announced that Hearst had purchased the station for \$450 million, he went back and revamped his figures. However, even with a 50% profit margin, Buono could not justify a price of more than \$390 million.

When the figures are totaled, Buono's estimates come to \$2.029 billion, including his revamped estimate for WCVB-TV Boston, indicating that Murdoch and Davis paid the seller's price for the stations.

Memphis-based broker Milton Q. Ford was one of the few brokers who could say he was not surprised at the recent rise in cash flow multiples. Contacted at the time of the ABC/Capcities deal for a magazine article about the rising price of TV stations, Ford differed from other analysts, predicting that both the price and multiples of TV station sales would rise dramatically. His comments "wound up on the cutting room floor," he said. "I said at the time that the sale would drive the multiples up, and it's done it," said Ford. "I'm not sure if there is a limit to cash flow multiples today."

Speaking of the sale of WCVB-TV, Ford said, "Hearst does not overpay. I'll bet it could prove the station is worth it. I would think the station is probably making more than everyone says," Ford continued. "Ev-

everyone thought Kluge was crazy when he paid \$220 million, at a higher than average multiple [estimated at about 11], for it a few years ago. He has done rather well in spite of the then-current wisdom."

Joe Sitrick of Blackburn & Co., Washington, admitted that he was of the school that believed "prices, especially multiples, could not go much higher because it's so hard to amortize the debt. But it's pretty obvious that these Metromedia sales have much higher than average multiples." Sitrick guessed that Hearst felt the station could generate more cash flow than it currently is.

either by trimming some fat in the station or concentrating more on operations and avoiding the expensive programming that Metromedia originates. "This is really the first group of major market TV's that have come on the market recently, and this is our first test of the new values," said Sitrick. "The sale is going to help sellers increase the value of major market TV stations." Asked if he saw a limit to the rising multiples, Sitrick said, "I thought I saw a limit before and it's over my limit now."

Metromedia is still left with substantial assets: Metromedia TeleCommunications, a

paging, cellular telephone and long distance company; Foster & Kleiser, outdoor advertising firm; Metromedia Producers Corp., syndication and programming; MetroTape, videotape production; The Ice Capades, Ice Capades Chalets, ice skating facilities, and The Harlem Globetrotters.

Metromedia also retains its radio group: WNEW-AM-FM New York; KMET(FM) Los Angeles; WIP(AM)-WMMR(FM) Philadelphia; KRLD(AM) Dallas-Fort Worth; KHOW(AM) Denver; WASH(FM) Washington; WCBM(AM) Baltimore; WOMC(AM) Detroit, and WWBA(FM) Tampa, Fla. □

CRT chairman resigns under fire

Marianne Hall tells President her effectiveness was undermined by controversy over association with book termed racist; both Senate and House vow efforts for reform

The Copyright Royalty Tribunal may never be the same. The resignation last week of Chairman Marianne Mele Hall, as a result of her association with the controversial booklet, "Foundations of Sand," has triggered congressional interest in the tiny agency that could result in its complete overhaul or even elimination.

Hall, who was confirmed by the Senate April 2, came under fire after it was disclosed in BROADCASTING's April 29 issue that she was listed as co-author of a tract that holds black males "insist on preserving their jungle freedoms, their women, their avoidance of personal responsibility and their abhorrence of the work ethic." Although Hall stated in a Senate questionnaire that she was the book's "co-author," she told a House Copyright Subcommittee two weeks ago that she was only an editor (BROADCASTING, May 6). Later that week she issued a statement claiming her role was only "clerical" and saying the ideas in the booklet were "repugnant and distasteful."

But Hall could not escape the controversy. More than 70 House members called for her resignation. And Senator Charles McC. Mathias (R-Md.), chairman of the Copyright Subcommittee, charged with investigating the Hall matter, concluded she should resign. In a letter to President Reagan, he listed three reasons why she should step down.

"First, Ms. Hall's name appears on the book 'Foundations of Sand' as its co-author, notwithstanding her recent statements that she was merely the editor. In any event, there is no dispute that her name was listed in this manner with her consent. The nature of her association with this project may be judged from the fact that she dedicated her contribution to it to her parents and daughter," Mathias wrote. He also pointed out that Hall played an active role in the book's publication. She agreed, he said, to serve on the board of a corporation "established to receive the proceeds from the sale of the book."

In her resignation to President Reagan, Hall wrote that racism is "repugnant and unacceptable to me," and that such views and attitudes "have never been a part of my life." And therefore, she wrote, "I will not allow my past technical work as an editor to taint my life's commitment to equal opportunity for all." Hall noted that the issue had become "so overwhelming" that "it may have totally undermined my effectiveness as a force for the change that is so desperately needed within the Copyright Royalty Tribunal." And there is work, she continued, that "critically needs to be done there." She also urged the President to move quickly to "find individuals who can and will carry out that very important mission."

Hall, according to White House Assistant Press Secretary Dale Petroskey, had been in touch with administration officials over the past week to "determine what was best for everybody involved—herself, the White House and the tribunal." She decided, he said, that the best thing to do was to resign and "the White House concurred with her wishes." Petroskey denied reports that the White House forced her out. "It was her decision," he stated.

The White House, Petroskey added, would be "moving soon" on the other vacancies. Only two weeks ago (April 30) the administration nominated Rose Marie Monk to a seven-year term on the CRT (BROAD-

CASTING, May 6). Monk was most recently executive assistant with Nofziger Communications, the political consulting firm run by Lyn Nofziger, former assistant to the President for political affairs. A Senate source said the administration has not tried to push Monk's nomination through. Another name to surface as a possible CRT candidate is that of Ralph Oman, counsel to Mathias's Copyright Subcommittee. Oman submitted his name to the White House almost a year ago for a seat on the CRT and has been called in for several interviews. Nonetheless, his name is still pending at the White House. In the meantime, he has not involved himself in CRT matters.

Still, it may be a while before the CRT has its full complement. Indeed, Mathias wants to hold off on Monk's nomination and review all the candidates at once. Mathias, an aide said, wants to know "what the whole picture is."

In any event, the subcommittee's inquiry will continue. "The American people deserve an explanation as to how this episode was permitted to occur and a statement of what will be done to prevent a recurrence," Mathias said. The investigation, he continued, will not focus on Hall but will examine the nomination and confirmation process that "served the nation so poorly in this case."

Hall's departure raises some serious ques-



Hall

tions concerning the tribunal's future. With only two of the CRT's five seats filled—by Commissioners Edward W. Ray and Mario F. Aguero—the tribunal may be unable to operate. Ray will serve as acting chairman until December when Aguero assumes the post. "It's obviously not an ideal situation," said a Senate Copyright Subcommittee source, and the subcommittee will be looking at the matter.

However, according to the tribunal's general counsel, Robert Cassler, the tribunal will still be able to carry out its business. "It is the opinion of the tribunal that a quorum for tribunal action is based on a majority of sitting commissioners, not a majority of authorized commissioners. It takes two commissioners to constitute a quorum and they would have to agree for tribunal action," Cassler explained. He noted that the commissioners will make every effort to reach an agreement and avoid any deadlocks. "We're going full steam ahead," Ray said.

Currently, there are three issues pending before the tribunal. One is the 1983 cable royalty fund distribution proceeding in which the CRT will divide \$79 million among the Motion Picture Association of America, joint sports claimants, the National Association of Broadcasters, National Public Radio, Public Broadcasting Service, Canadian claimants, American Society of Composers, Authors and Publishers, Broadcast Music Inc., SESAC, and religious programmers. Also under review is the CRT's distribution of the 1983 jukebox royalty fund. The distribution of 95% of the fund has been settled, but the remaining 5% is still being contested. And the tribunal has been petitioned by Turner Broadcasting to review its 1982 3.75% rate increase for distant signals. No action has been taken on that matter.

To House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) Hall's resignation raises two larger issues: "the quality of the nominating process and the future of the CRT." Kastenmeier, during a CRT

oversight hearing just two days after Hall's association with the book was revealed, stated that the tribunal is in "dire need of reform." But his concerns are not new; in the last Congress he offered legislation calling for minimum reform of the tribunal. It would have reduced the size of the tribunal from five to three and would require the CRT to hire a general counsel and economist. But now the chairman is considering making major revisions.

In any event, Kastenmeier told BROADCASTING that discussions are now in the preliminary stages and are "exploratory in terms of CRT reform or even possibly elimination, in which case there would have to be a substitute for it. . . . I am not sure that's necessary, but that will be seriously considered." He expects the subcommittee will be able to devote more attention to the subject in another two weeks.

Kastenmeier noted that appointments to the tribunal have not been taken seriously by both the Carter and Reagan administrations. "That is not to say that every person is unqualified. Indeed, that's not the case. But many of them appear to be primarily political appointments. And I think that is in part what has frustrated the work of the tribunal and probably resulted in it being underfunded and not recognized for the mission that it has. And we may have to deal with that realization."

Kastenmeier believes Congress should try to encourage Presidents to carefully select highly qualified people as commissioners. One way to do that, he said, is to include some kind of qualifying language in the legislation. "I know Ms. Hall is an attorney and she claims some copyright knowledge prior to her appointment, but that's an unusual case and even Ms. Hall seems to have problems." There is nothing in the Copyright Act that requires the commissioners to have any copyright experience. Only the bill's legislative history suggests they have some "professional competence in the field of copyright policy." □

First sign of fall

The three networks unveil their prime time lineups; increase in comedy as networks vie for young

The first draft of the 1985-86 prime time TV schedule is now posted at all three networks, and the emphasis is on comedy and young adult-oriented series. The number of action/adventure and serial dramas, which dominated the networks' fall schedule this season, increased by one while the number of half-hour situation comedies, a genre that many had considered moribund only a year ago, has increased by two.

Next season's schedule includes 36 hours of drama and serial programming. Half-hour situation comedies, however, have increased from a three-network total of 22 in the fall 1984-85 schedule to 24. In addition, CBS has scheduled an hour-long comedy, *Stir Crazy*, and, *Hometown*, an hour-long ensemble comedy likened to the theatrical "Big Chill." Perhaps making room for the increase in half-hour comedy offerings, there is one less "reality-based" comedy on the schedule—ABC's *People do the Craziest Things* having been an early casualty.

The lifting of the curtain last week on ABC's and CBS's schedules rounds out the three-network programming picture for the 1985-86 season. Two weeks ago NBC was the first to announce its new fall lineup (BROADCASTING, May 6). CBS originally was to announce its new schedule last Friday (May 10), but without warning unveiled it two days early.

Among the changes ABC has made are a re-emphasis on young adult-oriented comedies and dramas in the 8 p.m. time period on four nights of the week. ABC has redesigned major portions of its Tuesday, Thursday, Friday and Saturday lineups. CBS has introduced an entirely new Wednesday night schedule. All three networks kept Monday intact, NBC did not touch its Tuesday and

Monday

	ABC	CBS	NBC
8:00			
8:30	Hardcastle & McCormick (Steven J. Cannell)	Scarecrow & Mrs. King (Warner Bros.)	TV's Bloopers (Clark Carson)
9:00		Kate & Allie (Alan Landsburg Prods.)	
9:30		Newhart (MTM)	NBC Monday Night at the Movies (various)
10:00	NFL Monday Night Football (ABC Sports)		
10:30		Cagney & Lacey (Filmways)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00			
8:30	Diff'rent Strokes** (Tamden)	Hometown* (Paramount)	A-Team (Stephen J. Cannell Prods.)
9:00	He's the Mayor* (Universal)		
9:30	Who's the Boss? (Embassy)		Riptide (Stephen J. Cannell Prods.)
10:00	Growing Pains* (Warner)	CBS Tuesday Night Movies (various)	
10:30	Moonlighting** (Picture maker/ABC Circle)		Remington Steele (MTM)
11:00			

Wednesday

	ABC	CBS	NBC
8:00			
8:30	The Insiders* (Universal)	Stir Crazy* (Rosen-Tucker/Columbia)	Highway to Heaven (Michael Landon)
9:00		Charlie & Co.* (20th Cent. Fox)	
9:30	Dynasty (Shapiro-Spelling)	George Burns* (40 Share/Universal)	Hill Town* (Breezy Prods.)
10:00			
10:30	Hotel (Aaron Spelling)	The Equalizer* (Universal)	St. Elsewhere (MTM)
11:00			

Thursday schedules and CBS left Thursday, Saturday and Sunday alone.

ABC added seven-and-a-half hours of new programs, replacing more than one-third of its prime time schedule. CBS replaced five hours, representing 23% of the 22-hour prime time week, while NBC left well enough alone, introducing only four hours of new shows, or 18%.

Brandon Stoddard, president, ABC Motion Pictures, told affiliates gathered in New York last week that the network had already ordered about one-third of the movies that it will air next year, including a mix of 25 made-for-TV movies and nine theatricals. In addition, he said that four to five mini-series are planned for next season. And, ABC has ordered a 12-hour sequel to the mini-series, *North and South*, titled *Love and War*, which he said would run in the second half of the season, the first time a sequel to a mini-series has ever run in the same season as its progenitor.

In a presentation of CBS's new fall schedule to sponsors and advertising agency executives in New York, CBS Entertainment president Bud Grant said the new CBS schedule had "enormous upside potential" and said that CBS is "taking predictability out of prime time."

Harvey Shephard, senior vice president of programming for CBS Entertainment, pointed out that CBS won 23 of 30 Sunday nights this past season, and that since *Crazy Like a Fox* was introduced Dec. 30, 1984, CBS has won every Sunday night. On Monday night, Shephard said he expected *Scarecrow and Mrs. King* to "run neck-and-neck" with NBC's *TV's Bloopers and Practical Jokes*, while conceding that during the first quarter the 9-11 time period was affected by female-oriented movies on the competition. Nonetheless, based on the record of strength for CBS's regular series, Shephard termed Monday "our night."

On Tuesday, Shephard indicated that CBS would be nothing if not highbrow. "The combination of *Hometown* [8-9 p.m.] and

our films will be very sophisticated and intelligent scheduling." He said that CBS's Tuesday schedule would be "perfect counterprogramming" to *A Team* on NBC and *Diff'rent Strokes* on ABC since, he said, they have not shown appeal to women. Shephard also feels that *CBS Tuesday Night Movies* will provide a "real choice" to *Riptide* on NBC.

Shephard termed CBS's total revamping of Wednesday night "our biggest gamble," and explained that his mandate had been to "be more aggressive" in filling programming for the evening. He described NBC's back-to-back scheduling of *Highway to Heaven* and *Hell Town* as a "two hour sermon" and

called ABC's *The Insiders* at 8 p.m. opposite *Stir Crazy* on CBS a "rip-off" of NBC's *Miami Vice* that wouldn't perform as well as the original. He added that the two half-hour comedies, *Charlie & Co.* and *George Burns's Comedy Week* at 9-10, would "do well," and that *The Equalizer*, which follows it and stars Edward Woodward (star of Australian theatrical movie, "Breaker Mournant"), tested well with both men and women.

Shephard said that CBS would be hard pressed to win most Thursday nights next season as it has this past. "We are restaffing the *Magnum, P.I.* writing staff," he said, adding that "*The Cosby Show* is just too

Across the boards

This is the 1985-86 network television prime time lineup. ABC, CBS and NBC have commissioned 16½ hours of new series programming. ABC is introducing seven-and-a-half hours; CBS, five, and NBC, four. Of the 21 new series, ABC has nine; CBS, six, and NBC six. Eight of the returning shows have new time periods and three that were introduced in midseason have been picked up. The promotional slogans: ABC, "You'll love it"; CBS, "We've got the touch" (for the third year); NBC, "Let's all be there" (second year). An asterisk following a program title indicates a new show while two asterisks denote a new time period for the show.

Sunday

	ABC	CBS	NBC
7:00	Ripley's Believe it Or Not (Eastern/Columbia)	60 Minutes (CBS News)	Punky Brewster** (NBC Prods.)
7:30			Silver Spoons** (Embassy)
8:00	MacGyver* (Columbia)	Murder, She Wrote (Universal)	Amazing Stories (Spielberg)
8:30			Alfred Hitchcock* (Universal)
9:00		Crazy Like a Fox	NBC Sunday Night at the Movies (various)
9:30		(Schulman-Baskin-Schenck-Cardeia)	
10:00	ABC Sunday Night Movie (various)	Trapper John M.D. (Frank Glicksman/Don Brinkley/20th Century Fox)	
10:30			
11:00			

Thursday

	ABC	CBS	NBC
8:00	Fall Guy** (Glen Larson/20th Cent. Fox)	Magnum PI (Universal/Belair/Glen Larson)	Bill Cosby Show (Carsey-Werner)
8:30			Family Ties (UB/Paramount)
9:00			Cheers (MTM)
9:30	Dynasty II: The Colbys* (Shapiro/Spelling)	Simon & Simon (Universal)	Night Court (Starry Night/Warner Bros.)
10:00			
10:30	20/20 (ABC News)	Knots Landing (Roundelay/Lorimar)	Hill Street Blues (MTM)
11:00			

Friday

	ABC	CBS	NBC
8:00	Webster (Paramount)	Twilight Zone* (CBS Prods.)	Knight Rider (Universal)
8:30	Mr. Belvedere* (20th Cent. Fox)		
9:00	Benson (Witt-Thomas-Harris)	Dallas (Lorimar)	Misfits of Science* (Universal)
9:30	Mr. Sunshine* (Winkler-Rich/Paramount)		
10:00		Falcon Crest (Lorimar/Amanda/M.F.)	Miami Vice (Universal)
10:30	Family Honor* (Lorimar)		
11:00			

Saturday

	ABC	CBS	NBC
8:00	Hollywood Beat* (Aaron Spelling)	Airwolf (Belasarius)	Gimme a Break** (Lachman/Landsburg)
8:30			Facts of Life** (Embassy)
9:00	J. G. Culver* (R.J. Prods./Columbia)	CBS Saturday Night at the Movies (various)	The Golden Girls* (Witt-Thomas-Harris)
9:30			227* (Embassy)
10:00			
10:30	Love Boat** (Aaron Spelling)		Hunter (Stephen J. Cannell)
11:00			

strong." Shephard said that he expected *Magnum* to do "respectably." The 9-10 time period on Thursday, he predicted, will increase its rating beginning at 9:30 in the middle of *Simon & Simon* and after *Cheers* is over on NBC. He questioned ABC's choice of scheduling *Dynasty II: The Colbys* at 9 p.m. because "in most cases such serials start at 10 p.m. and then move to 9 p.m."

On Friday night, "we don't think anyone" will be disappointed in *The Twilight Zone*, Shephard said, and he called ABC's scheduling of *Benson* and *Mr. Sunshine* in the 9-10 block "soft programing." He predicted that NBC will "really have a problem" with *Misfits of Science* at 9-10 p.m., which he described as a cross between *The A Team* and *Manimal*, the short-lived science fiction/fantasy series that ran in that time period on NBC two seasons ago.

"We expect improvements in *Falcon Crest*," Shephard said, because he doubted the strength of ABC's *Family Honor* opposite it.

Shephard added that on CBS's Saturday night movie "most [of the features] will be male-oriented...The one thing we know is that people have an appetite for movies on Saturday night. NBC is quite vulnerable on Saturday at 9:30-11," and he called *Hunter* "a marginal show."

ABC has moved in the right direction with its 1985-86 prime time schedule, according to some Madison Avenue media directors and buyers, although few think that—based on what they have previewed of ABC's prime time programing so far—the third-place network will immediately achieve its stated goal next season: to recapture the crucial 18-to-49-year-old viewers. Most advertising agency executives canvassed believe that NBC will again retain the title to young adults, even gaining momentum in households along the way, although probably not enough to unseat CBS, which has been the dominant force in prime time for six consecutive seasons.

But as usual, agency executives stressed that the household ratings race is not as important as which network attracts the best demographics, and few if any advertisers buy only into single shows any longer. "If you limit yourself to a small number of shows, you're going to pay a whopping premium," said Willard Hadlock, senior vice president at Chicago-based Leo Burnett. "We're past the day and age when most advertisers care only about what are the hits and misses."

Nevertheless, agency media directors trudged back to their Madison Avenue offices last week to begin making their own estimates on how each network prime time show would perform in the ratings. Most expect the upfront buying season to open in early June.

ABC Entertainment president, Lewis Erlich, while noting that on "Tuesday night ABC was once the dominant force in young adults with a solid block from 8 to 10 p.m.," also conceded that "our primary objective in setting this schedule was to return to that successful formula."

But, harshly judged one network buyer at

a top-20 agency, "ABC is gambling that *He's The Mayor* and *Growing Pains* will return them to the heydays of *Three's Company*, *Laverne and Shirley* and *Happy Days*. But the strength just isn't there."

Observed Phil Burrell, vice president of network programing at Dancer, Fitzgerald Sample, "It doesn't seem *Diffrent Strokes* [the canceled NBC series that ABC picked up and is using to anchor Tuesday at 8 p.m.] in its eighth year is going to burn any bridges against *A Team*. They've taken these action shows and scheduled at 8 p.m. in hopes of drawing the younger audience."

Commented Robert E. Igiel, senior vice president and media director at N W Ayer, "I don't think anybody should count ABC out, but it can't all be done overnight. They've set out to create a schedule to attract back a younger audience, but it will depend in part on the execution [of the shows]." He speculated that one development in ABC's favor is that the network might use *Diffrent Strokes* star Gary Coleman in specials the same way NBC did.

Concluded another agency executive: "I think ABC deserves a lot of credit [for the new schedule]. It's just that NBC is on a roll. It's like trying to stop a runaway truck." □

Opponents slow Intelsat drive for Congressional support of separate systems issue

**They get changes in proposed bill
in House calling for Intelsat
rate changes; they will continue
to press opposition in Senate**

Reagan administration forces started late in the fight on Capitol Hill, but succeeded nevertheless in blunting an effort by Intelsat to win congressional support for one of its goals in countering U.S. policy to authorize establishment of competition for the global consortium. Legislation sponsored by Representative Don Bonker (D-Wash.) calling on the administration to propose changes in Intelsat's pricing structure—changes that Intelsat says are essential if it is to be forced to compete—was adopted in the House by a voice vote, but only after it had been weakened to a point where it was more acceptable to the administration than earlier versions.

Even so, the administration has not called a halt to its opposition to the legislation. David Markey, assistant secretary of commerce for communications and information, said: "The measure still needs some adjustment. We'll work on it in the Senate." And the State Department issued a statement asserting that the legislation is unnecessary—that the Bonker amendment provides Intelsat with no protection not already contained in the restrictions the executive branch has imposed on separate systems. What's more, the

statement reflected concern about the manner in which the legislation, if implemented, would reflect on the U.S. and its possible impact on Intelsat itself.

The approved legislation, in the form of an amendment to the State Department authorization bill, is largely the work of Representative James Broyhill (R-N.C.), ranking minority member of the House Energy and Commerce Committee. Broyhill opposes any legislation but proposed language of his own that would remove most if not all of the provisions in the Bonker drafts that he and the administration found offensive. The bill does not rule out support for a change in the pricing structure, but calls on the secretary of state to "consult" with the U.S. signatory to Intelsat—Comsat—and the secretary of commerce "regarding the appropriate scope and character of a modification to Article V(d) [the pricing provision] of the Intelsat Agreement which would permit Intelsat to establish cost-based rates for individual traffic routes, as exceptional circumstances warrant...."

How much flexibility that language would give the administration in deciding whether to support a change in Intelsat's pricing structure was a matter of some uncertainty, particularly since one of Bonker's changes in the Broyhill draft was to remove a phrase requiring the administration to consider the "need for" the "modification," as well as "the appropriate scope and character" of one. Broyhill, along with Representatives Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, and Tom Tauke (R-Iowa) sought to eliminate the uncertainty in colloquies on the House floor with Bonker and Representative Dan Mica (D-Fla.), chairman of the International Operations Subcommittee. "We don't mandate a U.S. position," Bonker said.

Still, the outcome of the debate appeared to be in the eye of the beholder. Markey, who said he "would still rather not have any legislation," added that he thought the discussion had made it clear the administration would have "flexibility" on the pricing issue. And a Broyhill aide said the congressman thought he had accomplished much of what he had set out to do in blunting the amendment Bonker had intended to propose. "Intelsat can't claim victory," he said. But it virtually did. Intelsat issued a statement asserting that the House action means "that the United States will actively support modification of Article V(d)...."

Bonker accepted the Broyhill language, with some changes, as his own, after opposition to his stronger version had mounted. His would have called on the secretary of state—without any consultation—to propose a change. It also contained provisions—absent from the version that went to the floor—that critics said would have delayed entry of separate systems into service for an unreasonable length of time and assigned to foreign authorities responsibility for enforcing provisions of U.S. policy authorizing the establishment of separate systems. Mica and Wirth made clear their view that the Bonker amendment tilted too far in Intelsat's favor. □

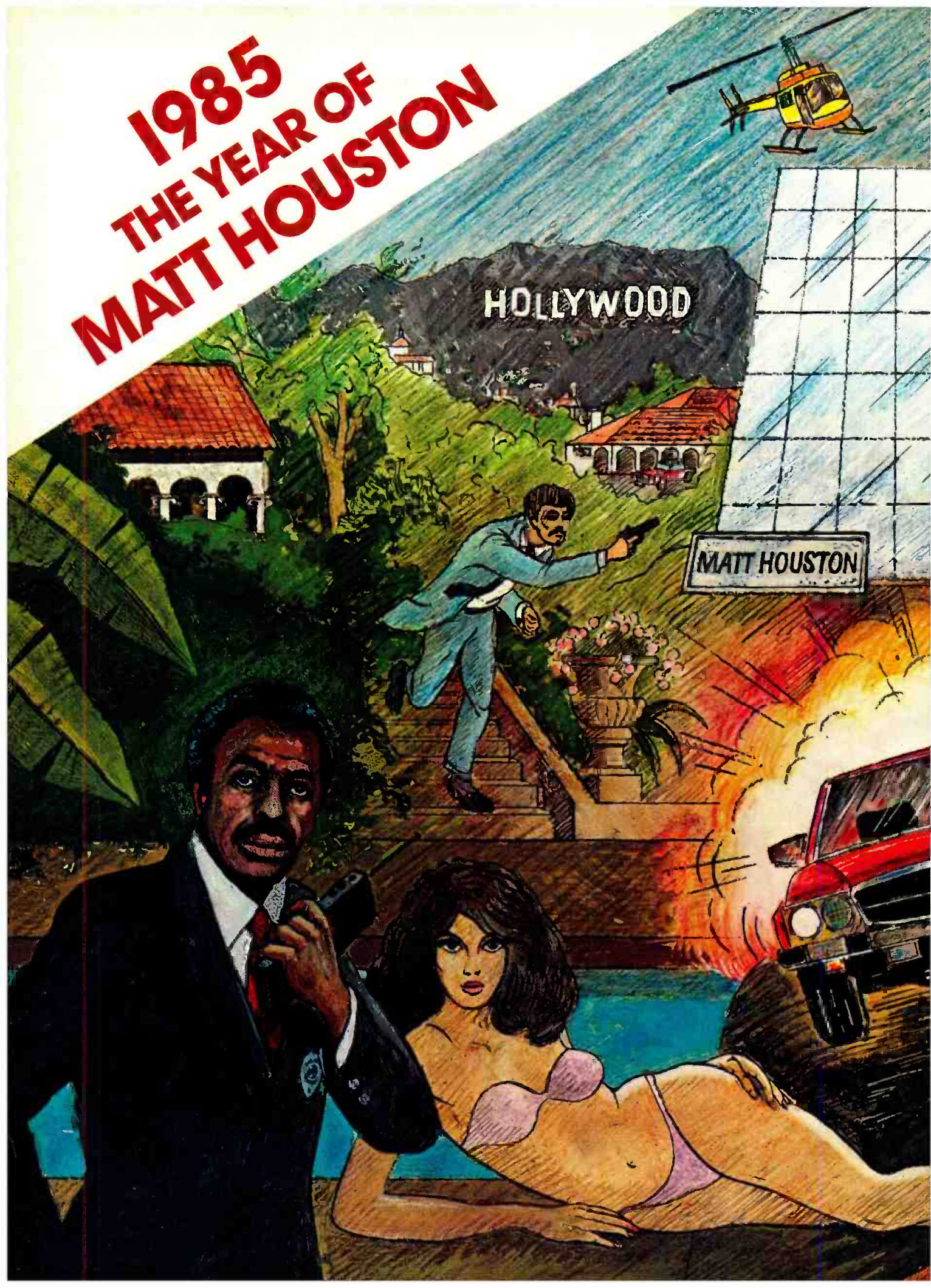


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XETV, San Diego

KSHB-TV, Kansas City

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Storer apparent winner of proxy contest

Audit won't be final until May 17 but company claims edge over rival; sale to KKR still in prospect but other suitors may raise the bidding

The management of Storer Communications appears still to be in control of that embattled company after a proxy fight that left it with a majority of its board of directors—although the outcome is still subject to review and possible challenges. Thus the proposed leveraged buyout (LBO) of the company by Kohlberg Kravis Roberts & Co. ("Top of the Week," April 29) remains definitely on the agenda.

But other bidders, including a partnership of Knight-Ridder, Scripps-Howard and Tele-Communications Inc., still are expressing an interest in the Miami-based MSO and group owner, and their proposals may fare better now that Coniston Partners—which initiated the proxy contest in the first place—will have at least minority representation on the board.

Results of last week's shareholder voting are still unofficial because the outside auditor hired to certify each side's proxies decided beforehand it would not attempt to make an immediate, even if preliminary, count. The majority of directors now being credited to Storer management is based on Chairman Peter Storer's statement that, "Based on a review of proxies delivered to the company... I am confident that a majority of our incumbent directors have been re-elected."

The official count for the proxy contest will be announced on Friday, May 17, when Storer will reconvene the shareholders meeting at the company's headquarters in Miami. After the auditors report, proxies are still subject to review and challenge; for instance they may have been revoked at the last minute and switched to the opposing side.

Even though Storer was confident that a majority of incumbent directors were returned to the board, the final count will reportedly show a close vote. When last Tuesday's annual shareholder meeting began at 10 a.m., Coniston, which announced in

March its intention to liquidate the company after taking over the board, still thought it might gain the greater number of shareholder proxies. But in what was probably the swing vote, Alliance Capital Management Corp., which held more than 1.2 million shares (more than 7% of the total), decided to vote its shares in favor of management.

The Alliance vote was of particular interest because it is still the defendant in a Storer suit accusing it of accumulating the 1.2 million shares based on inside information. The suit, still in U.S. District Court for Southern Manhattan, alleges that Alliance knew of the Coniston proposal in advance because another Equitable subsidiary, Donaldson Lufkin & Jenrette, had been hired as the investment banker for Coniston.

Perhaps Chairman Peter Storer knew all along what the outcome would be. Before the meeting he was standing with a smile, which he said was not an indication that the vote would go his way: "Not necessarily, but at least the day has finally arrived," he told BROADCASTING.

But there may still be some tumultuous times ahead for the proposed LBO at roughly \$87 per share (the stock currently trades at about \$75).

With a majority of the board, management could, if necessary, vote down Coniston objections and control the board meetings, according to Abiah A. Church, vice president and general counsel of the company. Saying that so far the contest between the two parties had been tempered, he noted that the company on its own initiative provided the Coniston Partners time to make a formal presentation to the shareholders and that there were no personal attacks by either side.

However, the Coniston directors would have access to financial information on the company, including a recently completed five-year projection that was apparently used in formulating the LBO.

Keith Gollust, one of the three partners of Coniston, also said their presence might encourage alternative bids for Storer: "I think so because that with us having significant

representation, they will at least have somebody that will be receptive. As long as we are on the board, Peter Storer won't be able to sweep other proposals under the rug. We have no jobs to protect and no cheap stock in the management buyout."

In response to a shareholder question during the hour-long meeting, Peter Storer explained why the company had accepted the KKR offer after rejecting it only three days earlier: "We were also discussing with shareholders a major recapitalization plan. It became apparent the recapitalization would not become effective in a proxy fight and in the next few days we substantially changed our opinion. This was also after putting some much stronger language in the preferred stock as far as being a security of the company and because of the addition of the warrants (that would allow current shareholders to purchase one-tenth of the company if it decided to go public again)."

Storer said in his address that the company had "conversations with as many as 19 different companies concerning possible business combinations." After the meeting, he disclosed that at least one of those offers came from a partnership of Knight-Ridder, Scripps-Howard and Tele-Communications Inc., but that the group had not made a definite offer.

Alvah H. Chapman Jr., chairman of Knight-Ridder, was quoted later in the *Chicago Tribune* as saying that the joint offer was more definitive than characterized by the Storer chairman, and added it was "still on the table." An offer was being represented by the investment banking firm of Goldman Sachs on behalf of another party, according to Coniston partner Gus Oliver. No matter what proposal for sale of the company is adopted by the board, it would still have to be approved by two-thirds of the company's shareholders.

Uncertainty over the fate of the company has caused concern among the 300 employees at Storer headquarters in Miami and others at various television stations and cable systems. Kenneth L. Danielson, vice president



Storer's Ken Bagwell (l) and Peter Storer



Coniston's Gollust, Oliver and Tierney

Ah, sweep



victory.



When the February 1985 results were tallied, the four Post-Newsweek stations all had something in common.

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A remarkable achievement; four different markets, three different networks, all Number One from sign-on to sign-off.

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and assistant treasurer, said he had gotten calls asking about the future of company retirement plans. Another vice president said that the company's recent performance had been good despite questions of corporate direction: "The troops are still going but it might be hard to sustain their performance with all of this going on." □

BFM's bottom line shows in Chicago

Association's silver anniversary marks growth from zero to 1,200 members, and looks to increased participation from cable

The 25th annual convention of the Broadcast Financial Management Association is under way in Chicago (May 11-15), the same town where the founding meetings of the association were held in June of 1961. Henry W. (Hank) Dornseif, at that time a controller of WCCO-AM-FM-TV Minneapolis, took the initiative. According to BFM executive director, Robert E. McAuliffe: "He saw there was a need not being met by the National Association of Broadcasters because they had so many other things to do. That is when there were all these new stations going up and the book for issues such as film amortization was just being written."

(In a sense the relationship between NAB and BFM is still being refined. For the first time in eight years BFM participated in some meetings at the NAB convention in Las Vegas and NAB will have a booth in Chicago.)

After five years BFM's membership was about 300; after 10 years, when the association hired McAuliffe, it was up to 400, and today BFM counts 1,200 chief financial officers, controllers and other management personnel as members. The Des Plaines, Ill.-based organization has a growing but still small membership from the cable industry.

The change of officers to be announced at this year's convention will see the association's current president, Hugh F. Del Regno, controller for CBS's entertainment division, take over the chairman's seat from Willard Hoyt, treasurer and vice president of Nationwide Communications. James H. MacDermott, vice president and station manager of KCNC-TV Denver, will become president; Bill H. Hanks, business manager for KSHB-TV Kansas City, Mo., will become vice president; Joseph Seaver, vice president of finance for KCET-TV Los Angeles, will become secretary, and Harley Park, executive vice president and chief financial officer of Mid-America Media, Kankakee, Ill., will become treasurer.

On Tuesday the association will present its Third Annual Avatar Award, given to someone "who has made outstanding contributions to broadcasting, most especially in the financial area..." The first Avatar winner was retired Cox board chairman, Clifford Kirtland, and last year's recipient was Gene Jankowski, president of the CBS/Broadcast Group. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Adams-Russell	Second	\$31,954	20	\$2,165	32	\$0.35
Disney	Second	\$451,469	11	\$34,965	12	\$1.04
Harris	Third	\$574,077	14	\$17,235	-13	\$0.43
Interpublic Group	First	\$148,149	1	\$3,777	-22	\$0.27
Knight-Ridder	First	\$421,760	8	\$28,926	7	\$0.44
Malrite	First	\$16,570	13	\$2,848	NM	\$0.34
Park	First	\$24,880	7	\$2,625	15	\$0.29
Scientific Atlanta	Third	\$103,439	8	\$4,106	82	\$0.18
Tribune	First	\$449,434	14	\$16,580	66	\$0.41
Turner	First	\$67,393	23	(\$741)	NM	(\$0.03)
United Cable TV	Third	\$42,605	18	\$3,420	54	\$0.25
Varian	Second	\$246,400	9	\$12,600	-51	\$0.57

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

■ **Adams-Russell** said revenue was "particularly strong" in Cable Services Division. Operating profit in second quarter of previous year was reduced by development expenses for now-discontinued Cablesop channel. ■ **Disney** said Disney Channel achieved profitability for first time "early in the second quarter." Operating income for company climbed 31% to \$89 million. Television revenue, including Disney Channel and pay television licensing, jumped to \$39.7 million from \$10.6 million in second quarter of previous year. ■ Operating income for **Knight-Ridder** stayed roughly even at \$49.7 million. Broadcasting revenue increased 3% to \$13.8 million. ■ **Malrite** reported net loss of \$499,000 in previous first quarter. Income this year included pre-tax gain of \$5.7 million from disposal of assets. Company said revenue from station operation in both quarters increased by 18%. ■ **Park Communications** said operating cash flow rose \$553,000 to \$4.4 million. Roy H. Park, president and chief executive officer, said company intends to acquire additional media properties before year end: "Not only do we have a strong balance sheet with a current assets to current liabilities ratio of two-and-a-half, but in addition, we have a \$90-million loan commitment. . . ." ■ **Scientific Atlanta** reported 15% increase in new orders. ■ Operating profit for **Tribune Co.** was up 39% to \$33.5 million. Broadcasting and entertainment group posted loss of \$600,000, reduced from \$1.2 million in first quarter of previous year: "Strong revenue growth at the company's five independent television stations was largely offset by higher costs for television programming, promotional expenses and pre-season expenses at the Chicago Cubs." Television revenue was up 26%, but revenue of WGNX-TV Atlanta was not included until Jan. 31 of previous year. Radio revenue was up 4% to \$2.7 million. Cable group revenue increased 32% to \$11.6 million while operating losses for group declined from \$6.6 million in previous first quarter to \$3.2 million. ■ Net loss for **Turner Broadcasting System** in first-quarter of previous year was \$5.3 million. Company attributed improved first quarter results "entirely" to CNN and Headline News, which reported positive cash flow for quarter.

USCI owes creditors more than \$47 million

When United Satellite Communications Inc. filed for Chapter 11 bankruptcy April 22, three weeks after pulling the plug on its five-channel satellite broadcasting service (BROADCASTING, April 8), it left a long line of creditors wondering whether they would ever get what's coming to them.

According to papers filed in a New York federal bankruptcy court, USCI has \$8.2 million in assets, but \$47.6 million in liabilities.

Chief among the creditors are two of USCI's principal investors: Prudential Insurance Company of America (\$30 million) and General Instrument Corp. (\$7.1 million). According to a company spokesman, Prudential's total equity-and-debt investment in USCI is "around \$70 million."

But, in addition, there are more than a score of other companies that provided goods and services to USCI. They are led by GTE Satellite Corp. (\$7.2 million and "potential contingent liability"), which provided satellite transmission services; Paramount Pictures (\$1 million), 20th Century Fox Telecommunications (\$740,000), ESPN

(\$425,000), Home Box Office (\$226,000) and Columbia Pictures Pay Television (\$716,000), which provided much of the programming; L.I.M.A. Partners (\$2.1 million), which provided the origination equipment, and RCA Service Co. (\$281,000), which handled earth stations installation.

Another major creditor is TCI Development Corp. (\$512,000), a unit of Tele-Communications Inc., the nation's largest MSO. TCI "loaned" USCI money during the first quarter of 1985 to keep it afloat while TCI tried to restructure USCI as a prelude to acquiring it. Unable to negotiate or renegotiate suitable arrangements with USCI's suppliers, TCI decided the same week USCI went off the air not to acquire the firm.

USCI, which made its debut on Nov. 15, 1983, ran into trouble in early 1984 after failing to raise \$40 million in a private stock offering. Without the cash, USCI had to call a halt to marketing at the end of March 1983. Between then and last April 1, it was in a holding pattern, providing service to between 7,000 and 11,000 subscribers while trying to find new capital. □

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Stock Index

	Closing Wed May 8	Closing Wed May 1	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	109 7/8	108 3/4	1 1/8	1.03	17	3,177
N Capital Cities	215 3/8	210 1/4	5 1/8	2.44	21	2,766
N CBS	108 7/8	106 7/8	2	1.87	13	3,235
O Clear Channel	16 1/2	16 1/2			19	48
N Cox	75 1/8	75 1/8			25	2,120
A Gross Telecast	29 3/4	29 1/2	1/4	0.85	7	24
O Gulf Broadcasting	14 7/8	14 7/8			62	652
O Jacor Commun.	4 3/8	4 1/2	1/8	2.78	25	25
O LIN	27 1/2	26 1/2	1	3.77	24	578
O Malrite Commun.	15 1/4	16 1/2	1 1/4	7.58	19	127
O Orton Broadcast	1/32	1/32				2
O Price Commun.	10 5/8	11 1/8	1/2	4.49	53	53
O Scripps-Howard	38 1/2	39	1/2	1.28	23	398
N Storer	75 1/2	75 1/4	1/4	0.33	45	1,238
O SunGroup Inc.	3 1/2	3 1/2				2
N Taft	66 3/8	64 1/2	1 7/8	2.91	14	601
O United Television	22 3/8	21 3/8	1	4.68	37	246

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	29 1/4	29 1/4			23	178
A Affiliated Pubs	42 1/2	43 1/4	3/4	1.73	13	346
N American Family	28 1/2	27 3/4	3/4	2.70	14	561
O Assoc. Commun.	25 1/4	25	1/4	1.00		120
N A.H. Belo	51 3/4	50 3/4	1	1.97	19	598
N John Blair	20 5/8	19 3/4	7/8	4.43	12	165
N Chris-Craft	50	45 1/2	4 1/2	9.89		320
N Gannett Co.	57 3/4	57 1/2	1/4	0.43	23	4,628
N GenCorp	44 7/8	44 3/8	1/2	1.13	12	963
O General Commun.	85	85			19	42
N Jefferson-Pilot	41	39 1/4	1 3/4	4.46	12	1,312
O Josephson Intl.	9	9			69	44
N Knight-Ridder	34	32 7/8	1 1/8	3.42	17	2,201
N Lee Enterprises	38 1/2	38 1/8	3/8	0.98	22	513
N Liberty	30 1/2	31	1/2	1.61	15	306
N McGraw-Hill	47 1/8	45 1/2	1 5/8	3.57	18	2,365
A Media General	81 3/4	84 3/4	3	3.54	15	570
N Meredith	66 1/8	60 3/8	5 3/4	9.52	16	623
O Multimedia	55 7/8	55 3/4	1/8	0.22	25	932
A New York Times	44 3/8	43 1/8	1 1/4	2.90	20	1,753
O Park Commun.	35 1/2	34 1/2	1	2.90	26	327
N Rollins	22 3/8	22 1/2	1/8	0.56	33	327
T Selkirk	23 3/4	23 5/8	1/8	0.53	52	193
O Stauffer Commun.	62	62			10	62
A Tech Operations	57 3/4	55 1/2	2 1/4	4.05	19	53
N Times Mirror	49 3/8	50 5/8	1 1/4	2.47	15	3,392
N Tribune	44 3/4	41 1/4	3 1/2	8.48	20	1,807
O Turner Bcstg.	19	20 3/4	1 3/4	8.43	380	387
A Washington Post	118	117	1	0.85	22	1,651

PROGRAMING						
O American Nat. Ent.	1 9/16	1 7/16	1/8	8.69	8	4
O Barris Indus	17 1/8	17 7/8	3/4	4.20	285	98
N Coca-Cola	67 1/4	67 1/8	1/8	0.19	14	8,906
N Disney	77 3/8	74 7/8	2 1/2	3.34	127	2,610
N Dow Jones & Co.	42	40 7/8	1 1/8	2.75	21	2,700
O Four Star	5	4 1/2	1/2	11.11	5	4
A Fries Entertain.	8 1/2	8 5/8	1/8	1.45	15	29
N Gulf + Western	38 5/8	36 7/8	1 3/4	4.75	11	2,702
O King World	24 3/4	25 1/4	1/2	1.98	34	124
O Robert Halmi	2 5/16	2 3/4	1/16	15.89	46	39
A Lorimar	33 1/4	34 3/4	1 1/2	4.32	17	236
N MCA	50 1/2	51 1/4	3/4	1.46	22	2,448
N MGM/UA	13 7/8	13 3/4	1/8	0.91	16	689
N Orton	11 1/4	11 1/4			25	106
O Reeves Commun.	10 1/8	10	1/8	1.25	38	126
O Sat. Music Net.	8 1/2	9 1/2	1	10.53		58
O Telepictures	23	23 1/8	1/8	0.54	21	177
N Warner	30 1/8	28 1/4	1 7/8	6.64		1,826
A Wrather	19 1/4	19 1/2	1/4	1.28		132

	Closing Wed May 8	Closing Wed May 1	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	49 3/4	49	3/4	1.53	14	314
O Compact Video	4 3/8	4 3/4	1/8	7.89		19
N Comsat	31 1/2	32 1/2	1	3.08	13	569
O Doyle Dane B.	23 1/4	22 1/4	1	4.49	19	124
N Foote Cone & B.	57 3/4	56 3/4	1	1.76	11	198
O Grey Advertising	181	183	2	1.09	12	108
N Interpublic Group	39 1/4	40 1/4	1	2.48	13	424
N JWT Group	29 1/2	30 3/8	7/8	2.88	9	176
A Movielab	8 1/2	8 3/8	1/8	1.49		14
O Ogilvy & Mather	40 1/2	40 1/8	3/8	0.93	17	371
O Sat. Syn. Syst.	6 3/4	7	1/4	3.57	10	39
O Telemation	5 1/2	5	1/2	10.00	5	6
O TPC Commun.	3/16	3/16				
A Unitel Video	6 1/8	6 1/2	3/8	5.77	11	13
N Western Union	8 3/8	8 3/4	3/8	4.29		202

CABLE						
A Acton Corp.	3 3/8	3 5/8	1/4	6.90		20
O AM Cable TV	2 1/8	2 1/8				8
N American Express	44	42 5/8	1 3/8	3.23	23	9,477
N Anixter Brothers	14 1/4	14 1/8	1/8	0.88	17	259
O Burnup & Sims	8 1/2	8 5/8	1/8	1.45	121	76
O Cardiff Commun.	9/16	9/16			56	3
O Comcast	26 5/8	26 5/8			31	328
N Gen. Instrument	18 1/8	16 3/4	1 3/8	8.21	19	587
N Heritage Commun.	15 1/2	15 7/8	3/8	2.36	29	117
O Jones Intercable	5 1/2	5 5/8	1/8	2.22	17	49
T Maclean Hunter X	12 1/4	12 1/4			17	451
A Pico Products	4 3/8	4 1/2	1/8	2.78	20	15
O Rogers Cable	7 1/4	7 3/16	1/16	0.86		162
O TCA Cable TV	19 3/4	19 3/4			38	132
O Tele-Commun.	29 1/2	27 7/8	1 5/8	5.83	95	1,234
N Time Inc.	53 1/4	52 7/8	3/8	0.71	18	3,231
N United Cable TV	39 3/8	39	3/8	0.96	66	433
N Viacom	41 1/2	43	1 1/2	3.49	16	561

ELECTRONICS/MANUFACTURING						
N Arvin Industries	20 1/4	19 1/4	1	5.19	6	153
O C-Cor Electronics	7 3/4	8	1/4	3.13	111	23
O Cable TV Indus.	3 3/4	3 5/8	1/8	3.45	22	11
A Cetec	6 3/4	6 5/8	1/8	1.89	8	15
O Chyron	7 1/8	8 1/2	1 3/8	16.18	13	66
A Cohu	8 3/4	8 1/2	1/4	2.94	9	15
N Conrac	13 5/8	13 5/8			13	84
N Eastman Kodak	62	64 1/8	2 1/8	3.31	12	10,221
O Elec Mis & Comm.	9 1/2	9	1/2	5.56		27
N General Electric	59 1/8	58 1/4	7/8	1.50	13	26,765
O Geotel-Telemet	1 3/8	1 1/2	1/8	8.33	15	4
N Harris Corp.	27 1/4	25 1/8	2 1/8	8.46	13	1,088
N M/A Com. Inc.	19 1/4	17 3/4	1 1/2	8.45	24	833
O Microdyne	6 7/8	6 1/8	3/4	12.24	20	31
N 3M	76	75	1	1.33	13	8,896
N Motorola	31 3/4	29 7/8	1 7/8	6.28	11	3,758
N N.A. Philips	37 5/8	38 1/2	7/8	2.27	9	1,080
N Oak Industries	1 1/2	1 7/8	3/8	20.00		25
A CMX Corp.	2 1/4	2 1/4				5
N RCA	41	40 1/4	3/4	1.86	13	3,359
N Rockwell Intl.	34 3/4	34 3/8	3/8	1.09	11	5,168
N Sci-Atlanta	11 1/8	11 1/4	1/8	1.11	22	258
N Signal Co.s	33 3/4	33 5/8	1/8	0.37	14	3,680
N Sony Corp.	16 1/4	16 3/4	1/2	2.99	16	3,752
N Tektronix	58 1/2	56 3/4	1 3/4	3.08	10	1,126
A Texscan	3 3/8	3 1/4	1/8	3.85	5	23
N Varian Assoc.	28 1/2	30	1 1/2	5.00	11	615
N Westinghouse	31 1/2	29 3/8	2 1/8	7.23	11	5,514
N Zenith	19 7/8	20	1/8	0.63	7	439
Standard & Poor's 400	200.08	198.32	1.76		0.89	

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

With **THE MUSIC OF YOUR LIFE** special, stations showed hot rating increases over year-ago programming, such as these:

- +300% Houston
- +300% Parkersburg
- +200% Detroit
- +167% St. Louis
- +167% Boston
- +150% Indianapolis
- +150% Louisville
- +150% Tuscon
- + 80% Washington
- + 80% San Diego
- + 71% Philadelphia
- + 67% Victoria
- + 67% Minneapolis-St. Paul
- + 63% Pittsburgh
- + 57% Clarksburg-Weston
- + 50% Norfolk-Portsmouth
- + 50% New York
- + 50% San Francisco
- + 40% Cincinnati
- + 40% Boise
- + 33% Los Angeles
- + 33% Portland, OR
- + 33% Nashville
- + 25% Spokane
- + 25% Davenport-Rock Island
- + 25% Burlington-Plattsburgh
- + 22% Rockford
- + 20% Buffalo
- + 18% Phoenix
- + 17% Wheeling-Steubenville
- + 14% Denver
- + 9% Albany-Schenectady-Troy

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Cultivating TV's future

Enhanced definition television systems, which improve the current 525-line signal format through wider bandwidths, were the subject of a series of progress reports forwarded last week by the Advanced Television Systems Committee to a U.S. arm of the International Radio Consultative Committee (CCIR), which is considering the topic at meetings in Geneva next fall.

Members of the ATSC Enhanced 525-Line Technology Group, gathering in Washington last Wednesday (May 8), agreed to pass four documents outlining improved transmission and production methods currently under its consideration to the U.S. Study Group 10-11 headed by Neal McNaughten of the FCC and scheduled to meet Friday (May 10). The work will then be forwarded to the U.S. State Department-sponsored National Committee, and from there to CCIR Working Group 10-11 meetings in Geneva.

In transmission techniques, the ATSC group is reviewing two separate, but similar, methods of enhancement: the Scientific-Atlanta-developed B-MAC system and CBS's B-TMC system. The two time-multiplexed analog component (MAC) formats have much the same 525-line, 60-field-per-second interlaced picture with sound, synchronization and data information, but vary in their time compression characteristics.

Each transmission method, in addition to being convertible back to NTSC, is potentially extendable to high-definition television using two channels (i.e. satellite transponders). For terrestrial broadcasting, Scientific-Atlanta is also investigating a wide-screen (1.77-to-one aspect ratio) version of B-MAC using two UHF or cable channels.

Although the committee is providing information to CCIR on both B-MAC and B-TMC, it eventually hopes to narrow its sights on a single system as its recommended EDTV transmission standard. To help that process, the group is currently participating in the planning of a series of transmission system tests being scheduled by the Direct Broadcast Satellite Association from June through August at NASA-Lewis Labs in Cleveland.

S/A's B-MAC will be one of the three systems tested by DBSA. The two others are both NTSC systems with PCM digital sound, one developed by M/A-Com Linkabit and the other by General Instrument. DBSA hopes to use the results of the largely subjective testing to recommend to the FCC a U.S. transmission standard for high-power, direct broadcasting by Ku-band satellite.

Although the goals of the ATSC differ from DBSA's, and the technology group will conduct its own series of system comparisons following the DBSA tests, group Chairman Dan Wells told BROADCASTING it was participating because "we don't want to duplicate their work. We want to take advantage of it for our own ongoing effort."

Meanwhile, on the production and origi-

nation side, a "system approach" has already been outlined by the group. The approach suggests all sources for in-plant distribution be converted to a serial version of CCIR Recommendation 601 (which defines a digital parallel component format for the studio).

The committee also has a specialist subgroup on reception and display, which is developing a study plant to review chromaticity, gamma correction and constant luminance.

News booster

Oklahoma City's KWTU-TV expects this month to become the first broadcaster in Oklahoma with a Ku-band transportable video uplink, and the CBS affiliate, which plans in the next year to spend \$750,000



(including the uplink) to boost its news-gathering and production capabilities, will also put into operation three RCA CCD-1 cameras, two Ampex VPR-6 videotape recorders and a Lake automated tape playback system.

The uplink system, which will cost the station \$250,000, was built by Cincinnati-based Midwest Corp. and Harris Corp.'s Satellite Communications Division in Melbourne, Fla.

Sisters in stereo

KRON-TV San Francisco and KAKE-TV Wichita, Kan., co-owned by Chronicle Broadcasting, have become the nation's 33d and 34th stereo stations. KRON-TV, an NBC affiliate, is the second to begin multichannel sound broadcasts in the San Francisco market (independent KTZO-TV began Feb. 20) and the 16th in the top 20 markets. Three other NBC affiliates and an NBC owned-and-operated station are also broadcasting in stereo.

According to Joseph Berini, KRON-TV chief engineer, the station began MTS on May 7 using an Orban stereo synthesizer and stereo generator and three RCA TT15 transmitters modified with the addition of an \$8,500 aural exciter from ITS in McMurray, Pa.

KAKE-TV, which went on the air in stereo April 8 with the music video of country-singer Lee Greenwood's "God Bless the U.S.A.," became the first multichannel sound station in Kansas. The ABC affiliate is using an Orban stereo generator for the service, as well as an Orban synthesizer for its mono programming.

The station made its own modifications to the RCA F-Line transmitter broadcast ste-

reo, explained Dale Morrell, chief engineer. Its next objective, he added, is to upgrade the plant to take an MTS satellite feed through the master control and microwave systems, followed by record and playback capability on one-inch videotape recorders.

"I was initially pretty skeptical of stereo with my limited experience in FM," commented Morrell. "And I thought the stereo synthesizer would be just a gimmick. But I was surprised at how dramatic the effect is. Everybody else has fully agreed. The television dealers are certainly getting mileage out of the stereo TV promotions at their shops."

Satellite squeeze

An FCC advisory committee on reduced satellite spacing meeting May 20-21 will try to arrive at recommendations for a draft report to the FCC during July. Chaired by former Common Carrier Bureau Chief Gary Epstein, the committee is studying implementation of the commission's 1983 ruling to reduce orbital spacing of C-band (4/6 ghz) and Ku-band (12/14 ghz) satellites to two degrees.

Three working groups formed by the committee are expected to present draft reports at the meeting. The earth station group, headed by James Cook of Scientific-Atlanta, will discuss its work to develop technical verification procedures for earth station antennas, such as product qualification, on-site verification and periodic operational verification.

The space station working group, chaired by James Folk of Martin Marietta, will also be reporting, as will the coordination working group headed by Walter Braun of RCA Americom, which includes subcommittees on interference into SCPC traffic from video uplinks, and on data bases to resolve interface issues between operators.

The committee expects to submit a second report on reduced spacing implementation by January 1986, focusing on long-term aspects and standards issues.

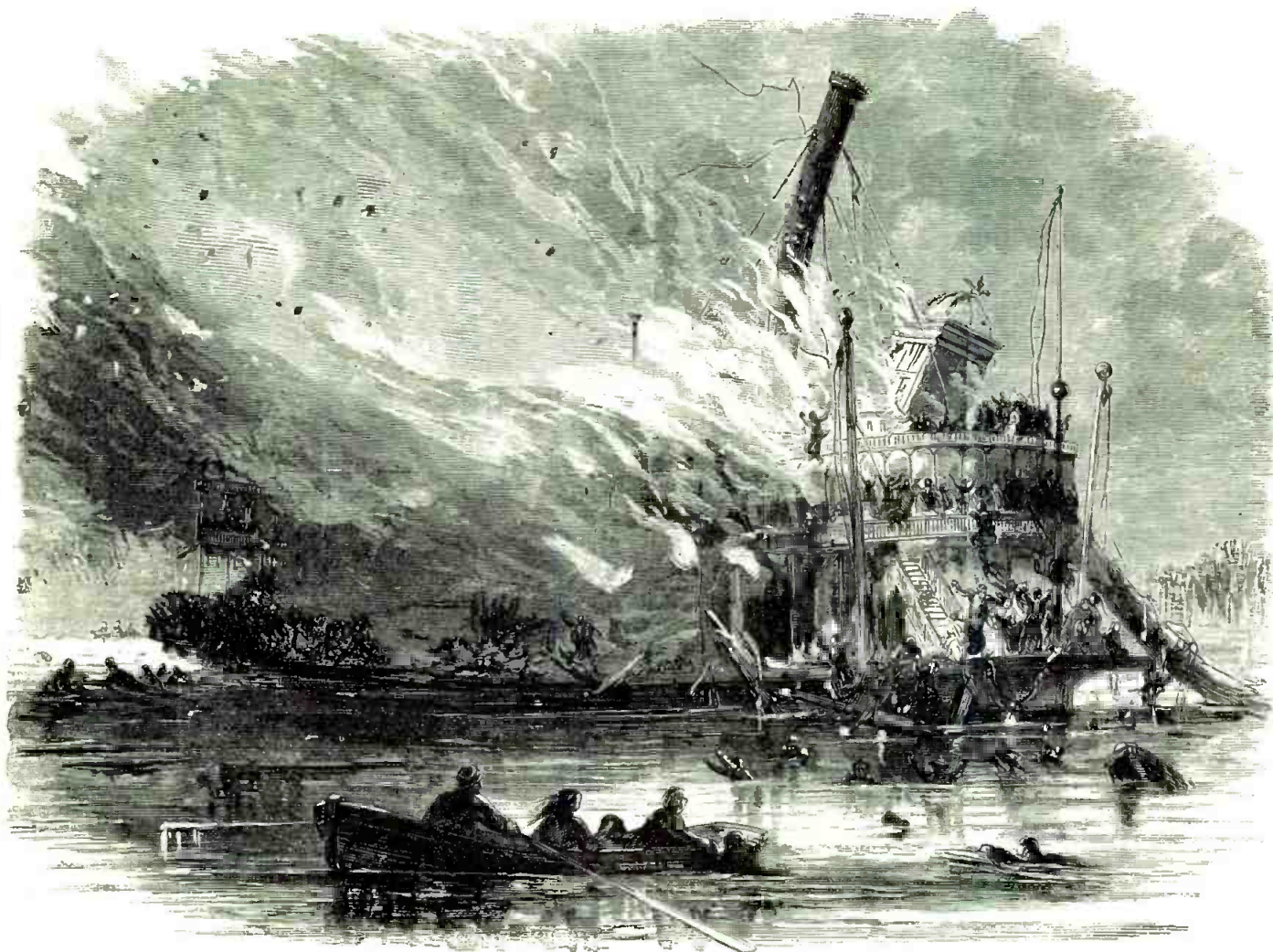
Tall tales

Florida's tallest radio tower, in Cocoa Beach, became operational last week when two of the three FM stations that joined forces on the project began transmissions from the 1,609-foot structure. A combined effort of Guy Gannet Broadcasting Services and Southland Broadcasting Co., the 375-ton structure was completed in mid-April, and features a single, seven-bay antenna that can eventually combine up to six 100 kw FM signals.

The two stations on the air from the tower are Gannet's WSPF(FM) Cocoa Beach, which signed on April 28, and WHOO-FM Orlando, Fla., which took to the air the next day. WCKS(FM) Cocoa Beach, a former Southland station sold in mid-April to Capitol Broadcasting, expects to add its signal by the end of May.

According to Kevin Mooney, chief engi-

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*TVB 1984 National Spot Revenue Report

neer at WSSP, the panel-style antenna was designed by Shively Laboratories of Bridgton, Me. Shively also built the combiner system, which takes the signals from the transmitters used by the stations and combines them on one antenna. Up to two TV antennas could also be side mounted under the FM antenna, Mooney added.

The \$4-million-plus structure took some 2,000 manhours of assembly time on the ground and 1,100 manhours to make operational, according to WSSP, and is accessible by a 1,600-foot ladder or an elevator, which, moving at 91 feet per minute, takes 16 minutes to reach its full height of 1,485 feet.

The 12-foot-wide face tower is only the third such structure used by radio broadcasters in the country, said Mooney (the first was erected in February in Miami to

serve WSSP's co-owned WINZ-FM Miami Beach). WSSP had expected the new facility to provide a 107-mile-wide 70 db contour signal, he explained, but Mooney reported that the station was being heard as far away as 170 miles to the north in Jacksonville, Fla.

Trade traffic

Word of new companies, business expansions and corporate moves is widespread, with changes at JBL, For-A, Barco, M/A-Com, Roscor and others.

JBL's professional products division, which makes a variety of audio gear, has formed a new company. JBL Professional of Northridge, Calif., is one of four units recently created by the parent company,

which also has consumer, international and manufacturing arms. The company is headed by President Ron Means, while Mark Gander, former JBL product manager, is vice president of marketing, and Ken Lopez, former national sales manager, is vice president of sales.

□

Also establishing a spin-off was For-A Corp., a West Newton, Mass.-based maker of video processing and effects equipment, which announced formation of a Broadcast Product Group. BPG will be headed by Tedd Jacoby, National Director of Sales and Marketing for For-A, and will set up national sales and service operations through an expanded network of broadcast system dealers.

□

Barco Industries, a British firm specializing in broadcast picture monitors, has decided to set up its own U.S. sales organization. Barco has opened marketing and finance offices in Charlotte, N.C., under the direction of Jo Lemout, and a West Coast sales and service center in Menlo Park, Calif. Expected to be in operation soon is another main office for East Coast sales in Nashua, N.H.

□

New customer service and training centers have been opened by M/A-Com of Burlington, Mass. The training facilities for the microwave system manufacturer are located in Burlington, while the new service center for Western region customers is in Orange, Calif.

□

A move is in the works for Roscor Corp., the Morton Grove, Ill.-based audio-video system turnkey supplier. Last Friday (May 10) the company was scheduled to relocate several miles west to the Chicago suburb of Mount Prospect, to a new 33,000 square foot facility, triple the size of present headquarters.

□

Crown International is adding 12,000 square feet to its engineering department. This follows a 36,000-square-foot addition to the Elkhart, Ind.-based audio electronics company last summer.

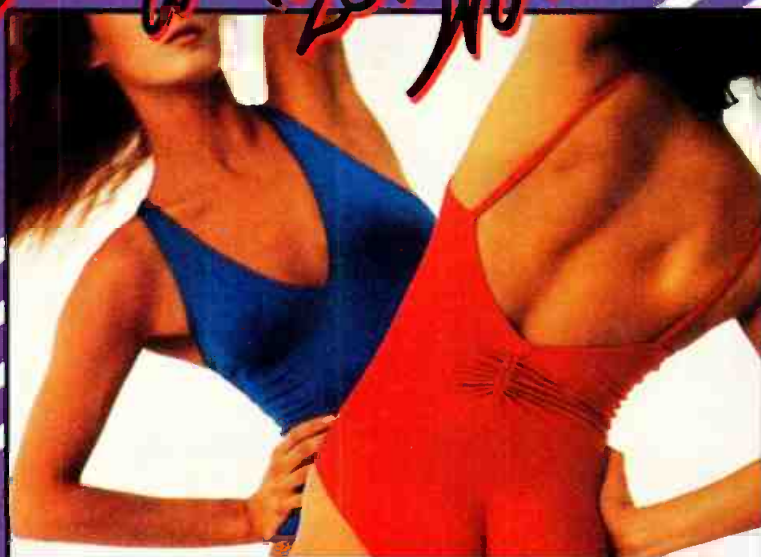
□

The Hollywood lighting firm, LTM Corp., will open a New York sales and services operation in Manhattan, to be headed by lighting consultants Rob Halle and Bill Frein. The two also represent LTM's Florida Production Services and its La Victorine Studios in Nice, France.

Gearing up

Videotek is making available two new products for stereo audio needs: an audio-follow-video routing switcher and a stereo audio program monitor. The new RS-183A 18-by-one router, priced at \$2,795, can be used in broadcast or production applications that require the switching of video signals with stereo audio plus time code. The APM-2RS audio program monitor allows the operator in a stereo production to listen to either left or right or both channels simultaneously via an internal three-inch-by-five-inch speaker or stereo headphone jack. The monitor costs \$493.

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Public gives TV news high rating

Roper surveys conducted for TIO and 'U.S. News' show TV is public's main source of news; entertainment programming on TV does not rate as high

Television emerges once again as far and away the most credible news medium, trusted by an overwhelming majority of Americans, in two public opinion polls made public last week.

Both polls were conducted by the Roper Organization, a nationally recognized independent research firm. One survey was the 14th in a series conducted since 1959 for the Television Information Office. The other was commissioned by *U.S. News and World Report* and reported in its issue dated May 13.

The survey for TIO showed that television has increased its lead as the public's main source of news and that as a community institution, it gets higher marks on job performance than do churches, police, newspapers, schools or local government ("Closed Circuit," May 6).

The survey for *U.S. News and World Re-*

port found a bare majority (51%) who said they were satisfied with TV's entertainment programming, and most of those said they were only "moderately satisfied." But Roper suggested the results probably would have been more positive if viewers had been asked about specific shows. And more than seven people out of 10 said they were moderately or highly favorable in their opinions of ABC, CBS and NBC, and even bigger majorities rated the networks' early evening newscasts as fair and balanced.

The frequent charge of "liberal bias" in network news did not find much support among viewers questioned for *U.S. News*: Fifty-eight percent said they considered TV's coverage of political and social issues to be "neutral, objective and middle of the road." While 22% thought they detected a liberal bias, 10% thought they saw a conservative bias (10% had no opinion).

Although 41% in the study for *U.S. News* rated the networks as having too much power, even more thought too much power was in the hands of big business (53%), government (52%) and labor unions (49%). And the networks scored higher as having "about the right amount" of power, getting 47% to 23% for labor unions and 33% each for big business and government.

And most, *U.S. News* reported, thought CBS should stay under its present ownership, with only 15% favoring its being taken over by Ted Turner and even fewer (though no percentages were given) favoring take-over by supporters of Senator Jesse Helms (R-N.C.), a long-time critic, or by General Electric Co., which had been mentioned as a potential "white knight" in a friendly take-over.

The highest rating for an individual journalist in Roper's poll for *U.S. News* went to former CBS News anchor Walter Cronkite, named by 84% as doing an excellent or good job. Next came Cronkite's successor as

evening news anchor, Dan Rather (72%), then Mike Wallace of CBS (59%), Peter Jennings of ABC (58%), Tom Brokaw of NBC (54%), Roger Mudd of NBC (also 54%), Barbara Walters of ABC (53%), Ted Koppel of ABC (46%). Diane Sawyer of CBS (40%), Bryant Gumbel of NBC (36%), Robert MacNeil of PBS (24%) and Jim Lehrer of PBS (18%). The magazine said many of these, particularly Brokaw, MacNeil, Lehrer and Koppel and the morning news people, seemed to suffer from lack of viewer familiarity with their programs. It also said Walters received the most negative marks but "tied Rather as the second-most-recognized news person after Cronkite."

In the Roper survey for the Television Information Office, whose results were released by TIO Director Roy Danish, viewers again voted TV the most believable source of news, giving it a better than two-to-one lead over newspapers (53% voted for TV, 24% for newspapers). It was voted the primary source of news by 64%, giving it the longest lead yet over newspapers (40%), and it was the *only* source of news named by 46%, again increasing its lead over newspapers (22%).

Roper asked several new questions this time: One dealt with viewer perception of TV's performance in covering different areas of local news. The number giving TV "excellent" or "good" marks ranged from 91% for coverage of major events in the area and 79% for coverage of local government and politics, down to 64% for information about local entertainment events, 60% for consumer information and 51% for information of special importance to minorities.

On another new question TV was voted by 61% of the respondents as the place they would most likely see or hear news about organizations such as the United Way, scouting, church groups and the like. Newspapers came in second, named by 34%, and radio

SEE PAGE 77



MEET ANGELO BRUNO

He was Philadelphia's crime boss for more than 20 years. Although he was known as "the gentle don," his end was anything but gentle. He expired from a shotgun blast outside his own home.

One more time. *The Washington Post* last week asked the full U.S. Court of Appeals in Washington to rehear the appeal in the Tavoulaareas libel case, contending that if the judgment of a three-judge panel is allowed to stand, "the mere commitment to investigative journalism will be held against a libel defendant."

The panel, by a 2-1 vote, held that a trial court had erred in throwing out the \$2.05-million judgment a jury in 1982 had awarded William Tavoulaareas, a former president of Mobil Oil Corp., because of a story in *The Post*. The story asserted that Tavoulaareas had "set up" his son, Peter, as a partner in Atlas Maritime Co. and had used his influence to divert business to the firm.

Six of the 10 active judges serving the D.C. circuit would have to vote to rehear the case *en banc*. If the court grants a rehearing, Senior Circuit Judge George E. MacKinnon, since he wrote the opinion for the panel in the case, would participate.

In requesting rehearing, *The Post* said the panel's opinion, if allowed to stand, would radically alter the law of libel. It also said the changes made in the law by the majority "do not lend themselves to correction or modification in future cases; they are fundamental." Referring to one of the most controversial passages in the panel's opinion, *The Post* said: "The mere commitment to investigative journalism will be held against a libel defendant, and ordinary editorial judgments of interpretation and emphasis will be subject to sanction at the largely unchecked discretion of trial judges."

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34%, and radio was third, with 11%.

Clear majorities felt that television treated the major candidates "about right" in the 1984 presidential election campaign, with 70% saying Mondale got that kind of treatment and 64% saying Reagan did. Among the rest, the tendency was to think that Reagan got the better deal, with 23% saying TV favored him and 8% saying it was unfair to him, while 16% thought Mondale got unfair treatment and 9% felt he was favored.

TV's depiction of individuals and groups on news shows received good fairness ratings ranging from 67% in the case of its presentation of clergymen, 61% for its portrayal of doctors and 59% for its depiction of blue-collar workers, down to 38% for its portrayal of politicians and 37% for its por-

trayal of major-league sports stars. Many thought its news broadcasts' depiction of sports stars, politicians, business executives and lawyers was too favorable, and that its showing of teen-agers, women homemakers, blacks, Hispanics, police, women who hold jobs and blue-collar workers was too unfavorable. The elderly were equally thought to be portrayed fairly and unfavorably.

From 92% to 94% of the respondents rated TV excellent or good in its coverage of major national events, major sports events and national news. Its coverage of local news got a similar high rating from 84%, while its news about the economic situation drew similar approvals from 76%, its coverage of general foreign news, 75% and its

coverage of business news, 67%.

Television was again the clear leader as the main source of information about candidates running for Congress, statewide offices and the Presidency, but newspapers (41%) led TV (39%) by a narrow margin (as they did in 1982) as the main source of information about candidates for local office.

By a ratio of three-and-a-half-to-one, viewers once again agreed that "having commercials on TV is a fair price to pay for being able to watch it." The question brought agreement from 74%, disagreement from 22%, with the rest giving no opinion.

And a new question found TV commercials with a better than two-to-one advantage over newspapers as the place where viewers "are most likely to learn about products or brands of products" they "might like to try or buy." Television commercials got the vote of 64%, newspaper ads 25%, magazine ads 16% and radio commercials 9%. (Some respondents named more than one source.)

A new series of questions dealt with people's awareness of and attitudes toward what things are protected by freedom of the press. The question mentioned 11 items, ranging from news and information in various media to nonnews things in those media plus movies, novels, mysteries and the like. Over half (56%) of the respondents said all 11 items are guaranteed freedom-of-the-press protection. Roper summarized these findings this way:

"The small minorities who think various things are not protected are more inclined to name nonnews aspects of media presentations (movies, novels, things on television that are not news) than news elements in the media (news and information programs on television, news and news features in newspapers, etc.). Further, a high percentage of those who think various things are not protected by freedom of the press think they should be."

The survey for TIO was done in late 1984 in two waves, during October and December, as part of the regular 10-times-a-year Roper Reports opinion polls. Approximately 2,000 personal interviews were conducted in each wave, among a nationwide cross-section of the U.S. population aged 18 and over. TIO said a booklet by Burns W. Roper, chairman of the Roper Organization, giving all the survey's questions and results, will be available June 1 from TIO, 745 Fifth Avenue, New York 10151, at \$1 a copy.

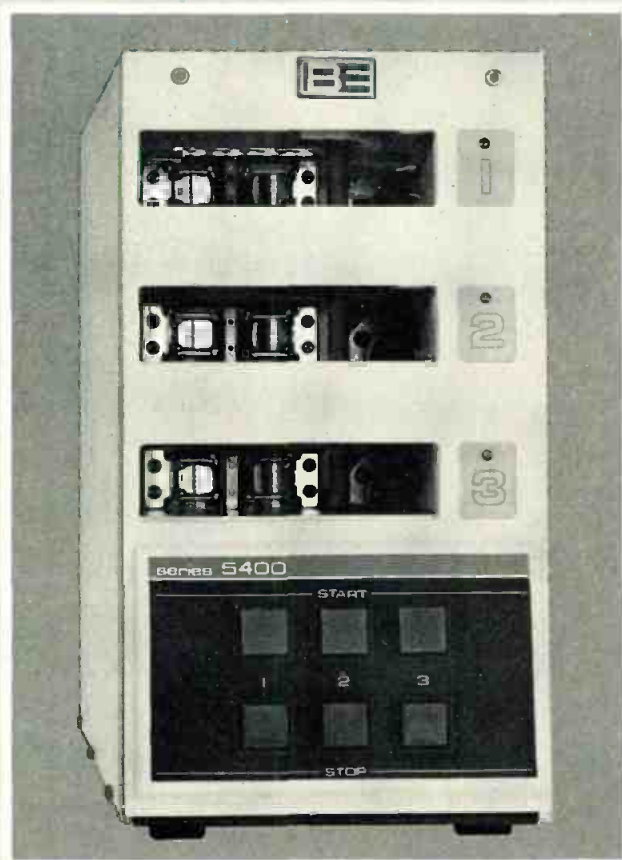
TIO's Danish, in a preface to the booklet, says that against today's background of criticism directed against the media and attempts to limit access to news, the latest TIO/Roper survey findings "are encouraging. Of particular importance to television journalists and their audiences are the data on credibility and on performance in delivering many different kinds of information."

"The data should encourage the further pursuit of excellence and, as the medium matures, one can expect that occasional lapses in self-discipline will become rarer still. On balance, however, our democracy will be better served by an excess of zeal than of timidity."

The survey for *U.S. News* was conducted April 30 and May 1 among a nationwide sample of 1,051 persons. □

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Observers term '60 Minutes' piece on beer-wine ads fair

**CBS news magazine examines
movement to ban advertising
or get counterads on air**

The broadcasting industry's battle to prevent a ban on beer and wine commercials drew national attention last week when CBS's *60 Minutes* presented a segment on the subject. "Beer Today! Gone Tomorrow?" reported by Morley Safer, examined the controversy surrounding the movement by citizen groups to obtain a ban on beer and wine commercials or mandated counteradvertising. The program didn't ignite any fires and was viewed by the opponents and proponents of a ban as a "fair" presentation.

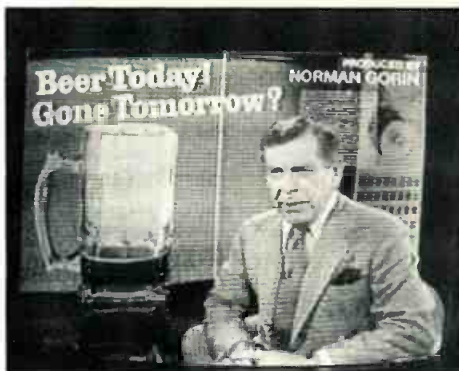
"Here today—gone tomorrow could be the fate of your favorite beer commercial—if one American pressure group gets its way," said Safer as he introduced the segment. "The last major effort to remove a commercial was successful... back in 1971 when Congress outlawed cigarette commercials. Could we be seeing the last of what has become a part of the American landscape?" he added.

Featured on the program were National Association of Broadcasters President Eddie Fritts; Michael Jacobson, executive director, Center for Science in the Public Interest, which is spearheading Project SMART (Stop Marketing Alcohol on Radio and Television); Donald Shea, president, U.S. Brewers Association; Mike Roarty, executive vice president, Anheuser-Busch, and Mark Albion, Harvard Business School. Before the program aired, broadcasters were concerned that the tone of the piece might have a negative impact on their efforts to block a ban. "It was a fair piece. The critics had their say and the industry had their say," stated Jacobson. However, CBS "didn't go after the industry's jugular," he noted. Additionally, he thought the broadcast of various examples of beer commercials made the case "very clear" that advertisers are going after young people. And the arguments presented by Albion, Jacobson said, "demolished" the industry's argument against a ban.

Albion told *60 Minutes*: "I think it would be a bit ludicrous to say that they [advertiser] are only going after current users. Definitely what they're looking for is new users to bring into the market." He also predicted that the removal of beer and wine ads would have "very little effect" on television revenues. "In the short run, possibly some, but over time, they will adjust very quickly."

Still, NAB didn't complain about the coverage. Indeed, Fritts praised it, saying it treated the issue "fairly" and presented all sides of the issue. Although neither side claimed the upper hand, Fritts didn't think broadcasters "lost."

The most telling point of the broadcast, thought John Summers, NAB's executive vice president for government relations, was Safer's interview with a group of teen-agers. Safer asked the group why they drink. The



Safer

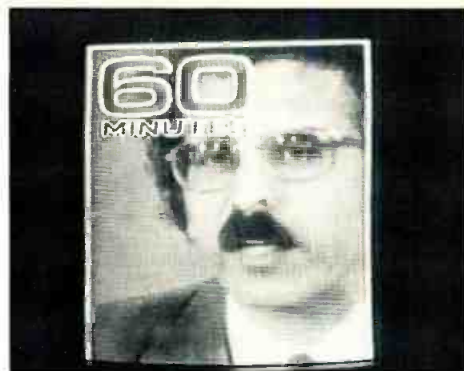
teen-agers said they drink to have fun with friends. "I think that's wrong. I think that just isn't how it is," one teen-ager remarked. And, said another, whether beer is advertised or not, "kids are going to get beer."

NAB also felt its case against a ban was enhanced when Safer asked Jacobson to explain the explosion of marijuana and cocaine use over the last several years. "Here you have extraordinary abuse of a substance with absolutely no advertising helping it along the way," Safer said. "Drug use among young people is actually declining over the last five years or so, except for alcohol use," explained Jacobson. "No, no, you didn't answer my question," Safer said. "Advertising is not the be-all and end-all," Jacobson continued. "And a ban on advertising would not be a panacea for alcohol problems also."

The beer-wine issue will fall under congressional scrutiny next week (May 21) when the House Telecommunications Subcommittee convenes a hearing on the subject. Fritts (who was named last week to the board of the National Commission Against Drunk Driving), Jacobson and Shea are scheduled to testify. Other witnesses include: Monya Unger, National PTA; Dr. Lloyd Johnston, Survey Research Center, Ann Arbor, Mich.; John Banzhaf, George Washington University; Dr. Charles Atkin, Michigan State University; Dr. Donald Strickland, Washington University, St. Louis; John DeLuca, The Wine Institute; Herman Land, Association of Independent Television Stations; Steven Higgins, Bureau of Alcohol, Tobacco and Firearms, and Dudley Taft, Taft Broadcasting, Cincinnati, on behalf of the Television Operators Caucus.

Much of the hearing is expected to focus on counteradvertising messages and whether the fairness doctrine should apply to advertising and commercial speech. (The debate over beer and wine ads has shifted away from a ban to counteradvertising since Representative John Seiberling [D-Ohio] announced plans to introduce a bill that would require broadcasters to provide equal time for counteradvertising.)

In a letter to the witnesses, Subcommittee Chairman Tim Wirth (D-Colo.) outlined the direction the hearing will most likely take. "Specifically, your testimony should address the following: 1) whether or not there is a causal relationship between alcohol consumption and abuse and advertisements for alcohol beverages on TV, radio and cable; 2) whether or not beer and wine ads place consumption of alcohol in a positive light, and whether the presentation of opposing view-



Jacobson



Fritts

points on that controversial issue should be mandated; in essence, should the fairness doctrine be applied to product advertising?"

In addition, the witnesses were asked to discuss the voluntary efforts of the broadcasting and alcohol beverage industries to deal with the issue. "If you believe the fairness doctrine should be applied to alcohol beverage advertising, where should the line be drawn in applying the doctrine to other product advertising?"

It's important to note, said Thomas Rogers, senior counsel on the subcommittee, that the focus on alcohol advertising has shifted away from a ban to the subject of counterads. And, he continued, at issue is not whether there should be counteradvertising but "should it be mandated or not." He noted that for many people, counteradvertising is viewed as a more reasonable approach than a ban. It is a proposal that Rogers thinks poses an even greater challenge to the broadcasting industry.

Moreover, Rogers added, advocates of counteradvertising can argue their case without having to prove any causal relationship between the commercials and alcohol abuse and by maintaining that the ads only show one side of the issue.

In addition, he said the Constitutional environment has changed considerably since the FCC ruled that the fairness doctrine doesn't apply to product ads that take no position on a controversial issue of public importance. Since that time, Rogers said the Supreme Court has accorded commercial speech more of the same First Amendment freedoms that political speech has enjoyed. And the question could be raised, he went on to say, that alcohol ads should be subject to the same fairness doctrine requirements as political speech. "Everybody agrees counterads are a good thing. The question is, should they be voluntary or mandated," Rogers said. □

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ABC wows 'em off the air

Network, last in prime time this past season, promises affiliates convention there'll be comeback next year; pending Capcities merger said to promise stability; Pierce warns against ideologues, dismisses new media as posing no real threat

A third-place finish notwithstanding, ABC brought its affiliates to their feet and cheering last week. This year's annual affiliates convention, in New York, was arguably one of the most rousing ever produced. Affiliates were treated to a number of eye-popping presentations, including some—like the Roone Arledge-produced 25th anniversary celebration of ABC Sports, which blended heroic moments in sports covered by ABC with a montage of contemporary events—that tugged at the emotions as well.

Affiliates were reassured at almost every opportunity that the number-one goal—bar none—of ABC is to once again become dominant in the key 18-49 demographic. And while network executives promised their affiliates that they would do everything in their power to make this happen, the affiliates also were reminded that the network needed their support if ABC is to have any chance at making a comeback next season.

But there appeared to be mixed reviews on some of the new shows the network premiered to the affiliates. Albeit that station executives—accustomed to years of laugh tracks and firework network presentations—may be an especially fickle bunch to entertain, there was nearly stone silence during the unveiling of one of the sitcom pilots and brief snippets of another. However, there were encouraging claps when ABC Entertainment President Lewis H. Erlicht announced that the midseason replacement, *Moonlighting*, had been renewed for next season, and that Robert Wagner was returning to star (and share executive producer credit) in a new Saturday night series.

And network executives at nearly every turn were constantly comparing the similarities between ABC and its proposed merger partner, Capital Cities Communications. Although Capital Cities Chairman Tom Murphy and President Dan Burke were not formally on the schedule, they were present for some of the festivities.

And there was mounds of entertainment. Even before the gala network celebration at Radio City Music Hall on Wednesday evening, ABC paraded a host of stars, athletes and celebrities before the affiliates—everybody from former boxing champions Joe Frazier and Sugar Ray Leonard to Olympic gold medal winners Mark Spitz and Mary Lou Retton and network stars like John Forsythe and Linda Evans of *Dynasty*.

There were the familiar calls looking to



the future, the social responsibilities of the network and broadcasters, the phenomenal growth the industry has experienced, and vows all around to strengthen the network-affiliate "partnership." But if there was one message ABC wanted the affiliates to carry back home with them it was: "That we're aggressively going after the key demographic audience groups with more fervor than ever," said one senior executive, who added, "We didn't say, like one executive did several years ago, 'We'll be number one by Christmas.' That's stupid."

On the affiliates minds—besides programming—was a local news window in network NFL football coverage. They were told, said one participant at the closed-door meeting, that the network would "try for CFA, but for Monday night, that's tough."

The affiliates also wanted to know about the network's fall promotional campaign, the theme of which is "You'll Love It." Last year, ABC dropped its "We're With You" theme in the middle of the season, leaving not a few affiliates disgruntled. This year, ABC Entertainment President Lewis H. Erlicht promised the network is "committed" to holding onto the "You'll Love It" theme the entire season.

It was the last time Jim Duffy, president of the ABC Television Network for the past 15 years, would address affiliates in that capacity—he becomes president of the office of communications for the ABC Broadcast Group on June 1, and will be succeeded by George H. Newi, vice president and general manager of ABC Television Network.

It could also be—depending on when the merger with Capital Cities is closed—the

last time ABC meets with its affiliates in its present form, and therefore the last time Leonard H. Goldenson addresses the meeting as chairman of the company.

To be sure, the mood was not all glum. Quipped ABC President Frederick S. Pierce in his speech before the affiliates: "This time, we decided to make a real gesture to dramatize our interdependence. We feel so strongly about our affiliates that this year we decided to merge with one...we figured it was easier than renegotiating compensation."

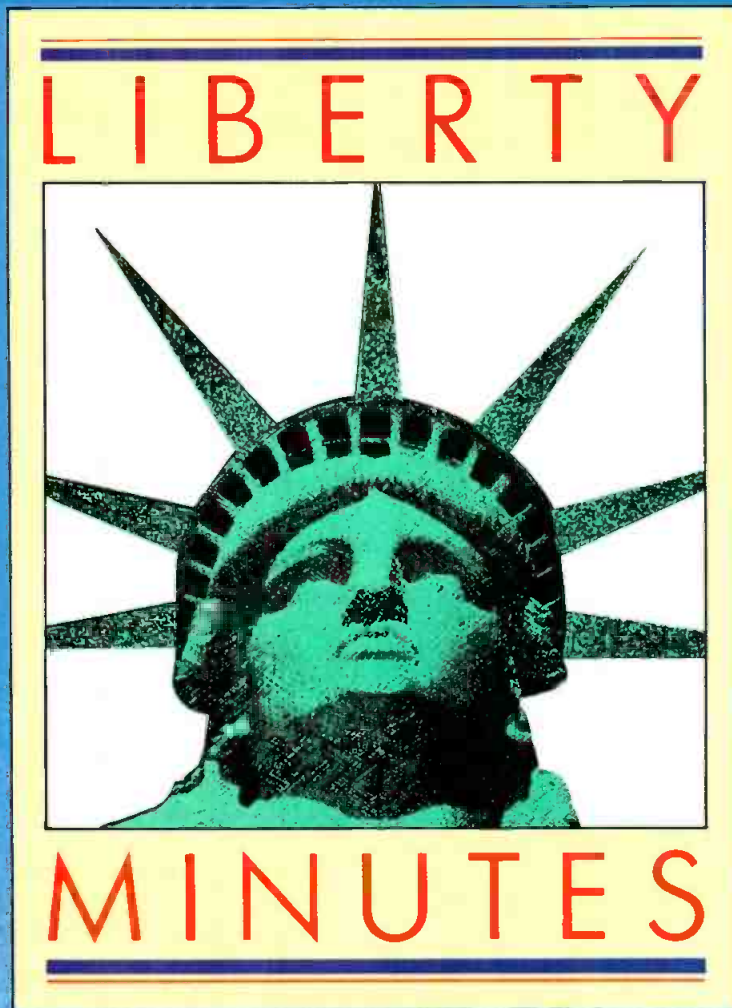
Pierce acknowledged that the top matters on the minds of the affiliates were programming and the proposed ABC-Capital Cities merger. He answered the latter succinctly.

"The immediate value in the merger for all of us is that we're in a position now to concentrate all our attention and energies on our business. We can direct all of our resources to a total commitment to leadership in every dimension of this medium. We are free to do this and we intend to do it," explained Pierce.

Moreover, he vowed that ABC will "recapture the young and urban viewer so vital to our future, and we will build for the long term—and develop programs and characters which build loyalty season after season. Our new schedule reflects the appeal that makes this goal achievable."

Pierce did not hesitate to acknowledge to the affiliates that "we did not meet these standards during the past season," and he added he wouldn't "make excuses" about why the network fell short. "But let me assure you," he said, "we did not fight for years to come in from the cold in this bu-

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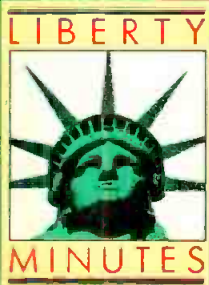
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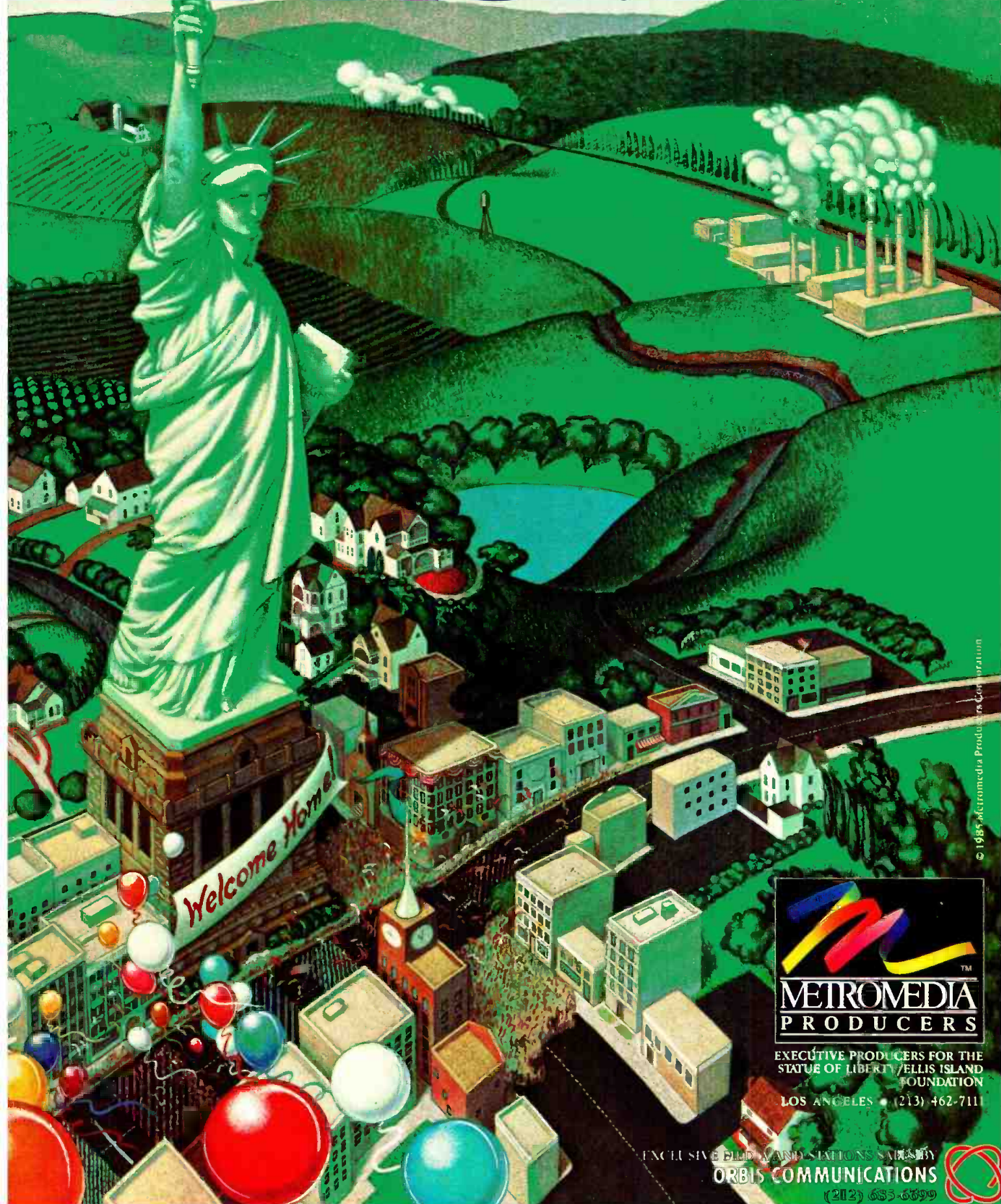
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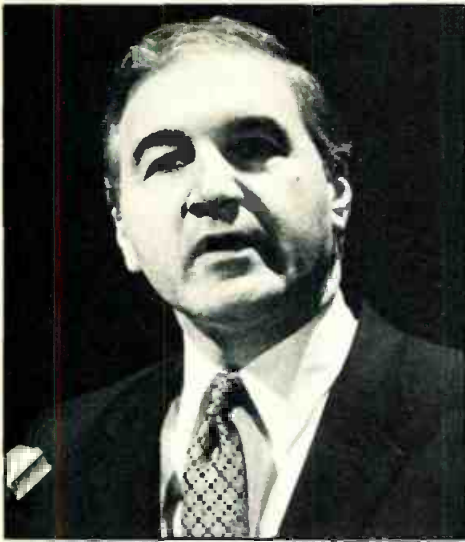
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Pierce



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siness...only to return to it. We didn't like being behind our competitors then, and we will not permit it now."

There are also strong similarities between ABC and the company, Capital Cities, with which it proposes to merge, claimed Pierce. "No one reserved a place for ABC in the network universe," he said. "Leonard Goldenson had to create that place..." He compared ABC's corporate history with Capital Cities', where "the rules were also written in-house." And he noted that Capital Cities Chairman Tom Murphy and President Dan Burke "are extraordinary executives who set a course based on three simple ingredients: decentralization, performance and community involvement."

Pierce also took the occasion to sound an alarm against unnamed organizations seeking entry into the broadcasting business and which are ideologically oriented and therefore not responsible to the public trust.

"The appeal of broadcasting companies to the business community is understandable. Television is not just a profitable business; it's an environment that encompasses every aspect of American life," Pierce stated. Although he admitted such elements of broadcasting "are attractive," he also added "you

and I know that our performance must be measured by more than ratings or revenues... In a nation where most people rely on television as their main source of news and information, there is no room for ideology of any stripe. The challenges and opportunities broadcasters face are too important to risk participation by amateurs or ideologues."

Pierce also took the occasion to reassure affiliates that the dire predictions of a couple of years ago that the new media would overtake and bring down the networks have proved false. "The predictions and promises of the early 80's have faded into business realities," he said. "We have seen our competitors chip at the edge of overall audience share. But our total viewership is undiminished, and we continue to deliver the greatest value of any medium to our advertisers. It is time to recognize that the era of unlimited potential for all the new media is over."

As evidence, Pierce cited a variety of examples, including cable (where "many offerings are falling by the wayside") and pay services (which are "coping with the high cost of programming coupled with constant subscriber churn"). As for independent stations, he claimed, "their market share gives every impression of having approached a

plateau." And VCR's, Pierce pointed out, have turned out to be an ally of network television because "there is abundant evidence that VCR's are used to tape network shows that would otherwise be missed."

But the "primary challenge" for "us as a business" is to "control our future," he said. One way to do that, he suggested, is to "expand the range of program sources," adding that "we are involving more suppliers in the process today than ever before." He emphasized that ABC must "continue to develop our own in-house production capability. This gives us a firmer grasp on production costs."

Thomopoulos reviews strategy for network's fall lineup

One of ABC's methods for beefing up its prime time programming will be to pay attention to characters "who have more to their lives on screen than just being a cop or a doctor," proclaimed Anthony D. Thomopoulos, president of the ABC Broadcast Group. According to Thomopoulos the "younger viewers" that ABC seeks are a "new generation [that] wants to be engaged by people they're interested in... characters who aren't superhuman or perfect or one dimensional... they want authenticity, warts and all."

But Thomopoulos pointed out that at the same time there remained a "healthy appetite" for fantasy shows like *Dynasty*, and ABC was not about to foresake that genre. "The public enjoys programs that are not only entertaining, but that play to their curiosity—and give them a view of lifestyles they daydream about, but don't expect to experience firsthand. This is escapism. But when it's well-written, well-directed and well-acted, it's also powerful and compelling entertainment. And we think there's a healthy appetite among viewers for more." ABC programmers "feel that a medium as powerful as network television has a special responsibility to be alert to social values in the images we present. We have been especially vigilant about the occasions when characters use alcohol on our programs, and about the social context in which it is used. We will be even more vigilant in the future."

Thomopoulos was careful to note that he

In the syndication marketplace

Four Star International, Hollywood-based program producer and distributor, is another distributor trying to break new ground with syndicated programming designed specifically for late-night viewing. Since NATPE, it has cleared 35 markets for weekly half-hour series, *Mad Movies with the L.A. Connection*. Show borrows scenes from classic movies, edits them down to 18 minutes, and then rewrites story and dubs in new dialogue to create new comic show. "The whole purpose of this is to try to develop a comedy format slowly so that after two or three years we'll be totally acceptable to the audience and it can play as a strip," explained Richard Cignarelli, president of distribution at Four Star. Creative group behind series is Los Angeles-based comedy troupe, L.A. Connection, which has been rewriting and dubbing old movies in Los Angeles theaters for six years. Group also produced "Flick of the Night" segments on *Thicke of the Night* last year based on same format. Stations to sign up include WTAF-TV Philadelphia; WNEV-TV Boston; WTOG-TV Tampa, Fla.; WCCO-TV Minneapolis; KENS-TV San Antonio, Tex.; KNCN-TV Denver, and all Post-Newsweek stations. Cignarelli said majority of stations are NBC affiliates that have scheduled *Mad Movies* following *Saturday Night Live* or independents running it at 11 p.m. or later on weekends. Twenty-six episodes are being cleared on

straight cash basis with two runs per episode ready for September premiere. ■ **Columbia Pictures Television** claims it has a set new record in syndication with *Barney Miller* which now appears on 187 stations, or 96.5% of U.S. television households. Sold on a cash basis, the series "has proved more popular in syndication than when it was on the network," according to Columbia. *Barney Miller* went into syndication in 1980. Among the stations carrying the show are WPIX-TV New York, KCBS-TV Los Angeles, WGN-TV Chicago, WPHL-TV Philadelphia, KTVU-TV Oakland and WSBK-TV Boston. ■ **Warner Brothers Television Distribution** has cleared *Matt Houston* in 21 markets. Among the stations carrying the show are KTLA-TV Los Angeles, WPHL-TV Philadelphia, WXNE-TV Boston, WJLA-TV Washington, KTVT-TV Dallas-Fort Worth and KHTV-TV Houston. ■ Renewals and new sales have brought the total number of stations carrying *The All New Let's Make a Deal*, now in its second season, to 119. The show's 34 weeks of originals and 18 weeks of repeats are sold on a cash basis by **Telepictures**, which withholds one minute for ad sales. *Deal's* lineup includes WOR-TV New York, KYW-TV Philadelphia, KTVU-TV Oakland, KXAS-TV Dallas and WBAL-TV Baltimore. The half-hour show runs at 7:30 p.m., and two stations are carrying it on Saturday.

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didn't promise "any overnight miracles." But he did promise that ABC has "found and will continue to find programs we can believe in—and we're going to keep on sticking with them and giving them a chance to find their audiences." □

Mandala introduces himself to his ABC brethren

A plain spoken, no-nonsense, want-to-get-to-know-you address was given by the new president of ABC Television, Mark H. Mandala.

Mandala, in the new job only a few weeks, acknowledged there were probably many affiliates in the audience who didn't know him. Mandala said that: just like them, for 27 years he operated or worked in ABC's owned television stations division, and for the past two years has run that group. "Experience has taught me that nobody can know the complexities and challenges of a market better than the local operator," he said.

According to Mandala, "The heart of my job is to see to it that your concerns are effectively presented—that your voices are heard in every critical discussion that affects your interests."

But, at the same time, he pointed out, "in order to do so, I'll need your help. I need to know when something is troubling you and when you think things have strayed off course... at the same time, I need your support for our efforts, and your confidence that they'll pay dividends for all of us... the net-

work's commitment is meaningless without your backing." □

Goldenson's speech touches on network's growth, Capcities merger

ABC Chairman Leonard H. Goldenson addressed the proposed merger with Capital Cities at the network's affiliates meeting last week, saying he was optimistic that "today we are standing on the threshold of what I am confident will be a new, exciting and prosperous chapter in the history of ABC."

Goldenson wanted to make it clear that his optimism was not simple cheerleading on his part, but a conviction rooted both in the company's history as well as the history of the company, Capital Cities, with which ABC proposes to merge.

To understand just how far ABC has come—and how proud he is of its accomplishments—Goldenson recalled the early days in 1953 when he first acquired control of ABC. The most crucial accomplishment, he pointed out, was the one of ABC to gain admission into nearly every American home.

"When I became head of ABC in 1953," Goldenson related, "it was a fledgling net-

work with 14 affiliates that could reach, at most, one-third of the nation. Today—because of you—we are in touch with virtually every American home."

That kind of reach, said Goldenson, "demonstrates that ABC as a company is more than just a business. It's a vital part of the very fabric of our society."

Goldenson re-emphasized that ABC and Capital Cities are two like-minded companies. The merger, he assured, "will combine two companies that share the same values, the same history and the same sense of purpose." Furthermore, Goldenson pointed out, "it insures the continuity of ABC and its freedom from hostile action by outsiders." Those shared qualities, he explained, "are the core of our merger."

Continued Goldenson: "Our world is more competitive than ever. But we are better prepared than ever to meet the challenges that lie ahead. If you can put together a company whose future is in the hands of people like Fred Pierce and Tom Murphy and Dan Burke—its promise is boundless." Goldenson told the affiliates: "You are a great stake in that promise... You will share our future successes just as surely as you have shared those of our past." □

NBC affiliates concerned over daytime

But overall improvement in prime time schedule and in news division puts affiliates in upbeat mood

While NBC has made enough progress in prime time to leave even the most sober affiliate general manager feeling a bit giddy, there are still problems confronting the network. First among them, and one that will be a focus at this week's NBC affiliate meeting at the Century Plaza hotel in Los Angeles, is daytime, where NBC is still in third place, despite ratings improvement over the past two years.

NBC has climbed from a 22 share in daytime two years ago to a 28 share today. But according to Pierson Mapes, president, NBC Television Network, "we have to think in terms of a 33 share." While acknowledging the affiliates' concern for daytime, Mapes said, "It's more of a concern for us [the network] because of the profit picture." That daypart is the network's most lucrative because the cost of producing soap operas and game shows, which dominate the daypart, is much less than that of prime time or news programs.

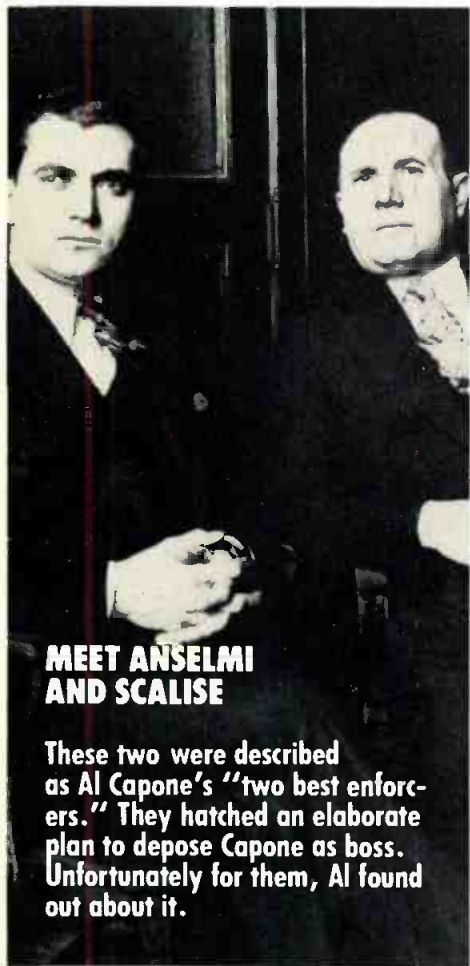
And of particular concern is the crucial 3 p.m.-to-4 p.m. time period, which leads into local programming. "It's a tough time period," said Mapes, noting that NBC's relatively new soap opera, *Santa Barbara*, is running third against the number-one and number-two programs in daytime, ABC's *General Hospital* and CBS's *Guiding Light*. But he said that with continued affiliate support (coverage has grown from 74% when the program debuted last September to 96%) the network believes the program's audience will grow.

Mapes said that on the network side, there are "some isolated clearance concerns" that certainly aren't helping the daytime situa-

tion. He said daytime clearance rate is now at 91%, up from 88% in one year. "In order to get competitive in daytime," he said, "we've got to get up to the 93%-to-94% range." The midday period seems to be when clearances are lowest in the daypart, he said.

Affiliates last week agreed that daytime seemed to be the number one problem at NBC, but there was also a recognition that the network is addressing the problem. "They have not yet fixed the problem, but they are well aware of it," said James Lynch, president of Multimedia Broadcasting, and current chairman of the NBC affiliate advisory board. As for *Santa Barbara*, he said, affiliates must have patience and "let the show grow." He noted the show has been on less than one year, while its two competitors have been in their time slots for a decade or more.

In past years, NBC News had been a perennial whipping boy for the network at affiliate gatherings, but that won't be the case this year. Affiliates contacted last week said they were impressed with NBC News President Larry Grossman, appointed a little more than one year ago, and his accomplishments in the past year—especially the turnaround of *Today*. "The affiliates I've talked to have expressed a great deal of confidence in Grossman and his accomplishments, aggressiveness and direction," said Amy McCombs, president and general manager, WDIV(TV) Detroit, who is also an advisory board member. She did say, however, that the board sees as a priority the successful launching of a prime time news magazine by the network. "It's part of being a full service news division," she said. NBC has said it will test its new magazine program with anchor Roger Mudd on a monthly basis beginning in August, trying different time periods



MEET ANSEMI AND SCALISE

These two were described as Al Capone's "two best enforcers." They hatched an elaborate plan to depose Capone as boss. Unfortunately for them, Al found out about it.

SEE PAGE 77

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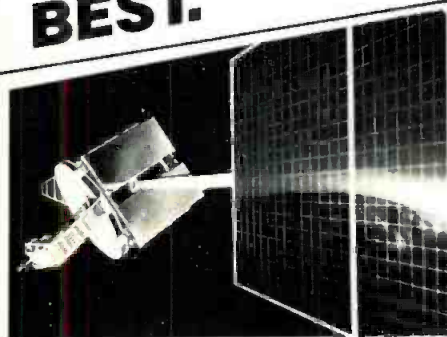
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with the hope of finding a permanent slot in the prime time schedule by next January.

But for the most part, said Jim Edwards, president, WJAC-TV Johnstown, Pa., "there won't be much criticism" of the network. "There will be some celebrating and I think

we have the right" after the past season's performance. Added James Sefert, president, Cosmos Broadcasting, "Even in the worst of times, it's hard to control the euphoria" at affiliate gatherings. "I love to go out there and get hyped up." □

ABC replaces one-third of lineup for fall

**Network unveils schedule,
vowing it will come back;
nine new shows on the block**

At one point during ABC's presentation of the new 1985-86 prime time schedule to advertisers and agency executives in New York, actor Robert Wagner turned to ABC Entertainment President Lewis H. Erlicht, paused and said admiringly: "To be a part of this schedule is... Lew, I mean this really looks wonderful."

Wagner received some of the heaviest applause during the 90-minute presentation. Erlicht referred to him as a "bona fide member of the ABC family"—especially after clips of his new Saturday night series, *J. G. Culver*, were shown to the assembled Madison Avenue executives and their clients.

Altogether, ABC introduced seven-and-a-half hours of new prime time programming—six hour-long series and three half-hour comedies—in addition to picking up *Diff'rent Strokes*, canceled by NBC after seven seasons. The new series represent an overhaul of one-third of the third-place network's prime time schedule.

"This was an intensely competitive year," noted Jake Keever, vice president of sales, ABC Television Network, in his introduction. "We are aware we need a new start. We battled back before, and we'll battle back again. We are ready."

In its new 1985-86 prime time schedule, ABC is focusing heavily on the 8 p.m. time period and, as expected, re-emphasizing young adult-oriented programming. "We have two major objectives for this fall," Erlicht said. "The first is to continue to increase our household delivery and the second is to once again be dominant in the key 18-49 young

adult demographic."

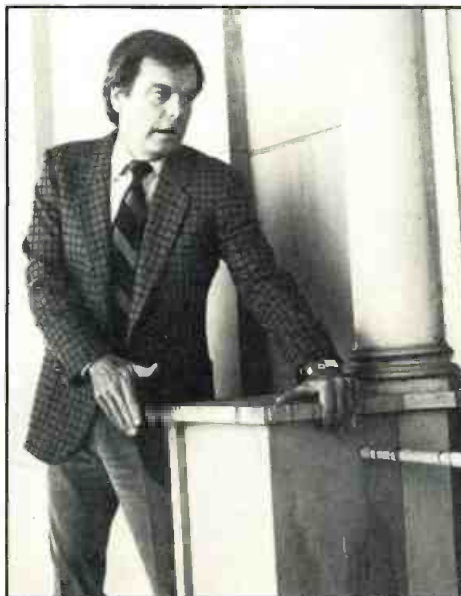
In order to recapture that key demographic, ABC has redesigned the 8 p.m. time period on four nights and has carved out two hour blocks of comedy on Tuesday and Friday between 8 and 10 p.m. (Last season, it abandoned the two-hour comedy blocks and scheduled instead one hour blocks on three nights).

Gone from next season's prime time schedule are *Three's a Crowd*, *Matt Houston*, *T.J. Hooker*, *Finder of Lost Loves*, *MacGruder & Loud* and midseason replacements, *Hail to the Chief*, *Off the Rack*, *Eye to Eye*, *Me & Mom* and *Wildside*. On the schedule are new series ranging from a *Dynasty* spin-off to a Godfather-like generational saga featuring two New York families—one dominated with police officers, the other involved with organized crime—pitted against each other.

Returning series include *Hardcastle and McCormick*, *Who's the Boss?*, *Dynasty*, *Hotel*, *Webster*, *Benson*, *The Love Boat*, the 16th season of *Monday Night Football* and the *ABC Sunday Night Movie*. Midseason replacements, *Moonlighting* and *Mr. Belvedere*, will also return.

The new series include:

■ *He's the Mayor* (8:30-9 p.m., Tuesday) stars Kevin Hooks as a 25-year-old black college graduate who can't get a job when he returns home to his Pennsylvania town, runs for mayor and wins after the favored candidate is indicted a few days before the election. "Lacking political savvy, he makes up for it with charisma, honesty, resourcefulness and a lot of help from his staff, friends and especially his dad, the city's chief maintenance man." The executive producers are Sandy Veith (*Love, Sidney*) and Terry Hart



Robert Wagner in *J.G. Culver*



Dynasty II: The Colbys



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■ *Growing Pains* (9:30-10 p.m., Tuesday) stars former syndicated late-night talk show host, Alan Thicke, as a psychiatrist, Jason, who moves his practice into his home after his wife, played by Joanna Kerns, becomes a newspaper reporter after being a housewife for 15 years. "Although child psychology is not Jason's speciality, he thinks he has it all figured out—until he begins supervising his own youngsters," ages 15, 13 and nine. Executive producer is Michael Sullivan in association with Warner Bros.-TV.

■ *The Insiders* (8-9 p.m., Wednesday) stars Nicholas Campbell as Nick, and Stoney Jackson as Mackey—two young, aggressive hip investigative journalists who report for a national news weekly. Both frequently assume false identities in pursuit of their story. "Nick is considered one of the best reporters in the business. . . Mackey, an ex-con gone straight, is the entrepreneurial type who prefers the good life. . ." The series employs contemporary music in the soundtrack. Executive producer is Leonard Hill with Universal Television.

■ *Dynasty II: The Colbys* (9-10 p.m., Thursday) is the spin-off from the top rated ABC prime time series. Jeff Colby's search for his former wife Fallon will lead him to southern California, "the home and base of operations for his own alienated family." The series' premiere will be held back until November, after heavy promotion in the World Series and ABC's mini-series, *North and South*. The Colby family characters will

be introduced within an early episode of *Dynasty* to help set up the story line. Executive producers are Richard and Esther Shapiro in association with Aaron Spelling Productions.

■ *Mr. Sunshine* (9:30-10 p.m., Friday) is an "adult comedy" starring Jeffrey Tambor as Paul Stark, a blind college professor who is trying to patch up his life after an unhappy marriage. "Although an inspiring English professor, he has deflated many promising young writers with his pointed barbs. Even his 14-year-old son, who idolizes his dad, has been fair game for verbal assaults." Executive producers are Henry Winkler and John Rich in association with Paramount Television.

■ *Family Honor* (10-11 p.m., Friday) stars Kenneth McMillan as Patrick McKay and Eli Wallach as Vincent Danzig, two New York patriarchs—the former heads a family spanning three generations of police work, the latter is the boss of a crime family. McKay is police commissioner and Danzig "sees the McKays as an increasing threat to his crime empire." McKay's family includes two sons who are cops and a 21-year old granddaughter who recently joined the force and is trying to make her own way independently of her family. On the other side is Danzig's violence-prone son, Augie, who is headstrong and seeks to maintain "the vendetta at every opportunity." Another Danzig son, in an attempt to escape his family's underworld dealings, lives under a pseudonym and has become romantically involved with McKay's granddaughter. Lawrence and

Chuck Gordon are executive producers in association with Lorimar.

■ *Hollywood Beat* (8-9 p.m., Saturday) stars Jack Scalia and Jay Acovone as two undercover detectives who patrol the steamy underside of Hollywood. The oddly paired partners are helped in their work by an underground network of street people—the local newstand owner, a bag lady and the matron of a popular local bar—who give them leads in their cases. Executive producers are Aaron Spelling and Douglas Cramer for Aaron Spelling Productions.

■ *J.G. Culver* (9-10 p.m., Saturday). Originally titled *5 Lime Street*, the series stars Robert Wagner as James Greyson Culver, an investigator for a major London insurance firm who shuttles between his idyllic Virginia estate, where he raises two young daughters, and glamorous international locales. ABC indicated that the series will contain strong pro-social and family values, especially in the scenes that depict Culver's home life. On his international missions, Wagner will be paired with Englishman Edward Wingate, his upright former Oxford roommate, played by John Standing. Robert Wagner, Linda Bloodworth and Harry Thomason are executive producers in association with Columbia Pictures Television.

■ *MacGyver* (8-9 p.m., Sunday) stars Richard Dean Anderson as Stace MacGyver, a top secret operative for the U.S. government who specializes in dangerous rescue operations. "His tools: an extraordinary scientific knowledge and a knack for employing whatever devices are available to com-

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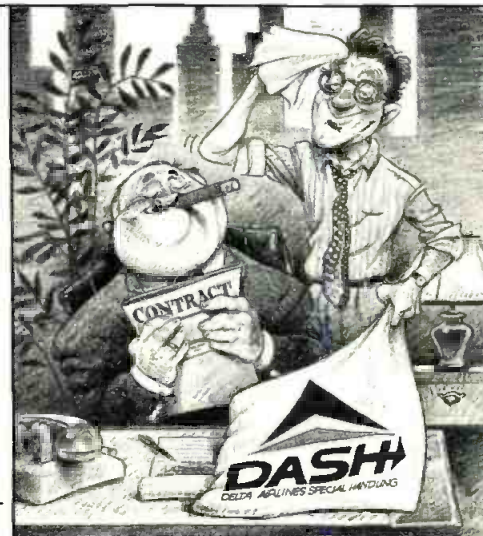
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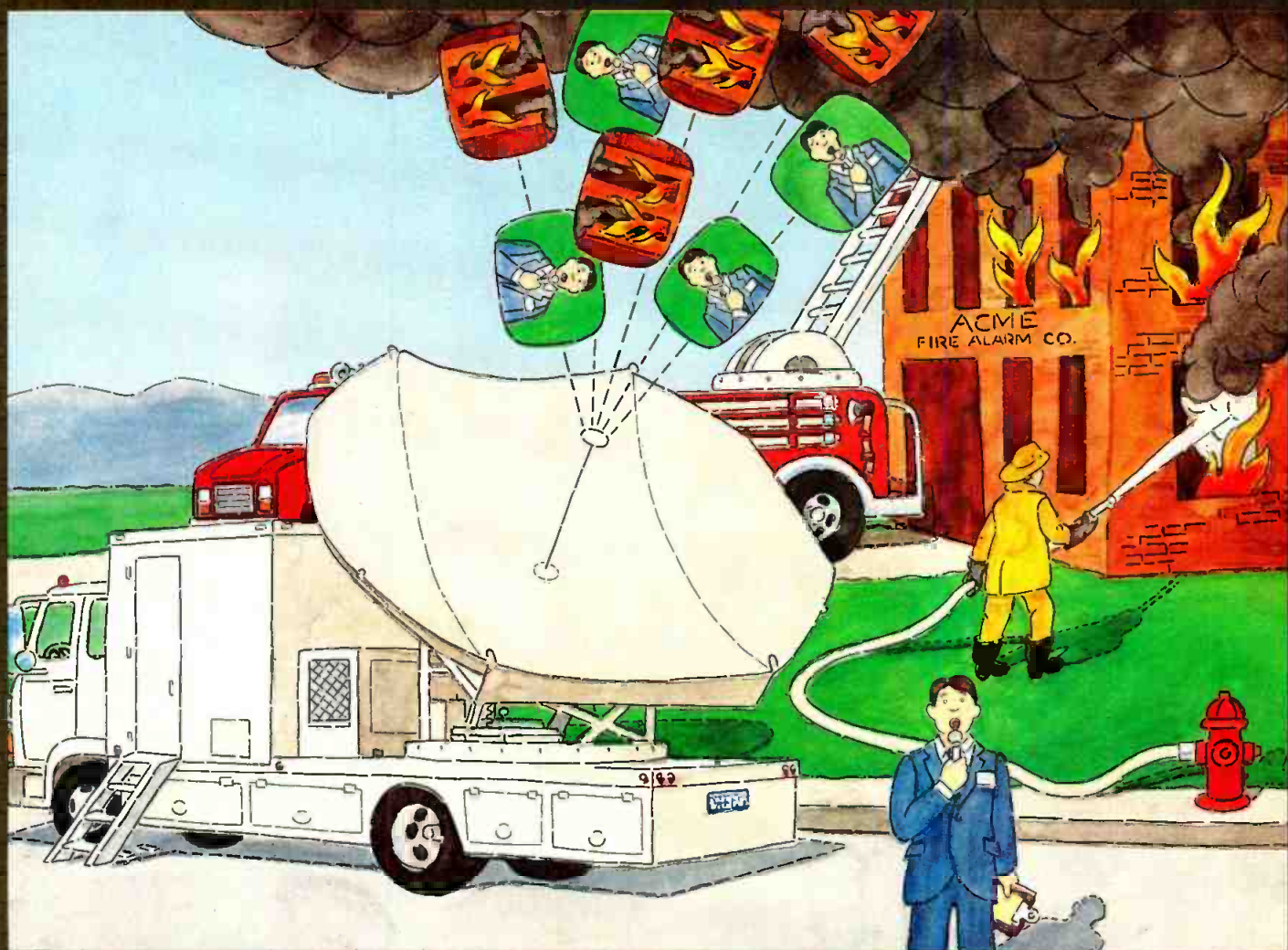
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Second post-season win for NBC

For the second time in the two weeks following the regular prime time season, NBC won a ratings victory with an overall 14.6 average rating and a 25 average share. Based on Nielsen's national television index (NTI) for the week ending May 5, CBS finished second with a 13.8/24 while ABC came in third with a 12.6/21.

NBC had three of the top five programs and five of the top 10. CBS had the other half of the 10. The week's highest rated night was Thursday on NBC, featuring *The Cosby Show* (25.5/43) and a repeat episode of *Family Ties* (21.9/36), the week's first and second rated shows, respectively, appearing in the 8-9 p.m. block.

ABC's highest ranked program of the week came on Tuesday, 9-9:30, with *Who's the Boss* (15.9/26); it finished 18th.

In its third week on NBC, at 8 p.m. on Friday, *Best Times* did a 9.5/18, finishing 58th.

Totalling nightly wins, CBS took three (Monday, Friday, Sunday), ABC two (Tuesday, Saturday) and NBC two (Wednesday, Thursday). The highest rated special was the *NBC Sunday Night Movie* with *Alfred Hitchcock Presents* (18/28), which finished seventh for the week. ABC's *Sunday Night Movie, Lacey II*, part one, did a 15.3/24, finishing 23d on the schedule. The week included seven specials and 28 repeats.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.5/43	24.	Miami Vice	NBC	15.2/26	47.	T.J. Hooker	ABC	11.5/23
2.	Family Ties	NBC	21.9/36	25.	Simon & Simon	CBS	15.2/25	48.	Double Trouble	NBC	11.5/22
3.	Dallas	CBS	21.4/36	26.	Riptide	NBC	15.2/25	49.	Magnum, P.I.	CBS	11.4/19
4.	Cheers	NBC	19.7/32	27.	Cagney & Lacey	CBS	15.0/24	50.	Diff'rent Strokes	NBC	10.7/23
5.	Newhart	CBS	18.4/28	28.	Adam	NBC	14.9/24	51.	Benson	ABC	10.7/20
6.	Falcon Crest	CBS	18.3/32	29.	Crazy Like a Fox	CBS	14.6/22	52.	Ray Mancini Story	CBS	10.6/17
7.	Hitchcock Presents	NBC	18.0/28	30.	MacGruder & Loud	ABC	14.3/25	53.	Mike Hammer	CBS	10.5/19
8.	60 Minutes	CBS	17.9/34	31.	20/20	ABC	14.3/24	54.	Webster	ABC	10.4/21
9.	Knot's Landing	CBS	17.8/30	32.	Life's Embarrassing Moments	ABC	14.2/23	55.	Under One Roof	NBC	10.4/18
10.	A Team	NBC	17.6/31	33.	Hill Street Blues	NBC	14.0/24	56.	Half-Nelson	NBC	10.4/18
11.	Murder, She Wrote	CBS	17.6/29	34.	St. Elsewhere	NBC	13.9/23	57.	Double Dare	CBS	9.6/16
12.	Night Court	NBC	17.6/28	35.	Three's a Crowd	ABC	13.6/24	58.	The Best Times	NBC	9.5/18
13.	Highway to Heaven	NBC	17.0/28	36.	Hail to the Chief	ABC	13.7/22	59.	Dr. No	ABC	9.5/16
14.	Facts of Life	NBC	16.8/26	37.	Joanna	ABC	13.0/24	60.	Punky Brewster	NBC	9.0/16
15.	Missing: Have You Seen?	NBC	16.5/27	38.	Airwolf	CBS	12.7/23	61.	Ripley's Believe It or Not	ABC	8.5/16
16.	Kate & Allie	CBS	16.3/26	39.	Remington Steele	NBC	12.6/22	62.	Cover-Up	CBS	8.3/17
17.	Sara	NBC	16.3/26	40.	Loving Couples	CBS	12.4/21	63.	Eye to Eye	ABC	8.3/13
18.	Who's the Boss?	ABC	16.9/26	41.	Apocalypse Now	ABC	12.4/20	64.	Street Hawk	ABC	7.9/13
19.	Trapper John, M.D.	CBS	16.7/26	42.	Polar Bear	CBS	12.0/23	65.	Silver Spoons	NBC	7.8/15
20.	Love Boat	ABC	16.5/28	43.	Gimme a Break	NBC	12.0/21	66.	Lucie Arnaz Show	CBS	7.5/14
21.	Scarecrow & Mrs. King	CBS	16.4/26	44.	Knight Rider	NBC	11.8/19	67.	Jeffersons	CBS	7.1/12
22.	Miss Hollywood 1985	ABC	15.4/25	45.	Hunter	NBC	11.6/21				
23.	Lace II, part 1	ABC	16.3/24	46.	Anything for a Laugh	ABC	11.6/19				

*indicates premiere episode

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plete his objective." MacGyver's accomplishments will lean heavily to Indiana Jones-style derring-do, whether it's cliff climbing, sky diving or subterranean exploration. Henry Winkler and John Rich are executive producers in association with Paramount Television.

Before the premiere of *Dynasty II: The Colbys* in mid-November, Erlicht said, ABC will run as a "limited series" *Lady Blue*, starring Jamie Rose. The pilot achieved a 31 share as a *Monday Night Movie* when it was broadcast against the second episode of the CBS mini-series, *Space*, which aired in late April.

Erlicht also announced that two other dramatic series, *Shadow Chasers* and *Spenser*:

For Hire—the latter starring Robert Urich—will be kept in development and held in the wings for possible future deployment.

ABC's made-for-TV movies will include a remake of "The Defiant Ones," starring Robert Urich and Carl Weathers, and "Living Arrows," starring Farrah Fawcett. ABC will also dramatize the life of Pete Gray, the only one-armed major league baseball player, in a made-for-TV movie, "A Winner Never Quits."

From "Star Wars" trilogy producer George Lucas will come "The Further Adventures of the Ewoks," a sequel to last season's "The Ewok Adventure."

ABC Theater, which in the past has presented such controversial programs as *The*

Day After and *Something About Amelia*, next season will present a live, two-hour production, *The Execution*. The tele-play will chronicle the last two hours in the life of a prisoner condemned to die.

Theatricals that will have their debut on over-the-air network television on ABC next season include "Tootsie," "Octopussy," "The Toy," "Superman III," "Best Friends," "The Right Stuff," "Blue Thunder," "Mr. Mom" and "The Sting II."

Although originally announced last season, the mini-series, *North and South*, produced by David Wolper and Chuck McClain, is now scheduled for this fall. □

Public broadcasting looks at road ahead

Stern, Oaks and Christensen slated to address CPB, PBS and NAPTS meetings this week in San Francisco

The nation's public television executives will take a long and hard look at the future of the noncommercial medium this week during a series of annual meetings, convening this year at San Francisco's St. Francis hotel.

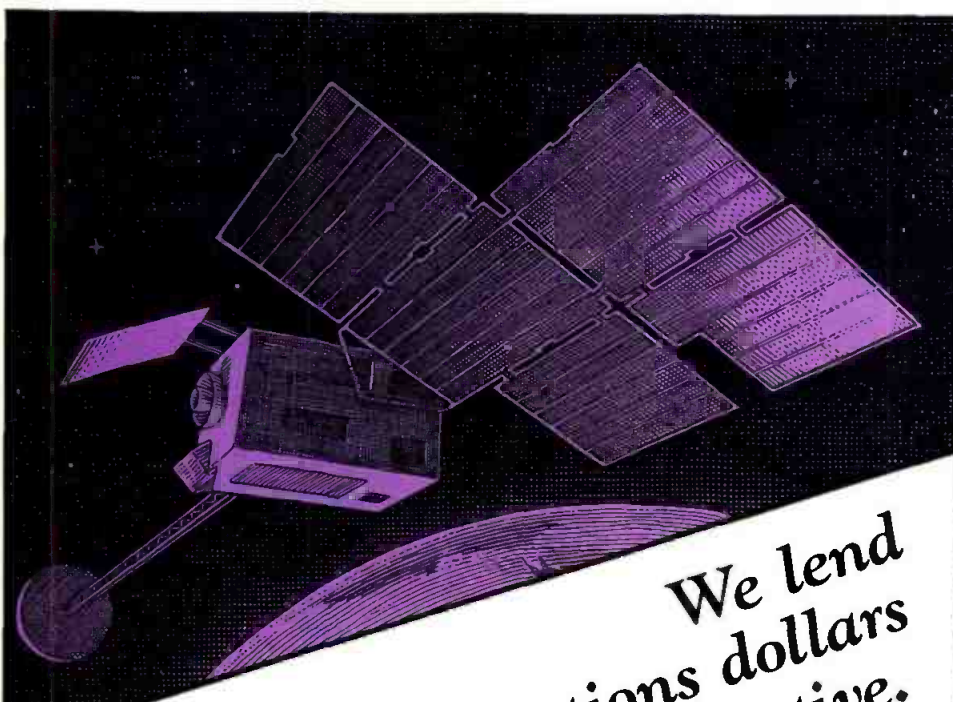
The sessions begin Wednesday morning (May 15) at 9 a.m. with the day-long Corporation for Public Broadcasting board of directors meeting. The 35-member body is expected to discuss future short- and long-term funding strategies, proposed legislation related to public broadcasting and enhanced underwriting proposals. The recipient of the annual Ralph Lowell Award will also be honored.

On Thursday and Friday (May 16-17), the Public Broadcasting Service and National Association of Public Television Stations will hold their joint annual conference and separate membership meetings. The theme of this year's gathering is "Setting the Agenda for the Future," with sessions slated on future priorities, system financing, national program funding, the system's mission, new technologies, advertising and promotion, educational services, and changes wrought by legislation and regulation. These topics will be taken up in both small and large discussion groups.

Other highlights include major addresses by incoming PBS Board Chairman Alfred R. Stern, outgoing Chairman Dallin Oaks and PBS President Bruce Christensen. Social events include a reception hosted by non-commercial KQED-TV San Francisco and an event honoring retiring PBS Chairman Oaks.

On Friday evening (May 17), the NAPTS holds its board of trustees meeting, followed on Saturday morning by a PBS board of directors meeting.

Finally, on Sunday (May 19), the Association of California Independent Public Television Producers and the San Francisco-based Film Arts Foundation will jointly convene a day-long conference on the state of the television and film documentary. Titled "Reflexions: The Documentary in Crisis," the series of panel discussions will be held at the studios of KQED-TV, 500 Eighth St., San Francisco. □



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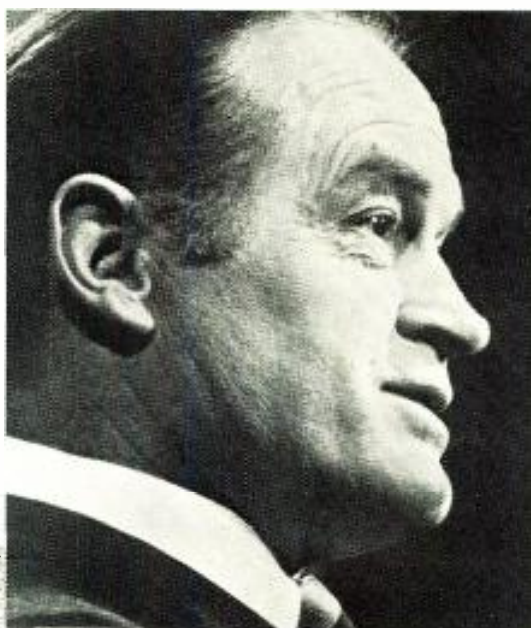
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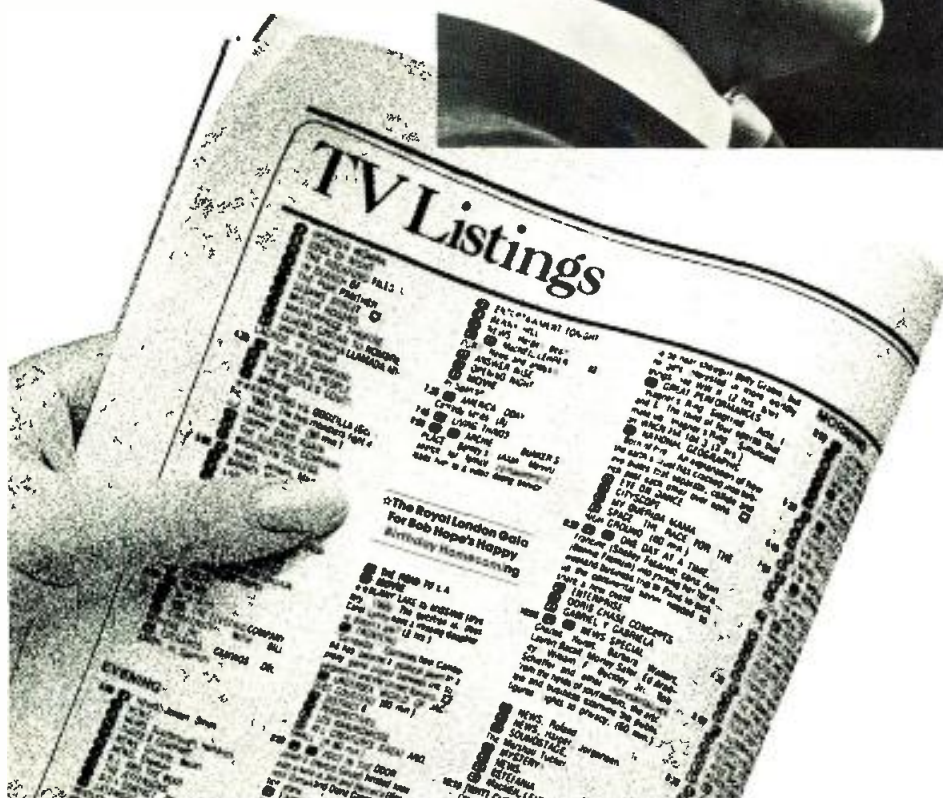
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Election practices reaffirmed before House subcommittee

Representatives of networks, TBS and Group W testify on projection issue as congressmen seek assurances problems are a thing of the past

Top executives from the three commercial television networks, the Turner Broadcasting System and Westinghouse Broadcasting & Cable, appeared before the House Subcommittee on Elections last Thursday to reaffirm their news policies on election day reporting. The meeting was, said Subcommittee Chairman Al Swift (D-Wash.), "the first of what will be several hearings on the general idea of establishing a nationwide uniform poll closing time on election day . . . to place into the record, in complete detail, the nature of the agreement we have with the networks."

George Watson, vice president and Washington bureau chief of ABC News, presented the prepared statement of ABC News President Roone Arledge. If a uniform poll closing hour for national election succeeds, Watson said, "we need never again have in this country an election where controversy arises over results from one area possibly



Swift

influencing voters who live in another."

In reaffirming ABC's policy last week, Watson said that exit polls had "amply demonstrated their usefulness as the single most

important source of accurate, detailed and comprehensive information on voting behavior. They are enormously useful, not only to journalists, but also to politicians, the academic community, and all others who seek to understand elections." Hence, ABC agreed not to use exit poll data "to characterize, or suggest in any way, results while a state election is in progress." It will, however, use exit polls "along with other data to make projections" after the polls are closed. This policy will "be applied to all elections and encompass all races," Watson said. "If Congress succeeds in establishing a uniform closing time for national elections, our policy will at that time be permanently fixed."

NBC News President Lawrence K. Grossman testified that "under a national uniform poll closing system," NBC News would also wait until after polls in all states had closed before projecting or characterizing the outcome of an election. He praised Swift for a "constructive approach" to a "thorny problem." He said that the uniform poll closing approach "has the potential to protect both the integrity of our voting process and the guarantees of the First Amendment."

CBS News President Edward M. Joyce also endorsed what he called "an extremely valuable proposal for electoral reform"—unified poll closing times.

However, Robert J. Wussler, executive vice president of Turner Broadcasting System, told the subcommittee that "while enactment of a uniform poll closing time might alleviate one problem: the early projection of a presidential sweep based on actual electoral college results in eastern states, we believe it entirely unreasonable to require the federal government [or the 50 states] to conform their election laws to the dictates or the interests of the three New York networks."

Richard P. Sabreen, vice president, television news operations, Westinghouse Broadcasting & Cable said Westinghouse is "not against the conducting of exit polls. We are simply opposed to the release of exit poll results while the polls are still open." Sabreen said also that although Group W "has been urging broadcast journalists to demonstrate more restraint in the release of exit poll data, we feel that this is an ethical issue that the industry itself should address."

Representative Charles Rose (D-N.C.) questioned "the fairness" of leaving an election open longer on the East Coast and shorter on the West Coast. "Is there not a fairness issue there that we should be concerned about?" he asked. Joyce said that it was his understanding that there were a variety of approaches under consideration which "hopefully will achieve some sort of balance in this area." Grossman agreed that achieving voting parity in the different time zones was "a tough problem."

Swift said that "I don't think it is news that

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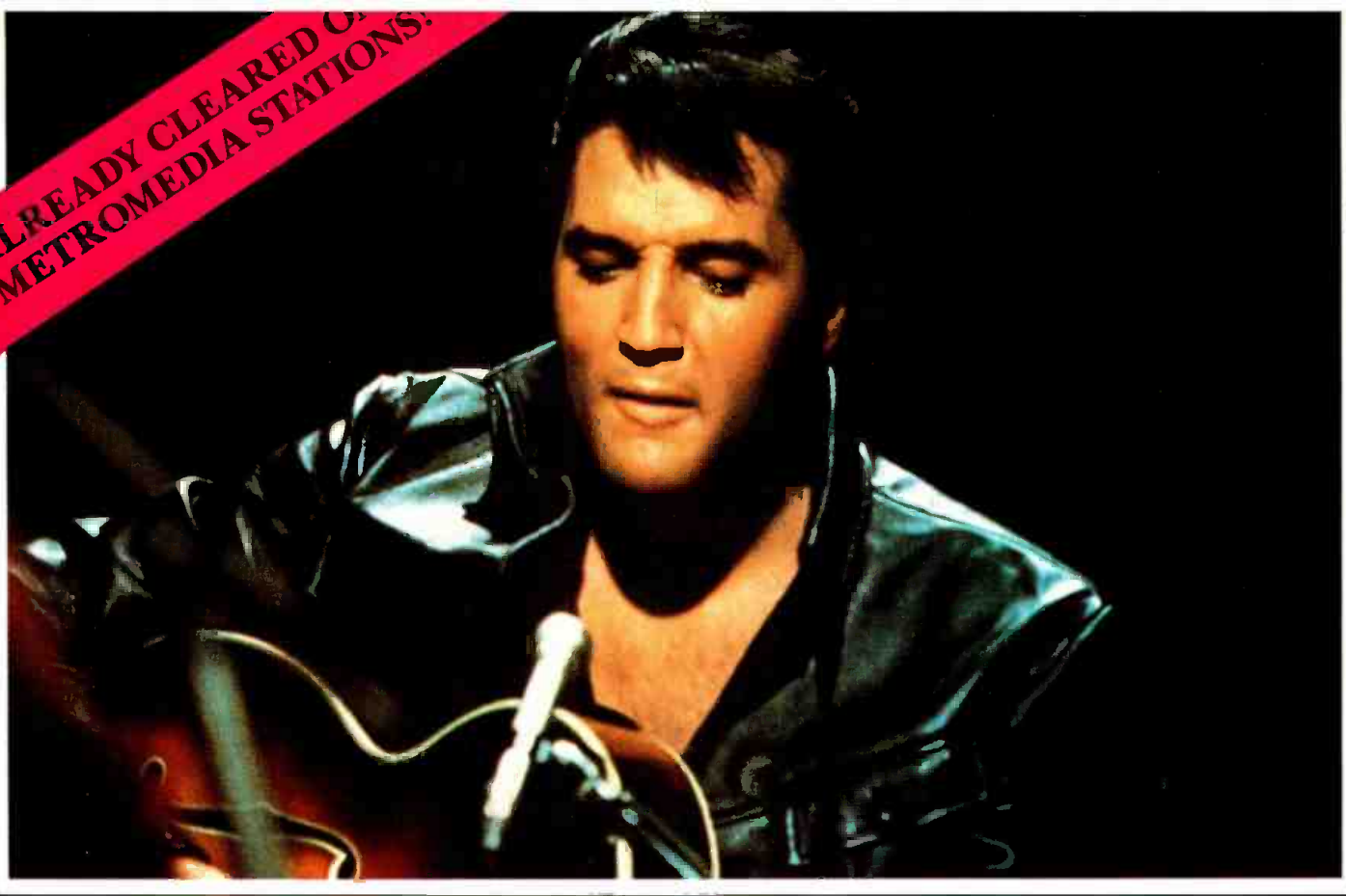
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Q

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A

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there are skeptics. . . with regards to these network policies." He recognized that while the networks had tried in their testimony "to indicate in some detail, situations that you might conceive of. . . perhaps, exceptions—that this is not an intention on your part to try and create a little loophole through which you could subsequently slip policy"—that their commitment was made without "any corporate reservations."

Watson assured Swift that it was. "If these skeptics to which you refer, think that we would seek some loophole to undermine the effect of a uniform poll closing hour, and rekindle the controversy that has consumed so much time and effort over the past four years, I think that just looking at it in terms

of our self-interest and our desire to put the issue to rest, that would not happen. The commitment that we have made is without reservation, it does not have any qualifications or constitute a loophole, or an effort to achieve, by some other means what we have said we will not do. . . . If all states end their elections at the same time, then this issue is moot."

Joyce said that CBS's credibility was "on the line publicly." Said Grossman: "The simple and direct answer to the question is yes. NBC has only one thing at stake here and that is its credibility and its trustworthiness and its integrity. There is no way that we would make such a commitment and then go and violate [that]." □



Space WARC primed to make history

International satellite conference is shaping up to be confrontation between haves and have-nots; view from Washington: proceeding may be "confusing" and "controversial"

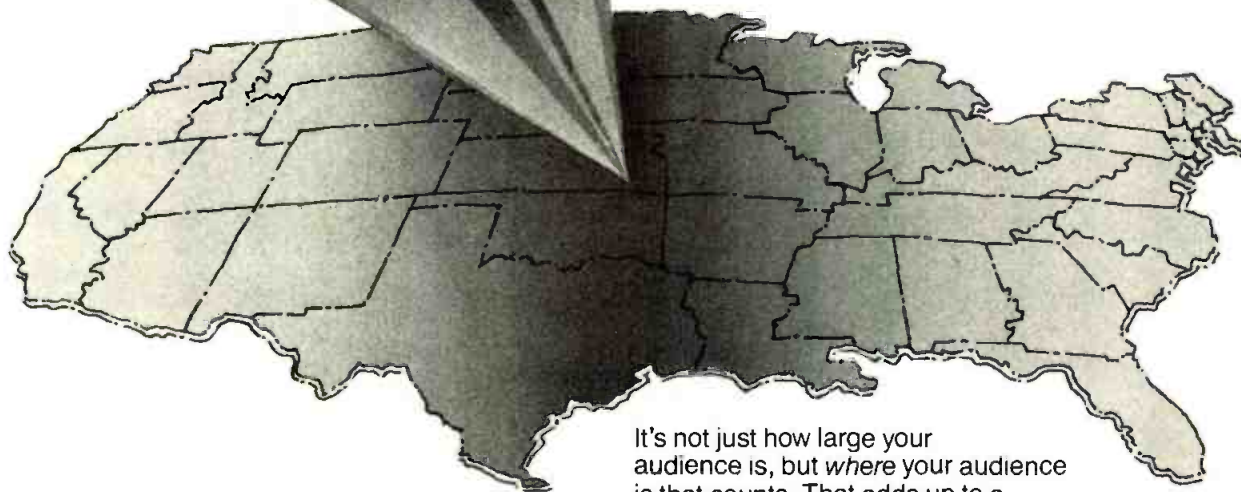
Within the next three months, representatives of upwards of 120 countries will begin assembling in Geneva for the start of the most important international conference on telecommunications since the general World Administrative Radio Conference in 1979. Indeed, in terms of space services, the Space WARC, with its potential impact on services such as telephone, data and video, may be the most important in the history of its sponsor, the International Telecommunication Union. "What is at stake for the U.S.," says Dean Burch, the former FCC chairman who will head the U.S. delegation to the first of what will be a two-session conference, "is its continuing ability to maximize the technology in the geostationary orbit." Yet, as the opening of the conference on fixed satellite services approaches, the view from Washington is that it is "horribly confused" and likely to be "very controversial," as one State Department official put it.

The U.S. has been preparing for five years, yet differences remain among the experts and industry representatives drafting the U.S. position. Most other countries have yet to make clear their views. Information on which to analyze the position of countries in terms of specific issues is lacking. "Everyone has something different," said Dean Olmstead, of the State Department's Space WARC office, "not only in details but in terms of conceptual ideas." A year ago, participants at a preliminary conference appeared to narrow views to seven specific planning proposals. But since then, countries have developed a number of variations.

That confusion, however, involves details. A broader picture seems to indicate that, as in a number of past ITU conferences, the Space WARC is shaping up as a confrontation between the haves and have-nots, between developed countries content with the existing system under which their telecommunications needs are being met, and developing countries fearful that the resource involved would be gobbled up before their needs were felt, or the ability to satisfy them had been realized. As a result, developing countries' proposals and comments



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A

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are being monitored for signs of interest in so-called *a priori* plans that would assure all countries a portion of the resource at issue, regardless of when—or even whether—they would need them. And there have been signs in recent weeks that developed countries' fears of such a movement are not baseless.

The arguments the developed countries muster against such plans—that they are wasteful, inefficient and unnecessary—may have the force of logic; the developing countries have something else going for them, if it comes to that: they constitute a majority of the ITU, which operates on the principle of one nation, one vote. What's more, the conference was called for the purpose of providing all countries with a "guarantee" of "equitable access" to the geostationary orbit.

Perhaps with those factors in mind, the U.S. is not following a hard-line approach, insisting on maintaining the present system, under which countries obtain slots and frequencies as needed, coordinating their requirements with others on an ad hoc basis. Rather, sensitive to charges of being insensitive, it is attempting to demonstrate an understanding that some changes in the existing system are required to meet developing countries' demands for "guaranteed" access. Still, the U.S. is leaving no doubt it will not accept an *a priori* plan.

□

The use of the fixed satellite services for telephone and data have attracted the most attention. But increasingly, distributors of television programming are becoming important customers of the fixed satellite services. Television transmissions accounted for some \$25 million of Intelsat's \$411 million in revenues last year, and Intelsat is forecasting growth in revenues from that source in 1985. Satellites are becoming the favored means of delivering television and cable television signals within the U.S. And in Europe, important changes are under way, as the United Kingdom and other countries abandon historic—and strict—regulatory procedures to facilitate the reception of video signals. Eutelsat, the European regional satellite system, is heavily involved in the transmission of television signals. Indeed, a report by the Global Media Commission of the International Advertising Association describes television as "the undisputed heavyweight champion of advertising" and the key to what it calls "global marketing."

"Television via communications satellites is one of the most revolutionary forces in the world," says Donald Jansky, a telecommunications consultant who is expected to be appointed to the U.S. delegation. "Their signals are spilling out all over the place." He noted that, for less than \$2,000, homeowners in the U.S. can purchase terminals to view satellite-delivered signals—and that, at present, some one million such terminals are in operation.

Jansky is one of several prospective members of the U.S. delegation—which is expected to be announced later this month—with a particular interest in television. He is a consultant to CBS, and Jansky Telecommunications, of which he is part owner, is a 12% owner of International Satellite Inc., one of five applicants for a separate interna-



Burch

tional communications satellite system that would compete with Intelsat. Another likely member of the delegation associated with a network is Joseph Flaherty, vice president and general manager, CBS operations and engineering, CBS/Broadcast Group. Jansky and Flaherty have been among those participating in the preparatory work. So has Robert Mazer, a Washington attorney who represents HBO, which, like other companies dependent on satellite-delivery of television signals, sees itself as having a direct stake in the outcome of the conference.

Mazer, who is also among those mentioned as a likely member of the delegation, cited a number of specific concerns of video distributors regarding the conference. One is that it not develop technical parameters that would prevent video operators from providing a quality signal. Two other concerns involve the prospect of conference decisions requiring an existing system's earth stations to reposition their antennas, an expensive operation: in the event existing systems were required to relocate to accommodate a new satellite, or if an operator were not guaranteed the right to insert a replacement satellite in the orbital slot occupied by a dead bird.

But one of the most crucial concerns of those in developed countries involved with any of the services is the prospect of diminished availability of orbital slots and the frequencies to go with them. For the conference was called in response to the demand of developing countries for "guaranteed" access to the geostationary orbit "on an equitable basis." And the U.S. and other developed countries are nervous about developing countries opting for an *a priori* plan. Such a plan, says Burch, "would make it impossible for us or any nation to take advantage of a technological breakthrough because there would be no orbital slot or frequency to use." Then he said, "We want to continue to utilize these resources as they can best be used for American companies. We don't want that sacrificed." He recognizes the "seductive charm" of such plans to developing countries. But, he says, they offer "illusory benefits—everyone loses if technology goes stagnant."

□

The session that is to begin in Geneva on Aug. 8 and run for five weeks will, among other things, decide the bands and services to be planned and the "principles, technical parameters and criteria for planning," a

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phrase sufficiently vague, developed countries believe, to accommodate an arrangement agreeable to them. The second session, in 1988, will implement the plan that is chosen.

The conference to provide "a guarantee in practice" of "equitable access" for all nations is the product of a resolution adopted by the general WARC in 1979 (BROADCASTING, Dec. 10, 1979). And the developing countries' insistence on such a conference stems, in part at least, from the problems of India and Indonesia in coordinating with Intelsat (and with the Soviet Union, in the case of Indonesia) the domestic satellites they planned to launch. India is said to continue to complain it can make less than full use of its satellite because of the problems in coordinating with Intelsat. "India and Indonesia found that in dealing with Intelsat on a one-by-one basis, they lose," State's Olmstead said. As a result, he added, "they want their own slots."

The continuing confusion over how countries will attempt to reach the conference's goals—Jansky, a veteran of a number of ITU conferences, has described the upcoming one as beyond analysis—"a never, never land," filled with "a lot of abstract ideas"—has left Burch with no choice, he says, but to plan for the worst—a conference that would be "political, controversial and difficult"—and to hope for the best. Part of the problem has been the tardiness of countries in submitting their proposals to the ITU in Geneva. The deadline was December, but the U.S., which filed its proposals in March, was among the first. And countries perusing the U.S. offering found generalized statements that are to be superseded in the weeks ahead.

But there are straws in the wind regarding the feelings of countries around the world, and they are blowing in a direction disturbing to the U.S. For instance, Algeria stunned representatives of developed countries at a seminar in Nairobi two weeks ago with the presentation of a paper calling for a rigid *a priori* plan. (U.S. officials indicated they had been led to believe Algeria would not take a hard-nosed approach to the planning issue at the seminar.) The proposal would apply to three fixed satellite bands—6/4 ghz, 1/12-14 ghz (used by governments worldwide) and 11/12-14 ghz—and reserve a total of 1,000 mhz in those bands for each slot. Each country would be assigned at least one slot: Those seeking additional slots would seek them in accordance with present procedures. The plan, as one State Department official

The 80 operational communications satellites in geostationary orbit*

	14/11-12		
	6/4 ghz	ghz	Hybrid
North, South America (30°W-180°W)	16	11	5
Europe, Africa, Mideast (30°W-66°E)	17	3	4
Asia, Far East (67°W-180°E)	22	1	1
Subtotal	55	15	10

* Figures are as of year-end 1984 and are derived from the IFRB's Master Satellite Register and other sources.

put it, "is quite unattractive to the U.S."

As disturbing to the U.S. and other developed countries as the presentation of the paper by Algeria's N. Bouhired was the general attitude of those attending the seminar, the second of three sponsored by the ITU as a means of briefing member countries' representatives on the conference. Most of the representatives of the African and Middle Eastern countries were said by a State Department official present to be "leaning toward *a priori* planning," though without regard to "any rational consideration."

Algeria was not the first country to surface an *a priori* approach. A U.S. neighbor in the western hemisphere, Colombia, has endorsed the concept. And at a conference preparatory meeting of western hemisphere countries in Buenos Aires, in March, it blocked a U.S. effort to develop a consensus document on planning principles that would have been consistent—or at least not inconsistent—with the position the U.S. will take in Geneva. It would have translated into an endorsement of the existing allocations system. The U.S. failure to win western hemisphere endorsement of the document is not a happy augury for the Space WARC.

Even Canada has been a cause of some concern to the U.S. on the planning issue. It has drafted—but has not yet proposed—what its officials describe as "a flexible *a priori* plan," that they say is designed to accommodate both the goals of developing countries and the requirements of countries like the U.S. and Canada which already operate a number of fixed satellite service systems. The orbital slot, frequency and service

The 162 communications satellites under coordination and/or advanced publication*

	6/4 ghz		14/11-12 ghz		Hybrid		Total	
	Ad. Pub.	Coord.	Ad. Pub.	Coord.	Ad. Pub.	Coord.	Ad. Pub.	Coord.
North, South America (30°W-180°W)	17	9	22	4	17	2	56	15
Europe, Africa, Mideast (30°W-66°E)	14	6	15	9	19	9	48	24
Asia, Far East (67°W-180°E)	4	7	0	1	2	5	6	13
Subtotal	35	22	37	14	30	16	110	52

* Includes many satellites in the geostationary orbit chart. Figures are as of yearend 1984 and reflect satellites listed in advanced publication circulars or presently undergoing coordination as reflected by notations in the IFRB's Master Satellite Register.

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area would be assigned in advance, but the power, modulation and type of antenna to be used would be determined through coordination among countries with neighboring satellites. The draft proposal does not satisfy Washington. "The U.S. feels the facade [of an *a priori*] plan will remain," said one official who has discussed the idea with the Canadians. He makes it clear the U.S. hopes Canada shelves it—a view the State Department has impressed on the Canadians.

The U.S. sees the problem not in terms of a spectrum shortage that can only be solved by rationing but as one that can be solved technologically. "We're exhibit A" in that regard, Burch says. He notes the FCC decision providing for reducing spacing between satellites from three degrees in Ku-band and four degrees in C-band to two degrees.

Difficult and controversial as are the issues that are visible, Burch expressed the hope the conference focuses on them—and not on political issues. There is no indication such issues will arise in Geneva in August. But State Department officials were deeply affected at the ITU plenipotentiary conference in Nairobi three years ago, when Arab countries mounted a major and almost successful effort to eject Israel. Some members of the U.S. delegation described that conference as the most "politicized" of the ITU they had ever attended (BROADCASTING, Nov. 15, 1982). And Burch indicated the memory hasn't faded: "I hope we have a conference focusing on satellite services and not on Israel."

□

The U.S.'s strategy for the conference suggests a defense in depth. Although it has accepted the need for some form of "guaranteed" access, the U.S. is seeking to restrict the bands to be planned to only one—the C-band—if any. It contends that the 6/4 ghz band provides the most favorable and economic propagation characteristics and is the most widely used in the fixed-satellite service. Privately, officials add that the U.S. wants to limit the impact of whatever plan is adopted. But whether the U.S. can persuade the conference to limit the extent of its planning is another matter. Many countries are insisting on planning the Ku-band, as well, despite U.S. contentions it is only lightly used.

Among the possible approaches that the U.S. is thinking of including in a "second tier" of proposals is one that would deal with the kind of problem said to have been a factor in the calling of the Space WARC: It would provide for regularly scheduled multilateral conferences to coordinate the near-term requirements of nations in the fixed satellite services. Intelsat has been a problem for a number of countries, not only India and Indonesia, in coordination matters; in some cases, it has taken years to resolve a coordination dispute. And compounding the problem is the fact that countries cannot address coordination problems among themselves until their problems with Intelsat are resolved. The process, one source said, can be "unbelievably complicated." It can also be sufficiently frustrating to make a country a believer in *a priori* planning. Hence the attention being given to a proposal for multilateral coordination procedures.

That proposal, which one source described as being "at the top of the list" of those under consideration, would be the U.S. answer to developing countries' demand for "equitable access" to the geostationary orbit. The U.S. is also considering a proposal for satisfying the demand for "guaranteed" access, one that would involve use of the expansion bands that were added to the fixed satellite services at the 1979 WARC. Those bands would be set aside for long-range planning by developing countries. U.S. officials indicate that developed countries might be able to accept such planning, since no systems are now operating in those bands.

The U.S. is also considering the proposal the United Kingdom is advancing as a means of "guaranteeing" access: It would combine *a priori* planning with "reverse band" operation, and would, at least theoretically, double orbit capacity. The United Kingdom and the National Aeronautics and Space Administration have conducted studies confirming the technical feasibility of reversing the usual order of things, of using, say, 4 ghz as an uplink and 6 ghz as a downlink. U.S. officials say the proposal is compatible with the idea of using expansion bands, but it has its critics within the U.S. The use of reverse band operations in developed countries would cause interference problems for companies like AT&T with large terrestrial mi-

crowave systems that share the bands that would be used. It would also be incompatible with receive-only earth stations operating in the bands. And satellite systems operating conventionally in the Ku-band would find themselves faced with new coordination problems. Again, supporters of the proposal say it could be used in developing countries where such problems would not be likely to arise.

But apart from technical considerations, critics of both the expansion-bands and reverse-band operation scheme fear the camel's-nose-under-the-tent syndrome. The U.S. may see those ideas as being restricted to developing countries, but, the critics ask: If those resources were made available, would the FCC be able to withstand pressure for making them available to applicants in the U.S.?

Among other ideas under consideration in Washington as a means of heading off a drive for *a priori* planning is one that originated with and is being pushed hard by Intelsat. It would give priority to the requirements of "common user" systems like Intelsat and, on a regional basis, Eutelsat, on the ground that such systems provide for an efficient use of the spectrum by accommodating the needs of a number of countries through common facilities. Thus, countries with light demands for service would not need their own orbital slots and frequencies—or so the argument goes. And Burch said the U.S. "is very much in favor of common users as a means of meeting requirements."

But officials cite a number of problems with the concept—even apart from the political consideration that developing countries have expressed a demand for guaranteed access to the orbit, not to a satellite system they would not own. FCC officials say definitions might pose a problem: What does "priority" mean? one official asked. What systems would qualify? Representatives of some of the separate international satellite systems that are seeking FCC authority to compete with Intelsat say they could in time be owned by countries they serve. What's more, U.S. officials have their own sense of priorities. "We want to encourage common users," said one FCC official, "but not to the point where our own domestic satellites are not accommodated."

□

New sound looking for a band. Most of the interest in the Space WARC to be held in Geneva later this summer is focused on the fixed satellite services, not broadcast services. But one item on the agenda involves a broadcast satellite service—and one confined to sound broadcasting, at that. The conference is to consider the technical parameters and characteristics appropriate for such a service in the frequency range between 500 and 2000 mhz.

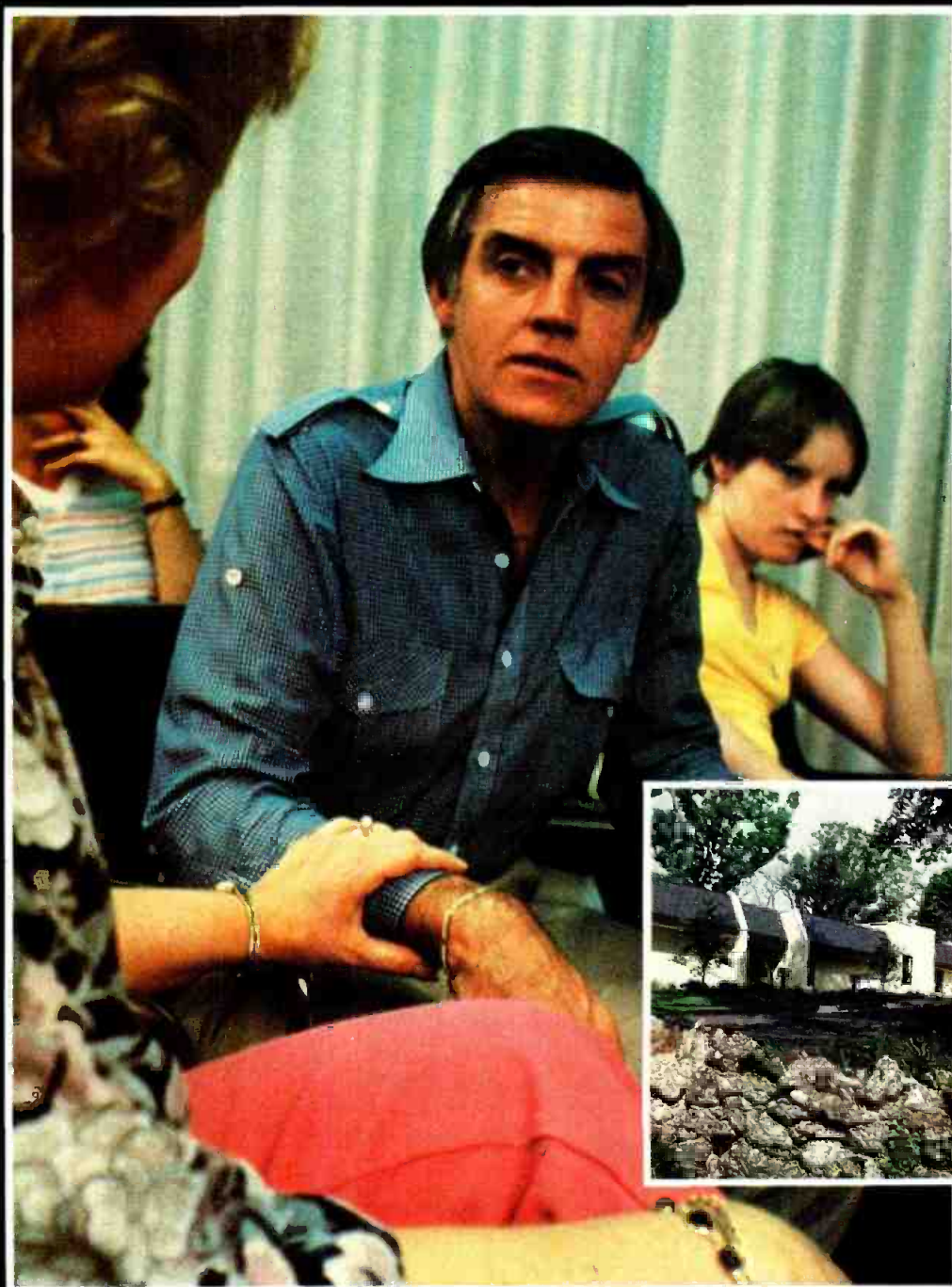
DBS sound service is now possible in the 12 ghz band. But what makes the proposal under study interesting is that it would make possible such service to portable receivers, specifically including those in automobiles. Sound DBS service in the upper bands suffers from rain attenuation. The U.S. supports the concept but is taking the position that the 500-2000 mhz range is too crowded with other services to accommodate a new one. It is proposing that the International Telecommunication Union's CCIR (International Radio Consultative Committee) be directed to continue hunting for an available band, including spectrum above and below the 500-2000 mhz range.

Principal impetus for the effort to find a frequency range for the service has come from the Europeans. In the U.S., CBS appears to be showing the most interest. Robert O'Connor, of CBS operations and engineering, foresees the service as using a digital transmission service to assure a high quality signal. "We in engineering have thought [the proposed service] worth looking into," he said. "But we're looking for a band."

If the developing countries and their concern with "guaranteed access" to the geostationary orbit were not enough of a problem for U.S. planners preparing for the conference, countries normally regarded as allies in such proceedings—the countries of Europe—are also a source of worry. The problem they raise is in connection with the direct broadcast satellite plan that Region 2 (western hemisphere) countries adopted in Geneva in 1983. The plan will not become a part of the international radio regulations until it is incorporated into them—an action on the Space WARC agenda. And the Europeans, with the British taking the lead, are opposing the incorporation.

They have contended that the first session of the Space WARC lacks the authority to adopt the Final Acts of the '83 conference, an argument the U.S. has sought to rebut by

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stating that the ITU regulations do not prohibit the first session of a two-session conference from adopting Final Acts and that the agenda for the first session calls on it to "consider" the decisions of the DBS conference and to "incorporate" them, as appropriate. But the Europeans' principal concern may stem from the fact the Region 2 plan provides for feeder links while the DBS plan adopted for Europe—and for Asia, too, for that matter—in 1977 does not. That portion of the DBS plan is to be completed at the second session of the Space WARC. And the Europeans have expressed the fear that some assignments in the Region 2 feeder link plan might restrict the development of their own after it is completed in 1988. But the U.S. says its analysis indicates a conflict can occur only at the one location that Regions 1 and 2 share—31 degrees west. And Region 2 assignments involving that location, the U.S. notes, contain the statement they will be implemented only if they "do not hinder the development and subsequent introduction of a feeder link plan for Region 1."

For all of the effort the U.S. is making to answer European concerns on the matter, however, it is not clear what the consequences of a failure to incorporate the Region 2 plan in the international radio regulations would be. At ITU seminars and meetings being held preparatory to the Space WARC, the U.S. has argued that failure to incorporate the plan would "lead to a very confusing and complex series of exchanges merely to implement an assignment that was in conformity with the Region 2 [DBS] plan and Final Acts." Prospective DBS operators see it as a business problem: The official status and protection a plan would assume, they say, is important to their efforts to obtain financial backing.

The FCC, however, does not appear to be concerned. In the report and order it adopted in connection with its inquiry regarding the preparations for the Space WARC, it said that it "would be orderly, and is desirable" that the Final Acts of the 1983 conference be incorporated into the international radio regulations. But it also said: "The commission proposes to proceed, in any event, to authorize the construction, launch and operation of domestic broadcasting satellites that conform with the provisions of the Final Acts [of the Region 2 DBS conference.]"

□

With almost five years of work behind them, members of the U.S. team preparing for the Space WARC—a team drawn largely from the FCC, National Telecommunications and Information Administration and the private sector—are completing the final three months in a rush of activity that includes a heavy budget of foreign travel. Members of that team were at the ITU seminars in Buenos Aires, in March; Nairobi, two weeks ago, and Bangkok last week. Burch will head a delegation to Moscow for a bilateral meeting with the Soviets later this month. The team will return by way of Stockholm, for a session there, then split in groups that will confer with counterparts in Paris, London and The Hague. Burch's final trip in advance of Geneva will be at the end of June, and will include stops in Japan, China,



Alcohol advertising. The highlight of a hearing by the House Select Committee on Children, Youth and Families on alcoholism prevention was a videotape presented by Representative Al Swift (D-Wash.), standing, that featured a composite of public affairs programs on alcohol abuse produced by KOMO-TV Seattle. The tape drew applause from the subcommittee members. (Also pictured, l-r: Paul Gavin, Distilled Spirits Council of the United States; John Burcham Jr., Licensed Beverage Information Council; Tim Reid, Entertainment Industries Council; Michael Jacobson, Center For Science in the Public Interest, which is spearheading Project SMART [Stop Marketing Alcohol on Radio and Television], and August Hewlett, Alcohol Policy Council.)

Swift was asked by the National Association of Broadcasters to present the tape. The station, which is in his district, has launched a major campaign to increase the public's awareness of drunk driving and alcohol abuse.

Jacobson, who presented SMART's position, seemed less intent upon eliminating the ads and more interested in gaining equal time for counteradvertising. "Health spots, announcements supporting alternatives to alcohol and other objective alcohol information should be required to balance the ads promoting alcohol," Jacobson said. "Special messages should be developed and aired to reach the high-risk population, such as pregnant women, children of alcoholics and adolescents. Barring such an equal time provision for broadcast ads and warning notices within print ads, the advertising should be halted," he added. Later, he said he emphasized equal time "because it seems to be forgotten" that SMART has not just wanted a ban, but either a ban or counteradvertising. He said that counteradvertising was "politically more acceptable."

Hewlett, who testified on behalf of NAB, argued there is no evidence that advertising encourages alcohol abuse. "We promote the educational system's approach which has a proved and impressive record as the best method for reducing alcohol-related problems in polycultural America," Hewlett said.

Also testifying was Tim Reid with the Entertainment Industries Council, a nonprofit organization created by the entertainment industry to "combat and deglamourize drug use and alcohol misuse in society." Reid told the members that his organization works with the motion picture and television industries to "significantly cut back or, hopefully, completely eliminate scenes which depict the glamorization of drugs or alcohol."

India, Algeria, Morocco and Saudi Arabia.

All of which—together with the information that can be gleaned in meetings with visits of foreign government officials to Washington—will help provide the basis on which the U.S. planners can sort out and develop the final proposals they will make in Geneva, and the strategy they will follow in making them.

The bottom line of the American position has already been made clear, in several of the commission's notices of inquiry on the Space WARC preparations, in the report and order on the subject, and in comments of those planning the U.S. position, including Burch: An *a priori* plan would not be acceptable. But the Americans are rich in experience gained at ITU conferences and in the

preparations made over the past five years, and deep in talent from which to choose a delegation that will number close to 60. With a little bit of luck, some of those working on the preparations say, they should be able to do better than avoid catastrophe—perhaps even help shape a plan that would satisfy the developing countries' demand for "guaranteed access" to the geostationary orbit without impinging on developed countries' ability, as Burch puts it, "to maximize their utilization of technology in the geostationary orbit." What is a "best case scenario?" "No plan at all," said one likely delegation member. After all, the U.S. is content with the present scheme. "But," he acknowledged, "we're not going to come away from the conference without doing anything." □

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Washington Watch

Coming closer. Reauthorization of Federal Trade Commission moved one step closer to reality when House Subcommittee on Commerce, Transportation and Tourism reported out bill last week. Included in bill was amendment by Representative Thomas Tauke (R-Iowa) that would require rules instituted by FTC be submitted to Congress for review and possible veto within 90 days. Tauke also introduced amendment, which was subsequently passed, that increased FTC reauthorization proposed in bill to \$63.9 million, \$64.2 million and \$64.3 million, for fiscal years 1986, 1987 and 1988 (\$192.4 million), respectively, instead of \$58 million, \$59.7 million and \$61.5 million (\$179.2 million), for FY 1986-'88, respectively. Tauke said last represented 30% reduction of FTC's funds since October 1981. "While it is necessary to hold down expenditures as much as we can at the federal level," Tauke said, "it would be penny-wise and pound-foolish to have this kind of dramatic reduction in an agency when that funding level has already been reduced" in past four years. If FTC is to "be aggressive in its goals," Congress should "provide it with the necessary resources," to enforce law, he said. Subcommittee Chairman James J. Florio (D-N.J.) said in his statement before subcommittee that "the time is ripe to report out and then to enact an FTC reauthorization bill. . . . If we approve the moderate bill before us, which reflects the past works of both business and consumer groups, we can anticipate expeditious enactment of reauthorization."

Fish-eye view. Representative William Boner (D-Tenn.) introduced resolution last week (H. Res. 156) to permit wide-angle television coverage of House of Representatives on uniform and regular basis. Boner noted that House has already adopted resolution allowing wide-angle shots during voting periods and that his resolution is "natural and logical complement" to that decision. Furthermore, he argued, such wide-angled coverage "further insures that the American people receive an accurate portrayal of the debate during our consideration of legislation here on the House floor."

Junk bonds. Representative Bill Richardson (D-N.M.) last week offered bill (H.R. 2400) calling for moratorium on hostile corporate takeovers financed by so-called junk securities. Bill would also prohibit federally insured institutions from holding junk securities.

Auction action. FCC has asked Congress for legislative authority to use auctions to award initial licenses for all except mass media, public safety and amateur services. Among other things, FCC proposed that its auction authority be limited to use for unassigned spectrum. It requested auction authority for period of five years. Revenue raised would go to U.S. Treasury.

Sheriff spectrum. In further notice of proposed rulemaking, FCC has proposed three additional spectrum alternatives for Los Angeles county sheriff. Under further notice, FCC proposed to permit sheriff to use UHF ch. 16, parts of ch. 19 and parts of ch. 15, or use parts of ch. 19, "matched with portions of ch. 14, now licensed for sheriff's department use."

Reduction. FCC has proposed to deregulate AM technical rules. In rulemaking, FCC proposed to delete program signal quality requirements for transmission systems; requirements for comprehensive reports on measurements of antenna resistances; transmission system safety requirements that may duplicate regulations of other government agencies and rules that "merely provide engineering advice."

FTC, CPB and NTIA funding marked up

The Senate Commerce Committee last week unanimously adopted three bills that would reauthorize the Federal Trade Commission, the Corporation for Public Broadcasting and the National Telecommunications and Information Administration. All three bills were approved without objection and will be voted on by the full Senate later this year.

The FTC measure (S. 1078) would authorize the agency for fiscal 1986, 1987 and 1988, and set funding levels at \$65.8 million, \$66.8 million and \$67.8 million, respectively. It also appropriates an addition \$3.8 million for a "one-time building consolidation of the headquarters offices of the FTC in Washington," explained Senator Robert Kasten (R-Wis.), the bill's author.

In addition, the measure would bar the commission from regulating advertising on the basis that it is an "unfair act or practice." The bill also eliminates the FTC's authority to compensate public participants in rulemakings. The commission's definition of "unfair acts or practices" is amended in the bill. It would prohibit the FTC from declaring an act or practice unlawful on the grounds that such an act or practice is unfair "unless the act or practice causes or is likely to cause substantial injury to consumers which is not reasonably avoidable by consumers themselves and not outweighed by countervailing benefits to consumers or to competition."

Congress has been unable to pass any authorization legislation for the FTC since 1982 and it is hopeful that will change this year. At issue in the past were proposals calling for the elimination of the FTC's authority to regulate professional groups and a legislative veto. However, those matter are not addressed in this measure and should improve the bill's chances of survival.

The committee also approved S. 1084, a four-year authorization bill for CPB that sets funding levels of \$200 million for 1987, \$214 million for 1988, \$228 million for 1989, and \$244 million for 1990. The bill also establishes funds for NTIA's public telecommunications facilities program of \$24 million for 1986, '87 and '88. Among other things, the bill would grant CPB more flexibility in spending the 5% of the funds it is allocated.

"We've worked on this bill a long time," said Senator Ted Stevens (R-Alaska), "and we believe this is the minimum level." Last year President Reagan vetoed the CPB authorization bill twice because the funding was "excessive." Stevens said there are "no guarantees this will be signed either."

The bill represents a \$15 million increase for CPB for '88 through '90, and PTFP for '86 through '88, over the administration's proposed funding levels. It also is higher than the levels Representative Michael Oxley (R-Ohio) plans to offer in legislation (BROADCASTING, April 22).

In other committee action, the Senators passed S. 1079, that would authorize funds for NTIA for FY '86 at \$13.6 million and \$14.3 million for FY '87.

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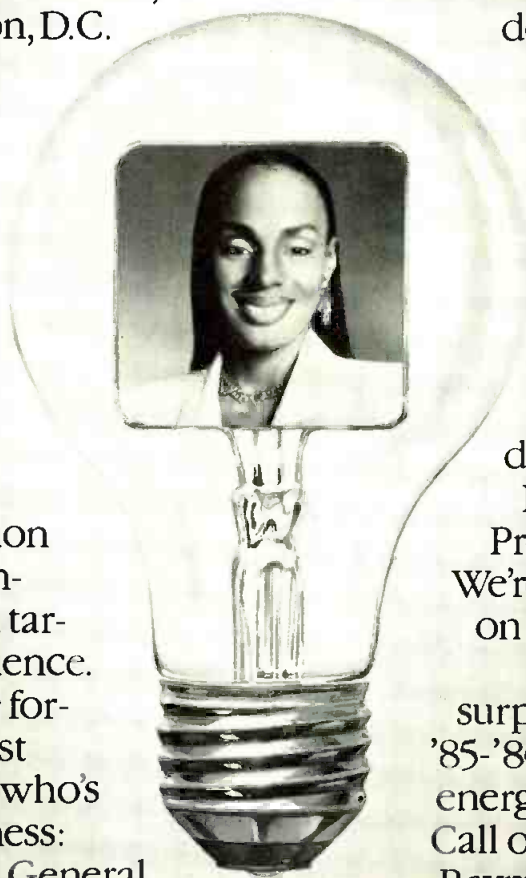
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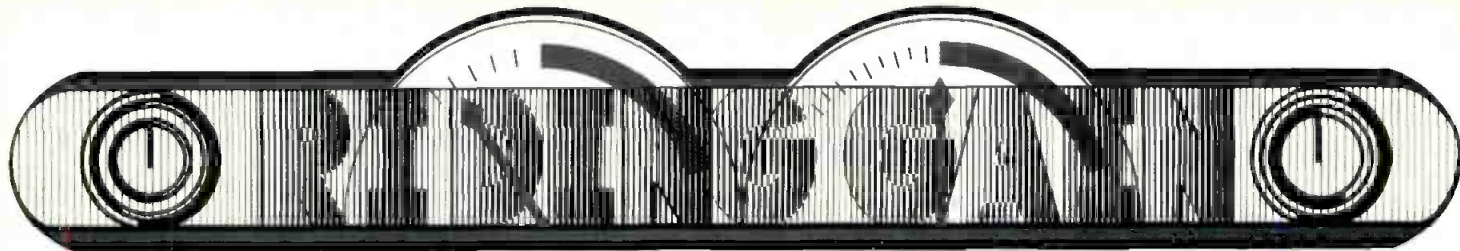
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The week's worth of news and comment about radio

Classic conference

The Concert Music Broadcasters Association (CMBA), held an upbeat meeting at the St. Francis hotel in San Francisco May 1-3. The event attracted 90 executives including representatives from major record labels and the Metropolitan Opera. Station managers in attendance were bullish on ad revenue for the year with many experiencing double-digit percentage increases in billings. (Concert Music Broadcast Sales Inc. [CMBS], the national spot rep firm for most classical music-formatted stations, reports that sales for 1984, including time sold on the Concert Music Network, were up 25%.) And business for CMBS in the first quarter of 1985 is up 20% over the same period last year.) Warren Bodow, president and general manager of WOXR-AM-FM New York and immediate past president of CMBA, noted that his station currently has the top six *Fortune* 500 companies as advertisers, including Exxon, Mobil and IBM.

In another development, the association

voted to keep the organization open only to commercial classical music stations. Bodow said that there had been some discussion this year about asking National Public Radio and American Public Radio stations to join the group. "Public radio stations are allowed to attend the annual CMBA convention," he said.

At the meeting, CMBA elected Len Matson, sales manager, KKHI(AM)-FM San Francisco, as president. Other officers elected were: Simona McCray, general sales manager, WOXR-AM-FM New York, vice president; John Major, president and general manager, KCMA(FM) Tulsa (licensed to Owasso, Okla.), secretary, and Sam Rosenblatt, vice president and general manager, WTMJ(FM) Miami, treasurer. In addition, Bob Conrad, vice president, programming and operations, WCLV(FM) Cleveland, was elected to the board. All board members are eligible to serve two, one-year terms.

Patton, marketing consultant to Unidyne, will be used as a pilot station to test both programming and marketing.

With 100 kw, XHZ's signal covers the San Diego market. However, in the winter 1985 Arbitron report for San Diego, it registered only a 1.2 12-plus metro share.

Big apple bite

New York City radio stations closed the first quarter of 1985 with an overall gain of 16.8% in local and national sales, according to Maurie Webster, executive director of the New York Market Radio Broadcasters Association (NYMRAD). The gain marks the second highest first-quarter growth in a decade. January was up 10.1% over the same period of a year ago; February, up 17.7%, and March, up 20.5%.

Entertainment lineup

The National Association of Broadcasters and the National Radio Broadcasters Association have announced that country singers Eddie Rabbit and Tammy Wynette will be part of the entertainment for the jointly sponsored, Radio Management and Programming Convention at the Anatole hotel in Dallas, Sept. 11-14. Rabbit and Wynette will perform on Saturday evening (Sept. 14) at what is being billed as a "large, Texas-style barbecue."

Also scheduled is a rock and roll revival show hosted by entertainer Dick Clark. The event is slated for Thursday evening (Sept. 12).

The NAB notes that this year's meeting

Mexican buy

Unidyne Research Corp., a San Diego-based broadcast marketing research and consulting firm principally owned by Jack McCoy who also serves as chairman, has purchased the U.S. sales and programming rights for urban contemporary XHZ(FM) (formerly KHIS-FM) Tijuana, Mexico, from Victor Diaz for \$19 million. The agreement calls for the money to be paid over a 20-year period. Diaz will retain the license to the station as well as the real estate.

XHZ(FM), according to Tenaflly, N.J.-based broadcast management consultant John

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China tour. A delegation from Radio Beijing, the overseas radio service of the People's Republic of China, was given a tour of ABC Radio's new broadcast center in New York by network officials. The Chinese delegation, headed by Madame Ding Yilan, director of Radio Beijing, is studying the radio industry of the U.S. at the invitation of the Voice of America. Pictured at the center are (l-r): Dick Martinez, director, technical operations, ABC Radio Networks; Peter Flannery, vice president/ABC News, Radio; Yilan; Rita Hechler, interpreter, and Zhang Zhenhua, deputy editor-in-chief, Radio Beijing.

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will showcase about 60 workshops, which will primarily cover management, programming and sales. And, according to NAB, the exhibit floor at the Dallas Convention Center will have more than 20,000 square feet available for exhibitors.

Starting lineup

CBS Radio has officially named its lineup of announcer teams for its baseball "game of the week" coverage. The announcers are: CBS sportscasters John Rooney, Brent Musburger, Lindsey Nelson and Dick Stockton; New York Yankees announcer Bill White, former Cincinnati Reds catcher Johnny Bench, who will be making his network play-by-play debut; veteran sports announcer Curt Cowdy; San Diego Padres announcer Jerry Coleman, and KCBS(AM) San Francisco sportscaster Ted Robinson.

CBS's coverage begins on Saturday, May 25, with Musburger and Rooney calling the Los Angeles Dodgers at New York Mets game and Nelson and Bench doing the Detroit Tigers at Seattle Mariners. (Two games are scheduled for each Saturday, one early and one late). All announcers, who will rotate with different partners throughout the season, will be sharing both play-by-play and color announcing duties evenly, according to a CBS Radio spokeswoman.

Among the major advertisers for CBS baseball are: Anheuser-Busch, Big A Auto Parts, Honda, Safeco Insurance, True Value Hardware, Alpine Electronics and Turtle Wax. Steve Youlios, vice president of sales for the CBS Radio Networks, reports that sponsorship for the league championships

Case of arson. Fire officials have determined that arson was the cause of a fire at the facilities of WHYL-AM-FM Carlisle, Pa. The fire, set at about 1:50 a.m. on Wednesday, May 1, destroyed the AM and FM transmitters. The FM station was off the air until the afternoon of May 8 and the AM transmitter is not expected to be operational until some time this week. According to program director and operations manager Lee Crawford, police have no leads in the case. He estimated the cost of the damage to be "well over \$100,000."

and World Series is already 50% sold out (see page 103). Thus far, more than 200 stations have signed for the baseball package.

Blaupunkt for FM's

Two Dallas/Fort Worth radio stations, KVIL-FM and KPLX-FM, are now using the Blaupunkt Automatic Radio Information (ARI) system with their FM subcarriers to broadcast traffic bulletins to specialized car radios.

Joining 22 other FM's around the country also employing the service, each station provides reports for a specific zone in the metropolitan area and, broadcasting the encoded signal on a 57 khz subcarrier, sends an inaudible tone to activate an ARI-equipped FM radio. The message can be picked up over regular programming or cassette audio, and boosts the sound to a pre-

set level if the radio's volume is set to zero.

The radio adapter costs \$35-\$40, while the transmission equipment is supplied to broadcasters at no charge in return for the station's use of the system, according to the manufacturer.

Blaupunkt, a division of Robert Bosch Corp. with sales offices in Broadview, Ill., introduced the ARI system in West Germany in 1974. In 1983, the first U.S. station picked up the service in New York, and it is now available along the East Coast from Connecticut to Washington, and in Detroit, Canada and the Los Angeles-San Diego area.

On the move

Doubleday Broadcasting will move the studios and facilities of company-owned WAPP(FM) New York (licensed to Lake Success, Queens county, N.Y.) and WHN(AM) New York to 14,000 square feet of newly acquired space at the Kaufman Astoria Studios in Queens. Doubleday Broadcasting President Gary Stevens expects the move to take place by the end of 1985 or early part of 1986. He noted that company headquarters and sales staff will remain in Manhattan.

Playback

NBC Radio Entertainment will air a live, 60-minute program on Robert Plant as part of its *Album Party* series on Tuesday night (May 21) at 10 p.m., NYT. Plant, a former member of the British rock group, Led Zepplin, will discuss his new album, *Shaken 'n' Stirred*. WNEW-FM New York air personality Dan Neer will serve as host. The show will mark the first live broadcast from the new Source/NBC Radio Entertainment studio (studio 8B) at NBC headquarters in New York, according to a company spokeswoman.

The new NBC Radio programming unit will also present a four-hour Memorial Day weekend (May 24-27) program featuring The Police. The show, *Secret Journeys: The Police Self-Portrait*, is the last of a trilogy of Police specials from NBC which is nearing the end of an exclusive 18-month radio rights agreement with the group. Affiliates of The Source will have right of first refusal for both broadcasts.

□

Mutual Radio reports that its "inside" baseball program, *Lasorda At Large*, a three-minute weekday series hosted by Los Angeles Dodgers manager, Tommy Lasorda, has become the network's most widely cleared feature program. The show, which began its second season on the network a month ago, is now airing on 215 stations. "It's also the fastest start ever for a feature program at Mutual," said Luke Griffin, director of sports for Mutual.

□

Radio Works Inc., the Hollywood-based radio program supplier, will begin distributing its *Forbes Magazine Report* to stations via satellite (Satcom I-R, transponder 3) on May 22. Each affiliate receives five 90-second and five 60-second programs designed for airing Monday through Friday. The series, which is available to stations on a barter basis, is entering its sixth year of syndication.

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Children and media conference focuses on TV

Meeting in Los Angeles concludes that media's role in education of children in 'disaster'; public TV praised for its job

"The commercial media's service to the education of children is nothing less than a disaster," declared Representative James Bates (D-Calif.) in an address opening last week's first Children and Media conference, held at the Ambassador hotel in Los Angeles. Bates urged parents and advocacy groups to apply "public pressure" to those in a position to improve children's television programming.

A last-minute stand-in for House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), Bates—also a subcommittee member—told about 100 persons attending last Monday's session that audience concern about exit polling and alcoholic beverage advertising has had a significant effect on the broadcasting industry and should inspire parents to lobby broadcasters, the FCC and legislators to take affirmative action aimed at improving children's programming. His was the first of a series of criticisms of children's programming heard

during the three-day meeting co-sponsored by Children's Institute International of Los Angeles and the International Children's Center of Paris.

"I think the interest is there and somehow we have to mobilize the majority of Americans to that point of view," Bates said of citizen concern for quality children's programming. "We all must wake up and become involved in this important issue...at a grass-roots level."

Bates said he will recommend to Wirth and Representative Henry Waxman (D-Calif.), also a member of the Telecommunications Subcommittee, that hearings be held on children's television in Washington and possibly Los Angeles. He was not specific, however, about the purpose of such hearings.

"Broadcasters represent a very powerful special interest lobby," Bates asserted, as evidenced by the failure of Wirth's proposal to require individual television stations to air one hour of educational children's programming five days a week. "They are not likely to sit quietly and permit such a bill to pass even in exchange for major deregulation." Never-

theless, Bates is optimistic that advocates of children's television can overcome industry pressures. Bates said one means of influence might be during FCC review of station performance in corporate takeover proceedings.

"The FCC has justified its unwillingness to regulate children's television by continually pointing to marketplace theory, promising that, given a chance, the marketplace will work better than any regulatory approach...Yet history shows us that the marketplace consistently fails to work for children."

Bates said there are some high-quality children's programs available, singling out public television for special praise, but charged that much commercial programming "consists increasingly of program-length commercials designed to promote lines of toys, dolls and mechanical creations by subjecting children to half-hour sales pitches. The FCC refuses to even look at the deceptive nature of such practices, let alone initiate a rulemaking proceeding."

During a Monday (May 6) luncheon address, child-care author and pediatrician Dr. Benjamin Spock said he has revised his earlier belief that depictions of violence in television and film had little or no impact on children.

"I'm [now] absolutely convinced," Spock declared, "that violence on film and violence on television brutalizes it...Everybody becomes more habituated to the idea that killing is one of the ways that you get along together. And I feel violently that children, and their parents, should not permit themselves to watch such things." Through television, he said, "we are encouraging children to take murder for granted."

On Tuesday (May 7), Action for Children's Television Director of Community Education Susan Stuart Kaplan told a luncheon audience: "Television service to young people on commercial television stations in the U.S. is woefully and regrettably inadequate. After so many years of this charade, it is obvious that self-regulation by the broadcasting industry will not result in sufficient service to young audiences." (Kaplan replaced ACT President Peggy Charren on the program. Charren was ill).

"ACT believes it is the responsibility of parents," she emphasized, "not lawmakers, to keep their children away from adult programs they find inappropriate. But parents cannot guide their children to suitable television alternatives if those alternatives do not exist."

According to Kaplan, more than 40 programs have been developed for broadcast television by major toy companies from their toy product lines in an effort "to turn children's television into a toy manufacturer's catalogue." □

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Changing Hands

PROPOSED

WOAC(TV) Canton, Ohio □ Sold by Canton 67 Ltd. to Discovery Broadcasting of Ohio Inc. for \$5.8 million cash. **Seller** is subsidiary of Media Central Inc., Chattanooga-based station group of five TV's principally owned by Morton J. Kent. **Buyer** is owned by Glen H. Taylor. It also owns WMCC(TV) Marion, Ind. WOAC is independent on channel 67 with 1,429 kw visual, 142 kw aural and antenna 1,950 feet above average terrain.

WINW(AM)-WOOS(FM) Canton, Ohio □ Sold by North American Radio Inc. to Broadcast Media Corp. for \$2.5 million. **Seller** is owned by Jack Steenbarger and Earl Wise, who have no other broadcast interests. **Buyer** is owned by Carl Lanci and Rendall Blair, who own WKLM(FM) St. Johns, Mich. WINW is daytimer on 1520 khz with 1 kw. WOOS is on 106.9 mhz with 27.5 kw and antenna 340 feet above average terrain. *Broker for seller: Americom Media Brokers; for buyer: Blackburn & Co.*

KILA(FM) Henderson, Nev. □ Sold by Faith Communications Corp. to Columbia Theater Co. for \$1.5 million cash. **Seller** is headed by Jack G. French, president. It also owns KYD(FM) Las Vegas and KCIR(FM) Twin Falls, Idaho, and is applicant for new FM in Boise. Station has commercial license but has operated as noncommercial for past 13 years. It has license for new noncommercial station on 90.5 mhz in Henderson and will retain present call letters. **Buyer** is commonly owned with Sterling Recreation Organization, Bellevue, Wash.-based station group of five AM's and four FM's, principally owned by Frederick A. Danz. It recently sold KHTT(AM)-KSJO(FM) San Jose, Calif. ("Changing Hands," April 29). Danz is also sole owner of KBFW(AM) Bellingham-Ferndale, Wash. KILA is on 95.5 mhz with 100 kw and antenna 1,120 feet above average terrain.

WUWU-FM Wethersfield, N.Y. □ Sold by Stereo Seven Associates to Devine Broadcasting Corp. for \$1,265,000, comprising \$225,000 cash and remainder in notes and assumption of notes. **Seller** is owned by Ronald A. Chmiel and 10 others. It has no other broadcast interests. **Buyer** is principally owned by C.R. Allen, who is Long Island, N.Y., businessman with no other broadcast interests. WUWU-FM is on 107.1 mhz with 11.5 kw and antenna 800 feet above average terrain. *Broker: Kozacko-Horton Co.*

WQBR(AM) Atlantic Beach, Fla. □ Sold by First Coast Broadcasting Corp. to Coastal Airwaves Broadcasting Corp. for \$550,000, comprising \$50,000 cash, assumption of \$307,630 note and remainder in note. **Seller** is owned by Harvey J. Fischer, whose professional name is Jack Diamond, air personality on KMJ(FM) Denver. **Buyer** is owned by Raymond I. Suekoff and William Proctor. Suekoff is Alington Heights, Ill., attorney. Proctor is real estate developer from Silver Spring, Md. They have no other broadcast interests. WQBR is daytimer on 1600 khz with 5 kw. *Broker: Chapman Associates.*

KCKN(FM) Roswell, N.M. □ Sold by Strother Broadcasting Co. of New Mexico Inc. to Sudbrink Broadcasting of New Mexico for \$500,000, comprising assumption of no more than \$400,000 in note and remainder cash. **Seller** is owned by Ronald H. Strother, who also owns KCIR-AM-FM Oakdale, La. **Buyer** is subsidiary of Highland Beach, Fla.-based station group of four AM's and one FM, principally owned by Robert W. (Woody) Sudbrink. KCKN is on 97.1 mhz with 100 kw and antenna 360 feet above average terrain.

WNXT-AM-FM Portsmouth, Ohio □ Sold by First Valley Broadcasting Inc. to Portsmouth Broadcasting Inc. for \$427,500 cash, including \$25,000 noncompete agreement. **Seller** is principally owned by Robert Dendehoff and Daniel Wachs, who also own WOMP-AM-FM Bellaire, Ohio. They purchased all four stations last year for \$1.4 million. **Buyer** is equally owned by Jack Whitley, Howard Dobb and C. Derek Parrish. Whitley is Washington attorney, Doss is investment banker from Tampa, Fla. Parrish is investment banker from Montgomery, Ala. They have no other broadcast interests. WNXT is on 1260 khz with 5 kw day and 1 kw night. WNXT-FM is on 99.3 mhz with 900 w and antenna 490 feet above average terrain. *Broker: The Holt Corp.*

KRWB(AM) Roseau, Minn. □ Sold by William Rendell to Marlin T. Obie for \$315,000, comprising \$30,000 cash, \$195,632.64 note at 10% over seven years and remainder assumption of notes. **Seller** has no other broadcast interests. **Buyer** is former owner of KRRK-AM-FM East Grand Forks, Minn., and has interest in cable systems in North Dakota and Minnesota. KRWB is on 1410 khz full time with 1 kw.

Broker for the buyer of KLSZ(AM) Denver was The Montcalm Corp.

For other proposed and approved sales see "For the Record," page 105.

CABLE

Systems serving Marlboro, Mass. □ Sold by Prime Cable to American Cablesystems Corp. for approximately \$7 million. **Seller** is principally owned by Robert W. Hughes, chairman. It is Austin, Tex.-based MSO of eight systems. Hughes also owns system in Crested Butte, Colo., and has interest in systems in Gunnison, Colo., and Jackson-Teton Village, Wyo., and in four systems in Switzerland. **Buyer** is publicly owned Beverly, Mass.-based cable MSO of 19 systems, headed by Steven B. Dodge. Marlboro system passes 10,000 homes with 6,700 subscribers with 120 miles of plant.

Systems serving Beaver county, Pa., and system serving Utica, Kirkersville, Mount Sterling, Fairfield Beach and Centerburgh, all Ohio □ Sold by, respectively, Beaver Valley Cable TV Associates and L.M. Cablevision

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for \$4 million. **Seller** is principally owned by Allegheny Financial Corp., Pittsburgh-based investment firm, headed Jim Brown. It has no other cable interests. **Buyer** is newly formed company principally owned by Walter L. Bent and Robert McCallister. Bent was former president of Warner Cable of Pittsburgh before that system was sold last year. McCallister is former vice-president/finance and chief financial officer for Warner Cable. This is its first acquisition. Beaver Valley system passes 1,100 homes with 850 subscribers. Ohio system passes 6,900 homes and serves 1,800 subscribers.

System serving Woodsfield and Monroe county, both Ohio □ Sold by Woodsfield Cable Co. to Cable Systems USA, Associates

for approximate \$2 million. **Seller** is owned by David Rubel. It has no other cable interests. **Buyer** is principally owned by Jack Fuellhart. It owns eight cable systems in Pennsylvania. System passes 2,300 homes with 2,100 basic subscribers, 418 pay subscribers and 53 miles of plant. **Broker: Communications Equity Associates.**

System serving Cameron, Calvert, Franklin and Bremond, all Texas □ Sold by Western Cable Inc. to Star Cable TV Inc. for approximately \$2 million. **Seller** is owned by Michael Cullen, who has no other cable interests. **Buyer** is Waxahachie, Tex.-based owner of three systems in Arkansas, Louisiana and Texas. It is principally owned by

Don Mansell. System passes 3,500 homes with 1,932 subscribers and 61 miles of plant. **Broker: Communications Equity Inc.**

Systems serving Sublette, Satanta, Plains and portions of Haskell and Monroe counties, all Kansas □ Sold by Larry D. Hollingsworth to Cable Systems Inc. for approximately \$1 million. **Seller** also owns cable system in Canute, Okla. **Buyer** is equally owned by Harold K. Greenleaf and Eugene Smith. It owns 11 cable systems in Kansas and Colorado. Sublette system serves 236 subscribers. Satanta system serves 186 subscribers and Plains system serves 201 subscribers. **Broker: Communications Equity Associates.**

Preston Padden named to INTV presidency

**Metromedia lawyer succeeds
Herman Land as association head**

The search for a successor to Association of Independent Television Stations President Herman Land officially ended last Wednesday (May 8) with the election of Preston Padden by the 15-member INTV board. Padden, assistant general counsel at Metromedia's Washington offices, follows the man who has headed the association since its founding 12 years ago.

Padden was chosen by a six-member search committee headed by Eugene McCurdy, chairman of the INTV board and president and general manager, WPHL-TV Philadelphia. Also on the committee were Land; Charles Edwards, vice president and general manager, KTVT(TV) Fort Worth; Bob Wormington, general manager, KSHB-TV Kansas City, Mo.; Harold Protter, owner, WNOL-TV New Orleans, and Kevin O'Brien, vice president and general manager, WTTG(TV) Washington, which is owned by Metromedia.

The search for a new president began when Land announced his resignation at a board meeting in November 1984. The committee was set up at that time, and in January 1985 it placed an advertisement in BROADCASTING magazine. Solicitations for candidates were also made during INTV's January convention. For almost two months, said



Padden

McCurdy, the committee conducted individual interviews with "25 to 30 serious candidates" who had answered the ad or had been referred to the group. Fifteen were selected to attend group interviews in Washington. At the beginning of April, after several conference calls, the committee narrowed the field to just two candidates: Padden and NBC vice president for Washington operations, Tom Sawyer. After a presentation by each, the committee chose Padden. And at last Thursday's board meeting, the formal resolution was made.

Thirty-seven-year-old Padden has been

with Metromedia since his sophomore year in college at the University of Maryland. "My father had just passed away, and I needed a job to stay in school. A friend of mine was the nighttime and weekend switchboard operator" at WTTG(TV), "and he had a chance to move up to become the weekend gopher in the news department. But they said, 'Before you can move up to that job, you've got to find a body to replace you on the switchboards.'" The replacement was Padden.

Padden received a degree in economics from University of Maryland in 1970, and went on to law school at Washington's George Washington University while continuing to work at Metromedia. During law school, Padden began clerking for Tom Dougherty, Metromedia's Washington vice president and associate general counsel. "He's the guy who gave me my start, and he's given me 12 years of friendship and guidance and tutoring," says Padden. "He was basically the only legal guy for Metromedia in Washington, and he needed somebody else and was kind enough to reach out to the switchboard." Padden did research, filed, Xeroxed, finished law school—receiving a juris doctor degree with honors in 1973—and went to work for Dougherty.

"My whole career has progressed about 40 feet from that switchboard," says Padden. He worked on Washington regulatory items for all parts of Metromedia, predominantly television, and in that capacity was able to work with Herman Land. When Land announced his retirement, Padden says he approached INTV about filling the position. "There had not ever been a job that I heard about that made me want to get up out of my chair over there and go pitch for it until this job came along. . . . This is a job I felt like I'd been in training for for 12 years."

Why does Padden think he was chosen as INTV's next president? He cites three qualifications that he emphasized in his April 11 presentation before the selection committee: "Number one, I am a communications lawyer. Number two, I have a proved track record of representing independents in the various forums in Washington—the FTC, the FCC and the Congress. And number three, I know the business of independent television. . . . I don't believe they had any other

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candidate that presented them with that combination of qualifications."

McCurdy gives a similar answer. The committee, he says, was looking for someone with energy and innovation. It found Padden, who, according to McCurdy, also comes from an independent television background, has a good reputation on the Hill, knows the Washington scene, and has a good feel for the marketing end of the business. "Hal Protter had worked at Metromedia and remembered Preston and was quite impressed with him," McCurdy says.

Padden will remain at Metromedia until May 23, when he will officially begin reporting to work at INTV's headquarters in Washington. Land will remain president for a transition period of undetermined length—"however long the two of us think it takes to get me up to speed on what's going on over here," Padden says. The new job will entail more traveling, and several speeches before state television association conventions are already planned. But Padden says of his time commitment: "It'll be really tough to put in more office time than I have with Tom Dougherty at Metromedia. I've spent 12 years trying to work a longer day than he does, and I've finally given up."

Padden will head offices in Washington and New York, each with seven people, and regional offices in Chicago, Dallas and Los Angeles, each with two. He says he will try to increase the visibility of the INTV staff among its members, of which there are now about 115. "I want to get out to stations, and I hope that many of the other staff members will get around to stations more." He will work "to make sure the independents are well represented, understood and appreciated before the regulatory community in Washington and before the advertising and agency community across the country." Padden says there has been an improvement in relations with the advertising community, but that more work needs to be done.

INTV presently has a motion for summary judgment pending in an antitrust suit against the College Football Association, but it is uncertain how the courts will rule. "I think my legal training will mean that I will be slightly less mystified by those kinds of proceedings," Padden says.

Padden sees two major issues on his INTV agenda: the controversy over the understatement of independents' audience shares by the diary method of measurement and the controversy over cable television must-carry/syndicated exclusivity rules. Of measurement, he says: "There is no longer a question about whether diaries understate independent viewing levels; they do. The only question is what is going to be done about it." Padden believes he can help effect a change. "The ratings services share an interest with the media and the advertising community to see that we have the most accurate audience measurement possible."

The incoming INTV president betrays no reservations about his new job. "Herman Land has just been typically extraordinary in his generous sharing of ideas and in the help he's offered to me," he says. "I think we're going to have a collegial group here. I don't think I'm going to have to be running around beating anybody over the head." □

PBS settles on Alexandria as new home

Service's operation will be consolidated in suburban Washington site by next January

The Public Broadcasting Service, which last month moved part of its staff back into its refurbished offices at Washington's L'Enfant Plaza, signed an agreement last week to unite all of its employees by next January in a permanent home at 1320 Braddock Place, a commercial development now under construction in neighboring Alexandria, Va.

PBS has been operating out of several temporary facilities throughout Washington since a fire destroyed its L'Enfant Plaza headquarters last October. About 140 of PBS's 250-person staff last month moved

back to that site, where it will remain until moving to the new headquarters, but the technical staff remained at PBS's main origination terminal in Alexandria. Said PBS President Bruce Christensen: "Our goal has always been to reunite our staff in one facility as soon as possible, while making adequate provisions for our future technical and administrative office needs. After extensive study of our options, we've selected Braddock Place, taking into account fiscal, technical and staff transportation needs."

The noncommercial television network has contracted for 95,000 square feet of office space in one of four buildings currently under construction at Braddock Place, a \$60-million, 330,000-square-foot commer-



PBS's new headquarters

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Above and beyond the call at PBS

Few Public Broadcasting Service employees could be happier that the search for a new PBS home has ended than the 81 broadcast operations and engineering (BO&E) staff members who have had to maintain network feeds under difficult conditions since last year's fire forced their departure from Washington's L'Enfant Plaza Technical Center in October.

After seven months without a permanent facility, the BO&E staff is now operating out of two separate sites, the PBS satellite uplink facility, or MOT (for main origination terminal), in Bren Mar, Va., and an Arlington, Va., office building two miles away.

In the beginning, the group was forced to provide the network's programming service to over 300 member stations, 18 hours a day, six days a week (plus seven hours on Sunday), using a constantly shifting patchwork of feeds to the MOT and at the same time literally building a plant while on the air.

Today, the majority of the group continues to work in the cramped conditions of the MOT, with 60 people in a space designed for 14, while the facility still lacks basic capabilities in editing, machine control and full graphics creation.

But the key to the survival of network operations and its almost entirely uninterrupted feed services (only a few minutes of the Alaska-Hawaii feed were lost during the fire) appears to have been the energy and ability of numerous members of the overworked staff.

Much of the praise goes to one group—the seven-person technical maintenance crew headed by associate director Larry Jefferson, whose primary responsibility has been to rebuild the technical plant at the MOT.

For the first crucial days in October, while Jefferson and his team began work on a temporary facility, microwave feeds of program material to the MOT were handled by several member stations. That arrangement was followed for several weeks by the use of temporary control rooms in a pair of remote vans parked outside the uplink facility.

Finally, in late November, the feeds were shifted to interim housing inside the MOT building, and by December the technical maintenance staff had nearly completed the facility with the addition of a new routing switcher, two control rooms, each capable of making a feed, 17 videotape recorders, an intercom system and other equipment.

"From the fire through January, our seven people were working six or seven days a week, from 6:30 a.m. to midnight," recalled Jefferson. "Between October and December we logged 1,600 hours of overtime."

Overtime was not limited to Jefferson and his group, however, and neither was praise from colleagues. Names that came up frequently in



Jefferson at right

conversations with PBS management include: Steve Scheel, technical supervisor on duty the night of the fire, who helped minimize lost feed time; Cary Wight, director of technical operations, who with a day's worth of tapes in hand set up the first alternate feed site at Fairfax, Va., public station WVCV-TV, and John Prager, associate director of technical operations, who with 20 others worked for 10 hours to rescue 5,000 videotapes stranded in the flooded L'Enfant Plaza center.

Compliments were also paid to Director of Broadcast Operations Ralph Schuetz, Engineering Vice President Dave Baylor and new PBS Engineering and Operations Senior Vice President Dick Green, and commendations went as well to ABC's Julius Barnathan for supplying a spare remote van and VTR's within days after the fire, and to Charles Steinberg of Ampex for providing an unusually rapid turn-around for 17 one-inch VTR's the network already had on order.

Since the MOT will remain the PBS technical plant for at least another eight months, improvement of the temporary facility has continued from the beginning of the year with the addition of a third control room, a new supervisor's station, two extra channels of audio on the router and two-inch videotape dubbing capabilities.

Meanwhile, the department has suffered very little turnover, according to Wight, with only one person in technical operations leaving since the fire, and new optimism evident with the news of the impending relocation. "People are really hanging in. There is a lot of dedication here," he said. "These are people who believe in public television."

The technical staff members, and others at PBS, take pride in the continuity of service maintained despite the difficulties.

Commented Wight: "Some stations never even knew there had been a fire."

cial development adjacent to a Braddock Road subway stop in Alexandria. PBS has signed a 10-year lease with two five-year options. The commercial and retail complex is owned by a Dutch company, Beleggingsmaatschappij (meaning "investment trust," the Dutch embassy said) 10-Hage III B.V.

PBS Enterprises Senior Vice President

Neil B. Mahrer, who conducted the network's search for space, said PBS will occupy the third through sixth floors, plus part of the second floor of one of the buildings. The technical facilities—which were located in the basement of L'Enfant Plaza and completely destroyed during the fire—will be located above ground at the seven-story Al-

exandria site. "We've learned our lesson," Mahrer said. He declined to disclose the financial details of the agreement and whether insurance would cover the cost of the move. (The latter "is unsettled," Mahrer said, adding that PBS is currently "working" on that.) However, Mahrer said that PBS is paying "significantly—very substantially" less than the \$23-per-gross-square-foot market value of the Braddock space (according to *Black's Office Leasing Guide*, a directory of available office space in the Washington-Baltimore area).

The price is "very comparable" to the \$15 per square foot PBS is paying at L'Enfant Plaza (BROADCASTING, Jan. 21), he said, adding that as the first tenant going into the four-building complex, PBS received an attractive "package" offer. "It works out better" than L'Enfant when all the financial aspects and additional space are taken into consideration, Mahrer said. Although PBS's "preference would have been to stay in the District," Braddock Place's proximity to public transportation and National Airport was also an attractive feature of the Alexandria site, he said. □

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Spot radio sales plunge in April after 15.6% gain in first quarter

Network radio also giving indications of leveling off

After registering healthy gains in March and posting a first-quarter increase of 15.6% over the comparable period in 1984, national spot radio billings took a dive in April causing most reps to describe the situation in one word: "disappointing." The consensus is that business on the books for May, and especially June, will help save the quarter, which rep executives predict will still finish with a middle single-digit to low double-digit percentage increase. The report finds that beer and wine advertisers are continuing their trend to shift their target audience to older demographics.

According to Larchmont, N.Y.-based Radio Expenditure Reports (RER), which confidentially collects financial information from 15 rep companies each month, billings for March totaled \$81,961,300, up 39.6% over March 1984 when billings came to \$58,732,100 ("Closed Circuit," May 6). However, when RER adjusts the March 1984 figure to compensate for a five-week standard billing month this year, the increase (to \$73,415,100) is lessened to 11.6%.

(Reps note that April 1985 is a four-week standard billing month compared to five weeks for April 1984. And RER says that spot billings in individual markets, market groups or areas may differ substantially from the total national spot figure reported to the company.)

Reps also report that many beer companies are targeting slightly older demographics than they traditionally have targeted in the past, apparently in response to the current movement by citizen groups to ban beer and wine ads on radio and television. (The beer and wine ad controversy headed the list of topics discussed at the new National Association of Broadcasters ad-hoc representatives advisory committee meeting in New York on May 3.)

Many beer companies are eliminating stations with high teen-age counts, said Jack Masla, president of Masla Radio. He said this would affect stations whose teen-age composition amounts to more than 25% of their total teen-age audience. Beer advertisers' prime target demographic this year, said Masla, is 25-34-year-olds, while in the past it had been 18-34 with 18-24 as the secondary demographic.

Masla called spot business billed in April "a total disappointment." But May looks strong, and June is "busting out all over," he said. Masla is projecting an 8% to 12% increase for the second quarter over the same period a year ago.

Eastman Radio President Jerry Schubert agreed with Masla that beer companies have become more conservative in selecting target demographics. As for the quarter, Schu-

bert said that business for Eastman is running 9.7% ahead of last year's pace. He sees the quarter up 9% to 10% over the second quarter of 1984.

One of the biggest problems right now, said Schubert, is that many stations are reporting that commercial spot availabilities are running "tight" due to a lot of local business activity. "Inventory is scarce," he said.

"There is no doubt that April was not a good month," said Ed Kiernan, president of CBS Radio Representatives, adding that June looks like the month that could make up for the shortfall. "Many advertisers are telling their story, but they are not using radio to reinforce that story," said Kiernan.

For example, said Kiernan, some airline companies "are utilizing television and print," not radio, in reacting to another company's competitive fares.

Another reason why airline business on radio is off in the second quarter, according to Kiernan, could be related to the pending United Airlines pilots strike, which is slated for May 17. Kiernan said other airlines are waiting to see what effect the United strike will have on air routes, before making advertising decisions.

Kiernan also said that the rep company has witnessed a decline in ad dollars from high-technology companies, all of which were advertisers last year. The list includes Control Data Business Centers; IBM's PC junior computer, which is no longer on the market; IBM software; Franklin Computers, and Panasonic Copiers. Kiernan is predicting a conservative 5% increase for the quarter.

Ralph Guild, president of Interep (holding company for McGavren Guild Radio, Hillier/Newmark/Wechsler & Howard, Major Market Radio and Weiss & Powell), observed that lead times for many accounts in the second quarter are shorter than usual, making it "almost impossible to alert stations of the buy." He said business for his

companies, including nonwired expenditures, was flat in April, but noted that billings are picking up in May. "And June is going through the roof," he said.

However, according to national spot radio sales trends chartered by Vince Bellino, vice president, financial services, Interep, the second half of 1985 may experience a slowdown in national spot activity ("Closed Circuit," April 22). Bellino's national spot cycle chart since 1972 shows a long point in sales every three to four years. The last time that occurred was during the third quarter of 1982. Based on this spot radio business cycle, Bellino said that national spot sales for the year could experience an average increase of only 6.2%.

In a separate development last week, Guild officially unveiled plans to launch a new rep company by Oct. 1. He said the new firm will solicit stations in the top 100 markets which have annual billings of \$250,000 or more. "This company will fill the pent-up need for a new, aggressive independent rep firm in fighting television and other media to bring more advertising dollars into radio," said Guild. The firm will be "100% autonomous," with its own offices, management team and sales force, he said. Guild also said that Interep will represent its own client stations on all nonwired network buys and that the company "will terminate formal relationships with non-Interep representation firms."

Meanwhile, newly installed Blair Radio President Charlie Colombo, who was formerly head of Christal Radio, is planning a more aggressive nonwired network campaign and has recently appointed Bob Lion, former vice president/station relations for Internet (the nonwired network division of Interep), to oversee the Blair Radio network as vice president and general manager. Colombo said he's also exploring the idea of tying together some of the parent company's (John Blair & Co.) marketing and direct

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mail coupon capabilities to that of selling spot time, but declined to get more specific.

Bob Ferraro, Eastern regional manager for Blair Radio, said business out of the firm's San Francisco, Atlanta and New York offices has been brisk. As for the second quarter, he said the industry should post a 6% to 8% gain.

Ken Swetz, president of the Katz Radio Group (Katz Radio, Christal Radio and Republic Radio Sales), said April business was flat, but noted that billings for June are "way ahead" of last year's pace. Swetz projects a 10% to 12% increase for the second quarter.

Ellen Hulleberg, executive vice president/marketing and communications for McGavren Guild Radio, assessed the first quarter using regional statistics. She noted that,

based on RER data, business placed out of the South was up 32%; the West, up 23%; the East, up 12%, and the Midwest, up 8%.

The network radio business is leveling off somewhat in the second quarter, according to industry executives. The Radio Network Association (RNA), which relies on data confidentially collected from 10 networks each month by the accounting firm of Ernst & Whinney, reports business for March up 27.9% over March 1984, to \$26,423,091. (Figure includes financial information from Satellite Music Network, Transtar Radio Networks, Westwood One and the United Stations.) Year-to-date billings for the 10 networks reached \$64,257,296—up 16.6% over the same period in 1984.

Lou Severine, vice president and director

of sales, ABC Radio Networks, said that after an active first quarter, business has "slowed down." One reason, he said, is that many ad agencies are planning for network television's upfront buying season, which commences in June.

But Severine remains bullish. He said network radio itself came off of a record upfront buying season (November through January) and cited several first-time ABC Radio accounts this year, including Allstate, Chesebrough-Ponds, Sterling Drugs for Panadol, and Tylenol aspirin, which broke in March.

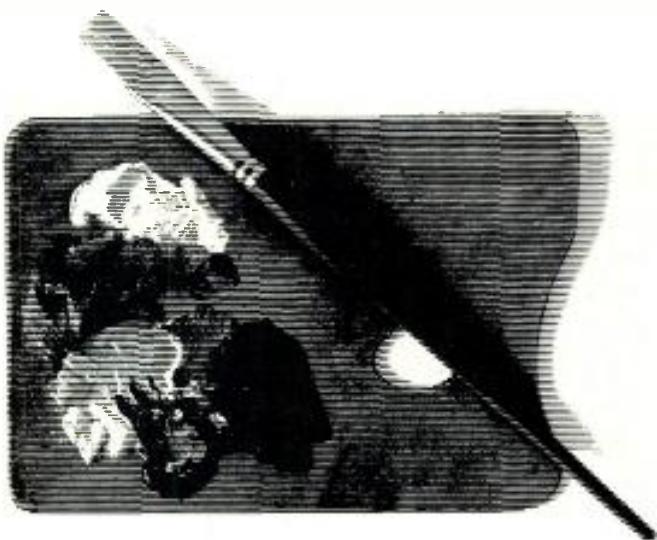
Severine also noted that prices for scatter buys at ABC in the second quarter have reached an "all-time" high, averaging \$1,900 to \$2,000 per rating point for all seven ABC radio networks.

He said ABC is currently running 8% ahead for the second quarter, and projects that the industry will finish up about 6% to 10%. As for the year, he sees the network radio marketplace registering revenue increases of 8% to 12%.

Steve Youlios, vice president/sales for the CBS Radio Networks, said that business in April was good, but billings for May and June are expected to be off "a little." Youlios, however, said that a trend emerging at CBS is the increase in youth-oriented ad dollars with campaigns—traditionally run during the third quarter—breaking as early as this month. Youlios is projecting a 6% to 9% rise in network radio ad expenditures for the quarter.

As for CBS Radio Network's baseball "game-of-the-week" package, Youlios reported that the opening broadcast on Saturday, May 25, is sold out. There are only two to four spots remaining on the rest of the games until the All-Star break, he said, adding that 50% of the inventory for league championships and World Series has also been sold. □

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4-A's annual meeting to emphasize creativity

Advertisers head for West Virginia resort for convention; 'Time' editor Grunwald, former Senate majority leader Baker to address meeting

More than 700 top advertising executives, their spouses and guests are expected at the Greenbrier resort in White Sulphur Springs, W. Va., this week (May 15-18), for the annual convention of the American Association of Advertising Agencies. The meeting, which opens Wednesday (May 15) evening and continues through noon Saturday (May 18), will emphasize "the importance of creativity in advertising," a spokeswoman for AAAA said.

After an opening-night reception on Wednesday, John E. O'Toole, chairman of the board of Foote, Cone & Belding Communications Inc., and chairman of AAAA, will welcome the convention participants Thursday morning (May 16) at 9 a.m. He will be followed by the election of officers

and directors, and a treasurer's report by James I. Summers, president and chief executive officer of Harold Cabot & Co. Inc., Boston. AAAA President Leonard S. Matthews will give the president's report at 10:30 a.m. Thursday, followed by remarks by *Time's* editor-in-chief, Henry Grunwald, and former Senate Majority Leader Howard H. Baker Jr. (R-Tenn.). Grunwald will speak on "The Hopes and Fears in the Mid-1980's," and Baker will discuss "Reagan's Second Four Years."

The creativity theme will be featured in the opening general session on Friday (May 17), with four "Creativity In..." sessions beginning at 8:30 a.m. Top executives from magazine, radio, newspaper and television trade associations are scheduled to speak, including William Stakelin, president of the Radio Advertising Bureau, and Chuck Blore, of the Los Angeles-based Blore/Richman Inc. Roger Rice, president of the Television Bureau of Advertising, and William Moll, president of Harte-Hanks Communications, will discuss creativity in television.

Media merger. American Media Consultants, Los Angeles, has been merged into Botway/Libov Associates, New York, to form a media buying organization with almost \$500 million in billings. In announcing the consolidation, the company said that Botway/Libov is now the largest independent media organization, with offices in New York, Los Angeles, Chicago and Atlanta. Clifford A. Botway has been chairman of American Media Consultants since 1974 and also is chairman of Botway/Libov. Avram Butensky continues as president and chief executive officer of Botway/Libov. The combined employees almost 200.

Additionally, nine "case histories"—examples of advertising campaigns "which have been outstanding creatively," and which "produced sales results" will also be presented throughout the three-day conference to help focus on creativity in advertising, AAAA said.

Also slated for Friday is an address by G. Steven Dapper, president and chief executive officer of Wunderman, Ricotta & Kline, who will discuss creativity in direct marketing. Bob Giraldo, president of the New York-based Bob Giraldo Productions; David Horowitz, president and chief executive officer, and Robert Pittman, executive vice president and chief operating officer, both of the New

York-based MTV Networks, will also speak Friday morning about the "music video phenomenon." The closing business session will be held Saturday morning. Betty Edwards of the California State University in Long Beach, will provide "a new look at the art of thinking," an AAAA spokeswoman said, adding that AAAA Chairman O'Toole will offer "Some Thoughts on Polynesian Navigation," which addressed "the issue of creativity."

The annual reception and black-tie dinner will be held Friday night with Louise Mandrell providing the entertainment. Golf and tennis events are scheduled for conference attendees, concurrent with the meeting. □

For the Record

As compiled by BROADCASTING, May 2 through May 8, 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.

80-90 lottery

The FCC last week held a lottery to determine the order in which it will accept applications for its 689 Docket 80-90 FM allotments. James McKinney, FCC Mass Media Bureau chief, said he thought it would be late media before the commission will be ready to accept applications for the first channel selected—channel 243 (96.5 mhz). The commission, McKinney said, doesn't want to open a window for the first Docket 80-90 allotments until after it sees how many applications it gets when it opens its filing window for the about 100 vacant FM channels currently on the table of allotments. That window is expected to be opened by the middle of June. The FCC's ranking of channel numbers for the Docket 80-90 allotments and the towns affected follows:

1. 243 (96.5 mhz)—England, Ariz.; Colusa, Calif.; Marseilles, Ill.; Corydon, Ind.; Breaux Bridge, La.; Portage, Mich.; Sparta, Mo.; Clarksdale, Miss.; West Yellowstone, Mont.; Fredonia, N.Y.; Pine Ridge, S.D.; Harrogate, Tenn.; Algoma, Wis.; Moundsville, W.Va.
2. 266 (101.1)—Elba, Ala.; Bloomfield, Ind.; Girard, Kan.; Jonesville, La.; Vicksburg, Miss.; White Rock, N.M.; Fort Plain, N.Y.; Grove City, Ohio; Sutherlin, Ore.; Hardeeville, S.C.; Port Isabel, Tex.; Richmond, Va.
3. 221 (92.1)—Oakridge, Ore.; Reedsport, Ore.; Carrizo Springs, Tex.; Ruckersville, Va.
4. 225 (92.9)—Anchorage; Cordova, Ala.; Montecito, Calif.; Smyrna, Del.; Erath, La.; Belzoni, Miss.
5. 245 (96.9)—Crisfield, Md.; Standish, Mich.; Indianola, Miss.; Arlington, N.Y.; Troy, Ohio; Wauseon, Ohio; Willard, Ohio; Ridgebury, Pa.; Pittsburg, Tex.; Mount Jackson, Va.; Naches, Wash.
6. 251 (98.1)—Salisbury, Conn.; Van Buren, Me.; Laurel, Miss.; Las Vegas, N.M.
7. 264 (100.7)—George, Calif.; Gretna, Fla.; Cuthbert, Ga.; Millledgeville, Ga.; Coal City, Ill.; Nicholasville, Ky.; Mexico, Me.; Paterson, N.C.; Utica, N.Y.; Charleston, S.C.; Mission, S.D.; Bowie, Tex.; Palacios, Tex.; Christiansburg, Va.

8. 286 (105.1)—Kearny, Ariz.; Century Village, Fla.; Sac City, Iowa; Casey, Ill.; Harlan, Ky.; Lancaster, Ky.; Shepherdsville, Ky.; Great Barrington, Mass.; Lakeville, Minn.; Tracy, Minn.; Lindsay, Okla.; Johnsonville, S.C.; Robstown, Tex.; Bridgewater, Va.
9. 238 (95.5)—Lafayette, La.; Topsham, Me.; New Prague, Minn.; Broadway, Va.
10. 252 (98.3)—Oraibi, Ariz.
11. 255 (98.9)—Orlando, Fla.; Jefferson, Iowa; Dwight, Ill.; Salisbury, Md.; Grand Rapids, Mich.; Kingsford, Mich.; Vassar, Mich.; Windsor, N.C.; Upper Arlington, Ohio; Millersburg, Pa.; Lawrenceville, Va.
12. 261 (100.1)—No cities listed.
13. 275 (102.9)—Linden, Ala.; Flagstaff, Ariz.; Cartago, Calif.; McFarland, Calif.; Summerland Key, Fla.; Statesboro, Ga.; Delphi, Ind.; Raleigh, N.C.; Curwensville, Pa.; Orangeburg, S.C.
14. 250 (97.9)—Oxford, Ala.; Tuba City, Ariz.; Yuma, Ariz.; Crescent North, Calif.; Salinas, Calif.; Enfield, Conn.; Selbyville, Del.; Fort Valley, Ga.; Wiggins, Miss.; Bayboro, N.C.; Gaston, N.C.; Beulah, N.D.; Grants, N.M.; Milton-Freewater, Ore.; Edinboro, Pa.; Beeville, Tex.
15. 294 (106.7)—Trumann, Ark.; Grinnell, Iowa; Mount Vernon, Ind.; Berea, Ky.; Cave City, Ky.; North Fort Polk, La.; Rayne, La.; Babbitt, Minn.; Mount Vernon, Mo.; Perryville, Mo.; Irondequoit, N.Y.; Churchville, Va.; South Boston, Va.; Matewan, W. Va.
16. 274 (102.7)—North Crossett, Ark.; China Lake, Calif.; Quincy, Fla.; Sparta, Ga.; Beaver Dam, Ky.; Cumberland, Ky.; Marion, Ky.; Springfield, Ky.; La Crescent, Minn.; Webster, N.Y.; Narragansett Pier, R.I.; New Ellenton, S.C.; Mannington, W. Va.
17. 224 (92.7)—Westport, Md.; Nephi, Utah.
18. 241 (96.1)—Florence, Ala.; Montgomery, Ala.; San Jacinto, Calif.; Visalia, Calif.; Royal Center, Ind.; Le Sueur, Minn.; Center

- Moriches, N.Y.; Poughkeepsie, N.Y.; Huron, Ohio; Madisonville, Tex.; Odessa, Tex.
19. 253 (98.5)—Eureka, Ill.; Burkesville, Ky.; Rocky Mount, N.C.; Ocean Acres, N.J.; Catskill, N.Y.; Waterloo, N.Y.; Clarksville, Tex.; Rockdale, Tex.; Torrey, Utah.
20. 281 (104.1)—Reidsville, Ga.; American Falls, Idaho; Fredonia, Kan.; Antlers, Okla.; Calhoun, Tenn.; Tyler, Tex.; Bridgeport, W. Va.
21. 298 (107.5)—Omega, Ga.; Des Moines, Iowa; Galena, Ill.; Evansville, Ind.; Fort Shawnee, Ohio; Everett, Pa.; Charlottesville, Va.
22. 267 (101.3)—Pine Bluff, Ark.; Idyllwild, Calif.; Milford, Del.; Gooding, Idaho; Shelbyville, Ky.; South Fort Polk, La.; Stillwater, N.Y.; Altamont, Ore.; Cameron, Tex.; Narrows, Va.
23. 300 (107.9)—Bethel, Alaska; Key West, Fla.; New Haven, Ind.; Midway, Ky.; Muskegon, Mich.; Kirksville, Mo.; West Point, Neb.; Delaware, Ohio; Tobyhanna, Pa.; West Point, Va.
24. 273 (102.5)—Dothan, Ala.; Cabot, Ark.; Mableton, Ga.; Galva, Ill.; Mitchell, Ind.; North Fort Riley, Kan.; Lexington, Miss.; Louisville, N.C.; Edgewood, Ohio; Canton, S.D.; Beaumont, Tex.
25. 272 (102.3)—Mendota, Calif.; Cresco, Iowa.
26. 233 (94.3)—Helena, Ark.; Hanford, Calif.; Hayden, Idaho; Bay St. Louis, Miss.; Silver City, N.M.; Ravena, N.Y.; Murrell's Inlet, S.C.
27. 279 (103.7)—San Carlos, Ariz.; Irwinton, Ga.; Leesburg, Ga.; Royston, Ga.; Shreveport, La.; Hartford, Mich.; Alamogordo, N.M.; Wilburton, Okla.; McConnellsburg, Pa.; Fisher, W. Va.
28. 232 (94.3)—Kingman, Kan.; Eldorado, Okla.
29. 297 (107.3)—Clarendon, Ark.; Chinle, Ariz.; Madera, Calif.; Las Animas, Col.; Lake Arthur, La.; Sleepy Eye, Minn.; Warrenton, N.C.; Atlantic City, N.J.; Highland, N.Y.; Crooksville, Ohio; Swan-

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ton, Ohio; Lawton, Okla.; Northumberland, Pa.; Nolanville, Tex.; Post, Tex.; Coeburn, Va.; Kemmerer, Wyo.

30. 290 (105.9)—Winfield, Ala.; Paradise Valley, Ariz.; Lewes, Del.; Englewood, Fla.; Arco, Ga.; Lakeland, Ga.; Honolulu; Mahomet, Ill.; Marshall, Ill.; Whitley City, Ky.; Berwick, La.; Opelousas, La.; Ava, Mo.; Rochester, N.Y.; Syracuse, N.Y.; Philisburg, Pa.; Lorin, S.C.; St. Stephen, S.C.; San Diego, Tex.; Stanton, Tex.; Lynchburg, Va.; Evansville, Wis.

31. 246 (97.1)—San Luis Obispo, Calif.; Coal Grove, Ohio.
32. 270 (101.9)—Monticello, Fla.; Greenwood, Miss.; Margate City, N.J.; San Angelo, Tex.

33. 231 (94.1)—Buras Triumph, La.; New Bern, N.C.; Whitehall, N.Y.; Myrtle Point, Ore.; Kingstree, S.C.; Ripley, Tenn.; Tazewell, Tenn.; Pearsall, Tex.

34. 239 (95.7)—Fort Oglethorpe, Ga.; Belle Plaine, Iowa; Winter-set, Iowa; Farmington, Ill.; Attica, Ind.; Nappanee, Ind.; Vivian, La.; Oscoda, Mich.; Langdon, N.D.; Farmington, N.M.; Gibsonburg, Ohio; Shadyside, Ohio; Olyphant, Pa.; Crab Orchard, Tenn.

35. 288 (105.5)—Key Colony Beach, Fla.; Wichita Falls, Tex.
36. 278 (103.5)—Sacramento, Calif.; Radcliff, Ky.; Plattsburgh, N.Y.; Sodas, N.Y.; Berwick, Pa.; New Boston, Tex.

37. 232 (92.5)—Atwater, Calif.; Alachua, Fla.; Lyons, Ga.; Montezuma, Ga.; Topeka, Kan.; Arcadia, La.; Richmond, Mo.; Heavener, Okla.; Hollis, Okla.; Barnesboro, Pa.; Mexico, Pa.; Susquehanna, Pa.; Abilene, Tex.; Elgin, Tex.; Navasota, Tex.; Dayton, Wash.; Danville, W. Va.

38. 289 (105.7)—Orange Beach, Ala.; Dermott, Ark.; Avenal, Calif.; Watertown, Fla.; Ashburn, Ga.; Bicknell, Ind.; Eminence, Ky.; Hawesville, Ky.; Alexandria, La.; Eden Prairie, Minn.; Springfield, Minn.; Elizabethtown, N.C.; Marysville, Ohio; Portage, Pa.; Rockwood, Tenn.; Raymondville, Tex.; Yakima, Wash.; Salem, W. Va.

39. 240 (95.9)—Medicine Lodge, Kan.; Columbia, Mont.
40. 237 (95.3)—Winslow, Me.; Mora, Minn.; Tahoka, Tex.; Medical Lake, Wash.

41. 280 (103.9)—Yarmouth, Mass.
42. 260 (99.9)—Vancleave, Ky.; Homer, La.; Athol, Mass.; Lamar, Mo.; Warrenton, Mo.; Taos, N.M.; Uhrichsville, Ohio; San Augustin, Tex.; Chase City, Va.; Rudolph, Wis.

43. 258 (99.5)—Hamburg, Ark.; Little Rock, Ark.; Eldora, Iowa; Ruston, La.; Pittsfield, Me.; Republic, Mo.; St. James, Mo.; Ripley, Ohio; Mount Union, Pa.; Reynoldsville, Pa.; Scranton, Pa.; Bryan, Tex.; Emporia, Va.; Point Pleasant, W. Va.

44. 257 (99.3)—Bakersfield, Calif.
45. 244 (96.7)—Plainville, Kan.
46. 263 (100.5)—East Porterville, Calif.; Rohnerville, Calif.; Henry, Ill.; Louisville, Carrollton, Mich.; Walker, Mich.; Willard, Mo.; Lebanon, N.H.; Warrensburg, N.Y.; Elizabethtown, Pa.; Marion, S.C.; Columbus, Wis.

47. 254 (98.7)—Winton, Calif.; East Lyme, Conn.; Anderson, Ind.; Somersworth, N.H.; Winchester, N.H.; Villas, N.J.; Crestline,

Ohio; Nyssa, Ore.; Spencer, Tenn.

48. 282 (104.3)—Eutaw, Ala.; Gonzales, Calif.; Shafter, Calif.; Pinckneyville, Ill.; Charleston, Ind.; Williamsburg, Ky.; Bunkie, La.; Two Harbors, Minn.; Bonne Terre, Mo.; State College, Miss.; Murphy, N.C.; Old Fort, N.C.; Surgoinsville, Tenn.; Seymour, Wis.

49. 259 (99.7)—Palmyra, N.Y.; Paulding, Ohio; Commerce, Okla.; Mount Carmel, Pa.; Wakefield-Peacedale, R.I.; Clinchco, Va.; Black River Falls, Wis.; Mayville, Wis.

50. 230 (93.9)—Modesto, Calif.; Berne, Ind.; Clinton, Ind.; Noblesville, Ind.; Turners Falls, Mass.; Granite Falls, Minn.; Dansville, N.Y.; Conway, S.C.; St. Matthews, S.C.; Selmer, Tenn.; Spring City, Tenn.; Roosevelt, Utah.

51. 299 (107.7)—Merced, Calif.; Santa Barbara, Calif.; Pawcatuck, Conn.; Valdosta, Ga.; Polo, Ill.; Cleveland, Miss.; Loudonville, Ohio; North Baltimore, Ohio; Nelsonville, Ohio; Tunkhannock, Pa.; Alberta, Va.

52. 234 (94.7)—Brundidge, Ala.; Gifford, Fla.; Manchester, Iowa; Caledonia, Minn.; Staples, Minn.; Santa Fe, N.M.; Seaside, Ore.; Erie, Pa.; Patton, Pa.; Sumter, S.C.; Williston, S.C.; Corpus Christi, Tex.; Camas, Wash.; Mount Gay-Shamrock, W. Va.

53. 255 (99.1)—Edmonton, Ky.; Buchanan, Mich.; Campwood, Tex.; Gloucester, Va.

54. 291 (106.1)—Pensacola, Fla.; Tallahassee, Fla.; Oregon, Ill.; Newburgh, Ind.; Irvine, Ky.; Charleston, Mo.; Carlsbad, N.M.; Gallup, N.M.; Kershaw, S.C.; Laredo, Tex.; Exmore, Va.; Saltville, Va.

55. 268 (101.5)—Beebe, Ark.; Eudora, Ark.; Malvern, Ark.; Gridley, Calif.; Fort Branch, Ind.; Buffalo, Ky.; Water Valley, Miss.; Clovis, N.M.; Homer, N.Y.; Celina, Tenn.; Jackson, Tenn.; Vinton, Va.

56. 296 (107.1)—Rio Dell, Calif.
57. 226 (93.1)—Fort Rucker, Ala.; Edgewater, Fla.; Decatur, Ill.; Lima, Ohio; Renovo, Pa.

58. 222 (92.3)—Macon, Ga.; Peoria, Ill.; Fort Wayne, Ind.; Olathe, Kan.; Louisa, Ky.; Couthatta, La.; Allegan, Mich.; Wildwood Crest, N.J.; Killeen, Tex.; Victoria, Tex.; Payson, Utah; Wautoma, Wis.

59. 236 (95.1)—New Hampton, Iowa; Cartersville, Ill.; Kankakee, Ill.; Morrison, Ill.; Electra, Tex.; Friona, Tex.; Midland, Tex.; Bloomer, Wis.

60. 277 (103.3)—East Hemet, Calif.; Lindsay, Calif.; Sharon, Conn.; Holly Hill, Fla.; Spring Valley, Ill.; Bastrop, La.; St. Marys, Ohio; Johnsonburg, Pa.; Greer, S.C.

61. 271 (102.1)—Ford City, Calif.; Oxnard, Calif.; Graceville, Fla.; Sylvester, Ga.; Lawrenceburg, Ky.; Basile, La.; Dexter, Me.; Cuba, Mo.; Meridian, Miss.; Monticello, Miss.; Mound Bayou, Miss.; Hampton, N.H.; Phoenix, N.Y.; Wagoner, Okla.; Pamlico, S.C.; Chesapeake-Portsmouth-Virginia Beach, Va.

62. 292 (106.3)—Independence, Calif.; Kingsburg, Calif.; Brush, Colo.; South Bend, Ind.; Los Lunas, N.M.; Tishomingo, Okla.

63. 229 (93.7)—Marked Tree, Ark.; Sebastopol, Calif.; Tice, Fla.;

New Iberia, La.; Yazoo City, Miss.; Conrad, Mont.; Wrightsville Beach, N.C.; Clyde, N.Y.; Cordell, Okla.; Bishopville, S.C.; Georgetown, S.C.; Jacksboro, Tex.; Uvalde, Tex.; Nekoosa, Wis.

64. 287 (105.3)—Selma, Ala.; Soledad, Calif.; Chattahoochee, Fla.; Lake Charles, La.; Monroe, La.; Jackson, Minn.; Fairbluff, N.C.; Wilmington, N.C.; Bixby, Okla.; Waterboro, S.C.; Loudon, Tenn.; Roanoke, Va.

65. 248 (97.5)—Talladega, Ala.; Hogansville, Ga.; Jeffersonville, Ga.; Madison, Me.; Hoosick Falls, N.Y.; Greenfield, Ohio; Union City, Ohio.

66. 276 (103.1)—Window Rock, Ariz.; Firebaugh, Calif.
67. 269 (101.7)—Sierra Vista, Ariz.; Edna, Tex.

68. 235 (94.9)—Millen, Ga.; Reserve, La.; Benton Harbor, Mich.; Wurtsmith, Mich.; Stewartville, Minn.; Columbus, Miss.; Holly Springs, Miss.; Ada, Ohio; Oliver, Pa.; Port Allegany, Pa.

69. 284 (104.7)—Hardy, Ark.; Texarkana, Ark.; Bushnell, Ill.; Nashville, Ill.; Washington, La.; Chaffee, Mo.; Greenville, Miss.; Rose Hill, N.C.; Roswell, N.M.

70. 227 (93.3)—El Dorado, Ark.; Chowchilla, Calif.; Marianna, Fla.; Fairfield, Me.; Cassville, Mo.; Avon, N.Y.; New Paltz, N.Y.; Meyersdale, Pa.; White Sulphur Spring, W. Va.

71. 228 (93.3)—Hawthorne, Nev.; Bamesville, Ohio.
72. 262 (100.3)—Orange Cove, Calif.; Sibley, Iowa; Champaign, Ill.; Larose, La.; Southwest City, Mo.; Delhi, N.Y.; Ellmore, S.C.; Pawley's Island, S.C.; Petersburg, Va.

73. 249 (97.7)—Byessville, Ohio; Redfield, S.D.
74. 293 (106.5)—Bay Minette, Ala.; Vernon, Ala.; Bella Vista, Ark.; Horseshoe Bend, Ark.; Lucerne Valley, Calif.; Orland, Calif.; Ledyard, Conn.; Pocomoke City, Md.; Plattsmouth, Neb.; Farmington, N.H.; Delta, Ohio; Hodenville, Okla.; Rogersville, Tenn.; Muenster, Tex.

75. 265 (100.9)—Earlimart, Calif.
76. 285 (104.9)—Lenwood, Calif.; South Oroville, Calif.

77. 295 (106.9)—Marianna, Ark.; Buckeye, Ariz.; La Junta, Colo.; Rock Valley, Iowa; Newton, Ill.; Woodlawn, Ill.; Spring Arbor, Mich.; Lucedale, Miss.; St. Pauls, N.C.; Masontown, Pa.; Bloomington, Tex.; Daingerfield, Tex.; Plainview, Tex.; Bedford, Va.

78. 242 (93.6)—Austin, Ind.; Augusta, Kan.; Herington, Kan.; Wilmore, Ky.; North Cape May, N.J.; Lewisburg, Pa.; Brillion, Wis.

79. 247 (97.3)—Homewood, Ala.; Globe, Ariz.; Litchfield, Conn.; Chiefland, Fla.; Salyersville, Ky.; Orange, Miss.; Essexville, Mich.; Natchez, Miss.; Lebanon, Ohio; Oak Harbor, Ohio; Spangler, Pa.; Rio Grande, P.R.; Parsons, Tenn.; Long View, Tex.; Pecos, Tex.

80. 283 (104.5)—Glenwood, Ark.; Lake Isabella, Calif.; Searles Valley, Calif.; Pueblo, Colo.; Carrier Mills, Ill.; Lexington-Fayette, Ky.; Saginaw, Mich.; Washington, Mo.; Mechanicville, N.Y.; Montpelier, Ohio; Knoxville, Tenn.; Jefferson, Tex.; Plymouth, Wis.; Whitewater, Wis.

Ownership Changes

Applications

■ WSCA-FM Union Springs, Ala. (100.9 mhz; 3 kw; HAAT: 265 ft.)—Seeks assignment of license from CS Broadcasting Inc. of Union Springs to Buck Helms Broadcasting for \$142,000, plus \$4,000 per month from March 1 to closing, with closing one month after FCC approval. Prices comprises assumption of debt and notes at 12% over 3 years. Seller is owned by Calvin Simmons, who also owns WSCA(AM) Portland, Tenn. Buyer is owned by A.B. Helms, who also owns WACQ(AM) Carrville, Ala. Filed April 30.

■ KLSZ(AM) Aurora, Colo. (1090 khz; 50 kw-D; 500 w-D)—Seeks assignment of license from Leo Payne Broadcasting to Century Broadcasting Corp. for \$1,778,000, comprising \$378,000 down and assumption of \$1.4-million note. Seller is owned by Leo Payne, who also has interest in new FM in Evergreen, Colo. Buyer is Chicago-based station group of two AM's and two FM's, principally owned by George Collias, chairman, Howard Grafman, president, and Lynn Christian, vice president. Filed April 30.

■ WXCR(FM) Safety Harbor, Fla. (92.1 mhz; 1.7 kw; HAAT: 400 ft.)—Seeks assignment of license from Tampa Bay Concert Radio Inc. to Entertainment Communications Inc. for \$1.5 million cash. Seller is principally owned by Dan L. Johnson, his wife, Betty Jo and Robert G. Keelean, who also own WTMV(TV) Lakeland, Fla. Buyer is Bala Cynwyd, Pa.-based station group of three AM's and five FM's owned by Joseph M. Field. Filed April 30.

■ WBLN(TV) Bloomington, Ill. (ch. 43; ERP: 1,200 kw visual; 120 kw aural; HAAT: 579 ft.; ant. height above ground: 608 ft.)—Seeks assignment of license from Midwest Television Associates to Bloomington Comco Inc. for \$500,000. Seller is equally owned by Paul M. Misch, James I. Bliss, Ren Lafferty, Edward Saari and Stewart Coddington and his wife, Jane Ann. It has no other broadcast interests. Buyer is owned by Gerald J. Robinson (90%) and Mark L. Shoner (10%). Robinson is owner of Cincinnati Gardens arena and Kenko, Cincinnati real estate development firm. Shoner is manager of Cincinnati branch of Ticketron. It has no other broadcast interests. Filed April 26.

■ WQON(FM) Grayling, Mich. (100.1 mhz; 1.65 kw; HAAT: 389 ft.)—Seeks assignment of license from Au Sable Communications Inc. to Dittmer Broadcasting Communica-

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tions Co. for \$170,000, comprising \$40,000 cash and \$130,000 note at 9.5% over 10 years. Seller is owned by Ernest F. Dawson, William B. Scheer and Chris R. Van Steenhouse. It has no other broadcast interests. Buyer is principally owned by Robert D. Dittmer. It is former owner of WRBJ-AM-FM St. Johns, Mich. Filed May 1.

■ **WILE(FM)** [CP] Hudson, Mich. (97.7 mhz)—Seeks assignment of license from CMM Inc. to Metro Program Network Inc. for no more than \$6,075.40. Seller is principally owned by Mike Miller, president. It also owns KCMH(TV) El Dorado, Ark. and is app. for 14 LPTV's. Buyer is owned by Gerald Fitzgerald. It also owns new TV's on channel 28, Cedar Rapids, Iowa, channel 23 Ames, Iowa and Channel 27, Urbana, Illinois. Filed May 6.

■ **KRWB(AM)** Roseau, Minn. (1410 khz; 1 kw-U)—Seeks assignment of license from William Rendell to Marlin T. Obie for \$315,000, comprising \$30,000 cash, \$195,632.64 note at 10% over seven years and remainder assumption of notes. Seller has no other broadcast interests. Buyer is former owner of KRRK-AM-FM East Grand Forks, Minn., and has interest in cable systems in North Dakota and Minnesota. Filed April 30.

■ **KILA(FM)** Henderson, Nev. (95.5 mhz; 100 kw; HAAT: 1,120 ft.)—Seeks assignment of license from Faith Communications Corp. to Columbia Theatre Co. for \$1.5 million cash. Seller is headed by Jack G. French, president. It also owns noncommercial KYYD(FM) Las Vegas, Nev.; KCIR(FM) Twin Falls, Idaho, and is app. for new FM in Boise. Station has commercial license, but has operated as noncommercial for past 13 years. It has license for new noncommercial FM in Henderson on 101.5 mhz. Buyer is subsidiary of Sterling Recreation Organization, Bellevue, Wash.-based station group of five AM's and four FM's, owned by Frederick A. Danz. It recently sold KHTT(AM)-KSJO(FM) San Jose, Calif. Danz is also sole owner of KBFW(AM) Bellingham-Ferndale, Wash. Filed April 26.

■ **KCKN(FM)** Roswell, N.M. (97.1 mhz; 100 kw; HAAT: 360 ft.)—Seeks assignment of license from Strother Broadcasting Co. of New Mexico Inc. to Sudbrink Broadcasting of New Mexico for \$500,000, comprising assumption of no more than \$400,000 note and remainder cash. Seller is owned by Ronald H. Strother, who also owns KCIR-AM-FM Oakdale, La. Buyer is subsidiary of Highland Beach, Fla.-based station group of four AM's and one FM, principally owned by Robert W. (Woody) Sudbrink. Subsidiary is owned by Sudbrink (55%), his wife, Marion (30%), Vic Rumore (10%) and William J. McEntee (5%). Filed April 30.

■ **WSML(AM)** Graham, N.C. (1190 khz; 1 kw-D)—Seeks assignment of license from Evans Communications Corp. to Alamance Broadcasting Co. for \$100 and assumption of liabilities. Seller is principally owned by Emory T. Evans, who has no other broadcast interests. Buyer is owned by Theodore J. Gray, who has no other broadcast interests. Filed April 29.

■ **WOAC(TV)** Canton, Ohio (ch. 67, independent; ERP: 1,429 kw visual; 142 kw aural; HAAT: 1,950 ft.; ant. height above ground: 2,000 ft.)—Seeks assignment of license from Canton 67 Ltd. to Discovery Broadcasting of Ohio Inc. for \$5.8 million cash. Seller is principally owned by Morton J. Kent. It is subsidiary of Media Central Inc., Chattanooga, Tenn.-based station group of five TV's. Buyer is owned by Glen H. Taylor. It also owns WMCC(TV) Marion, Ind. Filed April 26.

■ **WINW(AM)-WOOS(FM)** Canton, Ohio (AM: 1520 khz; 1 kw-D; FM: 106.9 mhz; 27.5 kw; HAAT: 340 ft.)—Seeks assignment of license from North American Radio Inc. to Broadcast Media Corp. for \$2.5 million. Seller is owned by Jack Steenbarger and Earl Wise, who have no other broadcast interests. Buyer is owned by Carl Lanci and Rendall Blair, who own WKLB(FM) St. Johns, Mich.

■ **WNXT-AM-FM** Portsmouth, Ohio (AM: 1260 khz; 5 kw-D; 1 kw-N; FM: 99.3 mhz; 900 w; HAAT: 490 ft.)—Seeks assignment of license from First Valley Broadcasting Inc. to Portsmouth Broadcasting Inc. for \$427,500 cash, including \$25,000 noncompete agreement. Seller is principally owned by Robert Dodenhoff and Daniel Wachs, who also own WOMP-AM-FM Belleaire, Ohio. Buyer is equally owned by Jack Whitley, Howard Dobb and C. Derek Parrish. Whitley is Washington attorney, Doss is investment banker from Tampa, Fla. Parrish is investment banker from Montgomery, Ala. They have no other broadcast interests. Filed April 29.

■ **WHAL(AM)-WYCQ(FM)** Shelbyville, Tenn. (1400 khz; 1 kw-D; 250 w-N; FM: 102.9 mhz; 1 kw-D; HAAT: 510 ft.)—Seeks assignment of license from Shelbyville, Broadcasting Corp. to Tenncom Ltd. for \$700,000. Seller is principally owned by Thomas H. Strawn. It has no other broadcast interests. Buyer is owned by Jerry W. Oakley; Thomas W. Swatzel; Eugene B. Horne; John W. Packer; Wade H. Hargrove; J. Harold Tharrington; William R. McDonald; Jay C. Bowles; Maynard M. Taylor (10% each) and two others. Oakley, Swatzel and McDonald own WIRC(AM)-

WXRC(FM) Hickory, N.C., where Taylor is general manager and Oakley is sales manager. Filed April 29.

■ **KILE(AM)** Galveston, Tex. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Galveston Radio Inc. to Breckenridge Broadcasting Co. for \$690,000, comprising \$255,000 cash, and remainder in note at 10% over 10 years, with interest payments only for first two years. Seller is owned by Tom Wiseheart and Frank Junell. It has no other broadcast interests. Buyer is owned by Owen D. Woodward (66.6%) and J. David Bullion (33.3%). It is Breckenridge, Tex.-based station group of three AM's, that recently purchased KTAT(AM)-KYBE(FM) Frederick, Okla. Woodward's children, Bryan, Cynthia and Brad own KSTB(AM) Breckenridge, Tex. Filed April 29.

■ **KEZP(FM)** [CP] Canadien and KCFL(FM) [CP] Hebronville, both Texas (KEZP: 103.1 mhz; 3 kw; HAAT: 300 ft.; KCFL: 101.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from William Jackson Pennington III to Megahype Broadcasting Inc. for no more than \$6,000, plus \$15,000 consulting agreement. Seller also owns KQMG(FM) Carrizo Springs, Tex. Buyer is owned by Marcus D. Jones, owner of WZBR(AM) Amory, Miss. and has

interest in app.'s for two new AM's and one new FM. Filed May 3.

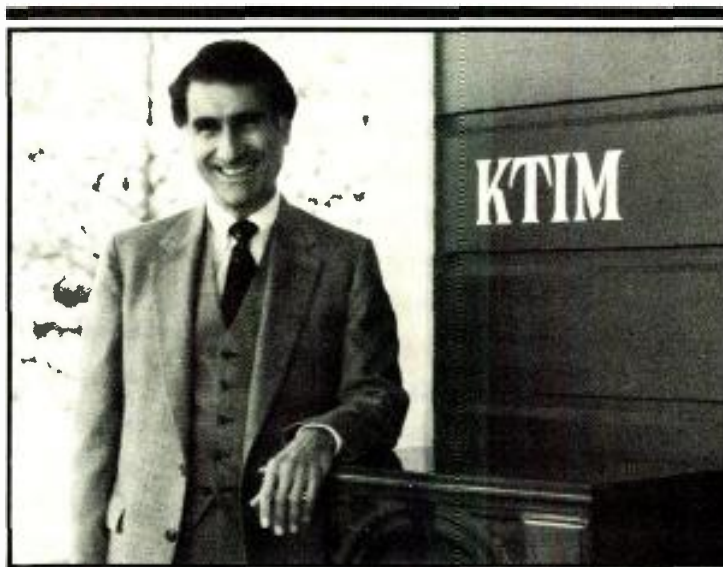
■ **WMYD(AM)** Wickford, R.I. (1370 khz; 500 w-D)—Seeks assignment of license from Allan M. Shine, receiver, to Seacoast Broadcasting Inc. for \$135,000. Seller is receiver for Seth Broadcasting of Rhode Island Inc. Buyer is principally owned by William Devine, Richard D. Fors, Charles Mund, Sue Wardynski and two others. Devine is former general manager of WEBR(AM)-WNED-FM Buffalo. Wardynski is chairman of Western New York Public Broadcasting Association, licensee of WEBR(AM)-WNED-FM-TV Buffalo, N.Y. Fors and Mund have interest in cable systems in Buffalo and Hackensack, N.J. Filed April 30.

New Stations

AM's

■ **Pinetop-Lakeside, Ariz.**—D&M Communications Inc. seeks 1040 khz; 10 kw-D; 1 kw-N. Address: P.O. Box 86,

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Gamerco, N.M. 87317. Principal is owned by Dale Sieck (95%) and Terry R. Boyd (5%). It has no other broadcast interests. Filed April 26.

■ Destin, Fla.—Jean Y. Hurley seeks 1120 khz; 1 kw-D. Address: 1000 Dicarolo Dr., Lafayette, La. 70503. Principal has no other broadcast interests. Filed April 29.

■ Hernando, Fla.—Management and Marketing Synergy Inc. seeks 720 khz; 10 kw-D; 250 w-N. Address: 2024 Coral Point Drive, Cape Coral, Fla. 33904. Principal is equally owned by Franklin Watson and Clayton Brinker. It has no other broadcast interests. Filed April 26.

■ Longwood, Fla.—Santa Maria Radio Inc. seeks 1100 khz; 50 kw-D; 1 kw-N. Address: 1662 Willowmont Ave., San Jose, Calif. 95124. Principal is owned by Richard A. Bowers (51%), Thomas F. Muller (38%) and Dennis S. Kahane (11%). They have interest in new AM's in Hialeah, Fla. and Grover City, Calif. They also have interest in app.'s for five new AM's. Muller is also sole owner of app. for new AM in Kelso, Wash. Filed April 30.

■ Umatilla, Fla.—RER Broadcasting seeks 1120 khz; 5 kw-D. Address: 508 Highgate Terrace, Silver Spring, Md. 20904. Principal is owned by Raymond E. Rohrer, who has interest in new AM in Grover City, Calif., and has interest in app.'s for three new AM's. Filed April 30.

■ Snellville, Ga.—Snellville Communications seeks 1510 khz, 1 kw-D. Address: 426 Charleston Lane, Lawrenceville, Ga. 30245. Principal is owned by Thomas Nash (55%) and Linda Gail LaPann (45%). It has no other broadcast interests. Filed May 6.

■ Hemlock, Mich.—Christian Media Inc. seeks 840 khz; 1 kw-D. Address: Suite 560, 4100 Fashions Sq., Saginaw, Mich. 48604. Principal is equally owned by Tom Griffore and Lee Frickes. It has no other broadcast interests. Filed April 29.

■ Petal, Miss.—Louise Harding and her husband Harold seek 1120 khz, 1 kw-D. Address: 2909 Weymouth Road, Shaker Heights, Ohio 44120. Principals have no other broadcast interests. Filed May 3.

■ Perry, Okla.—W. Robert Morgan seeks 1040 khz; 250 w-D. Address: 9500 New Avenue, Gilroy, Calif. 95020. Principal has no other broadcast interests. Filed April 30.

■ Kerrville, Tex.—P&R Productions Ltd. seeks 1290 khz; 1 kw-D. Address: 1232 Lois St., 73028. Principal is owned by Jose Maria Pruneda (65%) and Robert R. Rector (35%). It has no other broadcast interests. Filed April 30.

■ Biron, Wis.—Margaret E. Maney seeks 1590 khz; 500 w-D. Address: 1312 Sir Gallahad Lane, Mount Prospect, Ill. 60056. Principal has no other broadcast interests. Filed April 29.

FM's

■ Pearl City, Hawaii—Chinese Radio Service seeks 101.9 mhz; 50 kw; HAAT: 1,777 ft. Address: 41327 Malcomson, Fremont, Calif. 94538. Principal is owned by Yu-Hay Kong, who has no other broadcast interests. Filed April 15.

■ Winfield, Tex.—HSH Associates seeks 97.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 122, 75493. Principal is equally owned by C.S. Hays, Galen M. Hays and Chymill Sharon Stewart. It has no other broadcast interests. Filed April 1.

TV

■ Greenville, N.C.—Community Service Telecasters Inc. seeks ch. 38; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 474.25 ft.; ant. height above ground: 470 ft. Address: 222 New Street, New Bern, N.C. 28650. Principal is owned by Athene B. Bunn (10%); her brother-in-law, Thalios J. Markham (50%), and his daughter, LeRhe M. Vestal (40%). Vestal is program director at WGGT(TV) Greensboro, N.C. Filed April 30.

Facilities Changes

Applications

AM's

Tendered

■ KKMC (880 khz) Gonzales, Calif.—Seeks CP to increase day power to 10 kw. App. May 3.

■ KSRN (1590 khz) Sun Valley, Nev.—Seeks CP to increase power to 5 kw and change TL. App. May 3.

■ KGAY (1430 khz) Salem, Ore.—Seeks CP to add night service with 5 kw; install DA-N; change city of lic. to Keitzer, Ore., and make changes in ant. sys. App. May 3.

Accepted

- **KCBQ** (1170 khz) San Diego—Seeks CP to make changes in ant. sys. App. April 30.
- **WFFG** (1300 khz) Marathon, Fla.—Seeks MP to augment day and nighttime patterns. App. May 2.
- **WNUY** (840 khz) Scottsboro, Fla.—Seeks MP to change TL. App. May 2.
- **WCKZ** (1600 khz) Austell, Ga.—Seeks MP to reduce power to 2.5 kw. App. May 2.
- **WQKA** (850 khz) Penn Yan, N.Y.—Seeks CP to make changes in ant. sys. App. May 2.
- **WGLD** (1320 khz) Greensboro, N.C.—Seeks MP to make changes in ant. sys. and change TL. App. April 30.
- **WXPX** (1300 khz) West Hazelton, Pa.—Seeks MP to change hours of operation to unlimited and augment nighttime standard pattern. App. April 30.

FM's

Accepted

- **KRQS** (106.3 mhz) Pagosa Springs, Colo.—Seeks mod. of CP to change TL; change ERP to .175 kw, and change HAAT to 1,299 ft. App. May 2.
- **KSDW** (100.9 mhz) Sulphur, Okla.—Seeks mod. of lic. to move SL outside community of lic. App. May 2.
- **WKZQ-FM** (101.7 mhz) Myrtle Beach, S.C.—Seeks mod. of lic. to install new transmission sys. App. May 2.

TV's

Accepted

- **KOIA-TV** (ch. 15) Ottumwa, Iowa—Seeks MP to change ERP to vis. 166 kw, aur. 16.6 kw; change HAAT to 410 ft., and change TL. App. April 30.
- **WDKY-TV** (ch. 56) Danville, Ky.—Seeks MP to change ERP to vis. 2,777.8 kw, aur. 277.8 kw and change HAAT to 1,253 ft. App. May 2.
- ***KMBH** (ch. 60) Harlingen, Tex.—Seeks CP to change ERP to vis. 2,257.93 kw, aur. 225.79 kw; change HAAT to 1,220.8 ft.; change ant., and change TL. App. April 30.

Actions

AM's

- **KBOA** (830 khz) Kennett, Mo.—Granted app. to increase daytime power from 1 kw to 10 kw; install DA-D, and make changes in ant. sys. Action April 26.
- **WMOA** (1490 khz) Marietta, Ohio—Granted app. to operate ant. at full radiation efficiency. Action April 24.
- **KRKX** (1010 khz) Milwaukee, Ore.—Granted app. to make changes in ant. sys. and change TL. Action April 24.
- **KVOZ** (890 khz) Del Mar Hills, Tex.—Granted app. to change TL. Action April 25.
- **WTTN** (1580 khz) Watertown, Wis.—Granted app. to make changes in ant. sys. Action April 25.

FM's

- **WVRT** (101.7 mhz) Gordo, Ala.—Returned app. to change community of lic. from Reform to Gordo, Ala. Action April 29.
- **KCRI-FM** (103.1 mhz) Helena, Ark.—Dismissed app. to change TL; change ERP to 1.06 kw, and change HAAT to 530.8 ft. Action April 25.
- ***KUAR** (89.1 mhz) Little Rock, Ark.—Dismissed app. to change TL. Action April 25.
- **KYNO-FM** (95.5 mhz) Fresno, Calif.—Dismissed app. to change TL; change ERP to 19.5 kw, and change HAAT to 799.64 ft. Action April 25.
- **KAVC** (105.5 mhz) Rosamond, Calif.—Dismissed app. to change HAAT to 328 ft. Action April 25.
- **KSCO-FM** (99.1 mhz) Santa Cruz, Calif.—Granted app. to change TL; change ERP to 1.1 kw; change HAAT to 2,618 ft.; install DA, and make changes in ant. sys. Action April 22.
- ***KCFR** (90.1 mhz) Denver—Dismissed app. to make changes in ant. sys. Action April 25.
- **WRYO** (98.5 mhz) Crystal River-Home Springs, Fla.—Granted app. to change TL and change HAAT to 1,331.68 ft. Action April 24.
- **WENS** (97.1 mhz) Shelbyville, Ind.—Dismissed app. to change TL; change ERP to 23 kw, and change HAAT to 739 ft. Action April 26.

■ **WHKK** (100.9 mhz) Erlanger, Ky.—Granted app. to change TL; change HAAT to 1.267 kw, and change HAAT to 466 ft. Action Jan. 29.

■ **WBPX** (106.3 mhz) Flemingsburg, Ky.—Dismissed app. to change TL; change ERP to 1.36 kw, and change HAAT to 450 ft. Action April 25.

■ **WCOZ** (96.7 mhz) Paris, Ky.—Granted app. to install new transmission sys. Action April 25.

■ **WKJN** (103.3 mhz) Hammond, La.—Granted app. to operate formerly authorized facilities as aux. Action April 25.

■ ***KSMU** (91.9 mhz) Springfield, Mo.—Granted app. to change ERP to 40 kw and change HAAT to 322 ft. Action April 25.

■ **WAKH** (105.7 mhz) McComb, Miss.—Dismissed app. to change HAAT to 984 ft. Action April 25.

■ ***WAMP-FM** (88.3 mhz) Toledo, Ohio—Granted app. to change ERP to 1 kw and change HAAT to 196.8 ft. Action April 25.

■ **KKRFB** (106.5 mhz) Klamath Falls, Ore.—Dismissed app. to change TL; change ERP to 44.26 kw; change HAAT to 726.19 ft., and make changes in ant. sys. Action April 25.

■ **KJIM** (94.9 mhz) Arlington-Fort Worth, Tex.—Granted app. to change TL and change HAAT to 1,508.8 ft. Action April 30.

■ **WHAJ** (104.5 mhz) Bluefield, W. Va.—Dismissed app. to change ERP to 100 kw; change HAAT to 2,000 ft., and change TL. Action April 25.

TV's

■ **WQQB** (ch. 40) Bowling Green, Ky.—Granted app. to change ERP to vis. 636.5 kw, aur. 63.65 kw; change HAAT to 564.36 ft.; change ant., and change TL. Action April 26.

■ ***KWCM-TV** (ch. 10) Appleton, Minn.—Granted app. to change HAAT to 1,246 ft. Action April 22.

■ **KNLC** (ch. 24) St. Louis—Granted app. to change ERP to vis. 3,126 kw, aur. 312.6 kw and change HAAT to 1,002 ft. Action April 22.

■ **WGGF** (ch. 55) Lebanon, Pa.—Granted app. to change channel number from 59 to 55. Action April 24.

■ **KDBC-TV** (ch. 4) El Paso—Granted app. to use former main ant. as aux. Action April 26.

Call Letters

Applications

Call	Sought by
New FM's	
KJKJ	Red River Broadcasters, Grand Forks, N.D.
KLFT	Great Plains Educational Trust, Watertown, N.D.
KKRS	Christine E. Paul, Burns, Ore.
Existing AM's	
WEBY	WAVX #1 Radio Inc., Milton, Fla.
WKFD	WMYD Seacoast Broadcasting Inc., Wickford, R.I.
Existing FM's	
WWMS	WOOR SAN-DOW Broadcasting Co., Oxford, Miss.
KCMG-FM	KKCI-FM Keyboard Broadcasting Co., Liberty, Mo.

Grants

Call	Assigned to
New AM's	
WDCQ	Jerry J. Collins, Pine Island Center, Fla.
WACN	Charles M. Anderson, Franklin, Ky.
New FM's	
KCYM	Affinity Communications Inc., Colusa, Calif.
*WFEF	Faith Educational Foundation, Terre Haute, Ind.

WLLG	Lowville Radio Inc., Lowville, N.Y.
KALP	Rio Grande Broadcasting Co., Alpine, Tex.

New TV

WFTX	Family TV Associates, Cape Coral, Fla.
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Existing AM's

WZZK	WSGN Katz Broadcasting of Alabama Inc., Birmingham, Ala.
WMSH	WUSA Mid-America Broadcasting Co., Mishawaka, Ind.
KZIM	KZYM Missouri-Illinois Broadcasting Inc., Cape Girardeau, Mo.
WQSF	WMBG Richmond Radio Limited Partnership, Williamsburg, Va.

Existing FM's

WZZK-FM	WZZK Katz Broadcasting of Alabama Inc., Birmingham, Ala.
*WSGN	WEXP Gadsden State Junior College, Gadsden, Ala.
KHLT	KLPQ Signal Media of Arkansas Inc., Little Rock, Ark.
WLYZ	WTKZ Country Communications Inc., Nashville, Ga.
WRDW-FM	WMJB Val-Tel Inc., Wrens, Ga.
WERV	WMRL MRLJ Enterprises, Rotterdam, N.Y.
WDLX	WITN-FM Tar Heel Broadcasting System Inc., Washington, N.C.
WRIO	WMTT Family Broadcasting Group, Ponce, P.R.
WQSF-FM	WQKS Richmond Radio Limited Partnership, Williamsburg, Va.
WILV	WNLT Shockley Communications Corp., Baraboo, Wis.

Existing TV

WUSA	WTCN-TV Combined Communications Corp., Minneapolis
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Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	4,175
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,481
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	370	222	592
Educational VHF TV	115	3	118
Educational UHF TV	182	25	207
Total TV	1,206	273	1,479
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
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.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General manager needed for top 50 market. Resume and salary should be sent to Box K-98.

General manager. 100 KW FM, southeast Montana. Great opportunity for person with proven sales record who can manage. 60 W. Fourth St., St. Paul, MN 55102.

General sales manager. AM/FM combo. Highly rated stations, good revenue, experienced only. Ability to train and motivate. Very good growth opportunity. Resume/references to WTIP/WVSR, Box 3697, Charleston, WV 25336. Equal opportunity employer.

Manager. New station, Cadillac, MI. Class A/FM. Must have strong sales/sales management experience. Will be on air in one to 2 months. Phone evenings EDT, 517-321-1763.

Director of radio. Dynamic public broadcasting organization, northeast, looking for highly-motivated self-starter as director of radio/station manager for one of few community-owned public radio AM-FM combinations. AM is 5000 watt fulltime with only all news format in public radio; FM is 105,000 watt classical music operation. Staff of 38 full/16 partimers serves weekly cume audience of around 150,000. Annual budget: \$1,500,000. Transmission, production equipment all less than 5 years old. As division head, you report directly to president; are responsible for day-to-day management, budgeting, planning, preparing policy recommendations, motivating & leading excellent staff which has won numerous CPB, AP, UPI, etc., awards. Affiliated with strong community public TV station; currently adding second public TV operation. Previous general management experience a must; public radio and on-air fundraising experience very helpful; familiarity with all-news radio a definite plus. If you're interested in challenging position with all-news radio growing organization, send resume/salary history/requirements to President, WEBR/WNED-FM, Department BC, P.O. Box 1263, Buffalo, NY 14240. No phone calls, please. Top public radio salary; excellent benefits.

General manager Class C FM, exciting top 100 Western City, needs qualified manager for July opening. Must have successful history of previous station management and staff leadership, plus strong track record in sales management. Large group operator offers excellent base salary plus incentives, an auto, and super benefits package. Final candidates will be carefully screened by executive search firm. If interested in this exciting & challenging management position send detailed resume/earnings history in confidence to Box M-16 EOE/M/F.

Mid-Atlantic power FM. Good growth potential for station manager with sales, promotion, management, staff development skills. Send me a letter; I'll call you. Box M-54

General manager. Community oriented station, upper Midwest. Must have strong sales background, able to train/lead sales staff, be experienced in fiscal management, programming and promotion. A full responsibility position for a broadcast management professional in beautiful smaller community near the Twin Cities. Reply in confidence with resume, salary history, philosophy of management to Box M-56. EOE.

HELP WANTED SALES

Sales manager for world wide religious/commercial radio group. Excellent opportunity. Salary plus commissions. Extensive travel required. Advancement to VP/GM possible. Call Jim Slaughter, Beacon Broadcasting, 404-324-1271.

Community Club Awards (CCA). 30 year old media merchandising plan, has immediate openings for regional sales representatives. Fulltime, Monday-Friday travel. Media management sales required. Draw against substantial commission. Call/write for personal interview. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

Sales manager. Northern Michigan 100,000 watt FM station. Must have experience with national/regional accounts. Call evenings EDT, 517-321-1763.

Salesperson. Sunbelt FM's looking for professional account executive that knows the ropes. Self starter who believes in building lasting client relations by working for your clients. Must have three years minimum experience. Co-op wise & RAB-trained. References/salary requirements to Box M-7. EOE. M/F.

Tired of combo DJ/sales? If you've seen the light, let's talk. We have several FM's in Florida ready for the right streetwise salesperson. Need to know co-op and RAB. EOE.

Sales manager. North central Wisconsin mkt. Minimum 10 years radio and sales experience. Advancement to general manager likely. Only qualified applicants will be interviewed. Complete resume/salary history to C. P. Thomas, Box 2152, Wausau, WI 54401.

AM/FM, La Crosse, WI. Experienced pro to take established list. Resume to Highlands Broadcasting, KMFG/WISQ, 9360 Hwy. 16, Onalaska, WI 54650.

Account executive. Are you a consistent top 10% achiever? Is the client #1 to you? You may be the person we're looking for. Base salary plus unlimited incentive potential. No income ceiling. Excellent list available. AM/FM combo. Large, fast-paced Sunbelt growth market. If you can compete successfully against the best, send resume to Box M-21. EOE.

South AR AM/FM seeks experienced salesperson, aggressive, heavy in community involvement & public relations. Good list to start with rapid advancement to sales manager/station manager for right person. Send resume, references, track record, salary requirement to Manager, KAGH, Box 697, Crossett, AR 71635. EOE.

Outstanding opportunity for experienced sales representative. Top rated AM/FM, medium sized north central market. If you have a proven track record, let's talk. Write Pete Frisch, KBQ/K-Lite, Box 637, Minot, ND 58702, or call 701-852-0301.

Lincoln opportunity for qualified sales rep. Immediate opening. Excellent growth potential in competitive market. Very good earnings if you're professional. Rush resume to Station Manager, Box 6477, Lincoln, NE 68506.

Excellent sales/ownership opportunity for bright problem solver on the way up. Must be strong in selling, writing, organizational skills. 3 to 5 years experience. If you want to get into ownership, this position's for you. Resume/three selling success stories to WGEN AM-FM, Geneseo, IL 61254.

HELP WANTED ANNOUNCERS

Midday position open, good A/C communicator needed. PBP helpful. T & R to WLBR, Box 1270, Lebanon, PA 17042. EOE.

No "disc jockeys" need apply! Top 20 market seeking outstanding personalities/talk hosts/newspersons. Creativity and controversy welcome. Resume only in complete confidence to Box M-19.

Immediate opening for community minded morning personality at full service AM "oldies station". Must have 3-5 years' experience. Tapes/resumes to Jim Reed, Hall Communications, Cuprak Road, Norwich, CT 06360. EOE.

Morning drive announcer—Powerhouse regional class C FM with brand new facilities and equipment. Bright, friendly personality needed for AC approach to easy listening. Join this Knight Quality station, live in beautiful northern New England location. Tape/resume to Paul Ugalde, WEZF, P.O. Box 1093, Burlington, VT 05402. Equal opportunity employer.

Immediate openings for full and part time announcers for country AM near Cleveland. Tape/resume to WBKC, Box 266, Chardon, OH 44024.

Voice to read short radio features. Tape & fees: Edfac Publishing, 15 N. Arlington Hgts. Rd., Ste. 2107, Arlington Hgts., IL 60004.

Production/air personality with contemporary format station. Work with pros. Good opportunity! Tape, resume, references to Station Manager, Box 6477, Lincoln, NE 68506.

Major market mid-Atlantic newstalker wants controversial conservative talkshow host. 3-5 years' experience minimum. News background helpful. Resumes and non-telescoped tapes. No calls, please. WCBM Radio, 68 Radio Plaza, Owings Mills, MD 21117.

HELP WANTED TECHNICAL

Chief engineer. KMET-FM, Los Angeles, top rated AOR station, seeks experienced chief engineer to head its engineering department. Applicants must be experienced at studio construction and maintenance, remote broadcasts, transmitter and antenna construction and maintenance. Please send resumes to Philip Harris, Director of Engineering, Metromedia Radio, 19th and Walnut Sts., Philadelphia, PA 19103-9467. EOE.

Chief engineer needed immediately. Resume/references to Keith Gerst, KLUC FM/KMJJ AM, Nationwide Communications, Inc., P.O. Box 14805, Las Vegas, NV 89114. Equal opportunity employer.

Chief engineer. Class CFM/50 KW AM, top 50 market. Hands-on position. Must be able to maintain high quality from studio to transmitter. Good salary/benefits. Resume/references to Bernie Barker, General Manager, WAPI, 2146 Highland Ave. S., Birmingham, AL 35205.

Chief engineer. New 50 kw, directional AM, near Gallup, NM. References required. Salary \$20,000 to \$30,000, depending on experience. Resume to Box M-23.

KTIS AM/FM seeks experienced broadcast engineer. Must be knowledgeable and experienced in studio and transmitter operation & maintenance, automation, digital, and microwave. Previous broadcast technical experience a must. Resume to Wayne Pederson, KTIS Radio, 3003 North Snelling, St. Paul, MN 55113. Equal opportunity employer.

Chief engineer AM/FM, southern California. Experience in all facets of studio/transmitter engineering from design to maintenance necessary. EOE, M/F. Box M-60.

HELP WANTED NEWS

WOOD/WOOD-FM, Grand Rapids, MI needs top-notch anchor/reporter for award-winning station. T/R: Greg Mocerri, ND 180 N. Division, Grand Rapids, MI 49503. EOE, M/F.

Experienced, life style news editor opening. Tape/resume to Manager, WITL Radio, Lansing, MI 48910. EOE.

South AR AM/FM has opening for experienced local news/announcer. Some play by play & production. Resume, references, salary requirement to Manager, KAGH, Box 697, Crossett, AR 71635. EOE.

Sports director. Have fun with sports during morning drive. Tape/resume to Bill Rossi, KISS 108, 99 Revere Beach Parkway, Medford, MA 02155.

Reporter/producer for WAER-FM. Produce NPR style "sound portraits." Reporting duties, supervise newsroom, anchor newscasts. Must understand news/information format. Minimum two years producing/reporting experience & Bachelor's degree (or equivalency). Salary very competitive. Deadline: May 24. Cover letter, resume, tape showing examples of reporting, in-depth features, interviews & newscasts to Office of Personnel, Skytop, Syracuse University, Syracuse, NY 13210. Equal opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

PD for MOYL 5,000 watt daytime in beautiful Berkshire Hills of Massachusetts. Must be familiar with all aspects of programming & commercial production. Air shift. Salary requirements, cassette, resume to WUHN, P.O. Box 1265, Pittsfield, MA 01202. EOE, M/F.

AM 24 hr. country seeks experienced announcer with strong on-air and production skills and one-on-one personality. Operation run on Biblical principals. Tapes/resumes to WCRR, Box 307, Elkhart, IN. 46515. Rick Carson, 219-875-5166.

Copywriter. Create & write unique & exciting radio ads. Delightful surroundings. Write: Mrs. Hill, WJIN-WFPG Radio, 2707 Atlantic Ave., Atlantic City, NJ 08401.

Operations manager. Diverse position involving traffic, copy, automation, scheduling, admin/mgmt. skills, programming knlg. Hard work, challenging, interesting. Exp. nec. EOE. Call Richard Scholem, 516-423-6729. WCTO Radio Long Island

Full service AM with big signal looking for great program director. Integrity, organization, strong management skills will be well compensated. EOE. Larry Roberts, KCSJ, First and Main, Pueblo, CO 81003. 303-543-5900.

SITUATIONS WANTED MANAGEMENT

High powered general manager. Sales intensive, self motivated, disciplined in winning battles of sales and profits. 20 years' management. Solid professional; effective management skills. Strong leader/motivator. Top credentials. Box K-149

Experienced medium market GSM wishes to relocate. Solid background in local, regional & national sales development. Box M-17

General manager. Programming and sales track record. All markets considered. Prefer FM or combo situation. Box K-138

Are you an overworked GM? Let me help you. Ready for first assistant GM, OM, or administrative assistant position. College degree; eight years experience in radio broadcasting and sales. Box M-27

Small/medium market working management and capital available. PO Box 70124, Washington, DC 20088.

General manager - "shirt sleeve" exec, with hands-on experience. Sales oriented, full operational ability. Seeking longevity in small to medium market. Prefer Southwest or Midwest. Knowledgeable, educated, creative, personable, the type you want for your market. Real broadcaster! I'm serious - are you? James, P.O. Box 284, Greenwood, SC 29646.

SITUATIONS WANTED SALES

Stable medium market salesperson seeks similar position, North or South Carolina. Seven years' experience. Relocating. Box M-10.

Mid - Atlantic sales production sought. Ten years in radio. Medium Eastern market sales experience. Great with copy. Production, promotional inspiration. Let's talk! 701-838-3225.

10-yr. small mkt. salesman seeks intermediate market station. Good company man; seeking right firm to settle down with. Terry, 209-935-1470.

SITUATIONS WANTED ANNOUNCERS

Four for the price of one! Announcing, newscasting, writing, production, I've done it all! PD at small market country station looking to give you 100%, 7 days a week. Relocation no problem. Michael, 801-864-2797, 8AM-5PM MDT.

Talk all night-12 years' experience, specializing in blending, human interest, controversy, humor, interviews, information. Variety entertainment for night time audiences. All size markets considered. Art Murphy, 617-767-3281, 9 Hillsdale Rd., Holbrook MA. 02343

Experienced announcer, journalism degree, seeks larger mkt. w/future news opportunity. Herman Fuselier Jr., Opelousas, LA, 318-942-3203.

Experience top 100 market. Want part-time sales, DJ. Midwest. Randy, 319-355-4212 days; 319-355-0391 nights (CDT).

18 years pro announcer, both radio & TV/audio production specialist. Not a floater! Cliff, 309-692-0680, after 4 CDT.

Professional attitude and sound. 18 months experience. Bill Whetzel, 203 Poplar St., Dardanelle, AR. 501-229-3576.

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.

SITUATIONS WANTED TECHNICAL

Have FCC license. Seeking start in the broadcasting field. Will relocate. Mitchell Chizik, 718-241-3051.

Chief engineer, great with audio and RF, available for fulltime employment in Tennessee or immediate vicinity. Medium or large markets only. 615-579-1135.

Ten years major market radio experience, three years' management. Solid satellite and telecommunications background. Managed several large construction projects in nation's largest markets. Box M-41.

SITUATIONS WANTED NEWS

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

Award-winning sportscaster. 11 years radio, 3 years TV experience (includes 1 year major market). PBP of everything. Peers like my work; you will too. I work hard! Hal, 313-987-7196, evenings, EDT.

Want to fill your entry-level sports position. Experienced. Strong writing, reporting skills. Call Gerry, 817-275-4250; 817-273-2239.

Problem-solver 4-year news-sports pro. PBP. Workaholic. Can do it all. Stephen, 716-374-2473.

Experienced, enthusiastic, hard working man, looking for new/sports director combo. Knowledgeable, versatile, dedicated. Bill, 618-382-8708.

5 year radio news pro. Great voice and delivery. Management ability. Outstanding writing skills. Can do talk radio. Looking for medium to major market. A bona fide gem! 801-583-5389, Don Cohen.

Fresh ideas from major market anchor, formerly with WNEW, KFWB, KFI. Call 602-266-9229.

Descriptive and exciting sports/newscaster. Looking for all sports or news position, or sports/news combination. Four years' college and high school PBP, minor league baseball, talk shows, news anchoring, reporting. Interested in any market, any position. Awesome work habits, knowledge, dedication. Randy, 304-522-0365, mornings/nights, EDT.

Sportscaster. BA communications/law grad seeks new opptys. Currently medium mkt. sports director, college PBP voice. Will consider sports, news, management, Counsel combinations. Jerry, 913-235-3360.

Knowledgeable, exciting PBP. All sports. What I have is too big for this small mkt. Box M-37.

SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

Writer/producer looking for small East Coast/NE market. Arts/humanities expert, local feature pro. Intelligent, engaging on-air. Manhattan resident, 27, can relocate. Bruce, 212-944-2026.

CABLE

HELP WANTED MANAGEMENT

Manager of technical services. Cable & communications program. Position available immediately. Challenging, exciting opportunity to interface between city agencies and cable TV franchisee to assure full cooperation of all parties involved in the construction process and to oversee & supervise technical staff responsible for city cable facilities design, installation, and maintenance. Applicant must have any satisfactory combination of education & experience equivalent to Bachelor's degree from accredited college or university in electronics engineering, management, business or related field, and five years' experience in technical operations & management (including experience in cable TV construction field). Submit resume no later than May 24, 1985, to P.O. Box 1874, Baltimore, MD 21202. Equal employment opportunity, M/F.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Cable access program coordinator. \$2500-\$2900 monthly. City of Oakland seeks coordinator to develop/supervise municipal & community cable programming. Requires B.A. in media-related field and two years' production experience. Announcement & application requirements available from Oakland Public Library, Business Office, Room 210, 125 14th St., Oakland, CA 94612, 415-273-3283. AA/EOE. Deadline: Fri., May 24, 1985.

TELEVISION

HELP WANTED MANAGEMENT

General manager/group VP. Need capable general manager with broad experience to manage 35-channel, 23,500 sub. Guam Cable TV and co-located FM station. Must be able to represent company to public, including editorials. MBA or other advanced degree helpful. Outstanding opportunity with high autonomy to manage system with extensive news and other successful local origination. Will be group VP for state of art, number one FM on booming, tropical Guam & nearby 2,500 sub Saipan Cable TV. Salary, bonus, stock options attractive to executives earning in mid 50's. Resume to Lee M. Holmes, President, Guam Cable TV, California Office, 92 W. Bellevue Dr., Pasadena, CA 91105.

Southwest TV station seeking program/promotion manager. Will set program policy, develop and/or buy programming, plan & direct promotion activities. Producing and directing experience, writing and editing experience a must. Should be experienced in fiscal management. Should have knowledge of FCC rules/regulations. Must be innovative, energetic, creative, aggressive, have good communications skills & work well with all departments in station as well as ad agencies and organizations outside station. Minimum 5 years experience necessary. Resume/salary requirements/tape of promo materials to L. Brenner, P.O. Box 28218, Phila., PA 19131. EOE. M/F.

Chicago PBS TV station seeks business operations manager. BA in business, experience in budgets, grants, reports. Resume to Office of Personnel, Dept. V, Chicago City-Wide College, 30 E. Lake St., Chicago, IL 60601. Equal opportunity employer, M/F.

General sales manager. WTOV-TV, Steubenville, OH, seeks high yield general sales manager. We offer great challenge and appropriate rewards for a manager who can supervise and build all revenue channels. Individual we choose will have intense desire to succeed and a history that reflects it. Position created by promotion. Please send resumes to Brett Cornwell, VP-GM, WTOV-TV, P.O. Box 9999, Steubenville, OH 43952. EOE.

Sales management. Nation's fastest growing independent TV broadcast group has promoted 3 general sales managers to position of general manager in the last 6 months. We're currently seeking those individuals who feel they're ready to step up to the challenge of sales management in one of our stations, and be ready to move up as quickly as you're ready. We don't have time for resumes; send your name, current position, and phone number, today! Box M-28.

General manager. Midwest top 100 ADI indy needs person with experience in programming, promotion, administration. EOE/MF. Resume to Box M-38.

TV traffic manager Immediate opening for sharp, organized person. Responsible for 3-4 person department. Handle all commercial sales clearance, booking, log, and avail preparation. Some agency contact. Qualifications must include computer broadcast traffic experience, ability to maintain department controls, interact with other departments. If qualified, send resume to P.O. Box 1938, Monterey, CA 93940 Attention: General Sales Manager.

Premier independent, coastal Sunbelt market, seeks experienced managers for the following positions: Program manager-develop/implement programming strategy for station. Minimum two years' independent programming experience essential. Creative services director. Full charge responsibilities for promotion and production. This exceptional creative opportunity offers ability to control your concepts from start to finish. Three years experience essential, preferably independent. Traffic manager. Person with strong organizational skills, two years experience, preferably with Columbine system. Training provided. Join team which has already launched two highly successful and diverse independents in top 50 markets. Cover letter/resume to Karen Marshall, WTAT-TV 24, 174-B Tradd St., Charleston, SC 29401. EOE/MF

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. Resume to Box M-44. EOE.

HELP WANTED SALES

Local TV sales manager. EOE. Send resume to Steve Robinson, General Manager, KJCT-TV, P.O. Box 3788, Grand Junction, CO 81502.

TV account executive. Immediate opening at CBS affiliate KMST, Monterey, CA. Qualifications must include at least two years broadcast sales experience and extremely strong aptitude for new business development. Resume to General Sales Manager, KMST P.O. Box 1938, Monterey, CA 93940.

National sales manager. KPRC-TV has opening for national sales manager. We're looking for someone with national experience at a station or rep firm. Contact Larry Shrum, General Sales Manager, KPRC-TV, PO Box 2222, Houston, TX 75252. EOE/M-F.

HELP WANTED NEWS

Experienced anchor/reporter. Southern CBS TV news station. ENG camera-editing experience required. EOE. Resume to Box K-146.

News reporter. We're looking for the best. If you're aggressive & independently motivated, then you should apply for this reporter position. Only experienced need to apply. Tape/resume to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. Please, no phone calls. EOE, M/F.

Executive producer for public affairs programs for West Virginia's three PTV stations. Produce and host weekly statewide program, plus legislative coverage and specials. Supervise segment producers, reporters, crew. Administer budgets. Coordinate promotion. BA or equivalent. Minimum three years' experience. Strong journalism background plus skills in writing, on-air interviewing, anchoring. Salary: upper twenties, benefits. Deadline May 24. Resume, script samples, 3/4" demo cassette to Deputy Director, Educational Broadcasting Authority, 1900 Washington St., East, Ste. B-424, Charleston, WV 25305. EOE.

News producer. Looking for best producing talent around. If you have experience producing newscast that's creative and challenging, then we should talk now. We're already number 1. You can help keep us there. Resume/cover letter to Box M-1. EOE/M-F.

Now is the time to send your tape/resume to Steve Porricelli or Barbara Bresnan, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

News producer for Eyewitness News team. Background in writing, reporting, editing preferred. Must be able to coordinate activities of everyone involved in preparation of our 6:00 and 11:00 p.m. newscasts. Experience required. Send resume/tape to Sherry Lorenz, News Director, WRDW-TV, Drawer 1212, Augusta, GA 30913-1212. A Television Station Partners station. EOE.

Top 40's East Coast market has openings for news reporter and ENG photographer. Both positions require college degree and minimum 18 months' TV news experience. Resume & salary requirements to Box M-33. Affirmative action/equal opportunity employer. M/F.

Reporter, anchor, weather positions available currently through our service. Over 200 TV news positions. Call for confidential information. APR-Broadcast, 919-756-9244.

We need a strong anchor to complement our female co-anchor. Must be able to produce, write, work with people. Tape/resume to News Director, KCOY, 1503 No. McClelland St., Santa Maria, CA 93454. EOE.

Weekend anchor/reporter: College degree and experience a must. We're looking for right person to take over our successful weekend newscasts. Previous applicants need not apply. No phone calls. Resumes/tapes to News Director, KTTT-TV, 601 First Ave. SW, Rochester, MN 55902.

Reporter/weekend weatherperson for KARK-TV, Little Rock, Arkansas. Will report 3 days/week. Tape, resume, salary requirements to Bob Steel, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE.

TV weathercaster. TV weather background. Effective communicator with good on-air appearance who can make weather come alive. Applicants should send videotapes/resumes to Dawn Denvir, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. Include return postage for tapes. No phone calls. EOE.

Executive producer news and public affairs. KVOS-TV seeks individual with minimum five (5) years in TV news, to manage department providing news throughout the day in unique format. Requirements: ability to manage personnel, administration and budget experience, technical and production skills, on-air experience. Contact: Chris Wood, KVOS-TV, 1151 Ellis St., Bellingham, WA 98225, 206-671-1212. Apply by May 31, 1985. KVOS-TV, an equal opportunity employer.

Bureau chief. Reporter/photographer in our Dubuque bureau. Need creative, disciplined self-starter who can generate own stories. Prefer 1-2 years' TV reporting experience. Tapes/resumes to Alan Oldfield, KGAN, P.O. Box 3131, Cedar Rapids, IA 52406.

Sports director. Station in growing Midwestern city. Mature, responsible individual with good on-air delivery. Responsible for running sports operation. Salary negotiable. Tape/resume to KXMB TV, P.O. Box 1617, Bismarck, ND 58502. Equal opportunity employer. 701-223-9197.

Meteorologist with AMS seal for top 30 market. Science reporting included. No phone calls. Tape, resume, letter to Newspeople, 20300 Civic Center Dr., Ste. 320, Southfield, MI 48076.

Managing editor. Small mkt. So. station. ND potential in short time. Must know how to anchor, produce, etc., to lead staff. Resume/letter to Box M-40.

Mid 50's affiliate needs anchor/reporter. Strong writing and producing skills a must. Resume to Box M-42. EOE.

Bright beginner needed for TV news writing slot. NY area production company. Low pay but good experience & opportunity for advancement. Write Box M-43.

Weekend anchor/reporter. We're looking for experienced anchor for our top rated weekend newscasts. We have state of the art equipment; seek seasoned anchor with two years' experience. Top 70 Midwest market. Resume, salary history, references to Box M-53. EOE-M/F.

Assistant assignment editor. Gather news, assign field crews and reporters, write fact sheets and scripts. Must be knowledgeable journalist with TV news experience. Resume/writing samples to Box M-62. EOE.

Co-anchor for small market Midwest station. Our last anchor jumped more than 100 markets. We're doing a great job in a nice place to live. EOE, M/F. Resume to Box M-57.

HELP WANTED TECHNICAL

Maintenance engineer. CBS TV station, eastern North Carolina, needs engineer with quad tape maintenance experience. Applicant should have minimum experience of two years. Should be familiar with studio cameras and their set up. Experience in general solid-state repair helpful. Resume/salary requirements to Chief Engineer, WNCT-TV, P.O. Box 898, Greenville, NC 27834. EOE.

Studio maintenance tech plus help with transmitter. FCC license required. KSTS-TV, 2349 Bering Dr., San Jose, CA 95131, attn. Chief Engineer. EOE.

Maintenance engineer. Large Philadelphia TV production facility. Excellent pay/benefits. Background in Sony 1100, 2000, HL-79E, and Digital desired. Also ADO, Paint Box, Dubner, Chyron IV, & CMX helpful. Call Clint, 215-568-4134.

Need immediately—expanding production-oriented indy-U requires maintenance supervisor and techs. Strong bgnd. in 3/4, 1", quads. New equipment & plant rebuild. Reply to Chief Engineer, 230 Donaldson, Fayetteville, NC 28301, with resume/salary reqmts.

UHF TV chief for group owned independent Tennessee station. We're looking for well-organized, shirt sleeves engineer who can handle everything from 3/4" to Klystrons and knows how to transmit the very best video. Studio maintenance, hands-on UHF transmitter experience a must. Great opportunity for assistant chief to move into top slot. Please forward resume/salary required to Stephen McNamara, Vice President/Operations, Southern Starr Broadcasting, PO Box 441, Wallingford, CT 06492. Equal opportunity employer.

Maintenance engineers. Applicants must possess minimum 5 years' production and postproduction experience, plus extensive knowledge of Ampex & Sony equipment. Only experienced need apply. No calls. Resumes to Wold Communications, 10880 Wilshire Blvd., Los Angeles, CA 90024, Attn: Leslie Herwick.

Maintenance engineer. Extensive experience required with 1" type "C" tape machines, production switchers, and computer editing. Additional experience in computer graphics, digital optics, film to tape transfer, and professional audio a definite plus. Resume/salary history to Mike Bitetti, Crawford Post Production, Inc., 535 Plasamour Dr., Atlanta, GA 30324.

Chief Engineer. Sunbelt station, 100 plus ADI market, seeks chief engineer. Chance to grow with a growing co. UHF experience a must. Show us your skills; we'll offer you a chance for advancement. Resume to Box M-20.

Assistant chief engineer—Present ACE is retiring; his replacement is being sought. Personnel handling, production experience a must. Salary commensurate with ability and experience. Send resume to Bob Diehl, CE, WCPX-TV, P.O. Box 66000, Orlando, FL 32853. EOE.

Control room technician. Northern New York area TV station seeks control room technician. Must have experience in videotape, camera setup, and master control switching in broadcasting atmosphere. First or general class FCC license helpful; not necessary. Excellent salary and company benefits. Resume, including salary requirements, to Director of Engineering, WWTN-TV, 120 Arcade St., Watertown, NY 13601. No phone calls please. EOE.

Chief engineer. Chicago TV commercial production company seeks experienced, self starting chief engineer. This key person will be responsible for component level maintenance and operation of broadcast videotape editing equipment, cameras, VTRs, & other digital electronics. Minimum 5 years experience required; TV production experience a plus, not essential. Resume/salary requirements in confidence to Neal Kesler, Airfax Productions, 727 N. Hudson, Chicago, IL 60610.

Transmitter-studio maintenance engineer with general class license & three years experience needed immediately. \$18-\$20K. Write/call: VP Engineering, KLRU-TV, Box 7158, Austin, TX 78713. 512-471-4811.

Director of engineering and operations. Are you an assistant looking for more responsibility? Are your management skills waiting to be implemented? Would you like to lead or transition into state-of-the-art technology? Would you accept a challenge to become part of the management team? We are looking for the person to be responsible for a public TV V, northern Minnesota. Need is immediate. Resume to Paul Stankovich, General Manager, KAVE-TV, Box 9 BSU, Bemidji, MN 56601. Position remains open until right person is found. EOE.

Mobile broadcast video supervisor. TV broadcasting station requires one mobile unit broadcast video supervisor to supervise and control all aspects of video department in mobile broadcast unit, including supervision of video equipment operators, video functions, and video related repairs. Mobile unit will be used in telecasting of certain Buffalo Sabres regular season home games and post-season National Hockey League games from the employer's mobile broadcast unit on location in Buffalo, NY, between Oct. 15, 1985, & May 31, 1986. Specific employment dates have yet to be determined. Applicant must have minimum five years' experience in supervision of video personnel in mobile TV broadcast environment. Wage: \$14.07 per hour/\$21.11 overtime beyond eight hours per broadcast. Reply in confidence to G.L. Kohn, 70 Niagara St., Buffalo, NY 14202, 716-856-4600.

Maintenance engineer. Self-motivated and confident in maintaining digital or analog broadcast equipment. 3-5 years experience required, with FCC general class license or SBE certificate preferred. Resume to PO Box 2662, Lynchburg, VA 24501.

Chief engineer. UHF independent seeks individual with hands-on and supervisory experience. Minimum seven years' experience in commercial broadcasting. Must have extensive knowledge of all technical aspects of TV station operations. Resume/salary history to Personnel, P.O. Box 13268, El Paso, TX 79912.

TV studio maintenance engineer. WHNS-TV21 accepting applications for TV studio maintenance engineer to perform routine and emergency maintenance of all studio equipment with emphasis on 2", 1", 1/2" VTR's. Must also have knowledge of digital electronics. Require B.S. degree or associate degree with several years' experience. Send resume to Robert Truscott, Chief Engineer, WHNS-TV, Interstate Ct. at Pelham Rd., Greenville, SC 29607. EOE/M/F.

Technical director. TV broadcasting station requires one technical director. Supervise all technical and business functions relating to company's mobile broadcast unit on location for the broadcast of certain Buffalo Sabres regular season home games and post season NHL hockey games in Buffalo, NY, between Oct. 15, 1985, & May 31, 1986. Specific employment dates have yet to be determined. Applicants must have minimum five years' experience in all phases of operation of mobile broadcast unit. Applicant must have background in/knowledge of professional hockey broadcast coverage & able to perform and instruct switcher and videotape replay functions. Knowledge of electronic circuitry and routing between mobile unit and stadium is essential. Wages: \$14.15 per hour/\$21.23 overtime. Reply in confidence to G.L. Kohn, 70 Niagara St., Buffalo, NY 14202, 716-856-4600.

Mobile broadcast unit engineer. TV broadcasting station requires one mobile unit broadcast engineer. Maintain, supervise, repair all TV broadcast equipment and electronic circuitry used in telecasting of certain Buffalo Sabres regular season home games and post-season National Hockey League games from employer's mobile broadcast unit on location in Buffalo, NY, between Oct 15, 1985, & May 31, 1986. Specific employment dates have yet to be determined. Applicant must have minimum five years experience in electronic technology in mobile TV broadcast environment, and be able to maintain/repair Bosch-Fernseh cameras, KCK or KCV, Sony cameras, BVP 300 or BVP 330, Central Dynamics Model 480 switcher, Sony BVH 1100, BVH 2000 VTR machines, Ward-Beck audio console and Ward-Beck intercom. Applicants must also have specific knowledge of electronic interconnection of mobile unit to the Stadium cabling systems. Wage: \$13.00 per hour/\$18.50 overtime beyond eight hours per broadcast. Reply in confidence to G.L. Kohn, 70 Niagara St., Buffalo, NY 14202, 716-856-4600.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager. Southeast independent. Experience in on-air, print, radio a must. Resume, tape, salary requirements to General Manager, WDSI-TV, 2401 E. Main St., Chattanooga, TN 37404.

Producer. Demonstrated success in studio, remote, & post production of commercials & writing ability required. Candidate should be energetic, creative person with people skills & on-hand operating skills of 3/4" format. Resume/tape/salary requirements to Bruce Sloan, KTVB, 1007 W. 32nd Ave., Anchorage, AK 99503.

Promotion manager. Top 50 market independent looking for creative promotion producer with strong leadership ability. Must be able to edit; preferably with strong hands-on production background. Resume/salary requirements to Steve Nosoff, WPMT-TV, P.O. Box 1868, York, PA 17405. EOE.

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

Producer/director. WDIV/Post Newsweek, Detroit, has opening for producer/director in programming department. Applicants should have minimum 3-5 years' experience as producer/director. Position will include producer/director assignments in news and commercial production with emphasis on local program production. Writing skills & both studio and remote production experience preferred. Resume, references, sample cassette to WDIV-TV-4, Personnel Dept., 550 W. Lafayette, Detroit, MI 48231. EOE.

Commercial producer/announcer/writer. Immediate opening for senior director with experience, talent, enthusiasm, skills in location and studio tape production. Send 3/4" cassette showing best spots to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Promotion Mgr. Experienced promotion pro needed at KSWO-TV. Must be able to write and produce creative on air and print promotion, strong writing, hands on editing skills required. Resume with salary history and tape to Mike Taylor, Operations Mgr., KSWO-TV, Box 708, Lawton, OK 73502.

Day director - Top rated group station. Qualified candidate must have commercials and newscasts that you've directed and switched on your demo reel. Duties include directing Noon News, lighting design and execution, supervision of studio and post production crews. Qualifications: minimum two years in solid production position with 6 months directing. Switching skills, electronic graphics, tape editing - all formats - necessary. Digital effects experience helpful. Resume/demo tape to Mary M. Bracken, KWWL-TV, 500 E. 4th., Waterloo, IA 50703.

KTVN-TV, Reno, Nevada, has immediate opening for position of promotion manager. We're looking for creative marketing specialist with excellent writing and producing abilities to handle all station on-air promotion, advertising, publicity and public service. Successful candidate must have excellent organizational and managerial skills with ability to develop strategies and execute marketing campaigns. Prior commercial TV production experience and university degree required. Resume/tape to David Fete, Operations Mgr., KTVN-TV, Box 7220, Reno, NV 89510. EOE.

Producer/director. Network affiliate seeks day director for #1 station. Duties include switching for news, commercial productions, supervising crew. Must have hands-on experience. Opportunity for directing remote production. Writing/shooting skills a plus. Resume/tape to Paula Jacobsen, Production Manager, KTIV-TV, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

Producer/director. Commercial production. Must shoot EFP, do own switching. Excellent equipment. 1" & DVE. One to two years small market experience with management potential. Resume/salary requirement to Box M-58.

Promotion writer/producer. Top-50 Midwest affiliate. Minimum 2 years' experience all phases broadcast promotion, including on-air, print, and radio. Must have strong writing, producing, editing skills. Resume in confidence to Box M-59.

Executive producer. Idaho Educational Public Broadcasting System seeks executive producer, responsible for production of a nightly public affairs program, including supervision, budget, personnel, and evaluation. Requirements: degree in journalism, broadcast communications, or related area, consideration given related graduate work, three years experience news and public affairs supervision & production, including budgeting, writing, and on-camera work. Specific experience as executive producer in PTV preferred. Salary: DOE, \$22,000, plus benefits. Resume, 3 job-related references by May 31, 1985, (no tapes, please) to Fred Marino, KAID-TV, 1910 University Dr., Boise, ID 83725. IEPBS an AA/EOE.

Third Coast Video, Austin, TX, has immediate opening for chief editor & post-production supervisor. Previous experience on CMX-340X, Ampex ADO, and Grass Valley 300 switcher preferred. Please send resume, salary history, sample reel if available in confidence to Jeff Van Pelt, Third Coast Video, 501 North IH-35, Austin, TX 78702.

SITUATIONS WANTED MANAGEMENT

Business manager offers vast broadcast experience & accounting/computer knowledge in setting up new business offices and converting established business offices to procedures & policies of new owners. Services offered on consulting or contractual basis. Box M-61.

SITUATIONS WANTED TECHNICAL

Broadcasting professional, college degree, FCC 1st, major market experience in operations, production, light maintenance. Desire challenging position. Vacation relief OK. Available now. Will relocate. 916-922-5545.

Transmitter engineer, experienced in installation & maintenance. Desire position with progressive station. Can assume full maintenance duties. Box M-39.

TV chief engineer, now at #1 market, looking for change of scenery. Looking for Southwest area top 30 market. Ideally, would like to build your station from ground up. Have managed annual budget of \$1.8 million; have experience with unions, as well as facilities construction. I'm your man; willing to relocate soon. Reply Box K-148.

Director of engineering. 20 years' experience: engineering management, production, VHF & UHF, hi power RF, AM/FM, CATV, all types new construction, license filings. Impressive list of completed projects. Currently D. O. E. for two TV stations, one in a top 50 market, managing million dollar budget and 35 engineers. Best references. Will relocate. Write/call: Engineering, 8530 Wilshire Blvd., Ste. 309, Beverly Hills, CA. 90211, 213-854-5316.

SITUATIONS WANTED ANNOUNCERS

On-air personality seeks move up. Attractive, creative, experienced woman seeks TV position on entertainment or light format program. Eager to relocate. Call now: 412-378-3520.

SITUATIONS WANTED NEWS

Writer/reporter/Young, hard-working, motivated, ready. Experienced w/courts, local gov't., general assignments. Michael, 215-348-3248.

Major market meteorologist looking for large or medium market position. Seal. Excellent communicator. Available now. Box M-3.

Sportscaster looking for commitment. If your station takes sports seriously, I want to work for you. Eleven year pro. Anchor, PBP, good production skills. Box K-100.

Anchorman. Network/local. News director/bureau chief. 18 years on-air TV news experience, 615-573-6397.

News writer desires California move. Now 5th year network employment; major market, awards. Box M-34.

Female meteorologist. AMS seal. Seeks position at top 40 market. Prefers South, but will work anywhere. Box M-55.

Award winning field producer available as freelance Summer replacement for your vacationing staff. Will work as field producer, reporter, tape editor, or producer. Call Rick, 608-263-2109, 608-271-3071, or write 2937 Fish Hatchery #7, Madison, WI 53713.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer/writer: Dynamic, talented producer-writer with background in sit-com, film, independent prod. work seeks position with dynamic broadcast organization. Outstanding comm. skills. Administrative and creative experience. 203-773-0700.

Intelligent, ambitious May graduate, practical production/producing experience, Boston market. Seek entry level TV job or production house. Will relocate anywhere. Call Jamie, 518-438-1535; write 100 S. Manning Blvd., Albany, NY 12203.

Art director. Hands-on 37 years general broadcast experience, graphics, print, set design, construction, concept. Sid Perry, 2502 Canterbury Ct., K-4, Albany, GA 31707, 912-435-4057.

Video mercenary - Skilled in the art of shooting and cutting (video). Ready to travel, will accept local assignments. 4 yrs. broadcast experience. Call Lee, 201-585-8164.

Production - I produce, direct, edit, switch, light, & shoot. Network experience, New York area. Marc, 201-628-1624.

Small station expert looking for new challenge as production/operations manager-producer/director. Credentials include two startups. Supervision of news, production, and sales departments. Strong hands-on manager. Excellent references. Box M-36.

ALLIED FIELDS

HELP WANTED SALES

Video account executive. Independent production co. seeking sales executive with experience in production sales. Excellent opportunity for right person. Resume to Bob Swider, Eye On Productions, Airport International Plaza, Rt. 1, Newark, NJ 07114.

HELP WANTED TECHNICAL

Search extended. Director. SUNY at Plattsburgh seeks director of instructional engineering and maintenance. Director supervises engineering and maintenance of all instructional media and electronic equipment. Included are TV systems and equipment, academic computing systems & hardware, audio visual, and scientific equipment. BA degree (preferably EE) preferred. Background and experience desired include: experience as assistant or CE of TV station or equivalent, maintenance of media and electronic equipment, budget planning, management, supervisory capabilities. Resume/three letters of recommendation to Dr. Ann Hasting, Asst. Vice President, c/o Ms. M. G. Miller, Personnel/Affirmative Action, Box 50, SUNY-Plattsburgh, Plattsburgh, NY 12901. Search remains open until qualified candidate is found. Equal opportunity/affirmative action employer.

HELP WANTED INSTRUCTION

Assistant Professor or Instructor, tenure track, to teach radio-TV production and communications courses beginning Sept. 1. M.A. required, Ph.D. preferred. Salary competitive, based upon credentials. Letter, resume, references to Department of Communication Arts, Box 8091, Georgia Southern College, Statesboro, GA 30460. Deadline May 15. Equal opportunity/affirmative action employer.

University of Wisconsin-Eau Claire. New position. Beautifully-located university near Minneapolis-St. Paul seeks candidates with outstanding professional credentials for probationary position teaching broadcast journalism & visual communications. Broadcast news experience required, teaching experience desirable. Master's degree required, doctorate preferred. Begin Aug. 19, 1985. Teaching assignments could include supervising student preparation of live TV newscasts, broadcast news reporting, mass media writing, visual communications (with TV, graphics and photography components), reporting of public affairs, and others. Rank, salary commensurate with education/experience. Women/minorities encouraged to apply. Send formal letter of application, resume, transcripts, three letters of recommendation to Dr. James Fields, Chairman, Department of Journalism, University of Wisconsin-Eau Claire, Eau Claire, WI 54701. Deadline June 15, 1985 or until position is filled. UWEC, an equal opportunity/affirmative action employer.

Faculty position in broadcast news. University of Colorado - Boulder. School of journalism & mass communication. Responsibilities: Teaching broadcast news, related courses, doing creative/professional work or mass communication research. Duties include media contact, university committees, advising, etc. Qualifications: Master's degree or professional equivalent in mass communication or related field. Minimum five years' current or recent news experience in commercial TV. Terms: Appointment in Aug., 1985 as assistant or associate professor. Salary competitive. Tenure-track position. Deadlines: Applications will be considered after May 15, 1985, until position is filled. Direct applications to Prof. Frank Kaplan, School of Journalism & Mass Communication, Campus Box 287, University of Colorado, Boulder, CO 80309. An AA/EOE. Applications from women/minorities encouraged.

Instructor wanted to train post-high students for entry-level TV broadcast production position. Require 4 year degree with 21 technical credits plus 4000 hours of relevant occupational experience or 2 year technical degree plus 6000 hours relevant occupational experience. Desire teaching experience, but not required. Send resume to Mrs. Marge Kirchhoff, Austin A/TI, 1900 NW 8th Ave., Austin, MN 55912.

Radio/TV/Cable. SUNY-New Paltz seeks faculty member (tenure track) to teach production and courses in one or more of following areas: management, new technologies, programming, regulation/history, research methods, or writing. Position starts Fall '85; review of applications will begin May 20. Ph.D. required, teaching and professional experience preferred. Salary and rank determined by qualifications and experience. Send letter explaining professional qualifications; professional resume; and the names, addresses & phone numbers of three professional references to: Professor James R. Smith, Chairman, R/TV/Cable Search Committee, Box 10, State University of New York at New Paltz, New Paltz, NY, 12561. AA/EOE. Women/minorities are urged to apply.

Media Advisor position available for experienced professional to provide educational opportunities for university students in broadcasting, journalism and publications. Oversee FM-station, student paper and yearbook, plus teach subject specialty in Communication Arts. Bachelor's degree and prior experience in one or more areas described above. Salary to 25K depending upon experience. Forward resume to Tom Reynolds, Loyola Marymount University, Loyola Blvd. at West 80th St., Los Angeles, CA 90045.

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.

Cash paid for old 16mm films on sports, baseball, auto racing. Especially looking for episodes of "Telesports Digest" & other TV sports shows of the 1940's, '50's, and 60's. Doak Ewing, 904-C Clubhouse Circle West, Decatur, GA 30032, 404-296-7232.

Used stereo audio consoles. 1 each. 8 mixer, 20 inputs for control room and 5 mixer, 10 inputs for production. Plus one 7 1/2-15 IPS reel to reel stereo recorder. Only late model, top quality considered. Call Mr. Michaels, 215-377-1150.

FOR SALE EQUIPMENT

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

New TV start-ups - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

Top quality equipment - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

UHF transmitters - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

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.

One Scully 280-B 4-track recorder with remote control and Peak audio digital timer, \$3,000; one BE series 3000 play-record cart machine, \$1,000; one Orban parametric equalizer, model 622B, \$400. Each 5 years old, well-maintained. Call/write Ms. Kim Nielsen, 7 Alexander Dr., Research Triangle Park, NC 27709, 919-549-0661.

Automation: Cetec 7000, level 1-A. 4000-event memory; enough for three-day weekend. Four ITC 750 stereo reel decks. Three Audiofile II-A stereo cartridge decks; 144-cartridge capacity. Automatic plain-english logging. Four extra Universal Source cards. Two terminals. All manuals & spares included. \$29,000/best offer. Randy Wells, KREC, 707-433-4895.

SMC DP-1C automation system. Includes DS-20 switcher, (3) 350-RSB carousel cart machines, (4) ITC 750 tape decks, time announce deck w/controller, tone sensors, interfaces, cables, etc. Best offer. Contact Brian Danzis or Darren Dunlap, WCMB, P.O. Box 3433, Harrisburg, PA 17105, 717-763-7020.

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

1KW ITA FM 1000C w/Versicount exciter, exc. cond. 1 KWAM, all solid state. 10 KW FM RCA 10E1 w/Moseley exciter. Call M. Cooper/Transcom Corp., 215-379-6585.

Satcom III-R audio subcarriers for lease, Los Angeles area uplink. Can provide up to eight 15KHz subcarriers on Transponder 4. 24-hour service. John Roberts, United Video, 918-665-6690.

Sony/Thomson BVP-330 camera w/Fujinon 14x1 lens, Sony BVU-110 tape deck. Very low hours. Mint condition. \$19,500 for immediate sale. 818-705-7362.

New 100 watt solid state UHF LPTV transmitter. Time proven modules. Sales, rentals, loaners. Quick delivery, best prices. Call CommTele, 713-479-1614, anytime.

Optimod 8100 A-2 years old. Excellent condition. Now available. KSSC, 316-231-0830.

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

Systemation cassette automation system—never been used, 6 on-air decks, 2 production-room decks—plus automatic network news record/playback deck. Substantial savings. Station is programming "live." 218-751-5950.

VPR-2, VPR-2Bs, BVH-1000A, HR-100 1" VTRs. TK-760, TK-44B, SK-90, SK-70, Thompson 602 cameras. IVC-9000, A/R-2, TR-600 2" VTRs. New grass 1600-7F, Vital VIX-114-3K crosspoint latch 6112 switchers. Many monitors. Media Concepts, 919-977-3600.

Automation—Schafer 803; 4 Scully decks, 2 IGM cart machines, 3 carousels, racks. In use; in good working condition. Price reduced. \$8,500. Call Robert Ewing, 601-442-2522, WMIS Radio. No collect calls.

Copper! For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, counterpoise mesh. 317-962-8596 ask for copper sales.

Videocassettes, blank master stock quality 3/4" U-matic videotape. Special sale Sony, Scotch, Fuji mini 20-minute field videocassettes, \$6.99. All other lengths and sizes available at half price. Satisfaction guaranteed. Call collect: Carpel Video, Inc. 301-845-8888.

MISCELLANEOUS

Microphone lapel/tie bar. Radio - TV professionals. \$9.98 + \$1.60 shipping/handling. Lineage Corp., PO Box 1550, Shallotte, NC 28459.

"Break Into Broadcasting"—Send for revealing booklet. \$6. Coastline Publications, PO Box 533, Somers Point, NJ 08244.

Engineering studies: Completed for FCC application for new daytime .25kw AM station on Boston's north shore, plus option on transmitter site. Great potential. Box M-35.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO

Help Wanted Sales

GENERAL SALES MANAGER

for two fulltime radio stations being sold in combo. Medium size market, Virginia. Income \$40,000 to \$50,000, with sales incentive bonus. Must be experienced-a teacher and motivator. Please no sitters should apply. This is a job for someone who's industrious, aggressive, and wishes her/his income to increase as sales increase. Box M-8.

VP RADIO STATION SALES New York Office

The Arbitron Ratings Company, a leader in broadcast research and audience measurement, has challenging opportunity in its New York office for a vice president of radio station sales. This position directs a sales staff of 16 in 6 regional offices. Strong motivational skills, with excellent communication and organizational skills, necessary. Previous sales management experience in radio preferred. In addition, you will need to be a self-starter, ready to travel, committed to hard work, willing to meet the challenge of a competitive environment.

As part of Control Data Corporation, we offer competitive salary/incentive program, with a comprehensive benefit package. We provide professional atmosphere for career-minded individual. To explore this opportunity, send your resume with salary history, in confidence, to:

W. Mateer
Personnel Administrator
Arbitron Ratings Company
A Control Data Company

312 Marshall
Laurel, MD 20707

AA/EOE

ARBITRON RATINGS

 **ARBITRON RATINGS COMPANY**
A Control Data Company

Account Executive

If you're the top biller at your station and one of the top billers in your market, we want to talk to you!!!

WLS is one of the greatest AM and FM Radio institutions in the nation. Due to our tremendous growth we have outstanding opportunities for Senior Agency and Co-op Account Executives.

If you have an exceptional track record in either Agency and Co-op Sales, send your resume with salary history to: **Bart McGuinn, American Broadcasting Companies, Inc., 233 N. Michigan Ave., Suite 1907, Chicago, IL 60601.** Equal Opportunity Employer M/F/H/V



REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel-this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details and an appointment.

Help Wanted Announcers

CAPITAL CITIES COMMUNICATIONS

Is expanding in Atlanta. Personality air talent needed for future openings: 10am-3pm; 7pm-midnight; midnight-5am. Tapes/resumes to Neil McGinley, c/o WKHX, 360 Interstate North, Ste. 101, Atlanta, GA 30339. EOE.

Help Wanted Programing, Production, Others

PROMOTION DIRECTOR AND PROGRAM PRODUCER

At KMSU-FM, an NPR affiliate, at Mankato State University. Plans, coordinates and produces promotional/publicity materials including on-air announcements and print media copy. Edits and prepares monthly program guide. Duties also include announcing, program development and production, and hosting live and taped interviews. Audition tape and publications portfolio requested. Position reports to station manager. Bachelor's degree required with appropriate broadcast and publications experience. Application deadline May 24 - position to be filled July 1. Mankato State University is an Affirmative Action/Equal Opportunity Employer. Send letter of application to William A. McGinley, General Manager, KMSU-FM, Box 153, Mankato State University, Mankato, MN 56001, or call (507) 389-2921.

Help Wanted Management

PROGRAM DIRECTOR

Major market Midwest. Multi-format experience mandatory. Top pay & benefit package. Resume to Box M-64.

Help Wanted Technical

CHIEF ENGINEER

WBAP/KSCS seeks aggressive individual with RF systems background & high power transmitter experience. Separate transmitter locations with new studio facilities in 1982. Capital Cities Communications, Inc. is an EOE. Resume to Warren Potash, GM, WBAP/KSCS, One Broadcast Hill, Ft. Worth, TX 76103.

Situations Wanted Management

NEWS HEAVYWEIGHT SEEKS ENTREPRENEURIAL POSITION

Network TV correspondent seeks broadcasting management position. West. 17-yr. vet of network/major-market radio-TV, cable and print needs career change. Creative problem solver with strong satellite and communications technology background. Multiple prize winner with aggressive and entrepreneurial nature. Want to use my business savvy to build profitable companies. Seeking progressive company with integrity and Western community my family will call home. All markets considered. Available Aug. 1, 1985. Reply Box M-25.

Situations Wanted Announcers

RADIO/TV TALK ENTERTAINER

12 yrs. in majors. Ratings & references. How can I help your top 20 mkt. effort? Charlie, 301-444-5328.

Situations Wanted Technical

DIRECTOR OF ENGINEERING

20+ years experience as director of technical operations of major market AM/FM's. Extensive project management background includes award-winning design & construction. Organizational skills include personnel management, planning, budgeting, purchasing, installation, preventive maintenance. Top references. Box M-63.

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300 Zeeb Road, Dept. P.R., Ann Arbor, MI 48106

TELEVISION

Help Wanted Programing, Production, Others

Program Director



We're Looking For Someone Who's on Top of Behind The Scenes Action

We are a Top Ten Independent Station with a reputation for programming excellence. We are currently seeking a take-charge professional who is as comfortable with the behind the scenes aspects of programming as with programming itself.

Specific duties will include personnel scheduling, program scheduling, cost control management, as well as involvement with producing local documentaries, public affairs programs and station specials. The development of new program concepts will also be involved.

To qualify, a minimum of 5 solid years' experience in a top market as a Program Director or Assistant Program Director is required. Knowledge of promotions essential. Preference will be given to candidates who are currently working at an Independent Station.

If your qualifications and goals match ours, we'd like to speak with you. Send a detailed resume with salary requirements, in confidence, to: BOX 417, Suite 1501, 50 E. 42nd Street, New York, NY 10017. An Equal Opportunity Employer m/f.

WMAQ-TV

NBC Owned Television Station In Chicago

Has A

KEY POSITION

In

ADVERTISING AND PROMOTION

WMAQ-TV seeks a top flight on-air producer who has highly developed creative writing and editing skills. Person filling this key position must also have proven track record in major market news promotion. Individual must be familiar with latest industry equipment and have supervisory skills.

Overall advertising and promotion related experience in these areas should be five years or more. If you are interested send resume and salary requirements to:

Nick Aronson
Director of Communications
WMAQ-TV
Merchandise Mart
Chicago, IL 60654

National Broadcasting Company

NBC

RESEARCH POSITIONS PBS

PBS's research department invites TV audience researchers to consider joining our bright, dedicated organization. Two professional positions with excellent benefits are available.

Senior research associate: Manages national audience measurement, including station line-ups, and writes all national audience reports & special analyses. Minimum 2 years' broadcast research experience required. Associate director: Manages local audience measurement services, preparing a variety of regular and custom reports for program dept. & PBS stations. Supervisory experience a must. Occasional travel for meetings and speaking engagements. Minimum 5 years' broadcast research experience required.

Both positions involve frequent contact with media, station personnel, agencies, producers, and underwriters. Candidates for either position should possess strong writing skills, graduate degree (with some statistics) in broadcasting or communications, and working familiarity with data processing. Interested candidates should respond with letter of interest, resume, salary requirements to:



Attn: Shella Ellington
475 L'Enfant Plaza, SW
Washington, DC 20024
AA/EOE

PRODUCER

If you're aggressive, into local TV and want to make a name for yourself, we've got the job. WTSP-TV, Tampa/St. Petersburg, has the morning show, but our producer is retiring. Send resume/salary history to Larry O. Cazavan, Program Director, WTSP-TV, Box 10,000, St. Petersburg, FL 33733. EOE.

PROGRAM DIRECTOR

Top 50 Sunbelt independent seeking experienced program director. Proven skills in negotiation, competitive scheduling, utilization of rating services and station promotion desirable. Should have knowledge of sales, programming, and value of family oriented programming. Station located in desirable Sunbelt growth market. Send resume to Box M-49. EOE.

WLXI-TV SEEKS UNIQUE VJ

Send 3/4" or VHS to Herb Rossin,
Box TV 61, Greensboro, NC
27420.

Help Wanted Technical

MAINTENANCE ENGINEER

Full service teleproduction facility seeking maintenance engineer. Minimum five years teleproduction facility maintenance experience required. Should be well-versed in 1" videotape repair, studio camera repair, and all aspects of R & D. Prefer computer microprocessor technologist. Contact Richard Parent, Century III Teleproductions, 651 Beacon St., Boston, MA 02215, 617-267-6400.

TECHNICAL MANAGER NETWORK NEWS

The National Broadcasting Company, a communications industry leader, has an excellent opportunity for an experienced and versatile Network News Manager.

Responsibilities will include supervising the technical operations of all network news programs, both in the studio and in the field. This will require a working knowledge of audio and video recording, post-production, and satellite systems. Will also participate in establishing technical facility and crew requirements, recommending various technologies and operating methods to production and editorial units, act as liaison between news and engineering, and troubleshoot and solve problems prior to air time and during programs. Must be capable of working flexible and changing schedules.

Position requires a Bachelor's degree (or equivalent) in Engineering or Communications; significant TV technical operations experience; 3-5 years' management background; and strong interpersonal skills.

Your knowledge and experience will be recognized with a competitive salary and benefits plan. For prompt consideration, please forward your resume to: Kathy Tsougranis, Administrator, Technical Recruitment, Suite 1678.



NBC

30 Rockefeller Plaza
New York, N.Y. 10020

NBC is an Equal Opportunity Employer

ELECTRONIC MAINTENANCE ENGINEERS

The National Broadcasting Company now has excellent opportunities for qualified electronic maintenance engineers and broadcast systems engineers at our Chicago location. Individuals we seek should have experience in broadcast systems technology or background that reflects training, education, and/or practical experience in a related electronics field. BSEE is an added plus.

Successful candidates will work on the latest portable newsgathering cameras, recorders, and RF equipment on state-of-the-art studio, graphics and video systems; on Chyron character generators, NEC and Quantel digital effects equipment, and editing systems. Knowledge of digital techniques and microprocessing required. Please send resume with salary requirements to:

**Personnel Department, EME
National Broadcasting Company
Merchandise Mart Plaza
Chicago, IL 60654
Equal opportunity employer, M/F**

MAINTENANCE TECHNICIANS

Immediate need for two people with BVU 800 & Sony 1" maintenance experience. Large plant system maintenance background helpful. Apply by sending resume promptly to Manager, Operations, Engineering Group, Group W Satellite Communications, Stamford, CT 06904. Equal opportunity employer, M/F.

WASH., DC TV

news/production house seeks chief engnr., \$40-50K; maintenance engnr., 30-40K; cameraperson/editor, 20-30K. Must be familiar w/ or able to learn Sony cameras, Betacams, BVU 800 & 200, etc. Resume to Box M-32.

Help Wanted News

WANTED: RESUMES/TAPES OF TV INVESTIGATIVE REPORTERS INVESTIGATIVE MINI-DOCUMENTARIANS

CNN Special Assignments is establishing an active file for potential hiring of investigative reporters and investigative mini-documentarians. We'd like to see the work of people with TV experience producing quality work with speed and professionalism. Please send your resume/tape to: Barbara Davis, CNN Special Assignments, 2133 Wisconsin Ave. NW, Washington, DC 20007.

Sales Manager/ Cable TV

Midwest Region

We are a national cable programming service seeking a Sales Manager with a minimum of five years' experience in print/broadcast sales. Moderate regional travel and budgetary responsibility will be required.

Our compensation includes a high base plus commission and full benefits package. Please send your resume and salary history in complete confidence to:

Box M-52

equal opportunity employer

LOCAL ACCOUNT EXECUTIVE

KSDK searching for local account executive to aggressively pursue a sales career in the 17th market. Minimum qualifications include three (3) or more years' experience in broadcast sales. Successful candidate will be proficient in all aspects of sales including new business accounts, agency sales, retail, co-op, etc. If you feel you're looking for the type of challenge that the St. Louis market offers, then please send detailed salary history along with a letter or resume to:

**Maryanne Brandmeier
Local Sales Manager
KSDK
1000 Market St.
St. Louis, MO 63101
EOE**

Help Wanted Management

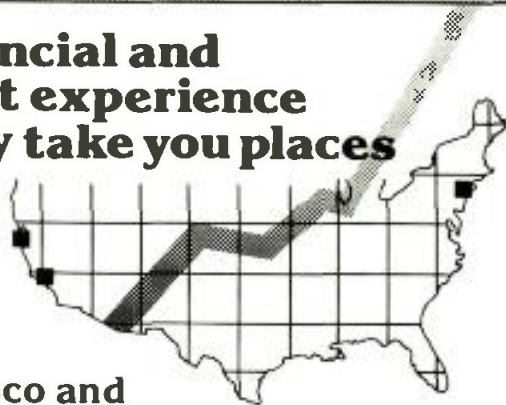
GENERAL MANAGER KTSC-TV

Duties: reports to VP for development/communications. Supervises operation and plans future growth/development of station. Responsibilities: planning/management of budget; supervision/development of staff; development of programming mission; interfacing with university entities; supervision of grants, auctions, festivals, underwriting, memberships, development of funding sources; and collaboration with Ch. 8 advisory board. Qualifications: Bachelor's degree, advanced degree preferred. Minimum 5 years fulltime experience in TV, 2 years must be in public TV. Proven managerial skills required.

Starting date: Sept. 1, 1985. Salary: \$35,000-\$45,000, depending on qualifications/experience. Applications: Letter of application, current resume, 3 references w/names, addresses, phone nos. postmarked by midnight June 7, 1985. Send to Pam Laman, Chair, University of Southern Colorado, 2200 Bonforte Blvd., Pueblo, CO 81001-4901. AA/EOE.

Controllers

Your financial and broadcast experience can really take you places



**New York,
San Francisco and
Los Angeles opportunities**

Unique and challenging opportunities are currently available for experienced Controllers to join our growing team of professionals. Consider the following opportunities:

**Radio Controller – San Francisco
Radio Controller – Los Angeles
Television Controller – New York City**

Duties will encompass supervising accounts payable and receivable functions, preparing financial statements, profit and loss, budgeting and supervising the accounting staff.

To qualify, a degree in accounting (CPA and/or MBA preferred) is required. For Radio positions, 4-6 years' experience is required. For Television position, 5-8 years' experience is essential. Broadcast experience is mandatory.

We offer an attractive compensation package including comprehensive benefits. Send resume to: BOX 505, Suite 1501, 50 E. 42nd Street, New York, NY 10017. Equal opportunity employer m/f/h/v.

Situations Wanted News

METEOROLOGIST

Young, dynamic, high energy meteorologist looking for new challenge. Doing weeknights at #1 station in major market. Great research, computer graphics expert, complete credentials. Looking for long term home. Reply only if you want the best. Box M-51.

Business Opportunity

SYNDICATION COMPANY

Successful and profitable radio syndication & barter company interested in discussing merger or acquisition. Write Box M-48.

ALLIED FIELDS

Help Wanted Management

BROADCAST INVESTMENT BANKER

As a leading media broker and investment banking firm, we're seeking a seasoned broadcast investment banker with extensive experience in mergers, acquisitions, & financing of TV and radio stations. Substantial travel required. Excellent compensation and benefit package available for right individual. Please reply with detailed resume, salary history and references, which will be held confidential until initial interview. We're an equal opportunity employer; our employees are aware of this advertisement. Send resumes to Box K-145.

Help Wanted Technical

EQUIPMENT DESIGN

Internationally known manufacturer of broadcast equipment located in Rocky Mountain area is expanding its product development and engineering department, and is filling the following positions: Technical director to take full charge of development of products for broadcast industry including both RF and studio equipment. Broadcast industry, or CATV experience, demonstrated administrative skills required. Section manager (RF) to take charge of transmitter design team. Heavy experience in analog circuit design and analysis required. Test supervisor-high powered transmitter experience required. No fee. Reply in confidence to Boulder Search Associates, 2888 Bluff St., Ste. 185, Boulder, CO 80302, or call 303-449-8896, ext. 185.

Help Wanted Instruction

TWO FACULTY POSITIONS IN MIAMI

Assistant/associate professor of broadcasting, tenure track. Professional experience and M.A. required. Ph.D. preferred. Teach courses in R-TV broadcast management, programming, writing, production. Also seeking visiting assistant professor, nine-month appointment, to teach TV production in program specializing in field production. M.A. and professional experience required. Ph.D. preferred. Rapidly-expanding department located on new campus on Biscayne Bay. Both appointments begin Aug., 1985. Send resume/references by May 27 to Lillian Lodge Kopenhaver, Associate Chair, Department of Communication, Florida International University, North Miami, FL 33181. A member of the State University system of Florida, and an equal opportunity/affirmative action employer.

Help Wanted Sales

MARKETING/ SALES MANAGER

TV broadcast equipment manufacturer with new, unique product line seeks part-time national marketing and sales manager, based in Boston area. Tasks include customer correspondence, sales development, ad and brochure design, and trade show planning. If you're interested in helping us grow, send resume to Box M-29.

Radio Programing



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...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

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Research BC applications: AM, FM, TV, common carrier, FCC press releases, public notices, decisions (especially upcoming Dkt. 80-90 FM allotments). Able to give you information on same day delivery with KLB Facsimile Network

Moses Vincent, Jr.
KLB Research Dept.
1275 K St., NW, Ste. 900
Washington, DC 20005
800-848-9700; 202-289-2030; 202-371-1914

Employment Services

RADIO PERSONNEL NEEDED

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

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TALENT COORDINATORS
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SEEKING A JOB IN TV?

Get **DIRECTION**, the new national directory of TV employers. Over 2,000 companies listed with addresses, phone #s, & business descriptions. Compiled by insiders of the TV industry, **DIRECTION** also includes a book of job search techniques for TV. Get the edge over your competitors with this innovative job search tool! For more info, write Communications Connection, 1 Linden Pl., Dept. A, Great Neck, NY 11021.

PLACEMENT ASSOCIATES

Puts your resume in the hands of potential employers. \$10 places your two-page, 8 1/2" x 11" resume in monthly roundup. Specify: radio, TV, or cable; and: news, ENG, management, production, programming, talent, sales, or technical. Deadline for June roundup: May 17. Placement Associates, 111 Church St., Ste. 208, St. Louis, MO 63135, 314-522-6325.

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The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production, 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET**, 1553 N. Eastern, Las Vegas NV 89101. Money back guarantee!

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Attention Low Power CP holders

Trinity Broadcasting Network will pay cash for CP's or help you build in acceptable markets. Write for details. P.O. Box C-11949, Santa Ana, CA 92711, attention: Jane Duff.

For Sale Stations

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

WE'RE NOT DOCTORS

But, we do a lot of annual check-ups for station owners who are looking for annual appraisals on their property. If you're an owner, you know the need for knowing the value of your estate for tax planning and you know the importance of knowing values if you're looking for additional bank financing. We do appraisals from \$700 and up. Isn't it worth knowing?

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BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

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2508 Fair Mount St.
Colorado Springs, CO 80909

For Sale Stations Continued

SUBURBAN NEW YORK

Public auction. WHTG-AM-FM, Eatontown, NJ, Thurs. May 16, 10AM, on premises -1129 Hope Rd., 1.5 miles south of Garden State Pkwy. Exit 105. Terms for each station: \$40,000 downpayment, balance cash upon FCC approval. Inspection Wed., May 15, 9-4 PM & 9 AM day of sale only to those showing possession of \$40,000 certified check. 201-870-6938.

SOUTHERN CALIFORNIA

1,000 watts AM, fulltime, one station market. Price \$450,000, \$90,000 down, terms. Includes building, plus 5 acres real estate. Financially qualified investors only call owner, 714-682-1194.

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Only station in pleasant growth market. \$700M. Qualifications with reply to Box M-13.

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- LPTV. NYC area. \$4 million.

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LOCATION	TYPE	PRICE	TERMS
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Texas	TV	\$4,000,000	Negotiable
Midwest	AM	\$850,000	Negotiable
Virginia	FM	\$450,000	\$150,000 down

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Top-rated fulltime AM station located in rapidly-growing Southeastern resort market. Price of \$1.5 million includes exceptional real estate.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

TOP 20 AM

Upper Midwest suburban 5 kW clear channel with adequate PSA & PSSA. Awaiting uncontested CP for higher power and fulltime; 50 kW potential by day. Much new equipment; renovated studios, offices. Asking \$775,000 (\$250,000 cash down with balance in attractive terms/debt assumption) for this excellent growth opportunity. Financially qualified only please. Box M-31.

CHDICE MIDWEST UHF CP AVAILABLE

Reaches 1 MM people, 16 colleges, high growth area. 1 station sold in mkt for \$62 MM; 1 for \$32 MM. Priced to sell. Also available: 26' studio trailer (\$50,000); 3 Hitachi cameras w/Canon lens, \$35,000. 2" Ampex, many extras. Call for detailed list & bargain prices; everything must go at once. 616-363-9298.

■ FM CP fulltime. SW MS. Separated by 30 mi. Covers about 50,000 people. \$190,000. Terms. Ask for Bill Kee.

BUSINESS BROKER ASSOCIATES

615-756-7635—24 HRS.



Location	Size	Type	Price	Terms	Contact	Phone
Rky. Mtn.	Reg	AM/FM	\$1050K	\$250K	David LaFrance	(303) 534-3040
KA	Sm	FM	\$950K	\$150K	Bill Lochman	(816) 941-3733
ME	Reg	AM/FM	\$950K	Cash	Ron Hickman	(401) 423-1271
OH	Sub	FM	\$750K	Terms	Burt Sherwood	(312) 272-4970
CO	Sm	AM/FMcp	\$725K	\$150K	David LaFrance	(303) 534-3040
FL	Maj	AM	\$600K	Terms	Randy Jeffery	(305) 295-2572
TX	Sm	AM/FM	\$390K	Terms	Bill Whitley	(214) 680-2807
TX	Sm	AM/FM	\$350K	\$75K	Bill Whitley	(214) 680-2807
AZ	Sm	AM/FM	\$250K	\$70K	Greg Merrill	(801) 753-8090
AL	Sm	AM	\$150K	\$45K	Ernie Pearce	(615) 373-8315

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.

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415 434-1750

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New York, N.Y. 10021
212 288-0737

Atlanta

6600 Powers Ferry Rd. #205
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

901/767-7980

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MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544



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Can go to 50,000 watts. Asking \$795,000; good terms. Jerry Dennon, The Montcalm Corp., 315 Second Ave. South, Seattle, WA 98104, 206-622-7050.

SOUTHWEST

Fulltime 1KW small market AM. West Texas. \$150,000. Terms to experienced manager. No brokers. Qualifications with reply to Box M-45.

MICHIGAN AM DAYTIMER

1 KW, PSA, PSSA. Owner retiring. Great starter station for owner/operator. 1 1/2 times gross, \$50,000 down. Cash flow will handle 11% owner financed note. Write Box M-47.

MISSISSIPPI

4 station package. 2 AM's/2 FM's. Need group of investors owner/operators to turn things around. Great starting stations. Priced to sell now! All offers considered. Write: Dri-Five, Inc., P.O. Box 666, Sauk City, WI 53583, 414-784-9188.

HOT MARKET FAR WEST

Profitable AM/FM combo. Stations are dominant by every measure. High gross for market size. Will sell all or part. Major stockholder retiring. 1.5 X gross. Prefer cash. Box M-46.

FLORIDA

Fulltime AM in beautiful beach community. Ratings leader & still growing! \$1,500,000 includes valuable real estate on water! Financially qualified buyers reply to Box M-50.

SEEKING RELIGIOUS GROUP OWNER

AM suburban station, completely covers top ten major city. Power can be increased. Also, FM station, total billing over \$800,000. Asking \$2,000,000-one million down. Buyers only. Write Box M-31.

For Fast Action Use BROADCASTING'S Classified Advertising

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be

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 VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 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 & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Media



Bolger

Thomas Bolger, 51, president and chief executive officer, Forward Communications, Wausau, Wis., will resign May 24. He has been with company for 29 years and its president since 1981. Bolger says of move: "I have been on the run for the past dozen years and have been too removed from my family and friends. I want some time for personal pursuits." Active in industry affairs, he has served as joint board chairman of National Association of Broadcasters, director of Television Information Office, president of Broadcast Education Association, and serves on board of directors of Television Bureau of Advertising and Broadcast Music Inc. **Richard Dudley**, chairman of Forward, will assume Bolger's duties.

Rodney H. Brady, president of Weber State college, Ogden, Utah, joins Bonneville International Corp., Salt Lake City, as president and chief executive officer, succeeding **Arch**



Brady



Madsen

Madsen, president of Bonneville since its beginning in 1964, who becomes president emeritus and remains member of board of directors. Madsen will continue on board of International Broadcasting, post he was appointed to by President Reagan in 1983. Board oversees operations of Radio Free Europe/Radio Liberty.

E. Patrick McNally, vice president and general manager of Doubleday Broadcasting's WAPP(FM) New York, assumes same title and duties for co-owned, co-located WHN(AM), replacing **Brian Moors**, who resigned. Additionally, **Ruth Meyer**, former program director of ABC Direction and Entertainment Networks, was appointed to newly created position of station manager of WHN(AM).

Dan Sullivan, general manager, WKCH-TV Knoxville, Tenn., named regional VP of parent, Media Central Inc., based in Chattanooga. **Donald Kent**, secretary-treasurer, Media Central, named VP.

Gary Shenfield, senior VP, Star Broadcast-

ing, Atlantic City, N.J., named general manager of Starr's WSR(AM) Washington, N.J. **Elizabeth Rosenberg**, VP, Starr Broadcasting, named assistant general manager of station.

Bill McDonald, VP, Gulf Coast Broadcasting, Corpus Christi, Tex., joins Channel Communications Inc. as VP, operations, and general manager of its KAIT-TV Jonesboro, Ark.

Douglas Grimm, general manager, WMBB(TV) Panama City, Fla., joins WJYR(FM) Myrtle Beach, S.C., as general manager and part owner.

Scott Boltz, sales manager, KAGC(AM)-KKYS(FM) Bryan, Tex., joins KIYS(FM) Boise, Idaho, as general manager.

Michael Laemers, VP, engineering and data processing, WUHQ-TV Battle Creek, Mich., named VP and station manager.

Michael Thatcher, broadcast consultant, joins WJFM(FM) Grand Rapids, Mich., as station manager.

Reta Richardson, director of Southern Educational Communications Association, Columbia, S.C., resigns.

John Bennett, assistant station manager, WJBF-TV Augusta, Ga., named station manager-controller.

Chuck DuCoty, program director, WYYY(FM) Baltimore, named station manager.

John Keaveney, VP, metro operations, Warner Amex Cable, New York, joins Group W Cable there in newly created position of VP, operations services.

Jeb Seder, director of Cinemax advertising, HBO, New York, joins American Television & Communications, Englewood, Colo., as director of market planning and development.

John Dagenais, system manager, Group W Cable, Escanaba, Mich., joins Bresnan Communications Co. as general manager of its cable system there.

Walter Ridder, national editor of Knight-Ridder Newspapers, Miami, retires but will remain director with title of national editor emeritus.

David Peter Yarashes, auditor, Department of the Army, Fort Monroe, Va., joins WVEC-TV Norfolk, Va., as supervisor, credit billing and collections.

Peter Kochis, executive controller, Pacific Seafood Co., Portland, Ore., joins WPGH-TV Pittsburgh as business manager.

Pam Sodemani, human resources manager, operations division, Fireman's Fund Insurance Companies, Novato, Calif., joins KPIX(TV) San Francisco as human resources manager.

Kate Rooney, associate dean, administration, Harvard's Graduate School of Design, Boston, joins noncommercial WNET-TV New York as deputy director, marketing department.

Marketing

Larry Maloney, Seltel, New York, named president, independent division. **Joseph Cusenza**, New York sales manager, wildcats team, TeleRep, New York, joins Seltel as president, affiliate division.

William Kelly, executive VP and general manager, BBDO, Detroit, named to board of directors. Named senior VP's, BBDO: **Bill Heath** and **Michael Paxton**, New York, and **Bruce Monick**, Minneapolis.

Named VP's, Doyle Dane Bernbach, New York: **Mike Doran**, director of radio and music production; **Michele Farnum**, art director; **Peter Faulkner**, copywriter; **Ron Louie**, art director, and **Stuart Himmelfarb**, account supervisor.

Jack Aaker, creative supervisor, Grey Advertising, New York, named VP.

Frank Kopec, senior VP and director of media services, D'Arcy MacManus Masius, St. Louis, joins HCM/Chicago in same capacity.

Paul Regan, senior VP, associate creative director, Hill, Holliday, Connors, Cosmopolos, Boston, joins Quinn & Johnson/BBDO there as senior VP, executive creative director.



Lerner

David Lerner, network television supervisor-negotiator, John F. Murray Advertising, New York, joins Foote, Cone & Belding there as VP.

Named VP's, Campbell-Ewald, Warren, Mich.: **Anna Fountas**, manager of media research; **James Power**, account supervisor;

Maruja Roger, account supervisor; **Migdalia Santana**, media supervisor; **Constantine Shoukas**, senior art director, and **Jane Watson**, administrative services manager, based in New York.

Louis Jerome, supervisor of sports and news programming, Young & Rubicam, New York, joins N W Ayer there as network negotiator.

Robert Hurley, from Holmes, Boucher & Co., Providence, R.I., joins HBM/Creamer there as VP, management supervisor.

Appointments, Cable Adnet, cable advertising interconnect, Hershey, Pa.: **Nancy DePippo**, regional marketing manager, to national accounts manager; **Karen Luft**, account executive, to regional marketing manager; **John Thomas**, recent graduate, Indiana University of Pennsylvania, Indiana, Pa., to programming coordinator for Cable Adnet's programming subsidiary, Real Estate Cable Network; **Diane Hoke**, assistant traffic manager, to traffic manager, and **Cindy Hutchison**, administrative assistant, to public service coordinator.

Andre Morkel, associate creative director, Scali, McCabe, Sloves, Toronto, joins Henderson Friedlich Graf & Doyle, New York, as senior VP and co-creative director.

Nancy DeLeonardis, media buyer, CPM, Chicago, and **Johnna Flowers-Gause**, from Brainstorm Communications, Chicago, join Tatham-Laird & Kudner, Chicago, as media buyers. **Mary Beth Shea**, assistant planner, TLK, named media planner.

Joseph Cohen, Eastern sales manager, ABC TV Spot Sales, New York, named director, Eastern sales.

Peter Bloom, Eastern sales manager, Mutual Broadcasting, Arlington, Va., named VP. **Tom Tiernan**, manager, Detroit sales office, named VP, Detroit sales.

Catherine Hanson, from LOV&B, Los Angeles, joins N W Ayer there as planner, media department.

Roxanne Robertson, from KNTV(TV) San Jose, Calif., joins Petry Television-Petry National Television, Seattle, as sales manager. **M.P. Kelleher**, from HBM/Creamer Inc., Boston, joins Petry Television-Petry National Television there as account executive.

Patrice Davidow, from Grey Advertising, New York, joins Katz Radio there as account executive.

David Headlee, account executive, Colony Interconnects, Anderson, Ind., subsidiary of Colony Communications that oversees advertising sales, commercial production and commercial insertion for UA Cablesystems Corp.'s cable system there, named broadcast sales manager.

Cynthia Huffman, sales manager, affiliate team, Seltel, Atlanta, named to raiders sales team, New York.

Susan Moonitz, from Ally & Gargano, New York, joins HCM there as account executive.

Nancy Cleary, employment manager, Lynn hospital, Boston, joins Quinn & Johnson/BBDO there as office manager.

Brenda Hill, junior buyer, M&N Advertising, Houston, named buyer.

George Gubert, senior research analyst and market specialist, TeleRep, New York, joins MMT Sales there as program research analyst.

Donna Assumma, account executive, Avery-Knodel Television, New York, named assistant sales manager.

Gene McHugh, from WSB-TV Atlanta, joins WATL-TV there as general sales manager.

Frank Forsythe, general sales manager, WDSI-TV Chattanooga, joins WRGT-TV Dayton, Ohio, in same capacity.

John Sloan, general sales manager, KDUB-TV Dubuque, Iowa, joins KESQ-TV Palm Springs, Calif., in same capacity.

Michael Civiletti, general sales manager, WEEP(AM)-WDSY(FM) Pittsburgh, joins WWCL(FM) there in same capacity.

Lou Morlino, sales manager, TeleRep, Seattle, joins WTCN-TV Minneapolis as national sales manager.

Nancy Schnell, account executive, TeleRep, Chicago, joins KDNL-TV St. Louis as national

Restructured. Twentieth Century Fox Film Corp. has dissolved its telecommunications division, reassembling entity in new television syndication division and pay television and home video division. Under restructuring, telecommunications division president, Steven Roberts, will leave company at end of July. Film Company's senior executive vice president, Jonathan Dolgen, now directly oversees television syndication department and Senior Vice President Robert Kreek is responsible for pay television and home video unit, reporting to Dolgen. Senior Vice President William Saunders oversees international syndication and Executive Vice President Michael Lambert directs domestic syndication, also under Dolgen. "We believe that our new operational structure will allow us the flexibility to take full advantage of the ever-changing growth opportunities in the television syndication, pay television and home video marketplace," said Dolgen in Fox announcement.

sales manager.

Thomas Mayes, radio advertising consultant, WIRK-FM West Palm Beach, Fla., joins WEAT-AM-FM there as local sales manager.

Cindy Robison, local sales manager, KTRV(TV) Nampa, Idaho, named regional sales manager. **Tom Magaw**, account executive, KTRV, succeeds Robison.

Julie Natichioni, general sales manager, KOME(FM) San Jose, Calif., joins WVVJ-TV Marlborough, Mass., as local sales manager. **Ellen Flannery**, from Barclay Personnel Systems, Boston, joins WVVJ-TV as account executive.

Jim Bell, sales manager, Los Angeles office, Republic Radio, joins KHJ(AM) there as local sales manager.

Barbara Montemayor, VP, account services, Anderson Advertising, San Antonio, Tex., joins KSAT-TV there as local sales manager.

Rick North, account executive, WTBS(TV) Atlanta, named national sales manager.

Linda Perry, from WINZ(AM) Miami, joins WTVJ(TV) there as retail development manager.

Dan Trzinski, account executive, WKTI(FM) Milwaukee, joins WISN-TV there in same capacity.

Mark Bores, co-op director and account executive, WBCS-AM-FM Milwaukee, joins WMGF(FM) there as account executive.

Programing



Daniels

Entertainment Television, Washington, named VP, affiliate relations.

Appointments, Discovery Music Network, Los Angeles: **Dain Eric**, VP, director of programing, Los Angeles, named executive VP and chief operating officer; **Michael Sheehy**, program director, KNX-FM Los Angeles, to director of programing; **Lou CasaBianca**, founder and president, Speed of Light Communications, to VP, program development; **Terry Thompson**, independent producer-di-

rector, to VP and general manager, Discovery Television Studios, and **William Tynan**, from Metromedia, New York, to VP, national sales there.

Richard Zimbert, senior VP and general counsel, Paramount Pictures Corp., Los Angeles, named executive VP.

Jeffrey Snetiker, controller, Group W Productions, Los Angeles, to VP.

Appointments, MTV Networks: **Lee Garland**, VP, programing, MTV: Music Television, named senior VP, programing, MTV and VH-1/Video Hits One; **John Sykes**, VP, production and promotion, MTV, to VP, programing, MTV and VH-1, and **Kevin Metheny**, VP, production/music programing, VH-1, and VP, music programing, MTV, to VP, music and production, MTV and VH-1.

Leonard B. Bart, research analyst, Paramount Pictures, joins Telepictures Corp. as manager of research, remaining based in Los Angeles.

Ralph Rivera, president, Star Media, Los Angeles, joins Marvel Productions, Van Nuys, Calif., as VP, finance and administration.

George Edwards, independent consultant, joins Radio Works, Hollywood, as executive VP, program development and marketing.

Wendy Phillips, VP and manager of station sales, LBS Communications, New York, joins King World Enterprises there as VP and general sales manager.

Patrick Pattison, VP, director of creative services, BBI Communications, Boston, joins Metromedia Producers Corp. there in newly created position of VP, director of marketing.

Anthony Friscia, director of financial planning and reporting, 20th Century Fox Television, Los Angeles, joins Columbia Pictures Television there as director, financial planning and analysis.

Rick Dees, air personality and host, Paramount Television Domestic Syndication's weekly *Solid Gold* television series, departs program effective next August. He will continue daily KIIS-AM-FM Los Angeles radio show, syndicated weekly radio series, and film development activities.

Glenn Tolbert, senior host and associate producer, *Farm Day*, Maryland Public Television, Owings Mills, Md., named producer. *Farm Day* is agricultural news program airing on 170 public television stations.

Appointments, U.S. Chamber of Commerce's BizNet, Washington: **John Petrie**, from Qube Network, Columbus, Ohio, to manager of program development; **Amanda Cunningham**, syndication assistant, to assistant syndication manager, and **Densil Allen**,

producer, *Biznet News*, to news director.

Peter Stamelman, from D.L. Taffner, New York, joins Arts & Entertainment Network there as producer-manager, national and community programs.

Leonard Bart, research analyst, Paramount Pictures, Los Angeles, joins Telepictures there as manager, research.

Emily Burch, project director, Cable Television Administration and Marketing Society, New York, joins Lifetime, New York, as account executive.

Chuck Strome, host, *Westchester in the Morning*, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., named VP and program director.

Frank Amadeo, promotion and marketing manager, Florida market, Elektra/Asylum Records, joins WHYI(FM) Fort Lauderdale, Fla., as program director and music director. **Joni Siani**, public service director, WHYI(FM) Fort Lauderdale, assumes additional duties as entertainment editor.

Patricia Duncan, program manager, KENS-TV San Antonio, Tex., joins KTXH-TV Houston in same capacity.

Deborah Niermann, production assistant, KWWL-TV Waterloo, Iowa, named director.

Allan Lansing, cameraman, KENSII, cable programing subsidiary of KENS-TV San Antonio, Tex., named producer-director. KENSII supplies programing for channel 24 on Rogers cable system in San Antonio.

Marthe Tambllyn, production operator, KSHB-TV Kansas City, Mo., named producer, *All Night Live*.

Marsha Pitts-Williams, formerly with Satellite News Channel, Boston, joins WJAR-TV Providence, R.I., as producer-host, *Urban Focus*.

News and Public Affairs

Appointments, WFSB(TV) Hartford, Conn.: **Mark Effron**, assistant news director, WDIV(TV) Detroit, to news director; **Michael Hill**, reporter, WBRC-TV Birmingham, Ala., to reporter.

Appointments, WDAF-TV Kansas City, Mo.: **Janis Kincaid**, from KRDO-TV Colorado Springs, to weekend assignment editor; **Ronald Howard**, from KSNW-TV Wichita, Kan., to reporter, and **Al Wallace**, from KVBC(TV), to sports reporter.

Appointments, WCPX-TV Orlando, Fla.: **Jorge Figueroa**, 6 p.m. news producer, to special projects producer; **Jill Bazeley**, from KOB-TV Albuquerque, N.M., to 11 p.m. co-anchor-reporter; **Mary Kroencke Hamill**, weekend anchor-reporter, WJLA-TV Washington, to same capacity, and **Bob Sokoler**, reporter, WJZ-TV Baltimore, to weekend co-anchor-reporter.

Appointments, "Local Cable News," Copley/Colony Harbor Cablevision and Copley/Colony Cablevision, Lomita, Calif.: **Mark Andrews**, from Colony Communications' Lowell (Mass.) Cable TV, to news director, and **Gloria Joseph**, reporter, *San Pedro* (Calif.) *News-Pilot*, to co-anchor and reporter.

Dave Ricker, public affairs director, noncommercial KUAT-AM-FM Tucson, Ariz., joins KVOA-TV there as assignment editor.

Chris Orberg, videotape editor, WISN-TV Milwaukee, named morning news producer. **Allen Brown**, from WITI-TV Milwaukee, joins WISN-TV as news production assistant.

Fay Spano, from WGNW(AM) Pewaukee, Wis., joins WISN(AM) Milwaukee as weekend anchor and reporter.

Jim Morris, news director, WVII-TV Bangor, Me., joins WHTM-TV Harrisburg, Pa., as reporter.

Vanessa Tyler, from WMDT(TV) Salisbury, Md., joins WHEC-TV Rochester, N.Y., as reporter.

Richard Belcher, investigative reporter, WAGA-TV Atlanta, named 6 and 11 p.m. co-anchor.

Bill Gallagher, reporter, KOCO-TV Oklahoma City, joins WJBK-TV Detroit in same capacity.

Nancy Benson, from William Benton Fellowship for Broadcast Journalists, University of Chicago, joins KMSP-TV Minneapolis as reporter.

Named reporters, WJCL(TV) Savannah, Ga.: **Janissa Strabuk**, from KTUU-TV Anchorage; **Andy Behrend**, from WSAV-TV Savannah; **Ken Griner**, from WCHY(FM) Savannah, and **Kristin Williams**, from KMIR-TV Palm Springs, Calif.

Susan Kimball, weekend anchor and assistant news director, WAGM-TV Presque Isle, Me., joins WCSH-TV Portland, Me., as consumer reporter.

Doris Hines, from WPMT-TV York, Pa., joins WATL-TV Atlanta as community service director.

Don Dawkins, news photographer, WGRZ-TV Buffalo, N.Y., joins WIVB-TV there as news photographer-editor.

Ron Allen, chief meteorologist and weather anchor, KMGH-TV Denver, joins KLZ(AM)-KAZY(FM) there as meteorologist.

David Brandao, news director, WOWW(FM) Pensacola, Fla., joins WDBO(AM) Orlando, Fla., as anchor-reporter.

Gary Tuchman, anchor, WBOC-TV Salisbury, Md., joins WPEC-TV West Palm Beach, Fla., as weekend anchor-reporter.

Steve Rondinaro, anchor-reporter, WSVN(TV) Miami, joins WTVJ(TV) Miami in same capacity.

Nadine Berger, from CBC-TV Toronto, joins CBS News, Los Angeles, as reporter.

Joe Beltramini, from KTVN(TV) Reno, joins KNTV(TV) San Jose, Calif., as news photographer.

Mike Nelson, executive VP, ColorGraphics, Madison, Wis., joins KMOX-TV St. Louis as weekend weather anchor.

Bruce Anderson, freelance broadcaster, joins noncommercial WBGO(FM) Newark, N.J., as reporter and producer, *Morning Edition Jazz*.

Technology

Charles Baldour, director of production, planning and control, Broadcast Operations

Broadcasting

The Newsweekly of the Fifth Estate

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and Engineering, ABC, New York, named to newly created position of director of special events, BO&E.

Joseph Scheuer, president and chief executive officer, Chyron Corp., Melville, N.Y., named to board of directors, CMX Corp.

Martha Fouse, assistant manager of FCC and contracts department, Tele-Communications Inc., Denver, named director, EEO administration.

Samuel Ballerini, VP, manufacturing, Sigma Instruments, Braintree, Mass., joins Augat Inc., Attleboro, Mass., as operations manager, interconnection components division.

Michael Moon, from Salem Bank, Goshen, Ind., joins Crown International, Elkhart, Ind., manufacturer of communications equipment, as information systems manager. **Ed Weidenhaft**, from Desco Chemical Inc., Nappanee, Ind., joins Crown International as assistant controller.

Donald Wilkinson, chief engineer, KATU(TV) Portland, Ore., named director of engineering for parent, Fisher Broadcasting.

Jonathan Applebaum, videotape editor, Reeves Teletape, New York, joins Broadway Video there in same capacity.

Jim Yelton, from WIOD(AM)-WAlA(FM) Miami, joins WINZ(AM) there as chief engineer.

Promotion and PR

Tobe Becker, press representative, CBS Entertainment, New York, joins Multimedia Entertainment there as manager, press information.

Appointments, publicity department, MGM/UA Entertainment Co., Los Angeles: **Cirina Hampton**, broadcast media-music publicist, to director of West Coast publicity; **Brett Dicker**, feature publicist, to radio media-special events publicist; and **Rosalind Stevenson**, special markets publicist, to television media publicist.



Herne

Mary Ellen Herne, advertising manager, *View* magazine, New York, joins LBS Communications there as senior VP, creative services.

Julie Tarachow Hoover, VP, public relations, ABC Owned Television Stations, New York, named VP, corporate projects.

Ed Harrison, from *The Hollywood Reporter*, Los Angeles, joins KTLA(TV) there as publicity manager.

Vanita Cillo, segment publicist, *PM Magazine*, Philadelphia, joins Reflections Inc., Los Angeles-based public relations firm, as publicist.

Ed Harrison, reporter, *The Hollywood Reporter* trade magazine, joins KTLA(TV) Los Angeles as publicity manager.

Jon Keck, promotion manager, WMOD(TV) Melbourne, Fla., joins WFLX(TV) West Palm Beach, Fla., in same capacity.

Bill Taber, film director, WUHQ-TV Kalamazoo, Mich., named on-air promotion coordinator.

Crash. Gary D. Brown, 28, chief photographer, KREM-TV Spokane, Wash., who had been with the station since March 1979, and Cliff Richey, 39, owner and operator of Spokane Helicopter Service, died when their helicopter, piloted by Richey, crashed May 5 in Spokane. The station had rented the helicopter for the day to cover a marathon. Although the official report on the accident had not been released at press time, speculation by investigators, according to KENS-TV news director, Jan Allen, was that the craft, which was taking off from the station's parking lot at about 8:30 a.m., hit a guy wire on the station's transmitter tower. It fell to the ground and burned.

zoo, Mich., named on-air promotion coordinator.

Julie Finkel, freelance publicist, joins WLQV(AM)-WCZY(FM) Detroit as advertising-promotion manager.

Tom Bumbera, promotion director, WAWS(TV) Jacksonville, Fla., named creative services director.

Pamela Dickens, on-air promotion director, WTVX-TV Fort Pierce, Fla., joins WCPX-TV Orlando, Fla., as news promotion manager.

Patricia Baker, promotion assistant, KGAN-TV Cedar Rapids, Iowa, joins WCPX-TV as writer-producer, promotion department.

Allied Fields

John O. (Jack) Robinson, senior communications policy analyst, Office of Plans and Policy, FCC, Washington, resigns.

Regina Keeney, attorney in FCC's Common Carrier Bureau, joins staff of Senate Communications subcommittee. Keeney, who worked on number of major items produced by bureau's tariff division, will focus on domestic telephone issues for subcommittee. She will start there next month.

Neal Petersen, attorney in private practice, has become member of communications law firm of Hogan & Hartson, Washington.

Erwin Krasnow, partner in Washington law firm of Verner, Liipfert, Bernhard, McPherson & Hand, and former senior VP and general counsel, National Association of Broadcasters, named Washington counsel for Broadcast Financial Management Association.

Mark Wayne, independent communications representative, joins HealthComm Media Consultants, Boston, as general manager, radio division.

Shirley Baker, marketing/sales executive, Television Bureau of Advertising, Dallas, joins New York Market Radio Broadcasters Association, New York, as marketing director.

Named national account managers, cable services division, First Data Resources Inc., Omaha-based supplier of data processing and management information systems to cable industry: **Jim Coury**, manager of corporate services; **Bob Hall**, regional sales manager, transaction services division, and **Jim Perkins**, product manager.

Richard Bodorff, partner, Fisher, Wayland, Cooper & Leader, Washington law firm specializing in communications, elected to board of directors of Central Virginia Educational Television Corp., licensee of noncommercial WCVE(TV) and WCVW(TV), both Richmond; WNVCTV Fairfax, and WNVTV Goldvein.

Kenneth Moffett, arbitrator and mediator,

joins National Association of Broadcast Employees and Technicians, Bethesda, Md., as assistant to international president, Edward Lynch.

Leonard (Skip) Sikora, director of sales, Frenchman's Reef Caribbean Resort hotel, New York, joins Boston/New England chapter, National Academy of Television Arts and Sciences, Boston, as executive director.

Ross Heupel, reporter, KOTA-TV Rapid City, S.D., joins staff of Representative Tom Daschle (D-S.D.), Washington, as staff assistant.

Amber Ford, media research coordinator, Nielsen Station Index, A.C. Nielsen, New York, named client service associate, service development department. **Barry Friedman**, media research coordinator, named client service associate, service development department.

Elected officers, Atlanta chapter, American Women in Radio and Television: **C.B. (Rik) Rogers**, WPLO(AM)-WVEE(FM), president; **Lauren Clancy**, Turner Program Services, president-elect; **Barbara Kruger**, WGNX(TV) treasurer; **Amy Stern**, WGNX, recording secretary, and **Gloria Dupre**, WSB-TV, corresponding secretary.

Deaths

Archibald M. Crossley, 88, among founders of modern public opinion polls and originator of regular radio audience measurement, died of heart attack May 1 at his home in Princeton, N.J. He began his own research firm, Crossley Inc., New York, in 1926. In 1929 he did custom radio rating survey for Eastman Kodak, using telephone survey after finding that ownership of radios correlated highly with ownership of telephones. Crossley proposed Association of National Advertisers fund survey for radio industry. ANA declined, but in 1930, Crossley started survey on his own with ANA's blessing, but not its money. Survey was called Cooperative Analysis of Broadcasting, but became popularly known as Crossley ratings. Funded collectively by individual advertisers and agencies, surveys were conducted from 1930 to 1946. Crossley employed telephone survey, with samples spread over different times. In beginning sample size was about 100,000 interviews yearly, and eventually grew to about 400,000. Crossley is survived by two daughters and son.

Herbert J. Springer, 34, president and general manager, WGS-AM-FM Gouverneur, N.Y., and chairman of RGR Broadcasting, which also owns WTPL-FM Tupper Lake, N.Y., and former radio engineer with WMAL(AM) and WKYS(FM), both Washington, and Mutual Broadcasting, Arlington, Va., died of injuries received in auto accident May 2 in Gouverneur. He is survived by his wife, Penny.

NBC's Blackmore: Sold on involvement

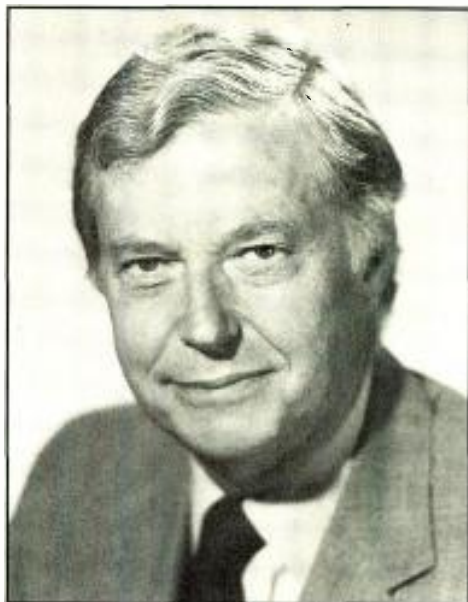
"Basically I am the ultimate optimist," says Bob Blackmore, senior vice president, sales, NBC Television Network. And advertising agency people, the principal contacts between networks and advertisers, see that as one of his strongest qualities.

Blackmore recalls that about 10 years ago he was meeting with six members of his staff to get a fix on the coming television season's sales projections. Those in the room, he thought at the time, were underestimating what the network marketplace would bear. "So I asked everyone just for the fun of it what their own personal investments were in," said Blackmore. "It was the year the New York bond market went down the drain." It turned out that of the six staff members, five were in New York bonds and worried. "It was influencing their overall thinking." Insisting on a second opinion, Blackmore said. He called another meeting with five other staff members who didn't have New York City bonds. The second group had a more optimistic outlook. "Once I got some other thinking into the mix we had a completely different picture," says Blackmore. "Even the people who had the New York bonds saw that they were being too negative."

The point of the anecdote, aside from illustrating his opportunistic streak, says Blackmore, is that the high-stakes world of network advertising has to stay in touch with the "real world," to get a "true picture of where the marketplace is, where it's going and what the agencies really think. You can't do it all with bean counters." A crucial factor in getting a good read on the marketplace, he says, is to have a diverse and experienced group of people selling for the network.

Blackmore knows how to sell—he's been doing it for his entire career, going back to 1952 when he left Los Angeles, where he was born and raised, for Denver, where he landed his first selling job at KEFL(TV), the city's first television station, which was just going on the air. Being the only station in town it had affiliations with the three existing networks and the DuMont network as well. "If you wanted to buy television advertising then," he recalls wistfully, "it was from us."

Like many of his colleagues in the network business, Blackmore started as a network page—for CBS in Hollywood while attending the University of Southern California. His first "real world" job was with KNXT(TV) (now KCBS-TV) Los Angeles, where he worked in the traffic department. Then, after a brief stint with a local advertising agency, he was off to Denver and KEFL. About a year later he went back to Los Angeles to join NBC's film division, which syndicated film and, later, series programming (under the company name California National



ROBERT CARDWELL BLACKMORE—senior vice president, sales, NBC Television Network; b. April 9, 1926, Los Angeles; attended University of Southern California, 1948-51, while page at CBS, Hollywood; employee, traffic department, KNXT(TV) Los Angeles, 1951; account executive, Angeles Advertising, 1952; account executive, KFEL(TV) Denver, 1952-53; sales and account executive, NBC Film Division, Los Angeles and San Francisco, 1953-60, and supervisor of film division's Chicago office, 1960-63; account executive, participating program sales, Los Angeles, 1963-64; account executive, prime time sales, New York, 1964-1970; vice president, participating program sales, New York, 1971-73; vice president of Eastern sales, 1973-1975; vice president, network sales, 1975; present position since April 1983; m. Joan de Cola, Dec. 26, 1957; two children—Robin, 23; Karyn, 21.

Sales), as an account executive.

Blackmore was with NBC's syndication operation for about 10 years, opening offices in San Francisco and Chicago, before returning to Los Angeles in 1963 to open a West Coast office for participating program sales, at that time limited to *Today* and *Tonight*. (At the time, most programs were fully sponsored by single advertisers.) A year later he went to New York to become account executive with the prime time sales staff. In 1970 he became director of participating program sales in New York and vice president of that group a year later. In 1973 he was promoted to vice president of Eastern sales and in 1975 took over as head of all network sales for NBC.

Those who deal with Blackmore on the agency side rate him highly. "He's flexible and very service oriented," says Bob Igiel, senior vice president and director of program and network negotiations at N W Ayer. "The

key is he always wants to do business. He's always looking for a way to make things happen as opposed to saying no, which is the easiest thing in the world to do."

According to Paul Schulman of Paul Schulman Co. advertising agency: "He's honest, fair and probably the only guy in this business who has no enemies." Schulman says Blackmore has the knack of putting "the right people in the right job." He notes that Blackmore has hired several talented account executives away from ABC. And for the latter, Schulman contends the departures must have been considered "big losses."

The challenge, as Blackmore sees it, is "moving product." He likens the network sales operation to an "aircraft carrier" that "doesn't turn around in the harbor." The man in charge must "think of the big picture," Blackmore says. "But at the same time you have to take care of all the small parts that make up that picture. The fun of it is to make all the parts work efficiently and opportunistically for all of the advertisers." Another key ingredient, according to Blackmore, is integrity. "You have to try to set a tone of honesty and integrity because you're dealing verbally. Everything is verbal when you make the deal, and then it's all reduced to contracts later."

Growing up in Los Angeles had as much to do with his career choice as anything, because he came into contact with so many people there that were in the business. By the time he landed a page position at CBS he knew broadcasting was where he wanted to make his mark. "Although I was always interested more in the business side than the creative side," he adds. He played tennis at USC and gave lessons on the side to the offspring of such celebrities as Ozzie and Harriet Nelson, Greer Garson and Bing Crosby. "You just start to get in that community and take it from there. . . . It's interesting just to deal with these people." His tennis game hasn't lost much, observers note. He was a New York state doubles champion in 1975, but can play company tennis when the occasion requires it. One agency executive notes with a smile that Blackmore "can put that ball on my clients' forehead for hours. It makes them feel great."

He's a bit of an inventor too. In 1968 he received a patent for an endless-loop film device for viewing short (two-minute) educational and how-to films. But videotape was coming on strong at the same time, and his device never went into production. "Basically it was a failure," he recalls with a hearty laugh, noting that he worked on it for perhaps three or four years as a hobby.

"I'm a tinkerer by nature." But he has less time for tinkering now. "I was an account executive back then. I shouldn't say that out loud. But you have to have other interests as you go along in this thing. Now, however, it's a total involvement."

Cox Enterprises said last week it had **settled dispute with group of shareholders** who questioned company's proposal to take affiliated Cox Communications private. Company said it had satisfied dissident group by supplying additional information about tender offer and extended offer period through Friday, May 17. Offer period had been scheduled to close May 9. At last official count, 17% of outstanding public shares had been tendered, but source said "substantially more than that" had actually been tendered at press time. That would give Cox Enterprises majority of shares because it owned slightly more than 40% of Cox Communications stock when tender offer was announced. But those tendering shares have right to rescind those agreements through May 17 when tender offer expires.

Turner Broadcasting System continued plotting behind scenes last week in connection with its **bid to gain control of CBS**. TBS is believed to be looking for source of cash to sweeten offer to CBS shareholders, which most analysts believe is essential for Turner to have even remote chance of succeeding in his bid. Turner executives are barred from commenting on proposal. In fact, Ted Turner has opted to cancel several public appearances, including scheduled talks before New York chapter of National Academy of Television Arts and Sciences this week and gathering of television critics in Phoenix in June. **Petitions to deny TBS transfer applications for all CBS licenses are due June 3**, not May 31, as FCC erroneously contended (BROADCASTING, May 6).

Multimedia Inc. management acknowledged receiving **new bid** for company from businessman **Jack Kent Cooke**, at **\$65 cash per share**, \$2 above previous offer. In letter, Cooke said he was not interested in dismantling Greenville, S.C.-based publisher, MSO, group owner and production company, but instead hoped to keep current management and add to existing properties. Multimedia's founding families and management (who own about 40% of shares outstanding) are currently committed to previously announced recapitalization plan ("Top of the Week," April 15), initially valued at \$54 per share and have signed agreement committing them to support plan and not to sell shares to Cooke. Another barrier Cooke bid may face is claim in letter that company representatives have approached other investors and offered them advantageous terms in buying stock of recapitalized Multimedia if they will support plan. "Unless the intended effects of these agreements with the stockholders and the arbitrageurs and institutional investors are rescinded or declared ineffective, unaffiliated shareholders will never have a fair opportunity to consider competing offer," letter, released last Friday, said.

Representative Howard Nielson (R-Utah) introduced legislation (H.R. 2363) last week to require **radio and television broadcasters to "address the needs and interests of children,"** with failure to do so resulting in loss of their license. "Under the bill, stations which fail to meet the needs and interests of children will have their licenses taken away by the FCC and given to someone who will fulfill this important obligation," Nielson explained. His bill, he added, "makes it clear that the needs of children must be served by broadcasters and then requires the FCC to determine this on a case-by-case basis at the time of license renewal." Although congressman said he favored deregulating broadcast industry, he refuses to support any deregulatory policy that "relieves TV and radio stations from their important role in our children's lives."

Senator Jesse Helms (R-N.C.) introduced legislation (S.1090) last week that would **eliminate use of cable television and interstate telephone service for "transmission of obscene and otherwise indecent material."** Bill is identical to one offered in last Congress and would expand current prohibition in U.S. Code against obscene language on radio to television and cable as well. "Mr. President, there is no reason to have one set of laws for broadcasting obscene language and another set for cablecasting obscene materials and no explicit law on broadcasting obscene language or materials over ordinary television. My bill will simply expand title 18, United States Code, section 1464, to cover all these cases with the same penalty," Helms said.

GTE Spacenet Corp. put its third satellite in orbit last week—**GSTAR I**, 16-transponder Ku-band bird. Arianespace Inc. launched GSTAR I along with French Telecom 1B aboard Ariane 3 rocket last Tuesday (May 7) evening from pad in Kourou, French Guiana. Firing of on-board rocket that would boost GSTAR I from elliptical transfer orbit into circular geostationary orbit was scheduled for last Saturday (May 11). GSTAR I's orbital slot is 105 degrees west longitude. Ivan Riley, vice president, marketing, GTE Spacenet said company expects "no problem" in finding customers for new satellite. **Bonneville and Isacomm** have already signed for unspecified amount of capacity, he said, and others are close to signing. "Many customers don't want to sign until they see the satellites in the sky," he said. Prices for Ku-band satellite had fallen due to increase in supply, he said, but have now "stabilized." "I don't see them eroding much further," he said. GSTAR I was optimized for medium-power satellite broadcasting on behalf of United Satellite Communications Inc., company now in Chapter-11 bankruptcy. Riley said companies other than USCI have expressed interest in using bird for satellite broadcasting. GTE launched last year Spacenet I and Spacenet II, which have C-band and Ku-band capacity. Still to come this year: launch of Spacenet III in August and that of GSTAR II in December.

Pacific West Cable Co. has lost in second effort to persuade U.S. district court to grant it preliminary injunction against **City of Sacramento**. Motion sought order directing city to permit Pacific West to build and operate cable system without franchise. Motion was filed in wake of decision of U.S. Court of Appeals for Ninth Circuit, in March, that city of Los Angeles was barred by First Amendment from limiting access by means of auction process to any part of city to single cable system if public utility cable can accommodate additional systems. But Judge Milton L. Schwartz of eastern district of California, ruled against Pacific West from bench, after hearing arguments on Thursday (May 9). Last week U.S. Court of Appeals for Ninth Circuit had affirmed district court's denial of earlier motion for preliminary injunction, one that sought permission for cable system to install conduit pipe for system it hoped to build in trenches being dug by company that had been granted franchise (BROADCASTING, May 6).

William B. Tanner, former head of Memphis-based barter company that once bore his name, has been **sentenced to four years in prison and \$16,000 fine**. That was maximum penalty under plea bargain under which Tanner pleaded guilty to one count of mail fraud and three counts of filing false individual tax returns, and U.S. attorney's office in Memphis agreed not to prosecute Tanner under other criminal charges (BROADCASTING, Feb. 4). Tanner was founder and former president of William B. Tanner Co., which is now owned by Media General Inc. and has been renamed Media General Broadcast Services Inc.

Lifetime executives have been meeting with cable system operators over last couple of weeks to let them know **monthly carriage fee is imminent**. Lifetime spokesman declined comment on fee, but sources at several MSO's contacted said program service would ask for monthly 6 cents per subscriber in 1986. Despite cable operator opposition, carriage-fee trend among top program services continues to build momentum. According to Paul Kagat Associates, firm that does extensive research on cable industry, 11 of top 21 basic services now impose carriage fee, ranging from 1 cent per subscriber (Black Entertainment Network) to 22 cents (cost of combined CNN-CNN Headline package). In addition to Lifetime, Nashville Network is reportedly planning to impose fee in 1986 in 5-to-10-cents range.

MTV Networks Inc. said last week it was **expanding children's service Nickelodeon** from 13-hour (7 a.m.-8 p.m.) day to **24-hour day** beginning June 1. On July 1, company said, Nickelodeon's new prime time and late night programming will debut, designed to appeal to both children and adults. New 8 p.m.-9 p.m. program segment, entitled "Camp Nickelodeon," will feature old off-network series such as *Lassie* (which service has been running for about a year now), *Dennis the Menace* and *The Donna Reed Show*.

New 9 p.m.-11 p.m. slot will feature old movies, which will be followed by hour-long comedy program, *Turkey Television*, produced in house. Midnight-to-1 a.m. slot will feature old adventure series such as *Route 66*. Repeat cycle follows from 1 a.m. to 6 a.m., with new program day beginning one hour earlier at 6 a.m.

Meeting of National Association of Broadcasters executives and equipment exhibitors in Washington last Tuesday (May 9) may help lead to compromise on extending hours for next year's annual exhibition in Dallas April 13-16. NAB will consider dropping idea to open floor show full day early, instead of tacking extra hours on final day by changing closing time from 2 p.m. to 6 p.m. and adding major entertainment event during evening to keep crowds at convention. Company representatives present from Ampex, Sony, RCA, Panasonic, Harris, Philips, Grass Valley Group and Eastman Kodak are worried about logistical "impossibility" of setting up large exhibits with early opening plus shorter-than-normal access time to hall next year (BROADCASTING, May 6). Proposal will be reviewed by NAB executive committee at meetings this Thursday and Friday. Second recommendation under consideration by NAB is creation of advisory exhibitor committee to give companies more active role in convention decision making. Advisory committee would be made up of two members each from large, medium and small exhibiting companies, plus single exhibitor representative on NAB's convention committee. Similar, but smaller, advisory group was tried in 1970's. Other issues discussed at informal gathering were possibility of separate exhibit sites, space assignment procedures (both left unresolved, pending completion of space availability analysis in August), question of space rental fees and future convention sites.

PTV West '85, low-power television industry conference and exhibition jointly sponsored by National Institute of Low Power Television and Community Broadcasters Association, has been postponed from this week (May 14-15) until "early July," according to CBA President Lee Shoblom and NLPPTV Director John Reilly. Location will remain Westin Bonaventure hotel in Los Angeles, with dates yet to be announced. Shoblom told BROADCASTING decision followed "real disappointing" registration from prospective attendees, "although exhibitors responded marvelously." He said board meeting and officer elections by CBA, slated to coincide with conference, will also be rescheduled, probably in June.

Federal grand jury in Chicago has indicted four men including **Washington attorney Lee G. Lovett for bribery and mail fraud** in connection with cable franchising in suburban Chicago community of Fox Lake Village. According to Ira Raphaelson, assistant U.S. attorney, indictment charged that, in early 1980, Lovett, who had been hired to obtain franchises for U.S. Cable of Hackensack, N.J., gave Richard Hamm, who was Fox Lake mayor at time, 5% interest in U.S. Cable of Northwest Lake County in exchange for his help in securing Fox Lake franchise for company. U.S. Cable was awarded Fox Lake franchise in January 1981, he said. Indictment also alleged, he said, that Hamm shared bribe with Richard Geretson, member of Fox Lake's board of trustees at time.

Taft Broadcasting Co. has released engineering study it commissioned from Cohen & Dippell that contends proposed swap of channels between noncommercial WEDU-TV (ch. 3) and Hubbard Broadcasting's WTOG-TV (ch. 44), both Tampa-St. Petersburg, Fla., would result in noncommercial station losing potential for serving additional 410,000 people. Separate study by accounting firm of Jellicotte, Haskins & Sells—commissioned by Gulf Broadcasting—asserts that "present value" of compensation WEDU would receive under swap contract would amount to between \$21-\$24 million. Mark Damen, WEDU president and general manager, has been estimating compensation at \$50 million. Damen said Gulf study's valuation of compensation "really is not in accordance with the facts." Damen also said that with swap, noncommercial station's coverage on ch. 44 would be "slightly larger" than its current coverage on ch. 3. Studies were distributed by public relations firm Taft has retained to fight FCC's proposal to permit such swaps. Taft has bought Gulf's UHF in Tampa.



Barbara Walters (left at podium) received **American Women in Radio and Television's** highest honor, **Silver Satellite Award**, during its annual convention last week in New York. "For many years, I felt I was still auditioning, but I don't feel that way now," said ABC correspondent. "If I have plowed a path for women, it should now be easier [for women]," she said, adding that she hoped that "maybe a line or two [of her comments] would get back to management and penetrate them." She took opportunity to thank many attending dinner at New York Hilton, including ABC President Fred Pierce and ABC president of news and sports, **Roone Arledge**, whom she called man she most admired. Outgoing AWRT president, **Jean Anwyll**, president of McKinney/Public Relations, Philadelphia, is standing at Walters's right, at podium.

Congressional activity in separate international satellite systems issue is expected to shift to Senate next month. Senator **Barry Goldwater** (R-Ariz.), chairman of **Communications Subcommittee**, plans hearing, tentatively scheduled for June 20, on **competition in international communications satellite** area. Goldwater is said to be interested in FCC role in processing five pending applications for systems that would compete with International Telecommunications Satellite Organization, particularly in view of controversy in House last week over role U.S. should play in securing change in Intelsat Agreement to permit global consortium to change pricing structure.

Gene Pell last week breezed through Senate Foreign Relations Committee hearing on his nomination to be director of **Voice of America**. Hearing, which also involved nomination of **Charles E. Courtney** to be associate director for programs of U.S. Information Agency, lasted only 45 minutes, and questions of three senators who participated were routine. None involved Radio Marti, controversial new service for Cuba that has been placed within VOA jurisdiction. Pell, former NBC News foreign correspondent, is in his second tour with VOA.

According to National Radio Broadcasters Association's third annual survey, **adult contemporary is still top radio format for FM and full-time AM**, while country remained top AM daytime format. Survey also showed **"tripling in AM stereo broadcasting**, further growth for older demographics and jumps in syndication and satellite usage," NRBA said.

FCC Commissioner Mimi Dawson last week said she "clearly wished" she had not voted with majority to deny **Simon Geller** renewal for WVCA-FM Gloucester, Mass., and to grant competing application of Grandbanke Corp. (BROADCASTING, May 24, 1982). "I think that's a clear case where we disserved the public," said Dawson at brown-bag lunch hosted by FCC's consumer assistance and small business division. Dawson will apparently have opportunity to change her vote. Case is pending before FCC on remand from Court of Appeals in Washington (BROADCASTING, June 18, 1984).

NBC News President **Larry Grossman** told staffers last week that **NBC will not participate in this year's news Emmys** because of industry's "lack of confidence in both the entry and judging processes of the National Academy of Television Arts and Sciences." He said individuals could submit entries at own expense, and that network would participate again when "news Emmys get their house in order." ABC and CBS are also boycotting Emmys.

Editorials

End and beginning

The short, and eventually sad, career of Marianne Mele Hall as chairman of the Copyright Royalty Tribunal is now history. Only nine days after BROADCASTING first published the background data that led to public and congressional outcry over her appointment ("The curious combination at the CRT," April 29) her resignation was submitted to the President. Retribution is rarely that swift in official Washington.

The Senate and the House now have not only opportunity but also urgent cause to set the CRT on a new course. Surely, at the least, the tribunal's membership should be reduced from five to three. And surely, those appointed to membership should come with credentials sufficient to handle the complicated issues with which the agency must deal.

The Hall episode has been painful for all concerned. Its redemption may come in a long overdue reformation of the CRT itself. That will be a far happier story to cover.

Shift in tactics

"Monday Memos" in this issue and the one preceding it have reworked familiar arguments for and against the banning of beer and wine advertising on radio and television. This page remains convinced that the prohibition of broadcast advertising would have no effect whatever on alcoholism or alcohol abuse, the stated objects of correction, except perhaps to paper over the problem with the foolish assumption that it had been cured by the advertising ban.

There are fairly clear signs that the advocates of prohibition are beginning to recognize the weakness of their case. The new approach will be to ask the Congress or the FCC to order counter-advertising. John Banzhaf has been summoned from academic obscurity to tell the Congress how he got the FCC to apply the fairness doctrine to cigarette advertising back in 1967. Banzhaf, now a professor of law at George Washington University, is to testify before the House Telecommunications Subcommittee ("Closed Circuit," April 29) on May 21.

The parallels between cigarette and beer-wine advertising are far from exact. The U.S. surgeon general had ruled, before Banzhaf went to the FCC, that cigarette smoking threatened the life of anyone who smoked. No such indictment has been made against beer and wine consumption. Absent a general danger to the public health, the incumbent FCC would find it hard to designate a beer commercial starring Rodney Dangerfield as an expression of opinion on a controversial issue of public importance. Not only that, this FCC could rely on a predecessor's 1974 report on general fairness policy that disavowed the Banzhaf case as a precedent.

That leaves it to the Congress, where there is talk of legislation that would require broadcasters to give equal time to messages countering beer and wine commercials. "Equal time" would take the regulation well beyond the 1967 application of the fairness doctrine to cigarettes. The FCC informally ruled that the doctrine would be satisfied by the presentation of one antismoking message for every three cigarette commercials.

Any number of good arguments can be presented to head off attempts to mandate counteradvertising, not the least being the extensive campaign that broadcasters are now conducting against drunk driving and all kinds of drug abuse.

Nor should anyone think that counteradvertising would insulate broadcasters against an eventual prohibition of beer and wine advertising on the air. The counteradvertising that broadcasters

were forced to carry while cigarette commercials were still broadcast was an important factor in the cigarette manufacturers' conspiracy to take their advertising off the air as a hedge against threatened restrictions on the sale of cigarettes. The manufacturers should have gone to jail for an antitrust conspiracy on a scale unprecedented in American business history. Instead the connivance was presented as an act of Congress taken in the interest of the public health.

The time to stop this whole movement is now.

Swift's turn now

Representative Al Swift (D-Wash.), chairman of the new House Subcommittee on Elections, summoned high executives of the television network news departments to Washington last week to tell him once again that they would be good boys in covering elections. No, sir, all three swore, we won't use exit polls to project results before polls close in any given state. They were repeating what Swift had been told in letters written for the record four months ago (BROADCASTING, Jan. 21), but he wanted to hear it again. He can't prove it, but he thinks early reports affect voting in Western time zones.

Bob Wussler was there to berate the broadcast networks as surrogate for his boss, Ted Turner, who is under SEC wraps these days while he tries to take over CBS. Wussler accused the networks of irresponsible journalism in reporting exit polls before the voting is finished. His own CNN is on a budget that has not been stretched to include the army of pollsters the broadcast networks employ in elections. Wussler is also against the establishment of a uniform closing time for polls across the nation, the ostensible objective of the subcommittee that Swift heads. Turner would have cheered if he had been there to hear Wussler say it was "unreasonable" to adjust poll closing hours to the "dictates or the interests of the three New York networks."

Now that the news chiefs have made the pilgrimage from New York to Washington to present their part of the bargain, it is Swift's turn to do something about his. Television projections of the outcomes of elections have merely dramatized a problem that has existed since the invention of the telegraph: Eastern results have been routinely known in the West while Western polls were still open.

With or without exit polls to accelerate the process, the common national closing hour for voting in national elections is long overdue for adoption.



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