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TELEVISION

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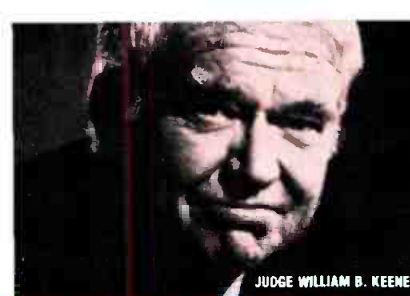
MAXMEL
BLDG 1405
ROOM 122
AUL-SAS

58/ADN MKK 49621

36112

54th Year 1985

Top 20 group owners
Radio Marti airs
TV's quarter



JUDGE WILLIAM B. 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	-5%	+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	WHIM-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%	+33%	+100%
PHILADELPHIA	WTAJ-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	KTYU-TV	+7%	-27%	+4%
SYRACUSE	WIXT-TV	+122%	+175%	+125%
TAMPA	WTOG-TV	N/C	+7%	+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**



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		
BRISTOL-KINGSPORT- JOHNSON CITY		
AUSTIN, TX		
PEORIA		
LAS VEGAS		
COLORADO SPRINGS-		
YAKIMA		
McALLEN-BROWNSVILLE		
RENO		
COLUMBUS-TUPELO		
MASON CITY-ROCHESTER		
AUSTIN		
FLORENCE		
MEDFORD		

ALSO JUST SOLD

ST. LOUIS	KTVI-TV	ABC
INDIANAPOLIS	WRTV	ABC
CHARLOTTE	WPCQ-TV	NBC
CHARLESTON- HUNTINGTON	WOWK-TV	ABC
GREENSBORO- WINSTON SALEM- HIGH POINT	WGHP-TV	ABC
SHREVEPORT	KTAL-TV	NBC
FLINT-SAGINAW- BAY CITY	WEYI-TV	CBS
DES MOINES	WOI-TV	ABC
LEXINGTON	WTVQ-TV	ABC
CEDAR RAPIDS- WATERLOO	KCRG-TV	ABC
LUBBOCK	KLBK-TV	CBS
TALLAHASSEE	WCTV	CBS
MERIDIAN, MS	WHTV	CBS
PANAMA CITY	WJHG-TV	CBS



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PHILADELPHIA (WTAF) • SAN FRANCISCO (KBHK) • WASHINGTON, DC (WDCA)
MINNEAPOLIS-ST. PAUL (KMSP) • MIAMI (WCIX) • DENVER (KWGN)
PHOENIX (KPHO) • PORTLAND, OR (KPTV) • KANSAS CITY (KSHB)**

A CO-PRODUCTION OF DANIEL WILSON PRODUCTIONS, NEW YORK
KAROL FILM, ROME • TELE-HACHETTE, PARIS • TAURUS FILM, MUNICH

Distributed by:

THE CURRAN-VICTOR COMPANY

Broadcasting May 27

Ranking the top 20 owners in television reach

Radio Marti goes on the air

Countdown to NCTA 85

TOP 20 □ BROADCASTING takes a look at the new top 20 television owners by market penetration in wake of station sales that have altered market considerably. **PAGE 35-36.**

SALES COURSE □ Disparities in markets make predictions difficult, but reps see local and spot second-quarter advertising showing approximate 10% increase. **PAGE 37.**

PROBING POSSIBILITIES □ CBS files with SEC detailing possible actions it would take to counter unfriendly takeovers. **PAGE 37.**

PFISTER FLAP □ Controversy surrounds resignation of CPB President Edward Pfister. **PAGE 39.**

ON THE AIR □ Radio Marti begins broadcasting news of Cuba to that country and finds no marked increase in interference from Havana. **PAGE 41.**

NCTA 85 □ A nuts-and-bolts look at what the cable act will mean to the industry tops the agenda as NCTA opens its 34th annual convention in Las Vegas next week. **PAGE 44.** A look at the agenda and a listing of exhibitors begins on **PAGE 46.**

AD CONFERENCE □ Annual convention of American Association of Advertising Agencies examines problems with industry, takes a look at improving creativity. **PAGE 65.**

PAY DILEMMA □ HBO's Fuchs says overpriced and overpackaged services are hurting pay cable industry. **PAGE 67.**

SET TO AIR □ Studioline, marketer of nine stereo music channels and associated hardware, set for big push at NCTA. **PAGE 68.**

WHO HAS WHAT □ Universal Television is the big winner among Hollywood producers in networks' new fall prime time lineups. **PAGE 69.**

NEXT FRONTIER □ Movement on alcohol ads shifts to counteradvertising pleas before House subcommittee. **PAGE 70.**

STEPPING DOWN □ Appeals court senior judge David Bazelon retires after 36 years on the bench. **PAGE 72.**

CABLE COMMENTS □ FCC gets conflicting advice on how to implement EEO portions of cable act. **PAGE 73.**

CBS FEAST □ Rather, Jankowski, Poltrack and Shephard address upbeat CBS affiliates at meeting in San Francisco. **PAGE 80.**

RADIO ROOST □ NRBA sponsors radio summit in St. Louis for group owners to compare operational notes. **PAGE 83.**

SHOE FILLING □ PBS may take up where CPB left off and travel to Soviet Union. **PAGE 84.**

TWO-DEGREE DRAFT □ Report is ready on how to avoid technical problems with two degree spacing between satellites. **PAGE 89.**

SETTLED □ Joseph Tirinato has found his niche—television sales at MGM/UA. **PAGE 111.**

INDEX TO DEPARTMENTS

Advertising & Marketing	65	Editorials	114	Law & Regulation	70	Stock Index	85
Business Briefly	18	Fates & Fortunes	107	The Media	80	Technology	89
Cablecastings	10	Fifth Estater	111	Monday Memo	22	Telecastings	90
Changing Hands	87	For the Record	92	Open Mike	32		
Closed Circuit	7	In Brief	112	Programming	67		
Datebook	24	In Sync	77	Riding Gain	76		

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: Almi Television 64 □ Associated Press Broadcast Services 18, 34 □ Blackburn & Co., Inc. 86 □ Blair Entertainment Second Cover/3 □ BrightStar 69 □ Champion International Corp. 59 □ Chapman Associates 89 □ Classified Ads 96-106 □ Continental Electronics 79 □ Embassy Telecommunications 45, 47, 49 □ The Fetzer Stations Third Cover □ Gammon & Ninowski Media Investments, Inc. 92 □ Grandy & Berkson Media Brokers 90 □ The Ted Hepburn Co. 87 □ Independent Insurance Agents of America, Inc. 55 □ KDFW-TV 63 □ KHJ-TV 23 □ King World Enterprises 20 □ H.B. LaRue, Media Broker 91 □ Leibowitz, Spencer & Freedman 75 □ MCA TV 8-9, 11 □ MGM-UA Entertainment Co. Front Cover □ Multimedia Entertainment 28-29 □ Panasonic Industrial Co. 51 □ Petry 53 □ Professional Cards 94, 95 □ The Research Group 19 □ Robert W. Rounsaville & Associates 88 □ Selcom 27 □ Services Directory 95 □ Society Bank 6 □ Springwood Psychiatric Institute 57 □ Torbet Radio 25 □ Townsend Associates, Inc. 32 □ Tribune Entertainment Co. 33 □ Viacom 12-13, 15, 16-17 □ Warner Bros. Television Distribution 31 □ WCAU-TV 43 □ WCIX-TV 61 □ Western Union Westar Satellite Services 30 □ Daniel Wilson Productions 4 □ WNEV-TV 21 □ Worldwide Church of God Fourth Cover

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See us at The Las Vegas
Hilton during the NCTA
Convention, June 2-5.

More Q than A

Justice Department is continuing to collect information in its inquiry into possible antitrust implications of Ted Turner's attempted takeover of CBS. Data Turner originally filed in Hart-Scott-Rodino notification (named after authors of legislation requiring submission of such information) did not answer all of antitrust division's questions. So division has sent second letter to Turner and one to CBS asking number of questions. Inquiry is designed to provide data on which department will decide whether it would attempt to block attempted takeover. Letters, which are not unusual, may not be end of information collection. Antitrust division could seek information about markets involved from others in business. Department is believed to be looking into questions involving national advertising, news and sports programming.

Wait a minute

FCC won't be acting on proposal to narrow purview over licensee character at meeting May 31 after all ("Closed Circuit," May 20). House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) is said to be "extremely concerned" about proposal. Wirth doesn't want commission to turn character inquiries into "rubber stamp" and is particularly concerned about lowering character hurdles when so many major transfers of broadcast properties are pending, aide to Wirth said. Wirth's concerns have been "communicated" to FCC Chairman Mark Fowler's staff.

FCC sources insist postponement is result of lack of consensus among commissioners on precisely what to do.

Bird and box office

Showtime/The Movie Channel is likely to announce plans for its pay-per-view service at National Cable Television Association convention in Las Vegas next week. Service would deliver motion pictures to addressable cable subscribers before or at same time they arrive in home video stores.

In some ways, Showtime/TMC is already in business. For past several weeks it has been programming Qube PPV service for Warner Amex Cable. What's more, it has agreed to supply PPV service to HI-Net, joint venture of Comsat and Holiday Inns that plans to build Ku-band satellite network and beam four-

channel package (Showtime, Showtime-PPV, ESPN and CNN) to Holiday Inns' motels and hotels beginning later this year. Scott Kurnit, former vice president of programming for Warner Amex and now consultant to Showtime/TMC, is expected to head Showtime/TMC PPV venture.

Copyright confab

Senator Charles McC. Mathias (R-Md.) and Representative Bob Kastenmeier (D-Wis.) are considering holding congressional symposium on copyright, tentatively on July 26, 27 and 28, in Annapolis, Md., at Governor Calvert House. Theme of meeting will be on copyright and new technologies.

It isn't over

Congress is taking interest in resignation of Corporation for Public Broadcasting President Ed Pfister (see story, page 39). There is "deep congressional concern" over what's going on at CPB, said one Hill source. House Telecommunications Subcommittee has requested tapes of board meeting where controversy over Moscow trip erupted, and its parent House Energy and Commerce Committee may hold hearing on subject. There is concern on Hill that corporation is "out of control" and that its board has "clear ideological agenda."

Less electioneering

National Association of Broadcasters executive committee will recommend that election for joint board chairmanship, which is normally held on last day of NAB's June board meeting (Friday, June 21 this year), be moved ahead. Election would take place on Tuesday, June 18, to get away from politicking that is likely in three-man race for seat.

Stereo not enough

Belief held by many radio industry executives that quality programming, not stereo, will be AM radio's answer to re-establishing parity with FM is also shared by listeners, according to soon-to-be released Blair Radio study. In AM stereo portion of survey, which sampled over 400 listeners, about 40% of those questioned had heard of AM stereo. In that group, 70% agreed that stereo won't make AM radio any better unless programming is improved. Telephone survey also shows that AM radio continues to

lead FM as source of news and information, but lead is narrowing. Study was conducted by Frank Magid Associates.

Beaver prospects

Among those who have expressed interest in picking up sitcom series, *Still The Beaver*, that Disney Channel said last week it would not renew (see page 10), are superstation WTBS(TV) Atlanta and Showtime. Executives at both services said show's producer, Universal Pay TV Programming, had approached them and that both expressed interest.

Locals favored

FCC is slated to adopt rules establishing eligibility and comparative criteria for instructional television fixed service May 31. Staff proposal is expected to give priority to local educational institutions over national entities but no preference to minorities.

Three to make ready

Blair Entertainment has added new partner—Hubbard Broadcasting—to its *Break the Bank* project and now there's no doubt that *Bank* will be ready for fall premiere in strip syndication. Hubbard joins original partner, Storer Communications, in program venture, with four TV stations from Storer and three from Hubbard in syndication lineup. Production is scheduled to begin in Los Angeles on July 15 on 195 half-hour segments of series, which is set for airing in New York on WCBSTV and in Los Angeles on KHJ-TV.

So far so good

INN, New York-based television news program serving independents nationally, has adopted new solo-anchor format with Morton Dean. Former CBS anchor and correspondent, Dean, joined Pat Harper as co-anchor of INN and local WPIX(TV) New York prime-time news in January. But Harper left in early April to join WNBC-TV New York. According to INN president John Corporon, subscribing stations have expressed great satisfaction with solo format and have urged that it be retained. "They've told me we've never looked more like a network [news operation] than we do now," said Corporon. In four months since Dean joined network, he said, both national and local news ratings "are up modestly."



The A Team at 5 o'clock will make your 6 o'clock news.

For **Affiliates** The A Team is that much sought after young adult lead-in that will enhance the loyal core of viewers already committed to local news.



The A Team at 6 o'clock will break their 6 o'clock news.

For **Independents** The A Team is the young adult powerhouse that will clobber the competition and anchor the 6 to 8 o'clock money hours.

THE **A** TEAM IS THE FRANCHISE

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Distributed By

MCA TV

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Data display

CableData Inc., a large cable billing and database company, and Saxe Walsh Inc., a New York-based entertainment marketing company, announced a joint venture last week to provide system operators and program suppliers with a package of database consumer profiles to enhance their marketing efforts. The profiles, which can be tailored to any given geographical area, will be composed by Saxe Walsh, based on data supplied by CableData, which provides billing services to cable systems totaling between 15 million and 16 million subscribers, and R.L. Polk & Co., which compiles lists for direct marketing and telemarketing operations. By cross-referencing the CableData and Polk databases, Saxe Walsh said it can develop a system profile that details the demographic makeup of both the subscribing and nonsubscribing households within a cable system, broken out by income, family size, occupation, length of residence, gender of the heads of households, etc. Supplemental profiles available, the company said, include a "Sales-File" for local advertising sales which analyzes basic subscribers within a cable system, compared to the overall television market.

Two other supplemental analyses being offered focus on current and former pay subscribers and subscribers who take or drop basic or pay service over a specified time. Customized profiles can be ready within four to six weeks of the order and are priced according to system size (minimum of \$2,500).

Carriage charge

Lifetime made it official, announcing it will start charging affiliates for carriage of its service ("In Brief," May 13). Payment of fees will begin Jan. 1, 1986, for affiliates with contracts expiring in 1985; it will start for others upon expiration of their present contracts.

The fees will be six cents per subscriber per month in 1986, seven cents in 1987 and eight cents in 1988. The new contract term is three years. Lifetime said that cable companies that make "significant subscriber volume commitments to Lifetime" are eligible for discount rates, and that affiliates providing fewer than 2,000 subscribers for Lifetime will be charged a flat monthly fee of \$50.

Said Thomas F. Burchill, Lifetime president and chief executive: "Lifetime has held numerous meetings with key MSO's and operators during the last 60 days. There was strong agreement among those affiliates to support Lifetime's fee program, because Lifetime's value to operators has been greatly enhanced by our '\$25-million Road Map to Success' programming and marketing plan implemented in mid-January."

Burchill said that during his visits he had presented evidence that Lifetime's new talk television format, strip scheduling, "Chance

of a Lifetime" sweepstakes and celebrity publicity have produced a much clearer identity and added viewership for the network.

He said the fees were being announced "well in advance of implementation" out of consideration for systems already involved in 1986 budget and fiscal planning.

As a result of the fee structure, Burchill said, "Lifetime can increase the vitality of its programming and can look to profitability in 1986."

Lifetime, a venture of Hearst/ABC-Viacom Entertainment Services, is said to be carried on 2,458 cable systems serving over 25 million households.

Goodbye Beaver

The Disney Channel has decided not to renew production of *Still The Beaver*, its situation comedy updating the lives and times of many of the original characters seen in the long-running *Leave It To Beaver* television series. The Burbank-based pay television channel ordered 26 original half-hour episodes of *Still The Beaver* last year from Universal Pay Television, which expressed surprise at the decision. The Disney Channel has frequently named *Still The Beaver* as



among its most popular programs. One Nielsen study found 56% of all Disney Channel subscribers watched the series.

The last few segments of the family-oriented program, which co-stars original cast members Jerry Mathers, Tony Dow, Barbara Billingsley and Ken Osmond, are currently being taped, with the first run of 26 original episodes to continue through the remainder of this year.

"We will attempt to place the series elsewhere," said Charles F. Engel, president of Universal Pay Television Programming. "We are extremely proud of *Still The Beaver* and its success, and we are confident of finding a new home for this top-rated series."

A spokesman for The Disney Channel said last week the pay service has the option of repeating episodes when the first run of

original episodes is complete, possibly through most of 1986. Under terms of Disney's agreement with the show's producer, use by other cable or broadcast services may not begin until the pay service completes its use of *Still The Beaver*. Asked why the channel chose to cancel one of its most highly rated programs, the representative explained that The Disney Channel is anxious to add seven new series it has in the wings, including a program hosted by psychologist Dr. Joyce Brothers and *Return to Treasure Island*, an update of the Robert Louis Stevenson classic.

Gunned down

Superstation WTBS(TV) Atlanta has canceled the two-year-old soap opera, *The Catlins*, produced and sponsored by Procter & Gamble, because of poor ratings. Until January of this year, the program had been averaging about a 1.3 rating within the superstation's household universe, but by the end of March the average rating had dropped to about 0.9. The program had been running at 11:05 a.m.-11:35 a.m. The superstation said it would move its morning movie from 10:05 a.m. to 12:05 p.m., and shift *The Lucy Show*, which had been running from 11:35 a.m. to 12:05 p.m., to the slot preceding the movie.

Hello Dr. Ruth

The Lifetime basic cable network has renewed *Good Sex! with Dr. Ruth Westheimer* and *Regis Philbin's Lifestyles* for the 1985-86 season, with production of new episodes for both series scheduled to begin next September in New York City. *Good Sex!*, from Earthrise Entertainment, is entering its second season, and *Regis Philbin's Lifestyles*, from Philbin Productions, is in its third season on the channel. According to Lifetime executives, the two talk shows remain among the service's most popular offerings.

All day for FNN

Financial News Network, expanding its service to 24 hours a day, is putting into effect "a complete rethinking of FNN's traditional business and financial news programming," plus a four-hour sports block at night.

"It's a faster-paced, visually more interesting schedule with new elements designed to appeal to the general public, not just the investment community," said Mark J. Estren, senior vice president, news and programming. "What we are saying is that FNN talks about money, and everyone cares about that."

The sports programming, *SCORE: Sports Watch*, will run from 8 p.m. NYT to midnight and "is designed to complement our financial reporting, using formats that have proved themselves with our audience," Estren said. Viewers of the sports block, he added, will never be more than 15 minutes away from the latest sports news and scores, "and they will also be able to turn to

The Franchise has
just been awarded to:

Chicago
Philadelphia
San Francisco
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Dallas
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Atlanta
Phoenix
Indianapolis
Norfolk
...and more!

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260 HALF HOURS THAT AMERICA LOVED.

Suppose you could choose the 52 very best weeks from "Family Feud's" eight great years. That's what Goodson-Todman is doing right now. Selecting 260 episodes so good that no other show stood a chance against them. Episodes that sent "Family Feud" to the top as America's Number One syndicated show.

The result is an exceptional package called "The Best of Family Feud." A full year of well rested strip programming

Family Feud!



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with absolutely no repeats. It's available now for September starts. And it's a straight cash deal with no spots withheld and no time restrictions.

Think how much "The Best of Family Feud" can do for you in building big, new audiences in new time periods.

But don't think too long before you act. The best 260 half hours of "Family Feud" are back for one big reason: popular demand!

us for talk shows with audience participation and for a wide variety of sports events."

Estren said elements of the new schedule are being phased in throughout this month, with all of the *SCORE* program expected to be in place during Memorial Day week and with all the business-news programs planned for full introduction as of June 3.

The day begins at 6 a.m. with the one-hour *Business Today*, repeated at 7-8 a.m., providing a financial roundup plus results of major sports events of the night before. *Biz-Net News Today*, produced by the U.S. Chamber of Commerce, runs at 8-9 a.m. and is followed by *Morning Marketline* at 9-10 a.m., looking ahead to the stock market's opening at 10 o'clock.

The first two hours of trading are covered in *MarketWatch A.M.* at 10 a.m.-noon. Then come *Mid-Day Market Report*, *FNN Shop Talk*, *MarketWatch P.M.*, *Consumer Corner* and *Wall Street Countdown* until the market closes at 4 p.m. and then *MarketWrap*, *Money Talk*, which is a call-in show, *Wall Street Final*, which is repeated at 6-7 p.m., and, at 7-8 p.m., *FNN Evening News*, which includes news and market wrap-ups and a look at sports events to be reported during *SCORE: Sports Watch*, which takes over at 8 p.m.

From midnight to 6 a.m. the schedule offers a mixture of syndicated sports programming, digital programing of sports and business information and "venture programing," which "provides a forum for entrepreneurs who wish to reach the FNN audience with their business-related messages."

Weekend programing includes syndicated sports, *Sports Watch* and venture programing. Three-hour blocks of tennis matches are tentatively scheduled for eight Saturdays and Sundays in June.

FNN officials say the service currently reaches 18 million cable households with its 6 a.m.-to-7 p.m. service and to date has cleared 7.5 million for the expanded hours at night and on weekends. FNN is a publicly owned company, with stock traded over the counter.

Taking customers away

The cable industry is becoming increasingly concerned about the proliferation of backyard earth stations, and for good reason. A survey of dish owners conducted by The First Communications Group, publisher of *The Home Satellite Newsletter*, last March found that one-third of all those who purchased dishes in the six months preceding the survey could have subscribed to cable. "The wider availability of program choices, absence of monthly fees and dissatisfaction with cable service is driving an increasing number of homes with cable available to them to make the investment in home satellite systems," First Communications concluded.

The survey also revealed that demand for dishes is moving from "rural, signal-starved areas to suburban and urban locations with more off-air signals available." Today's buyers of home dishes are, on average, younger and from smaller households than the buyers of two years ago, the survey also found, and the new buyers tend to own more consumer electronic equipment than the average American.

The Movie Channel, the pay service from Showtime/The Movie Channel Inc., was the most popular service among the surveyed

dish owners.

First Communications, said spokeswoman Kate Hampford, estimates conservatively that around 920,000 homes now have dishes and that another 40,000 each month plan on getting them installed. First Communications predicts, she said, that the total will reach 1.22 million by the end of the year and 4.17 million by the end of the decade.

The survey results, which are available to nonsubscribers of the newsletter for \$1,995 and to subscribers for \$1,495, were derived from more than 1,000 responses to a seven-page questionnaire sent to randomly selected dish owners last March.

Favorable fallout

Speculation has it that United Cable Television's 780,000 subscribers may soon be added to the 3.5-million-subscriber universe of Tele-Communications (TCI) for the purpose of programing buys.

TCI's current 16% ownership of United stock will be expanded to nearly 20% when United's tender offer, for up to two million of its 12 million outstanding shares, is completed. Although an agreement between the two companies limits TCI's holding to 20.1% through 1994, some believe that that may be enough to qualify TCI as the owner of the United systems under terms of contracts with some cable services and equipment suppliers.

The situation may, however, be more complex because the 20% trigger may apply only where there is additional involvement, such as a management contract or such nonequity investment as convertible debentures. Officials at both TCI and United declined to comment on their arrangements, but there seems little reason to think that TCI-United would not avail itself of cheaper rates.

Did it work?

The Council for Cable Information is still waiting for results of surveys to gauge the impact of its \$6-million, radio-television advertising campaign earlier this spring to improve consumer attitudes toward cable. But CCI's staff is assuming the best and making plans to launch a second flight next fall using the same spots.

The surveys of consumer attitudes before and after the spring campaign were conducted by Opinion Research Corp. The initial results and analysis will be released at the National Cable Television Association convention next week; more detailed findings will be presented on June 19 to CCI's board before its vote on whether to authorize the fall campaign. Also at the June 19 meeting, Doug Dittrick, Tribune Cable Communications, is expected to be approved as CCI chairman, succeeding Dan Ritchie, Group W Broadcasting and Cable.

At the NCTA show, CCI also plans to introduce a costumed character, tentatively named Cozmic Cable. Cozmic, CCI hopes, will represent the cable industry at charitable events and benefits and make cable more appealing to children. According to CCI spokeswoman, Cozmic costumes will be sent to five cable systems for official debuts this summer.

Broadcasting Publications Inc.

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TELEVISION. Cablecastings.

**THE FUNNIEST
NEW SHOW
ON TELEVISION
IS ALREADY
A CLASSIC.**



The Honeyr



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NBC Honeymooners' Special demolishes competition with 18.1 rating/30 share.*

e Honeymooners

Announcing the greatest discovery in television history...All new Honeymooner classics that haven't been seen since they were hidden away more than 35 years ago!

They're taking the country by storm. 67 half-hours of brilliant Honeymooner classics never before seen in syndication. Available now for Fall '86.

Plus two, two-hour advertiser-supported specials celebrating the funniest, most outrageous moments in Honeymooner history—The Honeymooners' Anniversary Celebration and Season's Greetings from The Honeymooners. Both available now for Fall '85.

The Honeymooners. A programming opportunity that combines the impact of a first-run series with the proven performance of a TV classic, and it's guaranteed to send your ratings to the moon.

Don't miss the one chance to make Honeymooner excitement work for you.



Source: All NSI Metered Markets.

Business Briefly

RADIO ONLY

Florida Division of Tourism □ Summer campaign began for six weeks in 21 markets, effective last week. Commercials will run in daytime and early evening periods. Target: adults, 18-34. Agency: Mike Sloan Inc., Miami.

Ace Fireworks □ In promotion planned for Fourth of July celebration, company has bought schedule for three days in five markets in states of Washington, California and Oregon, starting July 1. Target: adults, 12-34. Agency: Evergreen Media, Edmonds, Wash.

Rent-A-Center □ Rental products will be spotlighted in six-week flight to begin this week in eight markets, including Milwaukee, New Orleans and Cincinnati. All dayparts will be used for commercials. Target: adults, 18-34. Agency: Kelly Crescent, Dallas.

Gallery of Homes □ National real estate franchising firm will stage three-day effort in about 60 markets, starting

in early June. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: Faller, Klenk & Quinlan, Buffalo, N.Y.

New England Apple Products □ Various fruit juices will be advertised in four-week flight starting in mid-July in about 12 markets including New York, Providence, R.I., and Albany, N.Y. Commercials will be placed in all dayparts. Target: adults, 18-49. Agency: Cabot Advertising, Boston.

TV ONLY

Glidden Paint □ More than 100 markets will be used in flight of about three weeks, starting in early August. Commercials will be carried in all dayparts in markets including Milwaukee, Nashville, Seattle, Washington and St. Louis. Target: adults, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

First Tennessee Banks □ Image-building campaign in five markets will begin in mid-June for about eight weeks. Commercials will be placed in all dayparts except prime. Target: adults, 25-54. Agency: Fallon McElligott Rice, Minneapolis.

Nabisco Brands □ Campaign will be conducted in more than 100 markets,

Rep Report

Woi-TV Des Moines, Iowa: To Katz Continental Television from Seltel.

□

WRSP-TV Springfield, Ill.: To Independent Television Co. from Seltel.

□

KXRM-TV Colorado Springs and WXXV-TV Biloxi-Gulfport-Pascagoula, Miss.: To Avery-Knodel Television (no previous rep).

□

KNMZ-TV Albuquerque, N.M.: To Avery-Knodel Television from Adam Young.

□

KYOK(AM) Houston and KQIN(AM) Seattle: To Masla Radio from Weiss & Powell.

□

WGUL-AM-FM Tampa/St. Petersburg, Fla.: To Masla Radio (no previous rep).

□

KMYX(FM) Oxnard, Calif.: To Masla Radio from Roslin.

□

WNYS-AM-FM Buffalo, N.Y., and WPMY-AM-FM Rochester, N.Y.: To Major Market Radio from Christal.

□

WJOY(FM) Fort Lauderdale, Fla.: To Masla Radio from Torbet Radio.

□

WXRI(FM) Norfolk, Va.: To Masla Radio from Hillier, Newmark, Wechsler & Howard.

□

KSND(AM)-KEED(FM) Eugene, Ore.: To Major Market Radio from Hillier, Newmark, Wechsler & Howard.

□

WLA-AM-FM Grand Rapids, Mich.: To Major Market Radio from Blair Radio.

□

KCMA(FM) Tulsa, Okla. To Concert Music Broadcast Sales (no previous rep).

□

Western Reserve Cablevision, Macedonia, Ohio: To Nationwide Cable Rep (no previous rep).

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

FOR DEAR OLD DAD - JUNE 1 — AP looks at changing roles for the man of the house. Explore the challenges facing step fathers in the 80's. And get Father's Day gift ideas that can help dad cope with the responsibilities of modern fatherhood. Five 60-second scripts run in advance June 1.

MUSICWATCH — This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles. It runs on Friday morning.

AIRCHECK: AP RADIO NETWORK

WHERE HAVE ALL THE CHILDREN GONE? - MAY 31 — More teenagers killed themselves last year than ever before. Without help, even more could die this year. Find out how we can save what may be America's most desperate generation. Ten 90-second reports will be fed May 31 at 1:32 p.m. ET.

HIGH-TECH HELP WANTED - JUNE 7 — Dave Ross tells you which careers will be in demand in the years to come. And he explains how to break into computers and other high-powered electronic fields. Series will be fed June 7 at 1:32 p.m. ET.

TO YOUR HEALTH — Get your minimum daily requirement of health and fitness news in our series entitled, Health and Medicine. 90-second shows feature updates on health care research, plus advice on everything from headaches to fallen arches. Get your daily dose at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

"The Research Group has brought us further than we thought we could go."

"Working as partners with The Research Group has brought us terrific results for WVOR in Rochester. We have come from having a decent 12+ share in the 9s to an incredible 14.7 (number one 12+) in the latest fall book.* And in our target demo of adults 25 to 49 we now have a 24.5 share!* That's more than double our nearest competitor.

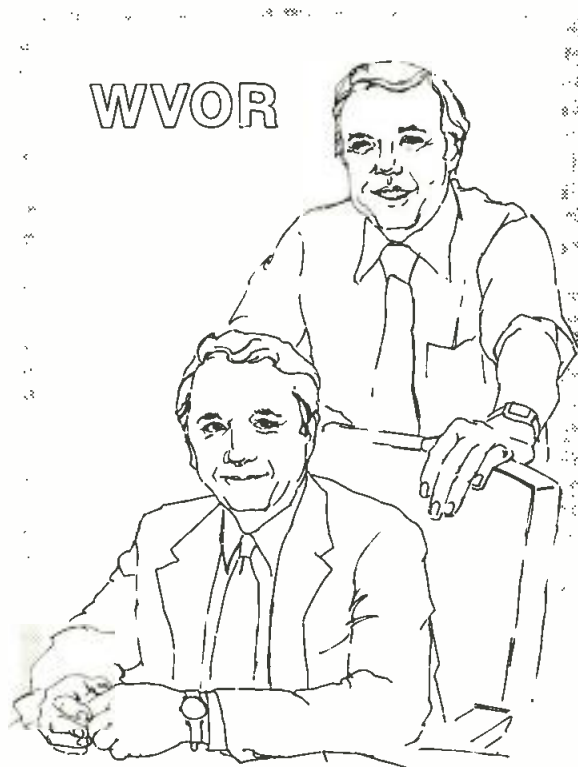
Rochester has always been a very competitive market. But with the help of The Research Group we've not only defended our position—but we've seen more growth than we thought possible.

The Research Group works with us to develop a plan that gets results in ratings *and* revenue, and they help us along the way. The point is: it *works*."

Bud Wertheimer
President
WVOR Radio

Jack Palvino
Executive Vice President
and General Manager
WVOR Radio

*Fall 1984 Arbitron, M-S, 6A-12M, MSA



If you would like to learn more about the common characteristics of America's *top* management teams, who have achieved great ratings success, just send in the card below. We would be glad to send you The Research Group's volume "Lessons Learned For Success: The Master Class Strategists."

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KING WORLD
PRESENTS



You'd better start believing in mermaids because SWEET SEA is about to make a big splash all across America!

Children, parents and advertisers will love this charming 30-minute animated special featuring a cast of underwater characters created by TOMY TOYS and brought to life by TMS, one of the world's leading animation companies.

- NO CASH INVOLVED!
- 4 MINUTES AVAILABLE FOR LOCAL SALE!
- BACKED BY EXTENSIVE PROMOTION AND MERCHANDISING!
- NON-VIOLENT CONTENT!
- AVAILABLE NOW FOR THIS SEPTEMBER!

Catch the wave of SWEET SEA mania! Call your King World Enterprises representative now!



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EXCLUSIVELY FOR TOMY TOYS

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starting in mid-July for 11 weeks. Commercials will be telecast in all time periods. Target: women, 18-49. Agency: William Esty Co., New York.

Mercedes Benz of North America □

Eight-week flight is set to begin in early June in 28 markets, including Denver, Portland, Ore., and Hartford, Conn.

Commercials will be placed in prime, fringe and sports periods. Target: men, 35-49. Agency: McCaffrey & McCall, New York.

Arnold's Food Co. □ Arnold's Jewish rye bread, Brownberry natural rye and Brownberry natural whole wheat will be spotlighted in three- to four-week flights,



starting last week and continuing in flights throughout 1985. Commercials will be slotted in prime access, daytime and early fringe periods. Target: women, 25-54. Agency: Foote, Cone & Belding, New York.

AdVantage

Interrep figures. Interrep Companies, consisting of four national radio representative firms, reports that in first quarter of 1985, 25-54 age group was leader, accounting for 40% of all spot availabilities on both volume and dollar basis. On network availability basis, 25-54 represents only 17% of volume and 11% of dollar amount. Interrep noted that youth availabilities (12-24, 12-34 and 18-34) accounted for 48% of spot availabilities and 56% of spot network dollars, more than double dollar volume percentage in 1984. Arbitron was cited as facility in 99% of network requests and in 84% of spot requests. Interrep companies are McGavren Guild Radio, Major Market Radio, Weiss & Powell and Hillier, Newmark, Wechsler & Howard.

□

Blair Radio's diagnosis. Although 25-54 group showed 0.8 point decrease in first quarter of 1985, according to Blair Radio, that demographic remained leader, representing more than 36% of Blair Radio business opportunities in initial quarter. In second was 25-49 group, representing 16.7% of opportunities. In third was 18-49. Blair said teen-ager requests were down considerably and now amount to only 2.4% of opportunities.

□

Accent on travel. Travel-related television advertising in 1984 rose by 27% over 1983 to \$316.3 million, according to Television Bureau of Advertising. Passenger travel, including airlines, railroads, buses and cruises, was largest segment of travel category and increased by 24% to more than \$207 million. In second position was country/state/local promotion which climbed by 67% in 1984 to \$51 million. Television advertising for hotels and resorts, according to TVB, increased by 9% to \$50.9 million. Leaders in segments of travel field were United Airlines in passenger travel, \$50.9 million; Australian Tourism in country/state/local promotion, \$4.8 million, and Holiday Inns in hotels and resorts, \$6 million. TVB expenditures are based on data provided by Broadcast Advertisers Reports.

□

Better business. Advertising business is doing well so far in 1985. Results of survey conducted earlier this month of 50 American Association of Advertising Agencies members showed that of 30 largest AAAA members surveyed, 22 reported increase of gross income for January-April 1985, compared to first four months of 1984; 15 of 30 showed increase in profits over 1984, and 12 showed improved profit margins. For small and medium AAAA agencies, 13 of 20 showed increased gross income for January-April 1985; seven of 20 reported increased profits, and five of 20 showed improved profit margins. According to members' full-year forecasts, 22 of 30 of largest members projected increased gross income; 15 projected increased profits for 1985, and eight of 30 forecast increased profit margins. Of small and medium agencies, 13 of 20 look for gross income to be up over 1984; 10 forecast increased profits, and nine of 20 projected increase in profit margins.

□

Cable signing. Cable Networks Inc., cable advertising rep firm, announced it has been signed to represent central Pennsylvania interconnect managed by Cable AdNet Central and consisting of 10 cable systems serving 150,000 subscribers. Lynne Stauffer, director of affiliate relations for CNI, said interconnect, launched in 1981, represents nearly 40% of all TV households in Harrisburg-Lancaster-Lebanon-York area. CNI has exclusive rights to sell local avails on ESPN, CNN, MTV and USA Network to national and regional advertisers in markets where CNI has sales offices. Cable AdNet Central is partnership of Sammons Communications, Lenfest Cable Group, Susquehanna Broadcasting and Cable TV Associates. CNI, subsidiary of 3M Co., says it sells advertising time on cable systems and interconnects in nearly 90 markets.

EXTRA!

Boston, MA

May, 1985

WNEV-TV

HOME TOWN STATION MAKES GOOD

WNEV-TV Captures "Triple Crown"

WNEV-TV, Channel SE7EN, Boston's CBS affiliate, has captured the "triple crown" of local TV news, by winning the Emmy, UPI,



and AP awards for both best news program and best sports coverage.

By receiving the Emmy this year, WNEV-TV has become the first TV station in New England to win back-to-back Emmy awards for outstanding news program.



In addition, WNEV-TV has also received UPI's awards for best television newscast and best sports coverage for the second straight year.

With the cooperation of the New England News Exchange—an exclusive network of local news sources—and lots of hard work,

covering New England's news has made WNEV's news the best news in New England.

*Feel Good
about
that*
SE7EN
WNEV-TV BOSTON

We're working hard to be New England's home town station.

Monday Memo

A Radio Marti commentary from Dr. John Nichols, Pennsylvania State University

Radio Marti: an electronic Bay of Pigs

Radio Marti, the Reagan administration's new propaganda station directed at Cuba, is a classical political pork barrel. According to the administration's righteous statements, Radio Marti is needed to bring the truth to the Cuban people. In fact, it is primarily a payoff to domestic political allies.

The pork barrel is a time-honored tradition in U.S. politics. Politicians win a share of public funds for construction projects of questionable utility in their home districts. The contractors, unions and other constituents who benefit from the infusion of federal funds in turn supply campaign funds and deliver votes to send politicians back to Washington for further dips into the federal pork barrel. Whether the projects are needed or benefit the taxpayers who foot the bill is usually irrelevant in this self-sustaining political process.

The central figure in the Radio Marti pork barrel is Jorge Mas Canosa, the wealthy president of a Miami-based engineering firm and militant opponent of the Castro regime. In the 1960's, he was an anti-Castro student activist in Havana, and after coming to the United States, he took part in the Bay of Pigs invasion of Cuba and was a commentator on Radio Swan, a clandestine CIA station that broadcast propaganda to Cuba.

In the 1980's, as a largely unknown contender for power in the complex and fragmented Cuban exile community in Florida, Mas Canosa established a political alliance with Florida's Republican Senator Paula Hawkins. During her victorious 1980 campaign, Mas Canosa became a close adviser to Hawkins and, along with members of his family and business associates, contributed generously to her political coffers.

In 1981, shortly after the elections of Hawkins and President Reagan, Mas Canosa became the chairman of the Cuban-American National Foundation, a political organization he formed with other wealthy Cuban exiles. The foundation's directors—mostly prominent Miami-area bankers and businessmen—pledged \$10,000 each for the avowed purpose of influencing the U.S. political process on issues related to Cuba and Cuban-Americans. The establishment of Radio Marti was on top of their agenda.

According to the *Miami Herald*, the foundation funneled hundreds of thousands of dollars through its political action committee, National Coalition for a Free Cuba, into the 1982 campaigns of "friendly voices" in Congress and to opponents of the congressmen they regarded as "friends of Fidel Castro." For example, the opponent of Representative Tim Wirth, Colorado Democrat



Dr. John Spicer Nichols is an associate professor of journalism at The Pennsylvania State University, University Park, Pa. He has testified as an expert witness before the Senate Foreign Relations Committee hearings on Radio Marti and served as a consultant to Dow, Lohnes & Albertson, the Washington law firm representing U.S. commercial broadcasters concerned with Cuban retaliation. He has interviewed Cuban President Fidel Castro and many top Cuban media officials and has written extensively on Cuban media issues.

and chairman of the House Telecommunications Subcommittee, received thousands of dollars in contributions in 1982. Wirth was an outspoken opponent of Radio Marti.

Senator Hawkins received tens of thousands of dollars in campaign contributions between 1980 and 1982 either from the PAC or from directors of the foundation acting as individuals, according to reports of the Federal Election Commission.

In 1981, President Reagan announced plans for Radio Marti, and through the good offices of Senator Hawkins, Mas Canosa was appointed to the Presidential Commission on Broadcasting to Cuba. However, the enabling legislation for Radio Marti was blocked in the 97th Congress by an 11th-hour filibuster in the Senate, despite lobbying by Mas Canosa and his associates.

Senator Hawkins re-introduced the administration's bill for the station in the 98th Congress, and when the proposal again ran into opposition, she supplied considerable political muscle to finally win congressional approval in 1983.

During the 1983-84 reporting period, the national Coalition for a Free Cuba donated \$10,000 (the maximum amount allowed under federal law) to President Reagan's re-election campaign. Although Hawkins is not up for re-election until 1986, the coalition contributed another \$5,000 to her political

war chest. Mas Canosa, his associates and members of their families supplemented the PAC's contribution to Hawkins with hefty individual donations, according to incomplete tabulations of the FEC for 1983-84.

The highly symbolic and widely publicized Radio Marti proposal was one of the few issues on which the diverse, often quarrelsome sectors of the large Cuban exile community in Florida agreed. Mas Canosa, who was virtually unknown prior to his appointment to the presidential commission, was ranked in a 1983 poll by the *Herald* as one of the "10 most influential Cuban Americans" in Miami.

Reagan's support for Radio Marti and hard-line foreign policy toward Castro enhanced the power of conservative Cuban exile factions, such as Mas Canosa's Cuban-American National Foundation. The political influence of the conservative factions had been eroded in the 1970's by more liberal Cuban-American groups that had proposed a dialogue with Castro and a reduction of tensions between the U.S. and Cuba.

President Reagan solidified the relationship in 1983 when he traveled to Miami to speak to the foundation. Before a wildly cheering audience of Cuban exiles and national television cameras, Reagan lavished praise on Mas Canosa and emphasized his support for Radio Marti. The President later appointed Mas Canosa as chairman of his permanent advisory board for Radio Marti. A top member of Senator Hawkins's Senate staff was appointed director of that board, and Senator Hawkins herself was appointed to the advisory council of the increasingly wealthy and influential Cuban-American National Foundation.

And in November 1984, Cuban-Americans turned out in droves to help re-elect President Reagan. Officials in Dade county, Fla., reported that unusually large numbers of Cubans became naturalized U.S. citizens shortly before the election so that they could vote for the man they affectionately call "El Machoso (the great Macho)." According to exit polls, 93% of the expanded Cuban electorate in Miami voted for the President.

Radio Marti, while repeatedly delayed, went on the air on May 20, Cuban Independence Day.

The vast majority of the broadcast staff now working to prepare the 14 hours of programming that will be directed to Cuba each day are Cuban-Americans. Many of them were interviewed at the offices of the Cuban-American National Foundation and/or were recommended by foundation staff. Their annual salaries range from \$15,000 to \$41,000 depending on their education, experience and previous salaries.

There is nothing illegal or innately unethical about the Radio Marti pork barrel. In fact, many special interest groups in the

THE LATE NEWS IS THAT THE EARLY NEWS DOES BETTER.

It's true.

KHJ-TV figured the nightly news at 9pm would be appreciated by Los Angeles. It was. They gave us their approval with demographics that zoomed upward dramatically in all categories. By putting the news at 9pm we really stuck our neck out. But like the turtle, that's the only way you can move forward.

TSA RTG*
000

	HH		TOTAL WOMEN	W18-49	W18-34	W25-49	W25-54
	RTG	SHR					
March/85	4	6	131	37	15	37	42
March/84	2	3	51	22	8	20	20
	+100%	+100%	+156%	+68%	+88%	+85%	+110%
			TOTAL MEN	M18-49	M18-34	M25-49	M25-54
March/85			101	58	28	51	57
March/84			62	23	9	19	20
			+62%	+152%	+211%	+168%	+185%

* SOURCE: MAR '84 & MAR '85 ARB

REPRESENTED BY
BLAIR TELEVISION



RKO TELEVISION
A Division of RKO General, Inc.



nual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas.

June 2-5—Third annual *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 Programmers*, mid-Atlantic region, regional conference, "Making Access Work for Us." Co-sponsors: Cable Users Association of New Jersey and Newark Media-works. 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. Auction on June 8 at 3:30 p.m. at Hyatt Regency.

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

June 7-8—*National Federation of Local Cable Programmers* spring regional conference for Midatlantic region. Mercer College, Mercer County, Trenton, N.J.

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

June 8-9—Camera assistants' workshop, sponsored by *Local 659, International Alliance of Theatrical Stage Employees*. Pepperdine University, Malibu campus, Malibu, Calif. Information: (213) 641-8402.

June 8-11—*American Advertising Federation* national convention. Luncheon speaker: House Speaker

Thomas (Tip) O'Neill. 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 9-12—*PBS* Public Information Conference, sponsored by *Public Broadcasting Service*. Speakers include Susan Stenberg, National Public Radio program host, and PBS President Bruce L. Christensen. Pfister hotel, Milwaukee. Information: (202) 488-5032.

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

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, honoring Ted Koppel, ABC News. Waldorf-Astoria, New York.

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

June 12—*Ohio Association of Broadcasters* sales workshop. Dublin Stouffer's, Columbus, Ohio.

June 12—*New Jersey Broadcasters Association* annual spring managers' meeting. Woodlawn, Rutgers University, New Brunswick, N.J.

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 Dittick, (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—Deadline for entries in *3M* New Talent Award in Music Video, co-sponsored by *American Film Institute*. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles, 90027.

June 14-16—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications and Gannett Foundation*. Indian Lakes Conference Center, Glen Cove, N.Y. Information: (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 15—*Radio-Television News Directors Association*

Stay Tuned

A professional's guide to the intermedia week (May 27-June 2)

Network television ☐ **ABC:** *The Rape of Richard Beck* (drama), Monday 9-11 p.m.; *When Dreams Come True* (suspense), Tuesday 9-11 p.m.; *The Barbara Walters Special* (celebrity interviews), Wednesday 9-10 p.m. **CBS:** *America Censored* (retrospective), Tuesday 8-9 p.m.; *Brotherly Love* (drama), Tuesday 9-11 p.m.; *How To Be a Man* (comedy/variety special), Wednesday 8-9 p.m.; *Arch of Triumph* (romantic drama), Wednesday 9-11 p.m. **NBC:** *Bob Hope's Happy Birthday Homecoming in England—A Royal Gala*, Tuesday 9-11 p.m. **PBS** (check local times): *Three Sovereigns for Sarah* (historical mini-series), Monday 9-10 p.m., continuing June 3 and 10; *Love's Labour's Lost* (Shakespeare play), Friday 9-11 p.m.; *Innovation** (health, science & technology series), Saturday 7:30-8 p.m.



Love's Labour's Lost on PBS

ture), Sunday 8-10 p.m.

Play It Again ☐ **Lifetime:** *The Battle Against AIDS—Testing for HTLV-III* (documentary), Sunday 11 p.m.-1 a.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.

Network radio ☐ **CBS Radio Network:** *News-mark: "Appalachian Spring, A Season of Reckoning"* (news magazine), Friday (check local times). **CBS RadioRadio:** *A Marriage of Differences* (five-part documentary), Monday-Friday, 90 seconds each segment (check local times); *The Spirit of Summer** (15-week, one-hour retrospective series), beginning with three-hour special Memorial Day weekend (check local listings); *Children of the World* (documentary), Saturday 3-3:30 p.m. **PBS** (check local times): *Seventh Van Cliburn International Piano Competition* (live final-round performances), Thursday-Saturday 8-10 p.m.

Cable ☐ **Arts & Entertainment:** *I Live for Art—Tosca* (portraits), Thursday 8:30-10:30 p.m. **Cinemax:** "Rhinstone" (musical comedy), Monday 8-10 p.m. **ESPN:** *1985 College World Series* (14 live and taped baseball games), Saturday-June 9 (check local times). **HBO:** "Greystoke: The Legend of Tarzan, Lord of the Apes" (adventure

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 **MULTIMEDIA
ENTERTAINMENT**

ation region seven meeting. Illinois State University, Bloomington, Ill.

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*, semi-

nar, "Introduction to Politics: 101." Gallagher's restaurant, Oakland, Calif. Information: Sharon Reneau, (415) 428-2225.

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

June 18-22—Ninth annual Development Workshops and Seminars, sponsored by *The Development Exchange*, service for public radio stations. Madison hotel, Seattle. Information: (202) 783-8222.

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

■ **June 20**—*Society of Motion Picture and Television Engineers, Committee on Video Recording and Reproduction Technology*, meeting. NBC (RCA Building), New York.

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

June 20-23—*Virginia Association of Broadcasters* summer convention. Cavalier hotel, Virginia Beach, Va.

June 21—"Regulating Cable TV: The Changing Picture," conference sponsored by *Union University, Albany Law School, Government Law Center*. Law school, Union University, Albany, N.Y. Information: (518) 445-2327.

■ **June 21**—*Radio-Television News Directors Association* region 13 meeting with Washington chapter Sigma Delta Chi, Society of Professional Journalists. Washington Hilton, Washington.

■ **June 21-22**—*Radio-Television News Directors Association* region four meeting with *Texas UPI*. Bahia Mahn hotel, South Padre Island, Tex.

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 programming 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 21-23—*North Carolina Association of Broadcasters* summer meeting. Myrtle Beach Hilton, Myrtle Beach, S.C.

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.

June 24-26—Videotex '85, international conference and exhibition. New York Hilton, New York. Information: (212) 279-8890.

June 27-28—"Media Insurance and Risk Management," seminar sponsored by *Practising Law Institute*. New York Hilton, New York.

June 27-29—ShowBiz Expo '85, entertainment industry, business and computer show, sponsored by *Live Time Inc.*, educational event production company. Santa Monica Civic Auditorium, Santa Monica, Calif.

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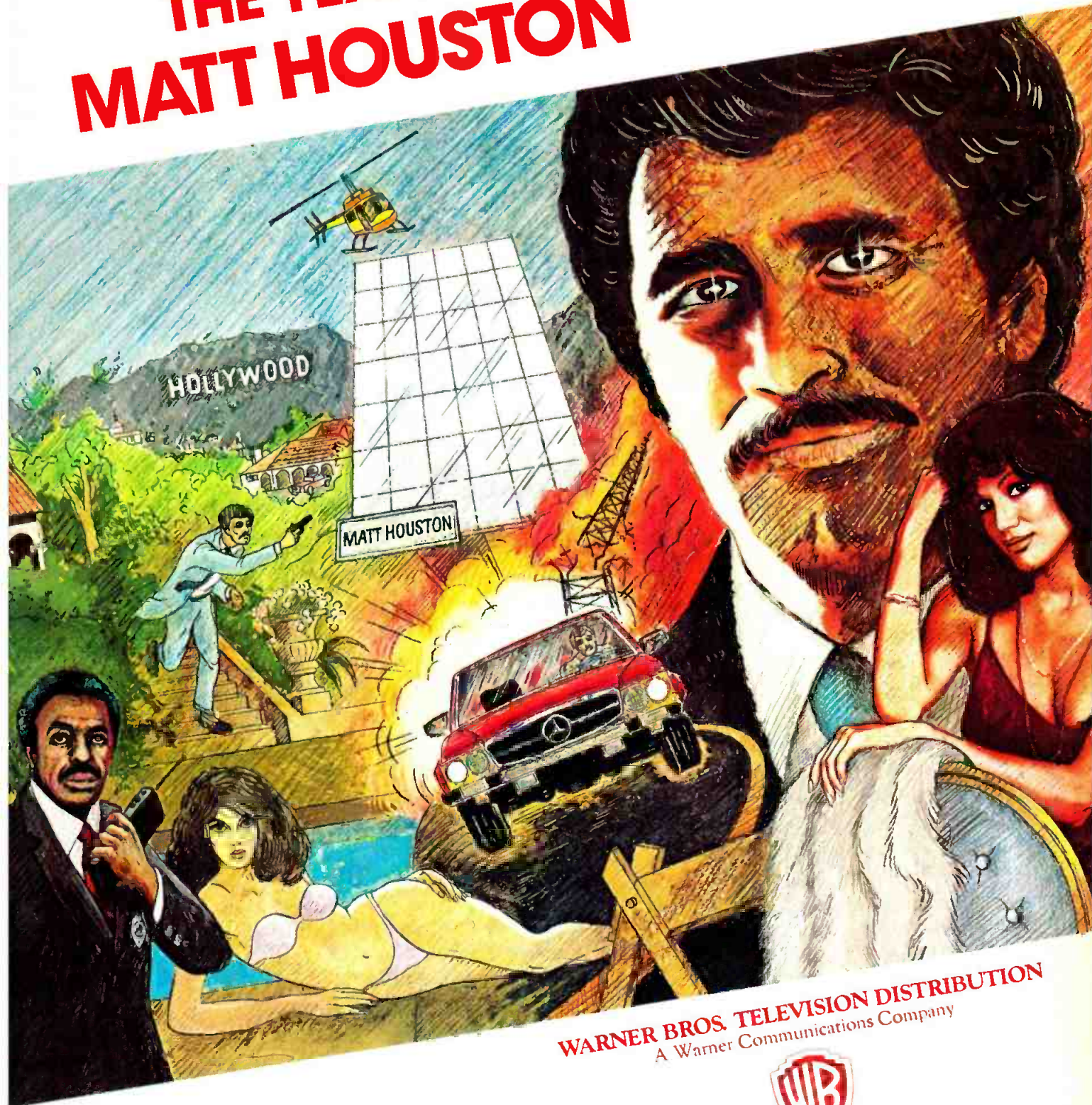


Correct caption for picture on page 80 of May 20 issue should have read: Receiving the Broadcast Financial Management Association's third annual Avatar award is Hal Christiansen (l), senior vice president, finance, Metromedia Television, from CBS's Hugh Del Regno, BFM president/chairman-elect.

□

Alan Landsburg Co. has nine made-for-TV movies, five series and one mini-series in development, not in production, as reported in May 20 issue. Landsburg also took all development projects when he left Reeves, except for comedies and game shows. Two documentaries mentioned for wrbs have been sold to superstation.

1985 THE YEAR OF MATT HOUSTON



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company



Information: (213) 668-1811.

June 27-30—Florida Association of Broadcasters annual convention. Doral Country Club, Miami, Fla.

June 27-30—North Carolina/South Carolina CATV Association annual meeting. Marriott's Hilton Head Resort, Raleigh, N.C.

June 30-July 6—Leadership Institute for Journalism and Mass Communication, program of *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

July

July 8—Deadline for entries in Maggie Awards, sponsored by *Planned Parenthood Federation of America*, for "outstanding media projects dealing with issues of

contraception, abortion, sexuality education, teen-age pregnancy or other family planning concerns." Information: Maggie Awards, Planned Parenthood, 810 Seventh Avenue, New York, N.Y., 10019; (212) 541-7800.

July 9-12—Satellite communications, course offered by *Continuing Education Institute*, nonprofit organization providing professional development in engineering and applied science. Old Town Ramada, Alexandria, Va. Information: (301) 596-0111.

July 10-14—National Association of Farm Broadcasters summer meeting. J.W. Marriott, Washington.

July 10-14—National Association of Broadcasters Northeast regional meeting. J.W. Marriott, Washington.

July 11-13—National Federation of Local Cable Programmers national convention. Boston Park Plaza hotel, Boston. Information: (202) 544-7272.

July 14-17—New York State Broadcasters Association 24th executive conference. Stouffer Westchester hotel, White Plains, N.Y.

July 15-17—New England Cable Television Association annual convention and exhibition. Dunfey Hyannis hotel, Hyannis, Mass.

July 16—Ohio Association of Broadcasters programmers' workshop. Embassy Suites, Columbus, Ohio.

July 18-19—National Religious Broadcasters Association South Central conference. Midland hotel, Memphis.

July 18-20—Louisiana Association of Broadcasters annual radio-television management session. Hilton, Alexandria, La.

July 19-21—Oklahoma Association of Broadcasters annual summer meeting. Shangri La, Afton, Okla.

Open Mike

Kudo

EDITOR: I don't know how many people realize that BROADCASTING broke the story that led to the resignation of Copyright Royalty Tribunal Chairman Marianne Hall.

My faith in the inherent decency of our system of government is redeemed by observing that after you published excerpts from the blatantly racist tract she either wrote or edited, she resigned in only nine days.

You have performed an invaluable public

service and deserve the thanks of fair-minded people throughout the industry.—*Pluria W. Marshall, chairman, National Black Media Coalition, Washington.*

Double header

EDITOR: The May 5 "Monday Memo" in BROADCASTING by Michael F. Jacobson and George Hacker calling for a ban on alcohol advertising contains baseless arguments that were put forth when like-minded folk sought to ban cigarette advertising from the air-

waves.

It is assumed (without basis) that cessation of advertising will automatically be followed by a reduced demand for the product. Past experience has shown that advertising provides a means by which brands may compete for a pre-existent market. In those countries of the world where cigarette advertising has been banned, or was never allowed (Eastern bloc nations, Italy and Norway) the consumption of cigarettes actually went up. In Bulgaria, for example, the increase was 95% over the most recent 12-year period.

The commentary also mistakenly indicated that in the U.S. the sale of cigarettes went down following the banning of cigarette commercials. In fact, consumption was 537 billion in 1970, the last year of the commercials, and an estimated 593 billion in 1984.

Perhaps Messrs. Jacobson and Hacker failed to turn to the Surgeon General of the United States for information prior to writing their commentary. Addressing "Mass Media and Smoking" in a 1979 report, the Surgeon General wrote: "As the cigarette industry has asserted, the major action of cigarette advertising now seems to be to shift brand (emphasis mine) preferences, to alter market shares for a particular brand."—*William Kloeppfer Jr., senior vice president-public relations, The Tobacco Institute, Washington.*

EDITOR: Your May 13 editorial, "Shift in tactics," included a pretty good but not quite perfect citation of regulatory history relevant to the current controversy about beverage advertising.

The flaw in history was omission of the fact that in 1969 the National Association of Broadcasters announced an amendment of its advertising code so as to phase out cigarette advertising over a three-year period and that only after the amendment was announced the cigarette manufacturers proposed to discontinue their broadcast advertising immediately. The sequence of events hardly justifies your remark that the manufacturers were involved in an antitrust conspiracy.—*William Kloeppfer Jr., senior vice president-public relations, The Tobacco Institute, Washington.*

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For advertiser sales, contact Tribune Entertainment in New York at (212) 557-7800 in Chicago at (312) 222-4412.

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Broadcasting May 27

Vol. 108 No. 21

The wheeling and dealing for Warner-Amex

Tele-Communications Inc. and American Television and Communications—respectively, the No. 1 and No. 2 cable MSO's—have jointly made an offer to buy No. 6-ranked Warner-Amex for over \$1.2 billion, according to a variety of sources. Furthermore, the joint bid was approved last week by American Express, which owns one half of Warner-Amex (the other half belongs to Warner Communications).

It is now apparently up to co-parent Warner to decide if it wants to accept the bid, or find a better offer, or buy out American Express's half. The TCI-ATC offer, comprising more than \$700-million cash and the assumption of \$500-million debt, would include, it is said, W-A's two-thirds ownership in MTV Networks, which operates cable channels MTV, VH-1 and Nickelodeon, and its 19% interest in Showtime/The Movie Channel.

One of the many questions the offer raises is whether Warner would want Warner-Amex's 1.2 million subscribers in the hands of ATC, whose parent company, Time Inc., also operates Showtime/TMC rival, HBO. "It is the battle of the pay services," remarked one Warner-Amex official.

The latest offer reportedly bests a \$1.2-billion offer already on the table from Viacom—which owns 50% of Showtime/TMC (Warner itself directly owns the remaining 31%).

It is not clear where the latest offer leaves the long-standing leveraged buyout proposal (LBO) of Warner-Amex chairman

and chief executive officer, Drew Lewis, who by more than one account has the right to match any offer. There had also been reports that certain MTV Network officials had made an LBO proposal for that company.

Adding to the confusion are reports that Warner itself might be the subject of a leveraged buyout. From the outside, all these considerations make it seem unlikely that Warner-Amex's future ownership will be resolved by June 1, which had been informally agreed upon as a deadline by the involved parties.

Would the acquired systems be split up between ATC and TCI or operated as a joint venture? One source speculated that the latter option is the more likely because it would keep additional debt off the balance sheets of both Time Inc. and TCI.

News of the offer was dismissed by John M. Draper, vice president and general counsel for TCI, who said: "We had a registration statement with the Securities and Exchange Commission [for debt and stock, see 'In Brief,' May 6] that became effective today [Friday, May 24]. If we had a deal of that size it would have had to be in the statement."

According to financial documents, Warner-Amex had consolidated revenue of \$473 million in calendar year 1984 and pre-tax losses of \$94 million. Figuring in the loss was a \$39.3-million loss on the sale of cable systems and a \$61-million gain from the company's public offering of one-third of MTV Networks Inc.

THE NEW TOP 20 IN TELEVISION

Keeping score as the big get bigger

It's not just that the ownership of television stations and groups is changing; it's that it's changing so fast.

Never has the broadcasting industry seen such a flurry of major acquisitions, mergers and spin-offs as it has over the last few months. Or such prices.

Three weeks ago, Hearst Corp. agreed to buy independent WCVB-TV Boston for a record \$450 million. Just a week later, that deal was eclipsed and a new record set when Tribune Co. said it would pay \$510 million for KTLA(TV) Los Angeles, an independent that changed hands two and a half years earlier for \$245 million.

All the dealing is bringing a new order to the television industry. Before all is said and done, some of the industry's most prominent names may have assumed lesser roles or no roles at all. Conversely, other names—some from outside the industry—will have emerged to take places at center stage.

Assuming all the deals come down as announced, the new order is shown in the chart on page 36—a revised, expanded and corrected version of one BROADCASTING ran in its May 20 issue. It shows Capcities/ABC at the top of the heap by virtue of the \$3.5-

billion merger of two prominent broadcasting entities, and followed by the other two network companies. Tribune emerges as the new No. 4, succeeding Metromedia, to be owned by 20th Century Fox, whose stations now appear in the new No. 5 entry. Another newcomer, KKR, appears at No. 6.

The regulatory trigger for much of the station trading was the FCC's decision last December to raise the number of television stations a single entity may own from seven to 12, as long as the stations collectively reach no more than 25% of the nation's television homes.

Another important factor may have been Ted Turner. His efforts to take over one of the three networks exposed the fact that the stocks of many of the publicly owned group broadcasters were undervalued and thus attractive takeover targets. That's when everybody began calculating the broadcast companies' "asset values."

And Jim McKinney, chief of the FCC Mass Media Bureau, may have identified another motivation of the broadcast buyers. In a speech before a cable group last week (see page 38) he suggested that the most successful broadcasters in the future will be

those that have production capability. Capcities, Tribune and Taft are among those that will conspicuously advance their capacities with the new acquisitions, and Turner's hostile bid for CBS is spurred primarily by his desire to become a dominant force in programming, not the owner of a program distribution system and television stations.

The chart of the Top 20 television groups is a snapshot. The picture is likely to change significantly in the months ahead as some broadcasters seek to strengthen their positions and others seek to cash in on the unprecedented demand and prices for television stations. The new faces may include Turner and, perhaps, Jack Kent Cooke, who has made a bid for Multimedia. Outside investors, Milton Maltz, chairman of Malrite Communications Group, told shareholders last week, are realizing that "broadcasting is in an unusual position to combine relatively inexpensive hard assets with creative intangibles, and to grow them into new assets with remarkable value."

The new top 20 television station ownership list appears on page 36.

Television's new top 20

These will be the 20 at the top in TV group ownership (ranked by their penetration of the total U.S., including UHF discounts) should all proposed sales take place. The Capcities/ABC listing anticipates permission to keep WPVI-TV Philadelphia. (If disallowed, it would retain WXYZ-TV Detroit and would have a total of 23.365%.) The chart also presupposes the final purchase of Storer Communications by KKR, the sale of KTLA(TV) Los Angeles to Tribune, the sale of Gulf Broadcasting to Taft, the sale of Metromedia's stations to 20th Century Fox and the subsequent spinoff of WCVB-TV Boston by Fox to Hearst. The number in parentheses after each city is the Arbitron ADI market rank.

1. □ Capcities/ABC (24.395%)

- Ch. 7 WLS-TV Chicago (3) 3.55%
- Ch. 30 KFSN-TV Fresno, Calif. (65) .225%
- Ch. 13 KTRK-TV Houston (10) 1.69%
- Ch. 7 KABC-TV Los Angeles (2) 5.13%
- Ch. 7 WABC-TV New York (1) 7.72%
- Ch. 6 WPVI-TV Philadelphia (4) 2.97%
- Ch. 11 WTVD(TV) Raleigh-Durham, N.C. (38) .69%
- Ch. 7 KGO-TV San Francisco (5) 2.42%

2. □ CBS (20.59%)

- Ch. 2 WBBM-TV Chicago (3) 3.55%
- Ch. 2 KCBS-TV Los Angeles (2) 5.13%
- Ch. 2 WCBS-TV New York (1) 7.72%
- Ch. 10 WCAU-TV Philadelphia (4) 2.97%
- Ch. 4 KMOX-TV St. Louis (17) 1.22%

3. □ NBC (19.79%)

- Ch. 5 WMAQ-TV Chicago (3) 3.55%
- Ch. 3 WKYC-TV Cleveland (11) 1.64%
- Ch. 4 KNBC(TV) Los Angeles (2) 5.13%
- Ch. 4 WNBC-TV New York (1) 7.72%
- Ch. 4 WRC-TV Washington (9) 1.75%

4. □ Tribune (18.595%)

- Ch. 46 WGNX(TV) Atlanta (15) .67%
- Ch. 9 WGN-TV Chicago (3) 3.55%
- Ch. 2 KWGN-TV Denver (19) 1.15%
- Ch. 5 KTLA(TV) Los Angeles (2) 5.13%
- Ch. 26 WGNO-TV New Orleans (33) .375%
- Ch. 11 WPIX(TV) New York (1) 7.72%

5. □ 20th Century Fox (18.105%)

- Ch. 32 WFLD-TV Chicago (3) 1.775%
- Ch. 33 KRLD-TV Dallas (8) .885%
- Ch. 26 KRIV-TV Houston (10) .845%
- Ch. 11 KTTV(TV) Los Angeles (2) 5.13%
- Ch. 5 WNEW-TV New York (1) 7.72%
- Ch. 5 WTTG(TV) Washington (9) 1.75%

6. □ KKR (13.705%)

- Ch. 13 WLOS(TV) Asheville, N.C. (37) .70%
- Ch. 5 WAGA-TV Atlanta (15) 1.34%
- Ch. 38 WSBK-TV Boston (6) 1.14%
- Ch. 8 WJKW-TV Cleveland (11) 1.64%
- Ch. 2 WJBK-TV Detroit (7) 1.94%
- Ch. 4 WTVJ(TV) Miami (14) 1.36%
- Ch. 6 WITI-TV Milwaukee (29) .81%
- Ch. 68 WWHT(TV) Newark, N.J. (1) 3.855%
- Ch. 39 KCST-TV San Diego (26) .44%
- Ch. 13 WTVG(TV) Toledo, Ohio (60) .48%

7. □ RKO (13.5%)

- Ch. 9 KHJ-TV Los Angeles (2) 5.13%
- Ch. 13 WHBQ-TV Memphis (41) .65%
- Ch. 9 WOR-TV New York (1) 7.72%

8. □ Taft (11.12%)

- Ch. 6 WBRC-TV Birmingham, Ala. .59%
- Ch. 12 WKRC-TV Cincinnati (47) .84%
- Ch. 6 WTVN-TV Columbus, Ohio (34) .74%
- Ch. 21 KTXA-TV Dallas-Fort Worth (8) .885%
- Ch. 8 WGHP-TV High Point, N.C. (51) .56%
- Ch. 20 KTXH(TV) Houston (10) .845%
- Ch. 4 WDAF-TV Kansas City, Mo. (28) .82%
- Ch. 6 WCIX(TV) Miami (14) 1.36%
- Ch. 29 WTAJ-TV Philadelphia (4) 1.485%
- Ch. 10 KTSP-TV Phoenix (23) .93%
- Ch. 10 WTSP(TV) St. Petersburg, Fla. (18) 1.19%
- Ch. 20 WDCA-TV Washington (9) .875%

9. □ Chris Craft Industries (10.35%)

- Ch. 13 KCOP(TV) Los Angeles (2) 5.13%
- Ch. 9 KMSP-TV Minneapolis (13) 1.36%
- Ch. 45 KUTP(TV) Phoenix (23) .465%
- Ch. 12 KPTV(TV) Portland, Ore. (24) .92%
- Ch. 4 KTVX(TV) Salt Lake City (42) .65%
- Ch. 4 KMOL-TV San Antonio, Tex. (44) .62%
- Ch. 44 KBHK-TV San Francisco (5) 1.21%

10. □ Group W (10.12%)

- Ch. 13 WJZ-TV Baltimore (21) 1.01%
- Ch. 4 WBZ-TV Boston (6) 2.28%
- Ch. 3 KYW-TV Philadelphia (4) 2.97%
- Ch. 2 KDKA-TV Pittsburgh (12) 1.44%
- Ch. 5 KPIX(TV) San Francisco (5) 2.42%

11. □ Cox (8.1%)

- Ch. 2 WSB-TV Atlanta (15) 1.34%
- Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
- Ch. 7 WHIO-TV Dayton, Ohio (49) .56%
- Ch. 50 WKBD-TV Detroit (7) .97%
- Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.42%
- Ch. 11 WPXI(TV) Pittsburgh (12) 1.44%
- Ch. 30 KDNL-TV St. Louis (17) .61%

12. □ Spanish International (7.64%)

- Ch. 21 KFTV(TV) Hanford, Calif. (65) .225%
- Ch. 34 KMEX-TV Los Angeles (2) 2.565%
- Ch. 23 WLTU(TV) Miami (14) .68%
- Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.86%
- Ch. 41 KWEX-TV San Antonio, Tex. (44) .31%

13. □ Gaylord (7.11%)

- Ch. 43 WUAB(TV) Cleveland (11) .82%
- Ch. 11 KTVT(TV) Fort Worth (8) 1.77%
- Ch. 39 KHTV(TV) Houston (10) .845%
- Ch. 18 WVTU(TV) Milwaukee (29) .405%
- Ch. 8 WYUE(TV) New Orleans (33) .75%
- Ch. 11 KSTW(TV) Tacoma, Wash. (16) 1.33%
- Ch. 13 WTVT(TV) Tampa, Fla. (18) 1.19%

14. □ Hearst (6.92%)

- Ch. 11 WBAL-TV Baltimore (21) 1.01%
- Ch. 5 WCVB-TV Boston (6) 2.28%
- Ch. 2 WDTN(TV) Dayton, Ohio (49) .56%
- Ch. 9 KMBC-TV Kansas City, Mo. (28) .82%
- Ch. 12 WISN-TV Milwaukee (29) .81%
- Ch. 4 WTAE-TV Pittsburgh (12) 1.44%

15. □ Gannett (6.63%)

- Ch. 11 WXIA-TV Atlanta (15) 1.34%
- Ch. 56 WLVI-TV Boston (6) 1.14%
- Ch. 9 KUSA-TV Denver (19) 1.15%
- Ch. 11 WUSA(TV) Minneapolis (13) 1.36%
- Ch. 5 KOCO-TV Oklahoma City (36) .71%
- Ch. 12 KPNX-TV Phoenix (23) .93%

16. □ Belo Broadcasting (5.65%)

- Ch. 8 WFAA-TV Dallas (8) 1.77%
- Ch. 13 WVEC-TV Hampton, Va. (46) .59%
- Ch. 11 KHOU-TV Houston (10) 1.69%
- Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.06%
- Ch. 6 KOTV(TV) Tulsa, Okla. (54) .54%

17. □ Scripps Howard (5.005%)

- Ch. 9 WCPO-TV Cincinnati (27) .84%
- Ch. 5 WEWS(TV) Cleveland (11) 1.64%
- Ch. 41 KSHB-TV Kansas City, Mo. (28) .41%
- Ch. 5 WMC-TV Memphis (41) .65%
- Ch. 15 KNXV-TV Phoenix (23) .465%
- Ch. 2 KJRH(TV) Tulsa (54) .54%
- Ch. 5 WPTV(TV) West Palm Beach, Fla. (62) .46%

18. □ Outlet/Rockefeller (5.0%)

- Ch. 36 WATL-TV Atlanta (15) .67%
- Ch. 4 WCMH-TV Columbus, Ohio (34) .74%
- Ch. 59 WPDS-TV Indianapolis (25) .46%
- Ch. 6 WCPX-TV Orlando, Fla. (30) .79%
- Ch. 10 WJAR-TV Providence, R.I. (39) .66%
- Ch. 12 KSAT-TV San Antonio, Tex. (44) .62%
- Ch. 13 KOVR(TV) Stockton, Calif. (20) 1.06%

19. □ Post-Newsweek Stations (4.7%)

- Ch. 3 WFSB(TV) Hartford, Conn. (22) .94%
- Ch. 4 WJXT(TV) Jacksonville, Fla. (63) .46%
- Ch. 10 WPLG(TV) Miami (14) 1.36%
- Ch. 4 WDIV(TV) Detroit (7) 1.94%

20. □ Times Mirror (4.69%)

- Ch. 7 KTBC-TV Austin, Tex. (81) .34%
- Ch. 13 WVTM-TV Birmingham, Ala. (47) .59%
- Ch. 4 KDFW-TV Dallas (8) 1.77%
- Ch. 18 WETM-TV Elmira, N.Y. (166) .05%
- Ch. 27 WHTM-TV Harrisburg, Pa. (48) .29%
- Ch. 2 KTVI(TV) St. Louis (17) 1.22%
- Ch. 3 WSTM-TV Syracuse, N.Y. (67) .43%

CBS ponders the possibilities

CBS Inc. told the SEC last week it would consider taking a number of antitakeover measures that one month ago it said it was not contemplating, such as a merger with a third party or a recapitalization of the company. It is commonly believed, however, that CBS has considered such alternatives from the outset and that by ruling them out early on (with the option of formerly changing its position as it did last week) it was attempting to quell the rampant speculation about potential marriage partners.

The decision to amend its position as stated to the SEC came during a CBS board of directors meeting last Tuesday. The board also passed a resolution mandating confidentiality on any contemplated deals or the names of parties CBS talks to about such deals, a company spokeswoman said. She said the board acted to give the company added "maneuverability" in mapping out its antitakeover strategy.

Specifically, CBS told the SEC that it "intends to examine various alternatives that may include, without limitation, the issuance of additional securities of the company, the repurchase of outstanding securities of the company, the acquisition or disposition by the company of assets or businesses, changes in the company's capitalization and possible business combinations involving the company." The company stressed, however, that it may decide not to do any of those things. Privately, one CBS source confided that currently there is "nothing specific going on" along those lines.

At a luncheon in New York last week to celebrate CNN's fifth anniversary, Turner Broadcasting System Chairman Ted Turner suggested that CBS's amended filing appeared to signify that "they're a little bit worried." Analysts responded, however, that they didn't believe CBS was any more or less concerned with the TBS proposal since its unveiling a month ago. "They just real-

ized that they didn't gain anything by what they told the SEC earlier," said Al Gottesman, an analyst with L.F. Rothchild. "So they just unsaid it."

The options CBS said it would look at last week all have the potential, if executed, of raising a company's stock value. "One of the best defenses" in takeover battles, said Gottesman, "is being too expensive to take over."

Anthony Hoffman, with the investment banking firm, Cralin & Co., said it would have been "premature" for CBS to submit a list of all the options it would consider when it filed its first SEC response to the TBS exchange offer. And now, he added, "you probably have other folks out there saying: 'If Turner can do this, why can't we?' And they probably have cash. If CBS hasn't heard footsteps, it can't be lost on them that there may be footsteps out there." By amending its stand, he said, the company is "reiterating the fact that it intends to remain independent and here's a list of the things we would and have considered."

At the TBS luncheon last week, attended by the New York advertising community, Turner wondered aloud why he wanted CBS in the first place, given the diversity of programming offered by his CNN and the superstation WTB Atlanta. "It will extend our reach a little bit," was the quick reply. Chatting with reporters briefly after the luncheon, Turner declined to comment on CBS assertions that he was unfit to control CBS because of some of his less-than-flattering remarks in the past about certain minority and ethnic groups. "I don't want to get into a mudslinging contest," he said. He also declined serious comment on what, if any efforts he may be making to raise cash to possibly sweeten his exchange offer, which is composed largely of high-risk bonds and other debt securities. "The worst thing in the world is having cash," he quipped, "because then you have to figure out where to invest it."

Steady as she goes in second quarter

Station representatives predict TV stations to attain low double digit increase; disparity in various markets makes trend spotting difficult

Second-quarter local and spot advertising sales at television stations will probably register high single-digit and low double-digit dollar gains, on average, over last year's highly successful second quarter sales. That is according to over a score of station representatives and local sales managers contacted by BROADCASTING last week.

Those preliminary projections still may not be considered good news by some. First quarter financial results for publicly-held group owners, such as Lee Enterprises and Cox Communications, noted a "softness" in national spot advertising. According to the Television Bureau of Advertising (TVB), the first quarter showed a 9% gain in spot, about what is projected for the second quarter.

Peter Goulazian, president of Katz Television Group, said that "as far as we are concerned, we see an increase of slightly over 10%. Independents will do better than that and, similar to the first quarter, the NBC affiliates will do a bit better than the ABC affiliates."

Any assessment of how spot sales are doing must be put in the perspective of last year's 17% second-quarter increase, said Pat Devlin, executive vice president and direc-

tor of sales operations for Blair Television. He also said that predicting precisely how the quarter will end up in June is made increasingly difficult because buys are being made with less and less lead time, especially in New York. "For the last five quarters or so, we have seen this pattern. I think part of it is that the New York advertising community has become sophisticated in the way it buys television time. In addition, there are regional networks and barter both providing alternative ways for buying television. So the agencies try more and more to judge the market day by day."

Devlin said he was cautiously optimistic that the spot market would show a 7% to 9% increase. Those numbers coincide exactly with those provided by TVB President Roger Rice: "Remember that last year there was a real battle in the second quarter among computer manufacturers as well as long distance telephone services. They are still continuing to advertise but not at the same fierce pace as a year ago. Also the economy is not gangbusters and I think that the industry is doing very well making up on top of where we were with the Olympic and political dollars." Advertising less, according to some station reps, are certain packaged goods producers, such as Procter & Gamble and General Foods.

This year there are some new market share battles being fought through advertis-

ing but most of that advertising is not national spot, according to Rod Perth, vice president and general manager, CBS television stations national sales. "The cola wars seem to be fought at the local bottler and network level. Also this year, a broad distribution of automobiles, fueled by lower interest rates and the Japanese removal of restraints, seem to have shifted into the local marketplace."

TVB figures showing a 41% increase in 1984 automobile advertising dollars are independently confirmed by the National Association of Automobile Dealers, who last week released numbers showing a 71% increase—1984 over 1983—in television advertising by the average local new car dealer—compared to 40% in radio, 30% in newspapers and 32% in direct mail. Rice said the automobile increases are continuing this year.

That increase has been noted at the local level, where virtually without exception local sales managers commented on additional buys from dealers and dealer associations. "Dealer groups are in big campaigns but individual dealers want to keep their identity as well," said Russ Sorenson, local sales manager at KSL-TV Salt Lake City, a market he described as being "very strong."

Furniture store advertising is also strong, according to both Sorenson and Rich Hammond, regional sales manager of WTVR-TV Richmond, Va. Hammond noted a pick up in soft drink spots, such as those advertising a new Pepsi product, Slice. "We have also had a lot of activity from satellite dish and video

rental entrepreneurs," he said. Whereas the first-quarter increase was 8% or 9%, Hammond said the station is looking at a double-digit increase for the second quarter.

An 8% increase would be a disappointment for some, said Scott Blumenthal, local sales manager of WISH-TV Indianapolis. "National has picked up but we are not hitting our projections. There have been a number of takeovers of key local businesses which has pulled back some advertising dollars." WISH-TV also recently changed ownership (from Corinthian to LIN Broadcasting) an event which can lead to a temporary lull in revenue increases as new personnel and new procedures are introduced. With the national recognition the city is getting with the arrival of the NFL Colts and the local economy, which is growing well, Blumenthal is projecting a bright fourth quarter.

One city where the local economy may hurt a number of stations is New Orleans. A local sales manager of one station there said

his station might not see any increase in the second quarter and cited a number of reasons, including unemployment "trending upward against the national average"; an oil and gas industry "down for good," and a handful of minor competitors for local advertising dollars, including the local cable system run by Cox Communications, a new independent station (WNOL-TV) and a local public television station "that was part of the advertising experiment and never quit."

Some markets that had been doing less well are performing better now apparently. Buffalo, N.Y., for instance, is doing very well according to Tom Cochran, local sales manager of WGRZ-TV there. Some of his perception might be shaped by the improved prime time numbers of the NBC affiliate, but Cochran said he thought the market is stronger and that television stations were making inroads on what is now a one newspaper town. After a "basically flat" first two months, he said recent monthly increases

have averaged 20%.

The disparity among markets is confirmed by those with a geographically dispersed view. Blair's Devlin broke out the regional variation as follows: "The pattern has been not the norm that you might have expected in recent years. The Northeast has been quite strong and the Midwest has been reasonable. The Southwest has been spotty, whereas if you looked at it a year ago, it was the strongest area in the country. The Northwest is weak and in general the western area has been enjoying less modest than anticipated."

Elliott Troshinsky, vice president of television sales for the Taft Broadcast Group, characterized the results of that group: "Unless you really look into each individual station, it's hard to make a generalization. In some parts of the country, it's booming. For local sales in the second quarter we are looking for a 10% to 13% increase. I think everybody predicted this, quite frankly, and it's no great surprise." □

Content key to media future, says McKinney

Mass Media Bureau chief thinks pipelines to homes will grow in importance; he's prepared to rewrite must-carry rules if sent back to commission

The diversified media companies that beef up their production capabilities now will be in the catbird seat after "all of the merger-mania dust of the mid-1980's settles."

That's one thing James McKinney, FCC Mass Media Bureau chief, sees in his crystal ball. "If ever it was, the medium is not the message today," McKinney said in a speech before the Washington Metropolitan Cable Club last week. "Content has become the key."

Among the other insights shared: If the Court of Appeals in Washington, which is currently considering the constitutionality of the must-carry rules, sends the rules back to the commission, McKinney said the FCC staff was "prepared" to write new rules that would be "simple," "straightforward," "easy to understand," "more technical than social," and "I suspect I can get three votes from the commission." (In a follow-up interview, McKinney declined to spell out the specifics of the new rule he had in mind. "But I know how I would draft it," McKinney said. "I have a solution; I have a plan.")

On the production-capabilities theme, McKinney said the attempted hostile and friendly takeovers of media companies being witnessed these days signaled a basic shift in the way entertainment will be developed and delivered to the American public in the future.

The mass media, he said, are "at the verge" of installing "enormously large pipelines" into every American home. But the key to profitability of all of those delivery systems is what will go into them, McKinney said. "If television networks have any power left, it lies not in their affiliation agreements but in their network production

capability, especially news," McKinney said.

McKinney also said it was the "linkage between Hollywood and New York, between the program producers and the program distributors, which will define the outcome of today's shifts in mass media ownership."

The "smart money" in Hollywood, according to McKinney, knows that tomorrow's market is in the home, not in theaters. And shifts in movie-going demographics "as much as any other factor (and more than most) will dictate future ownership and control of the home entertainment market," McKinney said.

McKinney also said the group broadcasters with "strong" production capability will do well in the future, and the credibility of group broadcasters and cable multiple system operators will rise. "As management is strengthened and operational efficiency is increased in these widely held corporations, their success in the market will increase and more money will be spent on the lifeblood of their business—programming," McKinney said. "Groups will continue to distinguish themselves from other, less credible portions of the industry, and national expansion

which will occur will certainly increase their profitability."

In addition, McKinney said a fourth network is a possibility. "But one would have to carefully consider whether it would be good business to start one at this phase of the development of the mass media industry," McKinney said. "With network status comes restrictions that many would just as soon avoid. And with today's technology and ease of access to domestic satellites and thus to every television station in the United States (and beyond), why would a group seek to build the costly infrastructure of an ABC, NBC or CBS?"

McKinney also suggested that a different light may be cast on FCC deregulatory initiatives that Hollywood once staunchly opposed. (Rupert Murdoch and Marvin Davis, co-owners of 20th Century Fox Film Corp., have proposed to buy Metromedia's television stations.) "If a primary owner of a major motion picture studio becomes a primary owner of TV stations throughout the United States, what impact does that have on previous FCC discussions involving financial interest, syndication and national ownership limits?" □



Ed Pfister's stand for independence

CPB president's decision to resign in face of board ultimatum against dealings with Soviet television leaves him traumatized and the medium divided; these are his first reflections on the rupture

"RESOLVED, That the Corporation for Public Broadcasting shall withdraw from its role in the public broadcasting trade delegation to the U.S.S.R. in September, 1985."—Resolution of the board of directors, CPB, San Francisco, May 15, 1985.

Edward J. Pfister, looking at times troubled and a little nervous, was in his office at CPB headquarters in Washington last Wednesday (May 22), reflecting on what he called "a trying week"—one that, for the moment at least, saw the end of his noncommercial broadcasting career of 25 years, and threatened to divide the public broadcasting community. After almost four years as president of the Corporation for Public Broadcasting, Pfister, 51, resigned his post following the CPB board of directors' decision, at a meeting in San Francisco, to withdraw its support of a trade delegation to the Soviet Union.

Reflecting on the week's events, Pfister told BROADCASTING: "I made a decision on the basis of what I regard is a broadcasting principle." It was a decision, he said, that "each and every professional public broadcaster, faced with this kind of a decision, would have made. The important point here is that the instance of the trip to the Soviet Union was an instance. In part, of course, I reacted to that. But in major part I reacted to what that single decision said about CPB's policies and CPB's directions." The issue is much larger, he said, and "has to do with the role of the corporation. I view it as a broadcasting entity; I view it as a communications entity, a private entity. The larger issue is that the corporation should be as unrestricted in its work in these matters as you would expect any broadcasting institution. There is no difference in public broadcasting, in my view, as to the operations of this corporation and PBS [the Public Broadcasting Service] and NPR [National Public Radio] and groups of stations and individual stations.

"The larger issue was that kind of a restriction, which said to me that the corporation, by a majority of its directors, was conceived to be something very different than my conception of it. . . . This was an example of what I regard as a fundamental difference."

Pfister said he sees it "as an error to say that this corporation ought, under prudent and realistic circumstances, to restrict itself from dealing with other broadcast entities in the world. . . ." The way in which the majority of CPB's directors "are choosing to discharge CPB's responsibilities. . . . are not directions that I can represent," the outgoing executive said.

Pfister said he knew nothing of the board's Soviet resolution prior to the meeting, except that there was concern about the issue,

as expressed to him by three directors, whom he would not name. At the time he said he "was persuaded that what the board wanted and expected from us was a complete explanation as to how we arrange these delegations and why we had chosen this particular delegation."

Upon learning of the resolution, Pfister said he told the board members during their meeting (BROADCASTING, May 20) that this "was the single most important issue that I faced in three-and-a-half years at CPB. I explained to them as best I could. . . . why the resolution that had been offered 'was inappropriate. I did my best.' After a vote of 6-4 to accept the resolution, Pfister said he "went away and thought about it and decided that I couldn't accept that."

Pfister said that when the board made its



Pfister

decision, he "knew I couldn't represent it." He discussed his possible resignation with his family, a few colleagues and members of his staff, he said. But, "when word got out that I had resigned, I was completely unprepared for the reaction, particularly from the press," which included a call from NPR's news program, *Morning Edition*, at about 2 a.m. Friday, and "about 75-100" messages left in his hotel mailbox from press and others—all of them, he said, "asking the same question: 'Why?'" His statement before the public broadcasters was his explanation, he said.

Pfister's resignation did not go unnoticed. Indeed, the response to it had left him "a little overwhelmed," he said, adding that he was "flattered" by the station representatives' reaction—including two standing ovations during his speech on Friday (May 17)—which "very nearly brought me down. I almost lost my cool when I talked to them, in terms of my very own composure, because it is 25 years," he said. "But I did what I wanted to do. I'm comfortable with myself; that's what matters most to me."

CPB Chairman Sonia Landau's reaction to the speech was equally strong (see story, page 40). She told BROADCASTING last week: "We were had. We were set up. We were set up by Pfister. Not only were we set

up, so was all of public broadcasting," she said, adding: "Boy, you bet I was irritated."

Pfister said he was surprised by the heat surrounding his resignation and to the reaction to his statement. "The afternoon before I did that, the board met with me and advised me it would like me to leave here on June 15; advised me it would compensate me fully through Dec. 31, and that it was seeking an acting president. That was all fine. So the reaction to this statement surprised me. Why it is so acrimonious I can't tell you. I just don't know. . . . I was as surprised and as startled by it as anyone was.

"I don't think my statement was harsh, I don't think it was confrontational. . . . I'm from public broadcasting and I've spent a long long time doing this. I frankly thought that I owed my friends in public broadcasting the answer to that question." Pfister said he answered it "as directly as I was able to do, in a way that I hoped would not cause unnecessary problems for this institution."

Of Pfister's resignation, Landau replied: "There is more than meets the eye" about the issue than that "as reported by Mr. Pfister," she said, adding that he "knew my view of what we were going to be doing [about the resolution] and we had conversations on it. I just don't think it's all particularly motivated by a great principle."

Reports that Pfister was going to be fired "might have been true," she said. Landau's relationship with Pfister "became more tenuous as we worked together," she said. She declined further comment on what caused the deterioration, although there were problems, she said. "What I really care about now is public broadcasting and our getting an authorization bill," she said.

Pfister told BROADCASTING last Friday (May 23) he "had no inkling I was going to be fired." Earlier in the week he had characterized his relationship with the new Republican board majority as "improving" over recent months. Before the Soviet exchange question came up, Pfister said, the CPB board had shown support for the CPB management's "point of view" during a board meeting in Tampa and again in April in Washington. "Frankly, in San Francisco," Pfister said, "the board surprised me, delightfully so, when they agreed to put the president of the organization in a position of some authority relating to the expenditure of children's and educational programming funds. All of that said to me that the relationship [with the board] was sound and was, if anything, improving."

Of the resolution, Landau said that "it's important to clarify who was involved and what effect" the resolution would have. "All it did was keep Pfister and [CPB Director of International Activities David] Stewart from going. It had no effect on PBS." There's "a very important distinction there," she said. "CPB doesn't produce. PBS does. And our international division has gotten really out of hand" in terms of how many senior staff people "are traveling around," she said, adding that there's "a feeling of

'enough already,' and also what our role is and what we are supposed to be doing."

Pfister, who formerly served at the Public Broadcasting Service as executive assistant to the board chairman, and who was president and general manager of noncommercial KERA-FM-TV Dallas, spoke optimistically of the business of public broadcasting as he leaves it: "I think it's terrific. Always have, always will."

Asked if he could recommend the president's job to his successor, Pfister was less sanguine. "Up until the end of the board meeting last week in San Francisco, I thought there could be no more challenging job. It's just an extraordinary job." However, "If in the middle of [the job's] pressures you are able to make positive contributions and keep the institution moving and growing, divining and improving its services, you should feel good about it." After San Francisco, however, Pfister said, "For me it is a deeply held personal conviction that CPB is a private entity, it's in the communications business, it is supposed to be in the communications business. It should be the point of reassurance to the licensees, however they're composed. I don't feel that I could represent it after last week's decision as that kind of a point of reassurance. In that sense, I couldn't advise someone to take this job unless and until that candidate had a full understanding with the board of directors of CPB as to what the decision last week means to the future activity and operation of this corporation. It may be that reasonable people could reconcile different points of view about all of it. If such a reconciliation or such a decision could be reached, then I would say to the person coming into this job: 'If you can do the job independently and with no trouble to yourself, then take the job. It's one hell of a job. It's a lot of fun. On the other hand, if you can't, don't take the job because you begin behind the eight-ball.'"

Can this breach in public broadcasting be repaired? "It has to be," said Pfister. "This enterprise called public broadcasting—this struggling, crying, wheedling, needling—has been become too important to the communications environment in this country. It just has to be put together again and made to prosper even more. We don't have anything else like it in this country. There's no alternative. This is it... I frankly, had no idea that I was going to so badly divide it. The only way that I know there's a division is on the basis of this kind of attention. I certainly didn't intend that. But even if I had known, I would still have done what I did."

Pfister's resignation was to be effective by the end of December, but the board asked him in San Francisco to leave by June 15. Last Friday (May 24), Pfister was put on "administrative leave" at the end of that day, with no effect to his benefits.

Asked if he is leaving public broadcasting, Pfister said, "For the moment, yes, I've got to get away from it, for at least a little while." His plans are to finish his business at CPB, creating "as orderly a transition as [he] possibly can," and then go on vacation with his family and then "come back and think about it," he said.

Surveying his Washington office, Pfister said, "It's still surprising to me to look around this office and understand that very shortly I'll be leaving."

As for the future, Pfister said he will try to create a "proper and meaningful transition" at CPB and then go on vacation with his family and then "come back and think about it," he said. "You have to understand something, I was as surprised as anybody was. For a reasonably prudent fellow, someone who has to continue to pay the bills, in that sense I acted imprudently last week."

CPB aftermath: Landau chastises Pfister; search for new president

Interim position offered to NAPTS Chairman Ives, who declines offer because of other duties

David O. Ives, former president of noncommercial WGBH-FM-TV Boston, last week declined an invitation by the Corporation for Public Broadcasting's board of directors to serve as interim president. The board approached the public television executive following the resignation May 16 of CPB President Edward J. Pfister, who leaves office June 15 (BROADCASTING, May 20). Ives is currently vice chairman of the board of trustees and chairman of the executive committee of WGBH Educational Foundation, licensee of WGBH-FM-TV.

"I was flattered by the offer of the CPB board and I gave it serious thought," Ives said in a statement issued last Monday (May 20), "but having considered it from every aspect, I finally decided that my other obligations take precedence. These include our major capital campaign, *WGBH's Fund for the Eighties*, and my work as chairman of the National Association of Public Television Stations, to which I have been elected for another year."

CPB Chairman Sonia Landau said she hopes to have an interim president in place as soon as possible, but has not released the

names of any other active candidates for the position.

A number of public television executives, who asked not to be named, expressed disappointment with Landau's reaction to the CPB president's resignation, particularly her blistering May 17 verbal attack against Pfister in a St. Francis hotel corridor in San Francisco. The incident, which took place before startled reporters as Pfister left a PBS convention podium for a prearranged news conference, occurred when Landau inadvertently crossed his path.

"You're incredible, Ed Pfister. You're just incredible," Landau shouted, after accusing the executive of grandstanding. "You don't know the meaning of the word honest, Ed Pfister. You don't give a damn about this organization." Then, turning away, she said in a lower voice: "You're a schmuck." She quickly disappeared into a hotel restroom.

Pfister, who appeared surprised by the confrontation, told Landau he felt his outgoing address had been "an honest speech," and later told reporters Landau's tongue-lashing was unprecedented.

That night, as Pfister and Landau crossed paths again in the hotel lobby, Landau's husband, *New York Times* television critic John Corry, confronted Pfister, threatening him after reportedly grabbing him by the coat lapels.

Landau told BROADCASTING later: "As fate had it" after Pfister's speech, she and Pfister "ran into one another." She did not regret saying that she thought he "was incredible" or that he did not "[give] a damn about our organization." I stand on that," Landau said last week. "And yes, that's exactly how I feel."

She denied calling him a schmuck, however. "That's absolutely inaccurate," Landau said, "I never called him that. I said a word as I was walking out and apparently I was followed. I didn't know anyone was around. But that's a lot different from calling someone something. It wasn't direct." Landau also said that accounts of the involvement of her husband were "very much misreported," and that "practically nothing" happened between Corry and Pfister. "We did see each other, and I guess you can say we weren't all enthusiastic to see each other, but the other is not true." He did not grab Pfister, she said.

During his speech, during which he received two standing ovations, Pfister said he believed any public broadcaster would have resigned under similar circumstances and called CPB's independence as a private entity public television's "birthright."

Referring to the CPB vote withdrawing support for a Soviet trade delegation, Pfister said: "For CPB to foreclose channels of increased communication where they reasonably exist is just not acceptable to me." He called on PBS members to "place the highest priority on their independence" against threats "from whatever source or nation." Pfister said his vision of public broadcasting included bringing together people from many nations, "even those with whom we may be in disagreement. That's my hope and I have every confidence that you [station executives] will accomplish it... [Public



Landau

broadcasting] really is a treasure, and it's up to you to safeguard it."

During his news conference, Pfister said he suspected the CPB board's action "will have a chilling effect on station executives for some time to come."

Landau told BROADCASTING there "is more than meets the eye" about the issue than that "as reported by Mr. Pfister." She said Pfister "knew [her] view of what we were going to be doing and we had conversations on it. I just don't think it's all particularly motivated by a great principle."

Of Pfister's final speech, Landau said: "It's one thing for him to say a fond farewell, and perhaps dramatize his own role, but I think how he did it was just incredible. It was in bad taste." She said Pfister "portrayed our board unfairly," adding that, "it stunk—really bad. It was a real cheap shot." It made her angry, she said, "because I instantly knew that what he was doing was going to signal a problem with us with our authorization, and start the kind of stories going around.... I was damn mad about it."

National Public Radio's president, Douglas Bennet, called Pfister "a strong supporter of the insulation and heat shield role of CPB. We have all benefited from Ed Pfister's leadership and constant vigilance in protecting the independence of the public broadcasting community," he said.

On May 19, CPB vice president, general counsel and secretary, Linda C. Dorian, tendered her resignation, which the board also accepted.

The CPB board will discuss Pfister's successor at a meeting this Friday (May 31). □

After two-year countdown, Radio Marti hits the airwaves

VOA station begins AM broadcasts to Cuba; Castro government retaliates with jamming, suspends agreements

"Good morning, Cuba, you are listening to Radio Marti, on the air today. Now, Radio Marti. Radio Marti—for the right of all men to be free, and to receive information and disseminate it, to look for truth and hold it high among other people who respect it."

With those words (which probably lost something in translation from the Spanish), spoken by Cuban-born Moises Lopez in a studio at Radio Marti program headquarters in Washington, the Reagan administration's project for breaking what it says is the Castro government's monopoly on news and information in Cuba completed its troubled four-year journey from proposal to air, at 5:30 a.m., on May 20 (BROADCASTING, May 20).

The lead item dealt with Cuba's retaliation for the U.S.'s turning on Radio Marti—suspension of an immigration agreement under which 20,000 Cubans annually would have been permitted to enter the U.S. and 2,700 undesirables who arrived in the U.S. as part of the Mariel boat lift were to have been returned to Cuba. The agreement also provided for the Cuban government's release of 3,000 political prisoners and visits to Cuba of Cubans who had already entered the U.S.

Nevertheless, the happiness among the Cuban-American community in Florida—there are up to 500,000 Cuban Americans living in the state—appeared to outweigh any disappointment over the breakdown of the immigration agreement. A member of the faculty of Dade Community College, in Miami, Juan Clark, who has close ties to the Cuban-American community, said it was "willing to pay the price" of the suspension of the immigration agreement. Some regard inauguration of Radio Marti as a signal of "a new era of confrontation between the United States and Cuba," as Cuban-born Tomas Regalado, news director of WRHC(AM) Miami, a Spanish-language station, said. "Cuban-Americans perceive Radio Marti as something of their own... as a more direct effort to oppose Castro," Paula Hawkins (R-Fla.), who had played a major role in securing Senate passage of the necessary legislation, said the Cuban-Americans among her constituents were "ecstatic." Hawkins herself, after waiting for the introductory "Buenos Dias, Cuba," since Congress completed action on the necessary legislation in October



Announcer Moises Lopez (behind glass) four minutes after start-up

1983, was "relieved and thrilled."

The reactions of most broadcasters in Florida, however, were of a different kind. The counsel for the Florida Association of Broadcasters and the South Florida Broadcasters Association described broadcasters in the state as "nervous." But, said Matthew Leibowitz, they are taking "a wait-and-see" attitude, as they sweat out the possibility of a "radio war" breaking out, with the Cuban government stepping up and expanding the interference Cuban stations have been causing U.S. AM outlets in the Southeastern U.S. for 15 years. Indeed, Cuban broadcasts are heard regularly in countries around the world—up to 275 hours of Cuban origination are received weekly in the U.S. and the Caribbean, on AM and shortwave frequencies. Hawkins said it is difficult "for people in central Florida to receive a local station on their car radios; they get Cuban stations." And the Cuban government, in announcing the suspension of the immigration agreement, also said it was planning to "adopt additional measures relating to the communications between the U.S. and Cuba." As George Hyde, general manager of WQBA(AM) Miami, a Spanish-language station that broadcasts anti-Communist material—and finds its signal jammed in Cuba as a result—said, "There isn't a general manager

in the Southeastern United States who is not glued to his radio to see if there is an increase in interference or jamming."

But after the first four days of Radio Marti, Cuba's electronic response appeared to have been slight. A jamming tone was heard in the Havana area on 1180 khz, the frequency on which Radio Marti broadcasts with 50 kw, but not enough to overcome the signal, according to a State Department spokesman, who said his information was based on reports of listeners in Cuba, including department representatives at the American interests section in Havana. The FCC monitoring station in Fort Lauderdale, Fla., said the jamming was of the same degree that had long been experienced by the Voice of America station whose frequency and transmitter, on Marathon Key, Fla., Radio Marti now shares. The monitoring station also said there had been no change in the Cuban-caused interference problem.

(ABC's *Nightline*, on Monday [May 20], appeared to call into question the government reports regarding the seriousness of the jamming. In a piece devoted to Radio Marti, it offered a demonstration of what host Ted Koppel said was the effect jamming was having on Radio Marti: Nothing could be heard through the jamming signal. However, a *Nightline* staffer, Bob Jordan, when asked

for details on the demonstration, checked with the engineers who had arranged it and later indicated the demonstration was not of a signal being jammed. He said ABC Radio in New York had been monitoring the 1180 khz frequency, picked up the jamming signal coming north from Cuba and fed it into the broadcast live at about 11:45 p.m., some 45 minutes after Radio Marti had gone off the air for the day.)

"Fortunately," said Leibowitz, speaking of possible electronic retaliation, "it's been a nonevent."

Still, broadcasters—and not only those in Florida—have cause to pay attention to Cuban threats, even vague ones. Cuba is said to have two stations capable of operating with 500 kw—10 times the maximum permitted U.S. stations—and it has said it planned to operate such stations on 1040 khz and 1160 khz. On the night of Aug. 30, 1982, Cuban stations, in what was viewed as a warning, caused interference to U.S. outlets on six AM frequencies, including WHO Des Moines, Iowa (1040 khz), and KSL Salt Lake City (1160 khz) (BROADCASTING, Sept. 6, 1982).

Perhaps with that experience in mind, White House spokesman Larry Speakes said that the Cubans "have the capability" of "extensive interference with commercial broadcasting."

Radio Marti is broadcasting 14½ hours daily—from 5:30 a.m. to 1:30 p.m. and from 4:30 to 11 p.m.—seven days a week, not only on 1180 khz from the transmitter in Marathon but also on one or two shortwave frequencies, from transmitters in Greenville, N.C. That combination is standard for the VOA in broadcasting Spanish-language programs in the area.

The administration has described Radio Marti's purpose as being to offer news of Cuba that the Cuban government does not provide. "The least we can do is send the people [of Cuba] some truth," Hawkins said last week. And Regalado, the WRHC news chief, expects Radio Marti to provide the kind of Cuba-oriented news that the VOA, in its concern with international events, would not cover. As an example, he cited a report last week of the deaths of Cuban military personnel in Nicaragua. But the early newscasts, at least, carried a number of items available from the VOA, as well as the Spanish-language stations in south Florida whose signals are heard clearly in parts of Cuba—Secretary of Commerce Malcolm Baldrige meeting with the Soviet minister of commerce in Moscow, the Pope's travels in Europe, and brush fires in Florida. However, Radio Marti supporters suggested the budget of Cuba-oriented news would increase as the station improved its sources of information on the island.

But as the station—named after Jose Marti, a hero of Cuba's war of independence from Spain—begins providing a programming mix of news (25%); public affairs, including VOA editorials, roundtable discussions, and sports news (35%); and features, entertainment, music and religious material (40%), the controversy that began when the Reagan administration first proposed a Cuban ser-

vice, in 1981, continues.

Critics say that, in view of the VOA service and the broadcasts of the Spanish-language stations in Florida, there is no need for the U.S. to establish a surrogate station with programing that can only inflame U.S.-Cuban relations. *New York Times* columnist James Reston called Radio Marti the Reagan administration's "latest example of self-inflicted wounds, after the President's tour of the German cemetery." An aide to Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, said that those, like Wirth, who op-



USA Director Charles Wick and VOA director designate, Gene Pell

posed the Radio Marti concept on the ground its signal would be jammed and Cuba would retaliate by causing interference to American stations "have been proved right." Thomas Rogers, senior counsel to the subcommittee, cited the *Nightline* report of jamming and "the major retaliation threatened by Cuba." Senator Tom Harkin (D-Iowa), a long-time opponent of Radio Marti, reflected the views of other critics in calling establishment of the station "a political payoff to the Cuban-American community in Miami that has supported the Republican party with money and votes." He is concerned that Radio Marti broadcasts will cause the Cubans to jam the frequency on which it—and the VOA station—operate, causing the loss of both.

The fear that Radio Marti would become an undisguised propaganda outlet under the control of rabid anti-Castro Cuban-Americans—a condition that was viewed as certain to lead to a "radio war" between Cuba and the U.S.—persuaded Congress to force the administration to accept a station that would be a part of the VOA and subject to its standards of objectivity, accuracy and balance. Its director—and that position remains vacant—is to report to the director of the U.S. Information Agency, VOA's parent, and to the director of the VOA, as well.

But the legislation imposes a dual mandate on the new Cuban service that is unique and could prove difficult to honor. Gene Pell, VOA director-designate, said last week

that "there will be a significant emphasis on Cuba news. . . . Because of the legislation, it [Radio Marti] has a dual role. It is a surrogate station and a VOA service. There is a need to report news of events in Cuba to Cuba." And that, he noted, "is not a regular part of the VOA mandate," which is to tell America's story to the world. State Department spokesman Bernard Kalb described the new service in similar terms—"a surrogate home service which has been designed to serve the Cuban people." As provided for in the legislation, he added, Radio Marti will "support the right of the people of Cuba to seek, receive and impart information and ideas through any media, regardless of frontiers, in accordance with the Declaration of Human Rights."

Reference to Radio Marti as a "surrogate station" has disturbed members of the Senate who played a role in forcing the administration to accept the compromise legislation that placed Radio Marti under the VOA. In a letter to USIA Director Charles Wick in February 1984, four of those senators said there should be no doubt that Radio Marti is an integral part of VOA and not "anyone's home service or surrogate station." But last week there was no indication the administration would be challenged in its description of Radio Marti as a "surrogate station." An aide to Senator Edward Zorinsky (D-Neb.), a leader in the fight for the compromise legislation and one of the signers of the letter to Wick, said, "the appropriate staff people are reviewing the matter, but we don't know what we'll do about it at this point."

Radio Marti, for which the administration has requested \$11.2 million for fiscal 1986, began operating with 127 employees, some 60 fewer than its authorized strength. But Pell felt the organization was ready. "We had two full months of simulated broadcasts of 14½-hour days, so we were prepared to go," he said.

In fact, there have been reports the station could have begun operations months ago; Radio Marti's interim director, Kenneth Giddens, said in mid-January that Jan. 28, the 132d anniversary of Jose Marti's birth, was a tentative "target" (BROADCASTING, Jan. 21). Congressional sources were said to have blamed the delay on the administration officials' insistence on considering Cuba's possible reactions and the U.S. response to them. Hawkins appeared to confirm those reports. "The State Department didn't want them to do it," she said. "It didn't want to initiate action. It likes to react."

A little more than 43 years ago, the Voice of America went on the air unaccompanied by the hoopla and the controversy surrounding Radio Marti's first broadcast day. The opening statement, 79 days after the Japanese attack on Pearl Harbor, was also simpler than the Radio Marti inaugural message: "Daily at this time we shall speak to you about America and the war—the news may be good or bad—we shall tell you the truth." Those matters aside, the time has arrived to test whether Radio Marti can serve Cubans in Cuba and the U.S. national interest at the same time—assuming the effort is not interrupted by a "radio war." □

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—David Bianculli, Philadelphia Inquirer

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NCTA Cable 85



Las Vegas: June 2-5

Cable gets down to business in Las Vegas

Cable act tops agenda for 34th show, expected to draw some 15,000

The new realism that has been the byword of cable television as it begins its stretch run for maturity will be evident on all sides during the 34th annual convention of the National Cable Television Association in Las Vegas June 2-5. The convention's official theme is "On the Move." It might more aptly be "Laid Back and Earnest."

Stripped of much of the hype and sizzle that characterized many NCTA shows over the past few years, the convention will be less of a showplace for industry and more of a workplace. And with no more than 14,800 people and 275 exhibitors expected, the convention may be the smallest since 1980.

"The function of our convention is not to attract more people than showed up at the National Association of Broadcasters convention or the Consumer Electronics Shows," said NCTA President Jim Mooney, who will be presiding over his first convention, having succeeded Tom Wheeler last summer. "It is to provide a useful forum in which we can exchange ideas and make our annual statement to the world and to ourselves about the state of our industry."

And what exactly is that statement? "We are in good shape and our future is limited only by our own ingenuity," said Mooney.

Trygve Myhren, chairman and chief executive officer, American Television and Communications Corp., and chairman of the convention, said the show's organizers have met their twin goals: creating a "good educational program" for the cable operators and programmers and creating an exhibition that "worked" for the hardware and software suppliers that compose it.

To keep the exhibit floor crowded, Myhren said, organizers set aside certain "prime time" hours on each day of the convention for attendees to tour the floor. They also scheduled all the sessions and lunches near the exhibits, he said.

That the number of exhibitors has fallen from last year's total of 329 is not the fault of the planners, he said. A lot of the industry's suppliers have simply gone out of business, he said. He acknowledged, however, that an attempt to attract "peripheral" suppliers of goods and services to the industry (car leasing and office supply companies, for instance) was not successful.

Still, NCTA expects a "healthy net" from the show, Myhren said. Paid registration and exhibit-space revenue should match last year's, he said. The decline in the exhibit's square footage (from 186,000 in 1984 to about 150,000) should be offset by a slight increase in the price of exhibit space, he said. At the same time, he said, planners have "gone into every nook and cranny" to cut expenses. Despite inflation, he said, the "no frills" show will cost less than last year's show at the same venue did.

The convention gives the industry its first real opportunity to compare notes on the impact of the Cable Communications Policy Act of 1984, the cable regulatory (or, some say, deregulatory) law that went into effect last December. Much of the opening general session on Monday (June 3) will be given to discussion of what Mooney calls "the experiential and financial benefits" of the law. And at the session, NCTA will present results of a Arthur D. Little study it commissioned on the financial outlook for the industry in light of the new law.

Although passage of the law is behind the

industry, its legal-regulatory battles are not. It is still trying to change the copyright law and the FCC's must-carry rules and to advance its First Amendment rights. These and other concerns are the subject of panel sessions. And FCC Chairman Mark Fowler is sure to deal with some of them in his Monday luncheon speech from Washington via satellite.

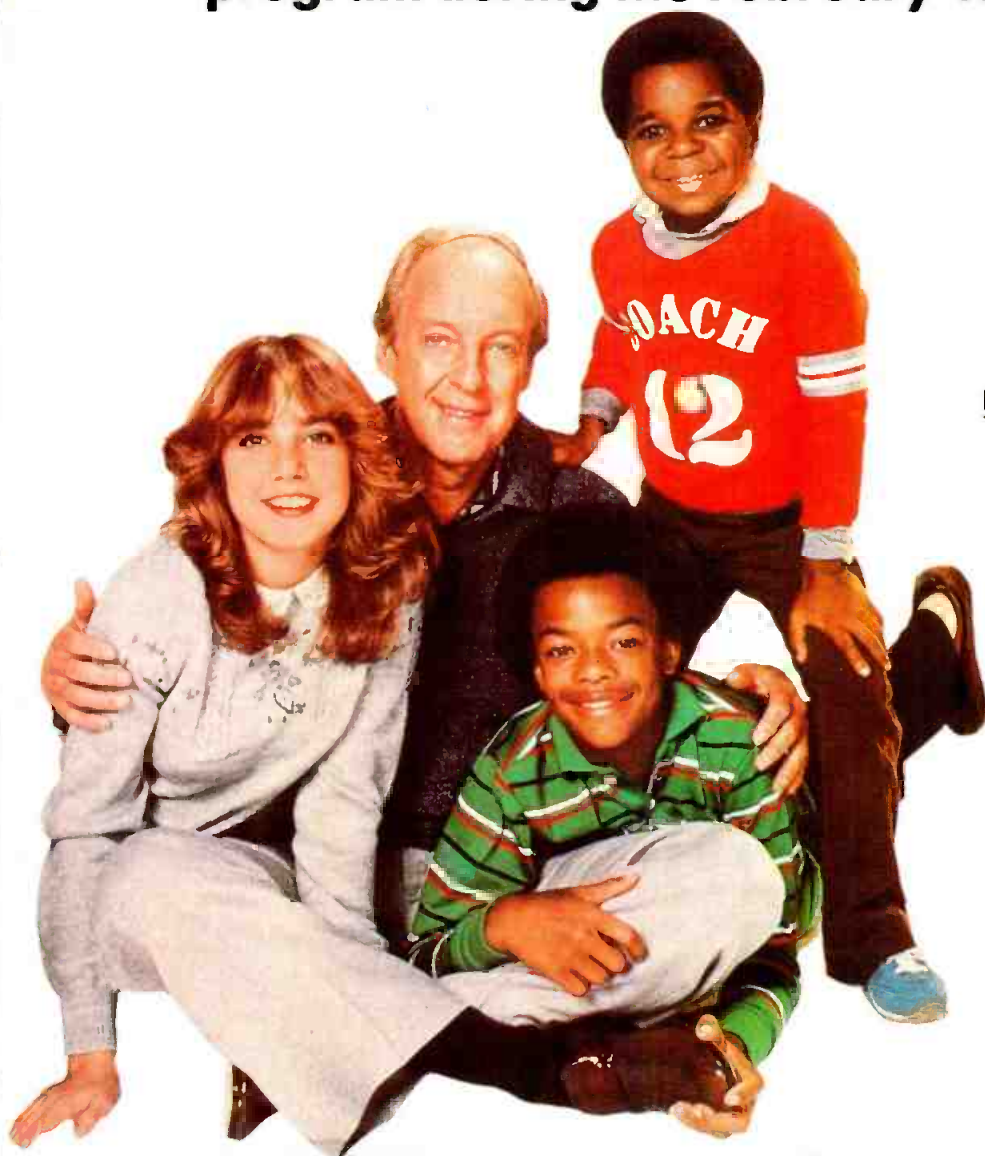
Another pervasive topic at the show will be the scrambling of the cable networks' satellite feeds. Cable operators, concerned about losing subscribers to SMATV operators and backyard dish owners who pick the cable services off the satellites for free, are putting pressure on the programmers to scramble. And some would like to see the services scrambled so they could sell cable services to dish owners just as they do to their cable subscribers. The increasingly complex situation is the subject of Wednesday's closing session: "Star Wars: Business Opportunities from Satellite to Home."

In all, the convention comprises 52 panels categorized into nine "tracks" (public policy, consumer electronics, financial, management, corporate development, legal, marketing, programming and engineering). There will be 332 speakers and panelists.

System Awards of Cable Excellence (ACE) will be presented during a ceremony late Monday afternoon in the Convention Center's rotunda. (CBN plans to tape and incorporate the ceremony into a 60-minute special that it will telecast this summer.) The convention will be wrapped up with a dinner-dance on Wednesday night (June 5) in the Las Vegas Hilton, during which the NCTA's National Awards will be presented. The agenda and a listing of exhibitors begin on page 46. □

FEB. SWEEP SENSATION

"Diff'rent Strokes," the highest-rated new off-network program during the February 1985 Sweep



RANK	PROGRAM	DMA HH RATING
1.	M•A•S•H	10.9
2.	3's COMPANY	10.7
3.	DIFF'RENT STROKES	9.0
4.	JEFFERSONS	8.2
5.	BENSON	7.6
6.	WKRP	6.9
7.	BARNEY MILLER	6.7
8.	DUKES OF HAZZARD	6.4
9.	TOO CLOSE FOR COMFORT	6.3
10.	TAXI	6.3

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Cable Act dominates NCTA agenda

Monday, June 3

Opening general session. 9-10:30 a.m. Las Vegas convention center rotunda. *Cable '85—On the Move.* Speakers: Edward Allen, NCTA chairman and president of Western Communications; James Mooney, president and chief executive officer, NCTA. Roundtable discussion with host Trygve Myhren, American Television and Communications. Panelists: John Saeman, Daniels & Associates; John Malone, Tele-Communications Inc.; Henry Harris, Metrovision; Dennis Leibowitz, Donaldson, Lufkin & Jenrette; Peter Shapiro, Arthur D. Little Inc.; Ralph Roberts, Comcast; Sidney Topol, Scientific-Atlanta.

Ten concurrent sessions. 10:45 a.m.-noon. *Rebuild, Upgrade or Sell?* Room A1. Moderator: Richard Ingman, Westinghouse Broadcasting. Speakers: Brian Roberts, Comcast; Arthur Hutzler, Heritage Communications; Dan Radcliff, Viacom Cablevision; Barry Elson, Cox Cable. Reactor: Ellis Simon, *Cable Marketing*.

Lowering the High Cost of Property Tax. Room A2. Moderator: Robert Weary, Weary, Davis, Henry and Troup. Speakers: Bernie Funk, TCI; Al Cavella, Group W Cable; C. Stephen Backstrom, Comcast Cable. Reactor: Fred Dawson, *Cablevision*.

Subscriber Pursuit. Room A3. Moderator: Douglas Wenger, Storer Cable. Speakers: Joanne Black, Showtime/The Movie Channel; Ron Harris, Turner Broadcasting; Mark Handler, Disney Channel; Robert Johnson, Black Entertainment Television; Tom Freston, MTV Networks; Ira Tumpowsky, Young & Rubicam; John Billock, Home Box Office; Nimrod Kovacs, United Cable.

Scrambling Satellite-Delivered Programing. Room A4. Moderator: Drew Lewis, Warner Amex Cable. Speakers: Representatives Howard Berman (D-Calif.), Michael DeWine (R-Ohio), Wayne Dowdy (D-Miss.), Daniel Glickman (D-Kan.), Matthew Rinaldo (R-N.J.) and Billy Tauzin (D-La.).

Must Carry. Room A5. Moderator: William Bresnan, Bresnan Communications. Speakers: Senator Charles Grassley (R-Iowa) and Representatives Dan Coats (R-Ind.), Cardiss Collins (D-Ill.), Michael Oxley (R-Ohio) and Bill Richardson (D-N.M.).

Trade Wars in High Technology. Room A6. Moderator: Paul Kagan, Paul Kagan Associates. Speakers: Senator Larry Pressler (R-S.D.); Representatives Henry Hyde (R-Ill.), Mickey Leland (D-Tex.), James Slattery (D-Kan.) and Ron Wyden (D-Ore.), and FCC Commissioner Henry Rivera.

Cable and the First Amendment. Room E1. Moderator: Bertram Carp, NCTA. Speakers: Senator Strom Thurmond (R-S.C.); Representatives Howell Heflin (D-Ala.), Hamilton Fish Jr. (R-N.Y.), Romano Mazzoli (D-Ky.) and Patricia Schroeder (D-Colo.), and FCC Commissioner James Quello.

Copyright: Where Do We Go From Here? Room E2. Moderator: Robert Miron, Newhouse Broadcasting. Speakers: Senators Charles McC Mathias Jr. (R-Md.), Patrick Leahy (D-Vt.) and Dennis DeConcini (D-Ariz.), and Representatives Robert Kastenmeier (D-Wis.), Carlos Moorhead (R-Calif.) and Michael Synar (D-Okla.).

The New Prohibition: Beer and Wine Advertising Restrictions. Room E3. Moderator: Walter Threadgill, Storer Communications. Speakers: Representatives Jim Bates (D-Calif.), Thomas Bliley (R-Va.), Dennis Eckart (D-Ohio), Norman Lent (R-N.Y.), Thomas Luken (D-Ohio), Howard Nielson (R-Utah).

To Catch a Thief. Room G1. Moderator: Richard Holcomb, ATC. Speakers: Richard Thomas, HBO; Chris Young, Arlington Cable Partners; Sandi Wildman, Showtime/The Movie Channel; Pat Tomaselli, Westinghouse Broadcasting & Cable. Reactor: Judy Rudrud, *Cable Television Business*.

Two concurrent engineering sessions. 10:45 a.m.-12:15 p.m. *Defeating Ingress/Egress.* Room B. Moderator: John Wong, FCC. Speakers: Ted

Hartson, Capital Cities Cable; Robert V.C. Dickinson, AM Cable TV Industries; John Warren Ward Jr., Comcast Cable; William Homiller, Jerrold div./General Instrument; Ralph Haller, FCC.

Contemporary Developments in Addressability and Pay-Per-View. Room D. Moderator: Graham Stubbs, Oak Communications. Speakers: Michael Ermolovich, Jerrold div./General Instrument; Anthony Wechselberger, Oak Communications; Andrew Hospador, Jerrold div./General Instrument; Semir Sirazi, Zenith Electronics.

Nine concurrent sessions. 3:30-5 p.m. *A Field Guide to Consumer Electronics and Cable.* Room A1. Moderator: Robert Rast, ATC. Speakers: Joseph Van Loan, Viacom Cablevision; Robert Hosfeldt, Gillcable; Robert Hansen, Zenith Corp. Reactor: Bill McCloskey, Associates Press; Carson Young, Wisconsin Electronic Sales and Service Dealers Association.

The True Value of Original Fare. Room A2. Moderator: Larry Wangberg, Times Mirror. Speakers: Curtis Davis, Arts & Entertainment; Peggy Christianson, Disney Channel; Allen Sabinson, Showtime/The Movie Channel; Timothy Robertson, CBN Cable; Bridget Potter, HBO. Reactor: Jefferson Graham, *USA Today*.

Targeting the Segments. Room A3. Moderator: Victor Harrison, Storer Cable. Speakers: Curt Robinson, TCI; Lee Clayton, United Cable; Kathy Skinner, Times Mirror; William Goldberg, Harte-Hanks Direct Marketing.

Financing Options for Operating Companies. Room A4. Moderator: Phil Hogue, Daniels & Associates. Speakers: Fred Vierra, United Cable; Craig McCaw, McCaw Communications; Bernard Gallagher, Comcast Cable; James Hoak, Heritage Communications.

Equal Employment Opportunity and the Law. Room A5. Moderator: David Ochoa, Buenavision Cable. Speakers: Bruce Franca, FCC; Kevin McGuinness, U.S. Senate employment counsel; Thomas Rogers, House Telecommunications Subcommittee; John Garcia, Group W Cable; William Oldaker, Epstein, Becker, Borsody and Green.

Who's Making Money. Room A6. Moderator: Roger Turner, Cablevision Industries. Speakers: James Dovey, United Cable of Colorado; Scott Campbell, Jones Intercable; Mel Tinney, ATC; Jason Taylor, Studioline Cable Stereo. Reactor: Thomas Southwick, *Multichannel News*.

How Can You Sell If You Can't Get In? Room E1. Moderator: John Evans, Arlington Cable Partners. Speakers: Steve Durant, Martin, Ade, Birchfield & Johnson; Nancy Becker, New Jersey Cable Television Association; Emmett White, Continental Cablevision; Charles Gramlich, Warner Amex; Thomas Ryan, House Energy and Commerce Committee. Reactor: Don West, *BROADCASTING Magazine*.

Linking Up for Local Ads. Room E2. Moderator: Jack Yearwood, Bay Area Interconnect. Speakers: Jack Deitchman, Ogilvy & Mather; Virginia Westphal, Viacom Cablevision; Tom Sassos, 3M/Cable Networks; Barry Harrison, Cable Media of Michigan.

Making Money on Local Programing. Room E3. Moderator: Anne Janas, Cox Cable. Speakers: Joseph Langan, Colony Communications; Richard Derman, Group W Cable; Greg Vandervort, Suburban Cablevision; Peter Stamelman, Arts & Entertainment; Michale Egan, Cablevision Industries. Reactor: Jon Banner, *View*.

Two concurrent engineering sessions. 3:30-5 p.m. *Off-Premises Promise: Get Out of the House.* Room B. Moderator: Richard Kearns, Times Fiber Communications. Speakers: Joseph Preschutti, AM Cable TV Industries; Nancy Kowalski and James Van Cleve, Jerrold div./General Instrument; John Simons, Times Fiber Communications; W. Sherwood Campbell, ATC.

Tests, Measurements and Performance Analysis. Room D. Moderator: Dom Stasi, MTV Networks. Speakers: Lance Katzfey, Oak Communications; J.E. Mitchell, Jerrold; William Kostka, Gillcable; Lee Thompson and Lamar West, Scientific-Atlanta.

At the show. BROADCASTING's editorial and advertising staffs will be headquartered at the Las Vegas Hilton. On hand will be Kira Greene, Harry Jessell, Richard Mahler, Kim McAwoy, Steve McClellan, Skip Tash, Tim Thometz and Don West.

Tuesday, June 4

Nine concurrent sessions. 9-10:15 a.m. *Immediate Solutions to the*

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Consumer Electronics Connection. Room A1. Moderator: John Schmuhl, Tribune-United Cable. Speakers: Kazie Metzger, Group W Cable; David Andersen, Cox Cable; David Large, Gillcable; Andy Deveroux, American Cablesystems; W. Ace Hoyt, General Electric Co. Reactor: Peter Ainslie, *Time*.

Managing Rates in a Deregulated Market. Room A2. Moderator: James Cownie, Heritage Communications. Speakers: Todd Hardy, Group W Cable; James Gray, Warner Amex; Arthur Kurtze, Centel Video Services; Kathy Meier, Senate Communications Subcommittee. Reactors: Roger Werner, ESPN; Terence McGuirk, Turner Broadcasting.

Business Opportunities/Regulatory Hurdles for Nonvideo Services. Room A3. Moderator: Gustave Hauser, Hauser Communications. Speakers: Philip Verveer, Wilkie, Farr & Gallagher; Albert Halprin, FCC; Mark McCarthy, House Energy and Commerce Committee; Gene Eidenberg, MCI; John Gault, Manhattan Cable TV.

Mining the Pay-Per-View Potential. Room A4. Moderator: Edward Bennett, Viacom Cablevision. Speakers: Philip Lind, Rogers U.S. Cablesystems; Scott Kurnit, Warner Amex; Frank Biondi, Coca-Cola; Rick Kulis, Choice Channel; Jeffrey Reiss, Reiss Media Enterprises. Reactor: Wolf Schnieder, *Hollywood Report*.

Cable and the Proposed Tax Law. Room A5. Moderator: J. Patrick Michaels, Communications Equity Associates. Speakers: Philip Wiesner, Peat Marwick Mitchell & Co.; Arthur Fisch, E.F. Hutton; Stuart Blair, TCI; Leonard Bart, Dow, Lohnes & Albertson. Reactor: Alex Ben Block, *Forbes*.

Interactive Services: The New Breed. Room A6. Moderator: Charles Kadlec, Frazier, Gross & Kadlec. Speakers: Ann Kirschner, Group W Cable; Paul Maxwell, X*Press Inc.; William Lucas, Packet Technologies; Douglas Bulleit, Integrated Communications Systems.

Washington Insiders on Cable Copyright Legislation. Room E2. Moderator: Edward Merlis, NCTA. Speakers: Ralph Oman and John Podesta, Senate Copyright Subcommittee.

Teaching Customers the New Law Through Media Relations. Room E3. Moderator: Ed Dooley, NCTA. Speakers: Edwin Newman, broadcast journalist and former NBC News correspondent; Robert Russo, Daniels & Associates; Janice Snook, J. Walter Thompson Co./West; Gail Penman-Wallace, United Cable.

Is the Price Right? Room G1. Moderator: Rod Warner, The R Corp. Speakers: John Charlton, Warner Amex; Larry Miles, Times Mirror; Thomas Hohman, CBN Cable; Andrew Besch, USA Network; Lloyd Werner, Group W Satellite; Sandy McGovern, The Weather Channel; Larry Rebich, Lifetime.

Two concurrent technical sessions. 9-10:30 a.m. Audio Advantages: MTS and Digital Audio Delivery in the Cable Environment. Room B. Moderator: Joseph Van Loan, Viacom. Speakers: Colleen McGuire, Jerrold div./General Instrument; William Thomas, ATC; Israel Switzer, Cable Television & Telecommunications Engineering; Arthur Vigil, Oak Communications; Alex Best, Scientific-Atlanta; Thomas Matty, W&S Systems Co.

Fiber Optics: Reports from the Field. Room D. Moderator: Brian Garrett, M/A-COM. Speakers: Pieter Kerstens, Philips Laboratories; Robert Hoss, Warner Amex; Michael Carr, Compucon; James Chiddix, Oceanic Cablevision; Lawrence Engdahl, Times Fiber Communications.

General session. Room E1. *Meet the FCC Staff.* Moderator: Brenda Fox, NCTA. FCC staff: Daniel Brenner, Brian Fontes, Bruce Franca, Ralph Haller, Albert Halprin, Thomas Herwitz, William Johnson, Roderick Porter, Stephen Ross, William Russell, Diane Silberstein, Jack Smith, Raymond Strassburger and John Wong.

Programing session. 3:30-5 p.m. *Cable Programing—The Future Is Now.* Rotunda. Moderator: William Hartley, ESPN. Speakers: Ralph Baruch, Viacom; Robert Wussler, Turner Broadcasting; Michael Fuchs, HBO; Jack Wishard, Procter & Gamble; Diana Muldaur, ATAS.

Two concurrent technical sessions. 3:30-5 p.m. Square Pegs/Round Holes?: Meeting the "Cable-Ready" Challenge. Room B. Moderator: David Large, Gillcable. Speakers: Joseph Stern, Stern Telecommunications; Larry Brown, Pioneer Communications; Geoffrey Gates, Cox Cable; Tony Chen-tung Li, Oak Communications; Walter Ciciora, ATC.

Aspects of Plant Design and Architecture. Room D. Moderator: William Riker, Society of Cable Television Engineers. Speakers: Robert Blumenkranz, Jerrold/Century III Electronics; Robert Canny, Times Fiber Commu-

nications; Stanley Moote, Leitch Video; Robert Romerein, Lindsay Speciality Products; Paul Brooks, UACC Midwest.

Wednesday, June 5

Nine concurrent sessions. 9-10:15 a.m. Long-Range Planning for a Long-Term Relationship. Room A1. Moderator: Walter Ciciora, ATC. Speakers: Judson Hoffman, Matsushita; Dr. Bob Hopkins, Advanced Television Systems Committee; Andy Setos, MTV Networks Inc. Moderator: Steve Tuttle, *Television Digest*.

The Big Squeeze. Room A2. Moderator: Seth Abraham, HBO. Speakers: Neal Pilson, CBS/Broadcast Group; Jerry Solomon, D'Arcy-MacManus & Masius; Joseph Cohen, Madison Square Garden Network; William Giles, Philadelphia Phillies; Barry Frank, TWI. Reactor: Ron Alridge, *Electronic Media*.

Spending Smart To Keep Them Satisfied. Room A3. Moderator: Robert Clasen, Comcast Cable. Speakers: James Robbins, Cox Cable; David Wilson, Viacom; Thomas Willett, Continental Cablevision; Margaret Richebourg, Group W Cable. Reactor: Jane Clifford, *The Tribune*.

Getting on the Right Track for Franchise Renewals. Room A4. Moderator: Jack Clifford, Colony Communications. Speakers: Lynn Yeager, Viacom Cablevision; John Cooke, Times Mirror; Gayle Greer, ATC; Walter McCormick, Senate Commerce Committee. Reactor: Donna Gregg, Dow, Lohnes & Albertson.

Cable's Changing Rate of Return. Room A5. Moderator: Carl Rossetti, Public Cable Co. Speakers: Dave Croll, TA Associates; J. Michael Saul, R.I. Hospital Trust; Kathy Marien, Bank of New England. Reactor: Steve Rosenberg, Paul Kagan Associates.

Get Top Dollar Returns for Your Ad Sales Effort. Room A6. Moderator: Robert Alter, Cabletelevision Advertising Bureau. Speakers: Ben Sciorino, Multimedia Cablevision; Dan Gold, Comcast Cable; George Douglas, American Cablesystems Corp. Reactor: Susan Spillman, *Advertising Age*.

Operations Efficiency Through Management Information Systems. Room E1. Moderator: Dan Benhardus, Western Communications. Speakers: Ann Burr, Oceanic Cablevision; Stephen Robertson, Summit Communications; Michelle Craft, Jacksboro Cable; Mike Johnson, Viacom Cablevision; Gerry Bennington, TCI.

Affirmative Action as a Management Tool. Room E2. Moderator: Marilyn Lee, Times Mirror. Speakers: Andrew Dixon, Continental Cablevision; Charles Johnson, Showtime/The Movie Channel; John Dawson, ATC; Barry Wilson, United Cable.

Operating Under the Act: Your Legal Rights and Options. Room E3. Moderator: Doug Watts, NCTA. Speakers: Fred Dressler, Mile Hi Cablevision; Wayne Perry, McCaw Cablevision; Michael Rigas, Adelphia Communications; Charles Walsh, Fleischman and Walsh.

Two technical concurrent sessions. 9-10:30 a.m. Improving Customer Service. Room B. Moderator: Lawrence Janes, ATC. Speakers: Sharon Thompson, Warner Amex; Richard Clevenger, Cox Cable; Fritz Baker, Viacom Cablevision; Gregg Nydegger, Cardinal Communications; Jim VanKoughnet, Manitoba Telephone System; Stephen Johnson, UACC Midwest Inc.

Signal Relay—New Demands, New Advances. Room D. Moderator: Scott Tipton, HBO. Speakers: Peter Vogt, Hughes Aircraft Co.; Preston White III, Scientific-Atlanta; Ned Mountain, Wegener Communications; Thomas Straus, Hughes Aircraft Co.

Technical session. 10:30-11:30 a.m. Room B. The Digital Domain: Transmission Theory, Practice and Security Strategies. Moderator: Archer Taylor, Malarkey-Taylor Associates. Speakers: Niraj Jain, Philips Laboratories; Franc Stratton, Viacom Cablevision; Gregory Baxes, ATC, Anthony Wechselberger, Oak Communications.

Closing general session. 3-4:30 p.m. Star Wars: Business Opportunities from Satellite to Home. Moderator: William Strange, Sammons Communications. Speakers: Martin Malarkey, Malarkey-Taylor Associates; David Horowitz, MTV Networks; Larry Carlson, HBO; Burt Staniar, Group W Cable; Frank Drendel, M/A-COM; John Sie, TCI; Joseph Gans, Cable TV Co.; Steve Schulte, Showtime/The Movie Channel.

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The following is a list of exhibitors at the Las Vegas Convention Center. An asterisk indicates a product new to the market.

Ad Audit 2064
901 Prince St., Alexandria, Va. 22314

Ad Systems 3908
9500 S. 500 West, Sandy, Utah 84107

CBB-1 character generator, ad insertion system, video still store device. **Staff:** Bob Hall, Jerry Van Mondfrans, Ed Waldon, Boyd Hales.

Allied Steel & Tractor 2342
5800 Harper Rd., Solon, Ohio 44139

Underground piercing tool.

Alpha Technologies 3319
1305 Fraser St., D-5, Bellingham, Wash. 98226

Standby power supplies, remote status monitoring systems, computer grade standby power units, Nexus headend receivers, processors and modulators. **Staff:** Bob Bridge, Fred Kaiser, Grace Borsari, Johan Dooyeweerd, Rich Fervola, Bill Donaldson, Bob O'Hara, Paul Kaplan, Dale Bock, Les Forwood, Randy Pattison, Don Widaman, Scott Widaman, Steve Miller, John Coiro.

AM Cable TV Industries 3412
Box 505, Quakertown, Pa. 18951

Construction services.

Amperex Electronic Corp. 3414
Providence Pike, Slatersville, R.I. 02876

Cable hybrids, MATV hybrids, low noise broadband transistors, surface mount semiconductors, custom hybrid circuits. **Staff:** Howard Hench, Jan Ramaekers, Karl Debruyne, Pieter Lok, Frans Timmermans, Cor Hack, Tom Perry, Paul Turck, Jack Cagle, Ed Feinberg.

Anixter Communications 2719
4711 Golf Rd., Skokie, Ill. 60076

Hamlin converters, Regal passives, Raychem products, Scientific Atlanta headend equipment, Utility Products pedestals, Commscope coaxial cables, Jerrold electronics, Microdyne earth station products, material management product, Raychem's EZF connector*, Regal 8 output multitaps, power inserter, line direct coupler, 600 mhz two and four output multitaps. **Staff:** Gordon Halverson, Ray Geraci, John Egan, Chuck Krone, Julie Anixter, Rich Moburg, Everett Hirsh, Gene Robinson, Tony Barclay, Frank Priebe, Ben Forrester, Scott Van Wagner, Eric Perbohner, Tom Szumny, Cheryl Bently.

Antenna Technology Corp. 3143
8711 E. Pinnacle Peak Rd., Scottsdale, Ariz. 85255

Army & Air National Guard 3640
Box 1776, Edgewood, Md. 21040

Arts & Entertainment 2922
555 Fifth Ave., New York 10017

Basic cable programing network.

Arvis div./Adams Russell 2159
1370 Main St., Waltham, Mass. 02154

Associated Plastics 3903
2626 Kansas Ave., Riverside, Calif. 92507

Staff: Jim Marshall, Bud Campbell, Pete Burt, Ray Griffith, Joe Arthur, Danny Arias, John Long, Leroy Worrell, Eugene Everage, Greg Francis.

Associated Press 2112
1825 K St., N.W., Washington 20006

AP News Plus*, AP NewsCable and AP NewsPower. **Staff:** Greg Groce, John Strachan, Mark Siebert, Mark Thayer, Roy Steinfert, John Kenney, Jerry Jackson.

Associated Production Music 3321
888 Seventh Ave., New York 10106

AT&T Communications 3521
Routes 202 & 206, Bedminster, N.J. 07921

Augat Broadband 2322
710 Narragansett Park Dr., Pawtucket, R.I.

Products from Broadband, LRC and Vitek. **Staff:** Dick Prybyl, Scott Webb, Paul Zauner, Richard Bordeaux, Michael Weaver, Dave Snelson, Steve Gallant.

Belden 2353
2200 U.S. Hwy. 27 South, Richmond, Ind. 47374

Duobond, duobond plus, and burial, coaxial, converter, messenger and multi-paired shielded cable. **Staff:** Phil Pennington, Dave Billish, Paul Miller, John Lund, Rick Webber.

Bell & Howell 3515
6800 McCormick Rd., Chicago 60645

Matthew Bender 3410
235 E. 45th St., New York 10021

Staff: Kathi Raftery, Lou Lucarelli, Lee Bongiolatti, Fred Grant, Ben Percival.

Biddle Instruments 3907
510 Township Line Rd., Blue Bell, Pa. 19422

Long- and standard-range OTDR fiber optic test sets, TDR radar cable test sets, ground resistance test sets, ultrasonic leak detector. **Staff:** Chuck Schmidt, Graham Kemp, Ben Gallo.

Black Entertainment Television 2950
1232 31st St., NW, Washington 20007

Black cable programing service including This Week in Black Entertainment*, Video Vibrations*, Video Gospel*, On the Line with..., Front Page: The Week in Review*, other sports, movies and entertainment specials. **Staff:** Robert Johnson, Carol Coody, Paulette Johnson, Jeff Lee, Pauline Caffey, Alexis Piper, Tim Thompson.

Blonder-Tongue Laboratories 2533

One Jake Brown Rd., Old Bridge, N.J. 08857

Guardsman off-premise premium program delivery service, prefab headends, headend signal processors, modulators, bandpass filters, preamplifiers and accessories. **Staff:** Isaac Blonder, Glenn Tongue, Martin Siskel, Craig Kemper, James Fitzpatrick.

Brad Cable Electronics 3500
1023 State St., Box 739, Schenectady, N.Y. 12301

Staff: Ben Price, Robert Price, Jim D'Alaird.

Broadband Engineering 2322
211 Commerce Ln., Jupiter, Fla. 33458

Headend alarm*, line extenders, multiple dwelling amps, isolation amps, data amps, replacement electronics. **Staff:** Bill Ellis, Chuck Wise, Sherwood Hawley, Joyce Tupper, Jay Humes.

Budco 2360
4910 E. Admiral Pl., Tulsa, Okla. 74115

Staff: David Allen, Nick Allen.

Burnup & Sims Cable Products Group 1503
420 Athena Dr., Athens, Ga. 30601

Capscan Coax cable products, Lectro standby and regular power supply products, Cable Com construction services. **Staff:** Jack Arbuthnott, Gary Campbell, Richard Covell, Marty de Alminana, John Dieckman, Randy Diggelmann, Bob Featherstone, Mike Filkins, Jack Forde, Bob Heinrich, Bill Howerdel, Kevin Lynch, Ray Smith, Steve Wagner, Tom Yawitt.

Business Systems 2709
One Marcus Dr., Greenville, S.C. 29615

Computerized in-house subscriber management and billing system.

Bytex Corp. 1556,57
1011 S. Myrtle Ave., Monrovia, Calif. 91016

In-room entertainment systems for hotel/motel industry. **Staff:** Ernie Bostwick, Harry Caldwell, Jack Mann, Keith Sorenson, Maggie Tunnicliff, Brian Lewis, Brian Hall, Doug Eberlen, Frank Kohoutek, Attila Voros, Steve Parsons, Dave Quasny, Majella Griffin.

Caballero Control Corp. 3905
7920 Alabama Ave., Canoga Park, Calif. 91304

Cable Call Corp.
10324 S. Dolfield Rd., Owings Mills, Md. 21117

V9001 and V9002 VX series TV/VCR audio signal adapters* to create synthesized stereo sound, VX series video switchers*, V-1000 60-channel set-top wireless remote CATV/TV tuner*, CC-4400 personal emergency and protection system. **Staff:** Barry Dennis, Steve Knepper, Mike Kovens.



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Panasonic
Industrial Company

Cable Communications Media 3416
 203 E. Broad St., Bethlehem, Pa. 18018

Program guides. **Staff:** Russ Funkhouser, Mary Marton, Carl Kehler.

Cable Con-Tac Services 1864
 1150 Eglinton Ave., Mississauga, Ont. L4W 1K5

Cable Graphic Sciences 1709
 1444 W. Shields, Suite 205, Fresno, Calif. 93705

Character generator system, INFO/ graphic*. **Staff:** John Giarmarco, Mike Enzenbacher.

Cable Spinning Equipment 1959
 Box 248, New London, Minn. 56273

Cable TV Supply Co. 1709
 10801 National Blvd., Suite 606, Los Angeles 90064

CableBus Systems 3632, 33
 7869 S.W. Nimbus Ave., Beaverton, Ore. 97005

Technology for interactive communications over two-way RF cable plant, supervised monitoring systems and addressable terminals for control of security devices and control and monitoring of television units in hospital and hotel/motel installations. **Staff:** Pat Robison, Charles Sleeper, George Green.

CableData 2100
 Box 13040, Sacramento, Calif. 95813

Quickdata on line processing, Cableaccountant accounting software package, phone entry processor. **Staff:** Bob Mathews, Jerry Knapp, Ray Matteson, Maggie Wilderotter, Art Hawkins, Marla Warner, Jay Wooten, Bob Crowley, Jack McDonald, Joe Aulizia, Nancy Frank, Ted Rooney, Bob Puckett, Lloyd McCreary, Christine Driscoll, Michael Bobko, John Adams, Patricia VanCeylon, Craig Hunt, Richard Scott, Ricc Sutcliffe.

Cablefacts 2312
 Box 11908, Lexington, Ky. 40578

CableTV Guide Network
 332 Congress St., Boston 02210

Cableview Publications 3545
 111 8th Ave., New York 10011

System-specific guide format. **Staff:** Dick Sullivan, Irwin Cohen, Evan Messerges, Russell Cohen, Marida Sapi-chino.

Cadco 1957, 58
 2706 National Cr., Garland, Tex. 75041

Cajun Cable Co. 3304
 3150 N. 35th Ave., Phoenix 85017

Installation vehicle and equipment and character generating display. **Staff:** Kemp Dubea, James Cullen, Carlos Valles, Linda Petruso.

Cardiff Publishing 1553
 6530 S. Yosemite St., Englewood, Colo. 80111

Cable business and satellite magazines. **Staff:** Judy Rudrud, Jill Marks, Ann Carlson, Jeff Baird, Sean Darnall.

J.I. Case 2330
 700 State St., Racine, Wis. 53404

Catel Telecommunications 2139
 4800 Patrick Henry Dr., Santa Clara, Calif. 95054

Fiber optic transmission link display, IBM PC-controlled CTM-20, headend products, cable FM audio products. **Staff:** Frank Genochio, Stan McKelvie, Tom Olson, George Benton, Bob Hammell, John Petter, Al Johnson, Dennis Donnelly, Elizabeth Holthofer.

CATV Services 1428
 3270 Seldon Ct., Fremont, Calif. 94538

CATV Subscribers Services 3523, 33
 108 State St., Suite 102, Greensboro, N.C. 27408

Contract services including mapping, engineering/design, construction, sales/marketing, installation and support services.

CBN Cable Network 2512
 CBN Center, Virginia Beach, Va. 23463

Family-oriented 24-hour cable network of entertainment, information and inspirational programming. **Staff:** Tim Robertson, Tom Rogeberg, John Roos, Doug Greenlaw, Tom Hohman, Dan Clark, Earl Weirich, Craig Sherwood, Clay Boudreaux, Dan DeSmet, Shirley Hill, Rick Wiles, Dave Hummel, Jack Norman, Harry Young, Mark Solow, Howard Williams, Janelle Slipp, Doug Stuart, Jodie Rundle.

C-COR Electronics 1430
 60 Decibel Rd., State College, Pa. 16801

Broadband distribution and headend equipment, active failsafe amplifier, 450 mhz PHD terminating bridger amplifier, stand-alone status monitor. **Staff:** James Palmer, C. Edward Harmon, Cliff Schrock, John Hastings, Bryon Brammer, Richard Faulkner.

Channel Master 1817
 Box 1416, Industrial Park Dr., Smithfield, N.C. 27577

Broadband CARS microwave system, satellite, off-air and distribution equipment*. **Staff:** Michael Walker, Steve Dozier, Richard Derrenbacher, Randy Karr, Rick Klein.

Channell Commercial Corp. 1648
 620 W. Foothill Blvd., Glendora, Calif. 91740

Channelmatic 3300
 821 Tavern Rd., Alpine, Calif. 92001

Turnkey six-channel, 24 VCR, random ac-

cess commercial insert system with computer remote programming control*, Spotmatic Jr. microprocessor controlled linear commercial insert system, dual VCR 30 cassette automatic playback system*, multiple VCR automatic playback system, self-contained audio/video switching and distribution amplifiers, custom modules to produce programable and remote control systems. **Staff:** Bill Killion, Dwain Keller, Vern Bertrand, Mike Watson, Dick White, Roger Heidenreich, Tony Keator, Dave Mayer, Frank Steer.

Choice Channel 2133
 1875 Century Park East, Suite 930, Los Angeles 90067

Christophers 3539, 40
 12 E. 48th St., New York 10017

Christopher Closeup. **Staff:** Mary Jane Hopkins.

Cindex 3242
 3150 River Rd., Suite 17, Des Plaines, Ill. 60018

Cinemax 2742
 1100 Avenue of the Americas, New York 10036

Pay programming service of movies, music and comedy programming. **Staff:** Michael Fuchs, Joe Collins, Peter Frame, Dick Beahrs, Larry Carlson, Lee DeBoer.

Clifton Gardiner & Associates
 87 Oak Way, Evergreen, Colo. 80439

Coaxial Analysts 2553
 333 Logan St., Denver 80203

Advanced computer graphics systems for mapping, design and construction management, plus engineering, marketing, financial, brokerage and management services.

Comex Systems 1452
 Mill Cottage, Mendham, N.J. 07945

Staff: Leo Prybylowski, Doug Prybylowski, Audrey Prybylowski.

Commercial Cable 2162
 7353 Lee Hwy., Chattanooga, Tenn. 37421

CommTek Publishing 2132
 Box 1048, Hailey, Idaho 83333

Cable publications. **Staff:** Eric Darling, Scott O'Neil, Cathy Welling, Fran Fuller.

Communications Equity Associates 1935

5401 W. Kennedy Blvd., Suite 851, Tampa, Fla. 33609

Staff: J. Patrick Michaels, Harold Ewen, Don Russell, Tom MacCrory, Jay Dugan, Ed Frazier, John Long, Brian Sweeney, Pep Shappee, Beverly Lofley, Don Bosson, Mark Sena, Gene Gawthrop.

Compucon 3550
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research analysis*, earth station interference analysis and coordination, FCC license application preparation, RFI measurements, CARS band analysis and coordination, frequency protection services, site location and land acquisition, marketing research services. **Staff:** Becky Shipman, Vince Dainotto, Phil Camel, Mike Carr, Philip Lindsley III.

Computer Utilities of Ozarks 3648
103 Industrial Park Rd., Harrison, Ark. 72601

Condux International 1419
Box 247, Kingswood Rd., Mankato, Minn. 56001

Control Com 2459, 60
430 10th St., Suite S-008, Atlanta 30318

Cosmo Graphics 1662
100 E. 15th St., Suite 201, Fort Worth 76102

Country Music Television 1646
30 E. 40th St., New York 10016

Creative Data Systems 1656, 57
9300 W. 110th St., Suite 150, Overland Park, Kan. 66210

In-house computer system for control of all subscriber services. **Staff:** Dann Kroeger, Deane Parkhurst, Lou Baker, Lenora Fowler, Linda Page.

Creative Management Services 3234
230 Main St., Box 10, Toms River, N.J. 08754

Staff: Morris Adler, Alan Meyer, Richard Alfonso, Ronald Samuel, Robert Scott, Joan Murphy, Ivan Dieu, Barry Stigers, Raymond Maxwell.

Credit Protection Association 1705
Box 802068, Dallas 75380

C-SPAN 1426
400 N. Capitol St., NW, Suite 155, Washington 20017

CWY Electronics 2223
Box 4519, 405 N. Earl Ave., Lafayette, Ind. 47903

Daniels & Associates 2509
2930 E. Third Ave., Denver 80206

Brokerage and investment services to cable, mobile communications and broadcast. **Staff:** Bill Daniels, John Saeman, Tom Marinkovich, Phil Hogue, Tim David, Jay Busch, Hugh McCulloh, Bob Holman, Jerry Maglio, Buzz Mitchell, Bill Kingery, Bob Nagel, Gerry Zimmerman, John Muraglia, Ted Taylor, Bruce Dickinson, Brian Deevy, Jim Tritch, Bruce Godfrey, Bruce Cranston, Chip James, Bob Russo.

Data Cable Corp. 3344
5970 S. Syracuse, Suite 157, Englewood, Calif. 90111

Data Communications Corp. 3735
3000 Directors Row, Memphis, Tenn. 38131

Three models BIAS PC cable system. **Staff:** Norfleet Turner, Dick Bruce, Doug Rother, Jamie McMahon, Kass Wood, Mike Seawright, Carl Palmer.

Del Compu-Cable Systems 1750
1736 Quebec Ave., Saskatoon S7K 1V9

Deloitte Haskins & Sells 1564, 65
28 State St., Boston 02109

Discovery Channel 1512
8201 Corporate Dr., Suite 1260, Landover, Md. 20785

Disney Channel 1948
4111 W. Alameda Ave., Burbank, Calif. 91505

Family pay programming service. **Staff:** Jim Jimirro, Neill Woodruff, Mark Handler, Duncan Murray, Oliver de Courson, Peggy Christianson, Fred Simon, Bob Williams, Kenneth Wales, Phil Hermann, Linda Palmer.

DI-Tech 1632
48 Jeffry Blvd., Deer Park, N.Y. 11729

Random access ad insertion system*, audio/video routing switchers, audio/video pulse distributor amplifiers, video equalizers, seven-day real time event computer controller, dual tone controlled systems. **Staff:** George Petrilak, Tony Bolletino.

Ditch Witch 1645
Box 66, Perry, Okla. 73077

Staff: Dave Hubble, Gene Briegge, Emory Yant, Tim Hight.

D.P. Engineering 1517
911 Westminster, Alhambra, Calif. 91803

R.L. Drake Co. 2119
Box 112, Miamisburg, Ohio 45342

ESR2240 earth station receiver*, VM2410 commercial modulator*, low noise amplifiers, LNB's*. **Staff:** Steve Ford, Varn Frank.

Durnell Engineering 3518
Hwy. 4 South, Emmetsburg, Iowa 50536

Dur-A-Lift peronal lift device. **Staff:** Mike Hermansen.

DX Communications 1421
10 Skyline, Hawthorne, N.Y. 10532

Eagle Comtronics 2942
4562 Waterhouse Rd., Clay, N.Y. 13041

Set-top converters, programable and addressable descramblers, super, multi-channel and directional traps, decoding filters, one-piece converter-descrambler and EVAM's. **Staff:** Alan Devendorf, Joe Ostuni, Chet Syp, Kent Lewis, Jack Davis, Dave Headley, Tom Malson, John Tekach, John Mammosser, Jim Ostuni.

Eastern Cable Show 3913
5780 Peachtree-Dunwoody Rd., Suite 460, Atlanta 30342

Eastern Microwave 2908
112 Northern Concourse, Syracuse, N.Y. 13221

WOR-TV New York superstation, ethnic audio services*. **Staff:** Arthur Perkins, Gilbert Korta, Ann Marie Russell, Laurie Prouty, Susan Geaney, Ann Forsyth, Amy Sloan, Kathleen Kelly.

Electrohome Ltd. 2056, 57
809 Wellington St., Kitchener, Ont. N2G 4J6

Electroline TV Equipment 1965
8750 Bieme Ave., Suite 2, Montreal H1Z 2W4

English Enterprises 1945
Box 6494, Orlando, Fla. 32853

ESPN 2348
ESPN Pl., Bristol, Conn. 06010

Sports programing network. **Staff:** Bill Grimes, Roger Werner, Roger Williams, Bill Ketcham, Al Wieder, Chip Harwood, Bill Zaccheo, Charlie Mills, Shirley Rohn-Saito, Michael Nickerson, Joan Wright, Bruce Blair, Michael Fleming.

Eternal Word Television Network 1753
5817 Old Leeds Rd., Birmingham, Ala. 35210

Catholic cable network offering religious and family entertainment programing (four hours nightly), other satellite services. **Staff:** Mother Angelica, Virginia Dominick, Marymell Ford, Matt Scalici, Debra Windham, Father Vince Connor.

Fairchild Data Corp. 3553
350 N. Hayden Rd., Scottsdale, Ariz. 85257

Falcone International 3645
404 Clay St., Marietta, Ga. 30060

Financial News Network 2934
2525 Ocean Park Blvd., Santa Monica, Calif. 90405

FiQuench Fire Systems 2123
708 S. 10th St., Blue Springs, Mo. 64015

First Data Resources 2946
7301 Pacific St., Omaha 68114

Micro delivery option billing and management system, Profitrack. **Staff:** Margaret Ludemann, Jay Oxtan, Jim Coury, Jim Perkins, Bob Hall, Roger Bottazzi, Matt Gates, Rusty Rau, Barb Farrell.

Fort Worth Tower 1909
Box 8597, Fort Worth 76124

Guyed and self support towers, prefabricated equipment buildings. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Cheryl Moore, Carl Moore, Valinda Moore, Roy Moore, Deanne Moore.

Furukawa Electric America 1458
1270 Avenue of the Americas, Suite 2915, New York 10020

FRP parabolic antenna, distribution amplifier for SMATV, connector fitting tool. **Staff:** Koichi Kobayashi, Michitoyo Kur-

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General Cable 3706
One Woodbridge Center, Woodbridge, N.J. 07095

Coaxial cable. **Staff:** S.L. Hallock, R.L. Schwager, J.A. Kaye, S.S. Lee.

General Electric 2519
One College Blvd., Portsmouth, Va. 23705

Staff: Fran Scricco, Ron Polomsky, Doug Howe, Rich Boule, Paul Dodge, David Conro, Ron Hess, Hugh Willard, Tom Gilchrist, Lauriston Hardin, Irv Negrin, John Reichner, Brad Donovan, George Harter, Jim Tillman.

General Instrument/Jerrold 2700
2200 Byberry Rd., Hatboro, Pa. 19040

NCTA show headend, Starline amplifiers, Century III amplifiers, taps and passives, Starcom and Tocom addressable systems, Starcom converters*, modules, home security and digital scrambling of satellite signals, one-on-one computerized systems analysis for rebuild/up-grade. **Staff:** Frank Hickey, Rein Narma, Hal Krisbergh, Norm Lange, George Fletcher, Dan Hoy, Charlie Cooper, Ted Watkins, Tom Roberti, Don Burns, Pete Morse, Stan Burg, Bill Lambert, Michael Corboy, Larry Fry.

Gilbert Engineering 2216
Box 23189, Phoenix 85063

Coaxial connectors*, pedestal splices. **Staff:** Robert Spann, Rex Porter, Robert Hayward, Bill Down, Dave Smith, Ron Stoneburner, Don Arndt, Joe Dolan, M.J. Jackson, Larry Massaglia, James Moulin, Tony Ramsey.

Gill Management Services 2930
2050 Bering Dr., San Jose, Calif. 95131

Gold Nugget 3906
Box 13EE, San Antonio, Tex. 78201

Custom-made trademarks and logos. **Staff:** Bobby Watson, Martina Watson, Tina Watson, John Morgan, Jack Runion, Joann Runion.

GTE Spacenet 1953
1700 Old Meadow Rd., McLean, Va., 22102

C-band and Ku-band satellite transmission systems, satellite news gathering*, dual video on single Ku-band transponder. **Staff:** Michael Jeye, Ivan Riley, Susan Kalla, Sperry Kaler, Susyn Conway.

Home Box Office 2742
1100 Avenue of the Americas, New York 10036

Pay programming services including movies, music, comedy, sports, series and documentaries. **Staff:** Michael Fuchs, Joe Collins, Peter Frame, Steve Davidson, Linda Frankenbach, Bill Grumbles, Joe King, George Monaster, Bill Roedy, Gail Sermersheim, Mike Welch.

Home Satellite Systems 1412
10801 National Blvd., Suite 606, Los Angeles 90064

Home Shopping Channel 1718
1529 U.S. 19 South, Clearwater, Fla. 33546

Cable shop-at-home service. **Staff:** Lowell Paxson, Charles Bohart, Barbara Paxson, Sandra Bohart, Roy Spear, Richard Speer, Keith Halford.

Home Sports Entertainment 2356
2080 N. State Hwy. 360, Suite 260, Grand Prairie, Tex. 75050

Home Theater Network 3326
465 Congress St., Portland, Me. 04101

Family programming service. **Staff:** Peter Newman, Kathy Peterson, Jan Pearce, Milt Underwood, Corinne Coen, Monika Schaaf, Tom Jenkins.

Howard Electronics 2262
221 Liberty, Crystal Lake, Ill. 60014

Ben Hughes Co. 2164/65
304 Boston Post Rd., Box AS, Old Saybrook, Conn. 06475

Hex crimp tools, dielectric coring tools, stripping/coring tools, quantum reach coring tools, accessory items. **Staff:** Jean Hughes, Deborah Morrow.

Hughes Aircraft Co. 2953
Box 2940, Torrance, Calif. 90509

Hughes Communications 3246
Box 92424, Los Angeles 90009

IBM 1522
1133 Westchester Ave., White Plains, N.Y. 10604

ICM Video 2130
10 N. Lee St., Oklahoma City 73102

SR-4650P block satellite receiver*, VC-2500P automatic video processor*, 4 ghz satellite receiver, video processors, video/audio distribution amplifiers. **Staff:** Mike Janko, David Broberg, Mike Schueder.

Information Systems 2212
3773 NW 126th Ave., Coral Springs, Fla. 33065

INTEC Systems 1526
400 Australian Ave., West Palm Beach, Fla. 33401

Cable marketing and management information system. **Staff:** Kent Arett, Joe Hipple III, Lou Pangle, John Tremmel, Gil Cameau, Barbara Berger, Ralph Gorga, Joel Lamb.

Intercept Corp. 2121
Box 1116, 220 Entin Rd., Clifton, N.J. 07014

Tier traps, parental control traps, band reject filters, pedestals, converters, multi-taps and passive equipment.

International Satellite Systems 3712
1004 Del Norte, Menlo Park, Calif. 94025

International Tapetronics/3M 2221
2425 S. Main St., Box 241, Bloomington, Ill. 61702

NAB audio cartridge recorders and reproducers, Omega series*, 99 B series, Delta series. **Staff:** John Schaab.

International Thomson 2264, 65
600 Grant St., Suite 600, Denver 80203

Jackson Enterprises 2153
Box 6, Jacks Ln., Clayton, Ohio 45315

Cable construction services with computer-aided management capability*, aerial cable construction tools, mapping and design services. **Staff:** Richard Jackson, John Jackson, Charlie Castilano, Joe Cost.

JVC Company of America 3230
41 Slater Dr., Elmwood Park, N.J. 07407

Single and three tube color cameras, videocassette recorders/players, editors, color monitors/receivers and accessories. **Staff:** Daniel Roberts, Dave Walton.

Kanematsu-Gosho 1905
One World Trade Center, New York 10048

Kennedy Cable Construction 1562, 63
Box 760, Reidsville, Ga. 30453

KMP Computer Services 2946
135 Longview Dr., Los Alamos, N.M. 87544

Computerized billing and management system. **Staff:** Eldon Pequette, Randy Provan.

Leaming Industries 2230
180 McCormick Ave., Costa Mesa, Calif. 92626

Audio transmission equipment for cable, satellite and microwave, stereo processors for satellite TV and FM audio services, headend equipment* for Studio-line. **Staff:** Frank McClatchie, Stan Serafin, Keith Rauch, Jim Leaming, Rob Leaming.

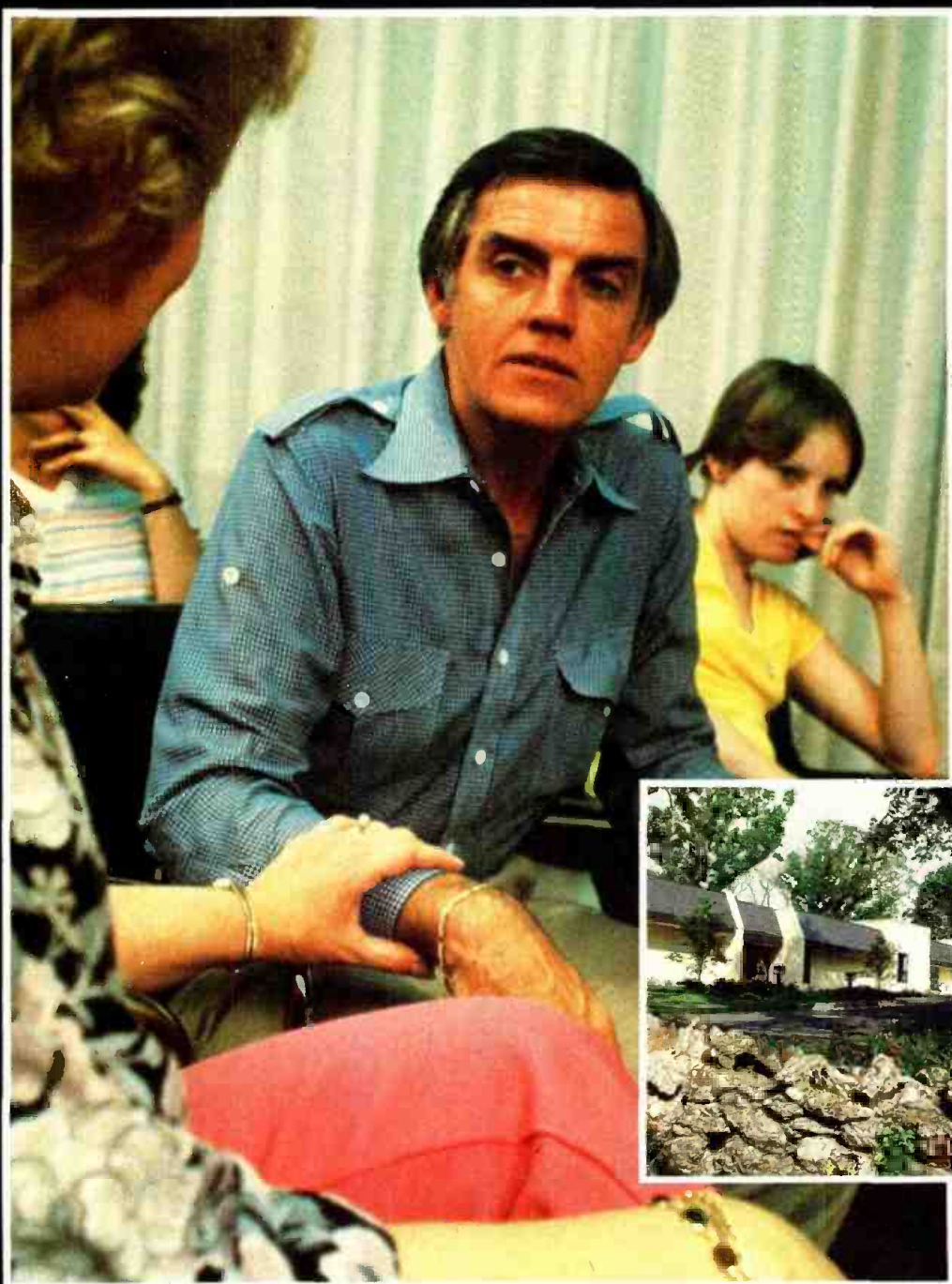
Learning Channel 3150
1200 New Hampshire Ave., NW, Washington 20036

Informational programming service. **Staff:** Hal Morse, Hank Schlenker, Noflit Williams, Rob Shuman, John McLaurin.

Leitch Video of America 3353
825 K Greenbrier Cir., Chesapeake, Va. 23320

Sync pulse generator systems, video processing amplifiers, sync subcarrier monitors, digital and analog multiple test generators, video, equalizing, clamping, pulse and switchable delay distribution amplifiers, master clock systems, vertical interval processors, video source identifiers and audio distribution amplifiers. **Staff:** Bob Lehtonen, John Walter, Bernie Poulin.

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Lemco Tool Corp. 2359
Box 330A, R.D. #2, Cogan Station, Pa. 17728

Aerial and underground maintenance tools, coring and stripping tool. **Staff:** Glenn Miller, Bob Brantlinger.

L H Services 2263
10227 East 40 Hwy., Independence, Mo. 64055

Lifetime 2542
1211 Avenue of the Americas, New York 10036

Entertainment, information and viewer participation basic cable programing service. **Staff:** Tom Burchill, Don Anderson, Mary Alice Dwyer-Dobbin, Barry Kresch, Larry Rebich, Seymour Kaplan, Bill Padalino, Saralee Hymen, Debra Lieberman, Bonnie Kuper, Sydney McQuoid, Susan Miles, Heather Naylor, Holly Renwell, Janet Saville.

Lindsay Specialty Products 3316
1202B W. 19th St., Panama City, Fla. 32405

Little Giant Industries 1862, 63
2241 S. Larsen Pkwy., Provo, Utah 84601

Lode Data Corp. 3323
6450 E. Hampton Ave., Denver 80222

LRC Electronics 2322
901 South Ave., Horseheads, N.Y. 14845

Full range of cable connectors. **Staff:** John McQuaid, Ken Wood, Ed Eschliman, Jack Radzik, Fred White.

M/A-COM 2712
Box 1729, Hickory, N.C. 28603

M/A-COM MAC 2712
63 Third Ave., Burlington, Mass. 01803

Satellite and point-to-point FM microwave products, satellite receiving equipment.

Magnavox CATV Systems 1700
100 Fairgrounds Dr., Manlius, N.Y. 13104

600 mhz distribution system including amplifiers, taps, passives and subpassives, addressable converters, converter descramblers and headend equipment, feedforward, power doubling and conventional line gear, status monitoring. **Staff:** R. Roscher, Stuart Dance, Stanley Loose, Ronald Townsend, Jay Staiger, Eric Rowland.

Magnicom Systems 1637
1177 High Ridge Rd., Stamford, Conn. 06905

Staff: Susan Grant, Jim Lang, Neil Smith, Judy Spurgeon, Dave Wyllie, Christopher Seymour, Maureen Foley, Richard Harper, George Pupala.

Mai Communications 1414
141 Shreve Ave., Barrington, N.J. 08007

Visual graphics of construction and converter repair, turnkey services and techni-

cal training. **Staff:** P.J. Otten, Marty Greenberg, Bob Mai Jr., John Fowler, Robert Mai Sr., Tom Girard.

Malarkey-Taylor Associates 2107
1301 Pennsylvania Ave., NW, Suite 200, Washington 20004

Cable communications consultants for business, financial, regulatory and engineering applications. **Staff:** Martin Malarkey, Archer Taylor, Robert Jones, Gary Hurvitz, Judith Bean, Dr. Samuel Book, Jim Wilson, Barry Culman, Rebecca Sims, Charles Hookey, Roseanne Penedo.

Manufacturers Hanover 1407
270 Park Ave., New York 10017

Electronic banking services. **Staff:** Aaron Philips, Herman Clark, Suzanne Frieze, Lee Madden, Linda Amir.

McIntosh Computer Systems 2065
472 S. Salina St., Syracuse, N.Y. 13202

MCI Communications
1133 19th St., NW, Washington 20036

Melita Electronic Labs 1660
3731 Northcrest Rd., Suite 29, Atlanta 30340

Microdyne 3506
Box 7213, 491 Oak Rd., Ocala, Fla. 32672

Complete C and Ku band satellite services, downconverters and receivers, earth stations, modulator. **Staff:** John Gelfer, Brett Swigert, Margaret Kinsler.

Microperipheral 1749
2565 152d St., NE, Redmond, Wash. 98052

Midwest Corp. 1403
One Sperti Dr., Edgewood, Ky. 41017

Harris three-meter delta gain antenna. **Staff:** Joe Mack, Dave Thomas.

Miralite International 3910
4050 Chandler Ave., Santa Ana, Calif. 92704

Modern Satellite Network 1453, 54
5000 Park St., North, St. Petersburg, Fla. 33709

Let's Travel, Modern Maturity. **Staff:** Patrick Swonger.

Moore Corp. 3639
1441 Sunshine Ln., Lexington, Ky. 40505

Motorola Semiconductors 3239
725 S. Madison Dr., Tempe, Ariz. 85281

MPCS Video Industries 1962
514 W. 57th St., New York 10019

MTV Networks 2500
75 Rockefeller Pl., New York 10019

VH-1, Music Television and Nickelodeon. **Staff:** David Horowitz, Robert Pittman, David Hilton, John Reardon, Mark Booth.

Muscular Dystrophy Assoc. 2115
810 Seventh Ave., New York 10019

Subscriber acquisition program, 1985 cable/MDA program materials and information. **Staff:** Keith Haynes, Steven Getz, Sandy Freeman, Chris Murray, Tom Boyle, Doreen Moore, Joe Schmidt, Carolyn Schmidt.

Nashville Network 2926
Box 10210, Stamford, Conn. 06904

Basic cable country music network. **Staff:** Kathy Canavan, Craig Chambers, Paul Corbin, Cheryl Daly, Greg DePrez, Peter Gayton, Tom Griscom, David Hall, Tom Hawley, Roy Mehlman, Harlan Rosenzweig, Evelyn Sias, Donna Sparks, Lloyd Werner.

National Association of Minorities in Cable 1759
1722 Lafayette St., Denver 80218

National Weather Service 1856
8060 13th St., Rm. 1325, Silver Spring, Md. 20910

Nationwide Cable Rep 3423
27801 Euclid Ave., Cleveland 44132

Neptune Water Meter 1558
904 Gilmer Ave., Tallahassee, Ala. 36078

Nexus Engineering 2215
4181 McConnell Dr., Burnaby, B.C. V5A 3J7

Complete line of headend including modulators, processors, satellite receivers, combiners and audio equipment. **Staff:** Lyle Horne, Kirk Spowage.

A.C. Nielsen Co. 3350
1290 Avenue of the Americas, New York 10104

Nielsen C.O.D.E. (cable on-line data exchange), Nielsen on-line marketing information system, VCR usage study, local cable system viewing studies, other special research for the home video market. **Staff:** David Harkness, Paul Lindstrom, Susan Whiting, Daniel Fischer, Frank Henson, Carol Onoda, Mary Lennon, Howard Shimmel, Donald Akin.

Northern CATV Sales 3909
202 Twin Oaks Dr., Syracuse, N.Y. 13206

Arcom traps and decoding filters, Videotek monitors, EEG parental locks and Multilink products.

Nostalgia Channel 1519, 20
2 Dallas Communications Complex, 6309 N. O'Conner Rd., Suite 225, Irving, Tex. 75039

N W Ayer 2063
1345 Avenue of the Americas, New York 10105

Oak Communications 3730
16516 Via Esprillo, Rancho Bernardo, Calif. 92127

Ortech Electronics 1460, 61
297 Talmadge Rd., Edison, N.J. 08817

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Thomas Incantalupo,
Michele Ingrassia,
Adrian Peracchio, Robert Reno,
Emily Sachar, Stephen Williams

Greensboro News & Record
Beth McLeod, Lawrence Spohn,
Stan Swofford, Greta Tilley

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Dispatch*
James Shearer McCartney

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Bob von Sternberg and Staff

The Post-Standard
John Gallagher

Tribune-Review
Robert Broderick,
Dennis Roddy

Isthmus
Bruce Murphy, John Pawasarat

Post-Bulletin
Bruce Maxwell

Juneau Empire
Tom Blumenshine, Lori Evans,
Mark Kelley, Chuck Kleeschulte,
Kirk McAllister,
Debbie Reinwand,
Carl Sampson

Kossuth County Advance
Art Cullen, Hilary Kapfer,
Molly MacDonald,
Jeremy Powers, Tom Wallace

Magazines:

Inc. Magazine
Lucien Rhodes

BusinessWeek
William Wolman and Team

Television:

CBS News
Barbara Baylor,
Burton Benjamin,
Walter Cronkite, Brian T. Ellis

New Jersey Network
Michael Aron, Lisa Bair,
Ramon Cordero,
James Hamilton, Mark Helms,
Joe Martin, Sharon Naeole,
Hendrix Niemann

KTVI-TV
Mark Bruggenjohann,
Martha Casey-Philipp,
Paul Schankman

WBBM-TV
Vickie Burns, Terry Savage

KCPT-TV
Marty Blackmore, Laurel Defoe,
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M. J'Nevelyn Hough,
Jeff Howard, Mark Johnson,
Ann Lindstrom, Art Moreno,
Rudy Norte, Wayne Sorge,
Silverio Valdez

Radio:

National Public Radio
Bill Abbott, Alex Chadwick,
John Hockenberry,
Leszek Wojcik

CBS News
Robert A. Forman,
William Lynch,
Norman Morris,
Charles R. Reeves

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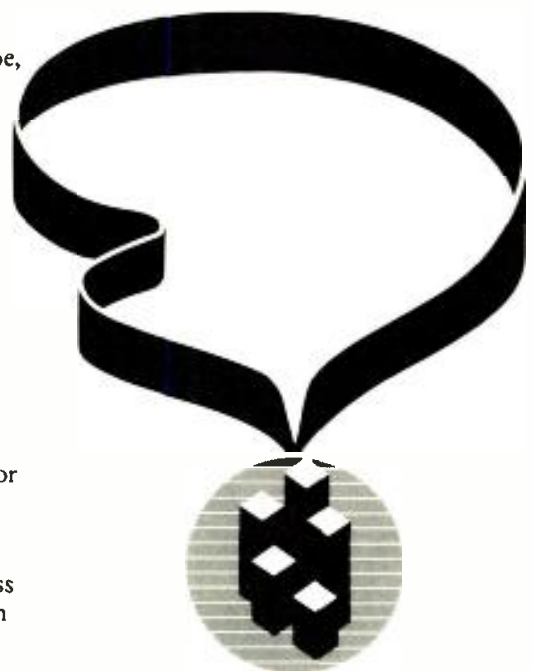
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Packet Technologies

10411 Bubb Rd., Cupertino, Calif. 95014

Paine Webber

100 California St., San Francisco 94111

Panasonic Corp. 3535

One Panasonic Way, Secaucus, N.J. 07094

CATV converter, addressable CATV converter, video switcher, satellite receiver, videotex decoder, ENG/EFP studio color cameras—WV-6000 and Newvicon Nite Hawk. **Staff:** Robert Chalfant, David Nicholas, Ken Sugiyama, Bernie Lidsky, Henry Hammerstein, John McDonnell, John Rhodes, Jim Slade.

Parallex 2145

437 Goldfloss St., Winston-Salem, N.C. 27117

Computerized billing, accounting and management information services, Par-anet management system*. **Staff:** Robert Noren, Pat Moseley, Denise Ferris, Winton Wilcox, Bettsey Heggie, Lee Mixson.

Payview Ltd. 1455, 56

G.P.O. Box 3000, Hong Kong

Highly secure addressable baseband decoders and components. **Staff:** George Ho, William Cheung, H.C. Shek, John Thompson, Michael Boyd, C.J. Hunting, Craig Trivelpiece, Steven Trivelpiece.

Pico Products 3915

103 Commerce Blvd., Liverpool, N.Y. 13088

Pierce Arrow Intl. 1720

Box 300, 5500 Williams Pl., Menomonee Falls, Wis. 53051

Pioneer Communications 2535

2200 Dividend Dr., Columbus, Ohio 43130

Standard, tunable and one-way/two-way addressable converters and systems, addressability system*, off-premise systems and add-ons for IPPV, MTS and two-way addressable upgrades. **Staff:** Tom Calabro, Bob Matsumoto, Jim Williamson, Larry Shredl, Michael Hayashi, Jennifer Miller, Ed Kopakowski, Alice Soltysiak, Bob Adler, Bruce Thomas, Irv Faye, Alex Lusphinsky, Yuske Ishii.

Pirelli Optonics 2058

300 Research Pkwy., Meriden, Conn. 06450

Fiber optic cable supertrunk. **Staff:** Alan Kent, Bill Jensen, A.C. Deichmiller, Bob Leroux, Dale DeLancey, Stan Johnson.

Playboy Channel 2335

100 Crossways Park West, Woodbury, N.Y. 11797

Playboy Enterprises 2526

8560 Sunset Blvd., Los Angeles 90069

Portac 2442

108 Aero Camino, Goleta, Calif. 93117

Powerguard div. 1518

Rt. 2, Box 175, Hwy. 29 N., Hull, Ga. 30646

Precise Mfg. 3421

2143 E. Fifth St., Tempe, Ariz. 85281

Premium Channels Publishing 2213

1265 Sunrise Hwy., Bayshore, N.Y. 11706

Production Products Corp. 1719

133 W. Seneca St., Manlius, N.Y. 13104

Coaxial connectors for trunk, distribution and drop cable applications; connectors for QR*, MC* and T-5* cables. **Staff:** Dan Mezzalingua, Andy Szegda, Ed Manley, Dave Hayes.

PTL Television Network 2748

PTL Network, Charlotte, N.C. 28279

PTS Corp. 1748

5233 S. Hwy. 37, Bloomington, Ind. 47401

Publishers for Conventions 1457

1205 Main St., Pittsburgh 15215

Pubmark 2213

1265 Sunrise Hwy., Bay Shore, N.Y. 11706

Pyramid Industries 3408

Box 23169, Phoenix 85063

Cable coaxial connectors and metal pedestals. **Staff:** Paul Rhodes, Earl Gilbert, W.E. Pequignot, Lanny Gilbert.

Rainbow Programing Services 2335

100 Crossways Park West, Woodbury, N.Y. 11797

American Movie Classics, Bravo, Sports-channel Network, Playboy Channel. **Staff:** Art Baer, Madi Ferencz, Bruce Sellers, Henry Gross, Carole Shander, Sally Jacoby, Katie McEnroe, Michele Roberts, Mitchell Freund, Noreen O'Loughlin, Cathy Hetzel, Jeff Genthner, Cheryl Simon, Neil Flyer, Kathy Dore.

Ramm Electronics 1408

7648 Southland Blvd., Suite 102, Orlando, Fla. 32809

Raychem Corp. 2719

300 Constitution Dr., Menlo Park, Calif. 94025

RCA Americom 1822

4 Research Way, Princeton, N.J. 08540

Staff: K. Thoss, H. Rice, J. Tietjen, D. Cornell, J. Williamson, A. Weinrich, A. Schmitt, E. Murphy, B. Berman, D. Reinert, G. Kaplan, A. Georgiou, L. Donato, M. Alexander, A. Inglis, P. Plush, J. Christopher.

RCH Cable Marketing 3934

119 River Rd., Riverside, N.J. 08075

Regency Cable Products 2345

4 Adler Dr., Box 116, E. Syracuse, N.Y. 13057

RC32* with audio jamming, RF 450 to 550 mhz nonvolatile downloadable converters*, HES002 and HES003 addressable headend scramblers*. **Staff:** Peter Warburton, Martin Zelenz, Stephanie D'Agostino, Michele DeStaffan, Bill Emery, Joe

Boone, Kevin Sheldon, Dominick Maio.

Reiss Media Enterprises

30 E. 40th, Suite 507, New York 10016

Reliable Electric 2126

11333 Addison St., Franklin Park, Ill. 60131

Pedestals, closures, apartment box and hardware. **Staff:** Rick Siemens, John Muntean, Matt Leschinger, Anita Phipps, Susan Gehrke, Lee Keating, Pete Torres, Roy Clingman, Doug Frassrand.

Resource Recovery Systems 1964

14127 Langbourne, Houston 77077

Reuters 3312

1700 Broadway, New York 10019

News-View, financial news channel. **Staff:** Jim Outman, John DePrez, Ellen Haskett.

RF Monolithics 1423

4441 Sigma Rd., Dallas 75234

Ripley Co. 1420

46 Nooks Hill Rd., Cromwell, Conn. 06416

Riverside Manufacturing 3703

Box 460, Moultrie, Ga. 31776

Business uniforms. **Staff:** John Mathews, Tom Morrell, Ralph Deerns.

RMS Electronics 1926

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550 mhz Unitrap series* of power passing line splitters, directional couplers and power inserters, high pass filter* with built-in ground block and surge protector, standby, inverter and AC regulated power supplies, power and nonpower passing splitters, taps and directional couplers, matching transformers, aluminum and F type connectors, house amplifiers, tools, pedestals, apartment house boxes, traps and ancillary hardware. **Staff:** Arthur Fink, Ray Perez, Lee Heller, Michael Solomon.

RMT Engineering 3712

625 E. Taylor Ave., Sunnyvale, Calif. 94085

Rockwell International 1416

Box 10462, Dallas 75207

RT/Katek Communications 2232

7 Glenwood Ave., East Orange, N.J. 07017

Turnkey installations and special projects, warranty converter repair, converter upgrades, construction capabilities, discounted long distance services, third party IBM PC maintenance, LAN installation. **Staff:** Robert Bilodeau, Clifford Paul, Roy Tartaglia, Richard Thomas, George Fenwick, Ron Katz, George Tamasi, Tom Polis, Lee Stump, Larry Anderson.

Sadelco 2116

75 W. Forest Ave., Englewood, N.J. 07631

SAL Communications 1942

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Taft Television and Radio Company, Inc.

S.S. Sampliner 2062
505 8th Ave., New York 10018

SAT Guide 2132
Box 1048, Hailey, Idaho 83333

Satellite Syndicated Systems 2135
8252 S. Harvard, Tulsa, Okla. 74137

Satellite Program Network, Star Ship Stereo, Electra teletext magazine. **Staff:** Selman Kremer, R.B. Smith, Ray Klinge, Jim Trecek, Steve Olsen, Phyllis Vetter, Mark Dempsey, Sharon Ferguson, Terri Johnson, Kevin Chambers.

Saxe Walsh 2443
42 E. 75th St., New York 10021

Markets list and data base products with CableData Inc., demographic segmentation analysis of current subscribers, Tele-marketing consulting, multipay previews. **Staff:** Andrew Saxe, Mark Walsh, Paul Forringer.

Scientific-Atlanta 2307
Box 105027, Atlanta 30348

Earth stations, headend electronics, distribution equipment, coaxial cable, addressable set-top terminals, broadband data modems, CATV security and mini-cable systems.

Seeburg Music 2060
5706 New Chapel Hill Rd., Raleigh, N.C. 27607

Showtime/The Movie Channel 2726
1633 Broadway, New York 10019

Showtime and Movie Channel pay programming services comprising mix of movies, specials and mini-series. **Staff:** Neil Austrian, Peter Chernin, Ron Bernard, Fred Schneider, Allen Sabinson, Joanne Black, Jay James, Jack Heim, Jim Miller, Stephan Schulte, Ken Kaufman, Jeffrey Wade, Mike Wheeler, Richard Ingebrand, Art Gusow, Dennis Balthazor.

Signal Vision 3153
22732-B Granite Way, Laguna Hills, Calif. 92653

Low profile amplifiers pedestals, apartment moulding, safe security boxes. **Staff:** Neil Phillips, Brian Dickey, Mike Thatcher, Nick Ferolito, Russ Brown.

**SIN Television Network/
Galavision** 3512
460 W. 42d St., New York 10036

Galavision and Spanish-language programming network. **Staff:** Fred Landman, Andrew Goldman, Susan Catapano, Starrett Berry, John Figueroa, Danny Huertas.

Society of Cable TV Engineers 1756
319-J Westtown Rd., Box 2389, West Chester, Pa. 19382

Sportschannel Network 2335
100 Crossways Park West, Woodbury, N.Y. 11797

Standard Communications 1642
Box 92151, Los Angeles 90009

Agile 24S, 24M, 24SC, 24SK, 24PC*, ODC-24, ODC-4*, LNBC-4*, LNBC-24, C-band DBS systems*. **Staff:** Mason Truluck, Diane Hinte, Roy Place, Tom Cameron.

Studioline Corp. 2912
11490 Commerce Park Dr., Reston, Va. 22091

Studioline Cable Stereo, nine-channel pay music service, stereo delivery via compact disk, decoders and related equipment. **Staff:** John Humphreys, Jason Taylor, Stuart Segal, Ed Burakowski, Norma Young, Mike Pandzik, Ann Stookey, Dan Mulvenon, Howard Lieberman, Jack Taddeo, Edie Shore.

Synchronous Communications 2142
1701 Fortune Dr., Suite O, San Jose, Calif. 95131

Taft TV and Radio Co. 2343
85 Merrimac St., Suite 502, Boston 02114

Occasional use satellite time, program distribution, uplinking and playback, Kansas City Teleport. **Staff:** Jack Morse, Lauren Manera, John Owen, Bud Turner.

Telcom Electronics 3551
7100 N. Broadway, Suite 2D, Denver 80221

Telecrafter Corp. 2465
Box 30635, Billings, Mont. 59102

Converter warden security seal* and drop control box*, cable markers, audit control box, control lock and seal system, products for tap to converter security. **Staff:** Peter Mangone, Dorit Herman, Tim Reilly.

Television Digest 1409
1836 Jefferson Pl., NW, Washington 20036

Television Editorial Corp. 1459
1270 Avenue of the Americas, Suite 502, New York 10020

Tele-Wire Supply Corp. 3503
7 Michael Ave., East Farmingdale, N.Y. 11735

Distribution of earth stations, headend, distribution, construction, safety and tools, drop material, test equipment and wire and cable. **Staff:** Don Wyckoff, Martin Ingram, Jim Ruh, Joe Cordani, Sy Guttenplan, Sylvia Guttenplan.

Texscan Corp. 2900
3102 N. 29th Ave., Phoenix 85017

Passive and active cable equipment, test equipment, character generators, commercial inserters, stand-by power supplies, headends, remote addressable converters, set-top converters and MDS equipment. **Staff:** Carl Pehlke, Tom Holder, Raleigh Stelle, Bob Shannon, Charles Aver, Dick Taylor, Bob Freedlund, Gail Vaughan, Jan Pappas, Bick Remmey, Nick Meko, Tom Gingrich, Carl Rodney, Gary Adams, Tom Shevlot.

Time Manufacturing 3509
7601 Imperial Dr., Waco, Tex. 76702

Times Fiber Communications 2548
358 Hall Ave., Wallingford, Conn. 06492

Mini-Hub II off-premise addressable system, coax cables*—T4 drop, RG611 and V5 low loss semiflex. **Staff:** Ab Potter, F. Hamilton, R. Hillburn, D. Neal, J. Morton, M. Kearns, J. Oldham, J. Patterson, D. Keene, R. Canny, B. Fanning, R. Kearns, M. Blecker, J. Schuder, T. Christensen.

Toner Cable Equipment 2317
969 Horsham Rd., Horsham, Pa. 19044

Distributors of CATV equipment, including headend, earth stations, antennas, towers, security cabinets, passives, distribution gear, tools, character generators, multitaps, computer billing/management information.

Toshiba America
2900 MacArthur Blvd., Northbrook, Ill. 60062

Transworld Systems 3924
6160 N. Cicero, Chicago 60646

Staff: Jerry Palmer, Richard Zelvin, Mike Conroy.

Trinity Broadcasting Network 1939
Box A, Santa Ana, Calif. 92711

Triple Crown Electronics 3314
4560 Fieldgate Dr., Mississauga, Ont. L4W 3W6

Satellite receivers, indoor and line amplifiers, addressable products, standby power supplies, and TV and FM modulators, processors and demodulators. **Staff:** Charles Evans, Karl Poirer, David Emberson, David Fear, Earl Russell, Werner Krajicek.

TRW RF Devices 2219
14520 Aviation Blvd., Lawndale, Calif. 90260

RF linear hybrid amplifiers and feed forward modules. **Staff:** Jim Calder, Fred Sturm, Dan Faigenblat, Georg Leuttenhau, Bob Keasler, Dan Brayton.

Turner Broadcasting System 1930
1050 Techwood Dr., NW, Atlanta 30318

Cable News Network, CNN Headline News, superstation WTBS.

TV Decisions 2753
200 Park Ave., New York 10166

Cabletext magazine, electronic program guides. **Staff:** Joe Brunner, John Gabor, Mark Burns, Bill Goodwyn, Fran Hession, Rob Arango, Brenda Cook, Theresa Cunningham, Barry Craddock, Frank Guttmann, Paul Levinson, Tony Merriman, Kevin McDermott, Earlene McMichael, Beth Newman, Bob Newell, Carolyn Parker, Chris Partners, Bill Reed, Gloria Rich, Johanna White.



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TIMES MIRROR BROADCASTING

TV Guide 3718
4 Radnor Corporate Ct., Radnor, Pa. 19088

TV Guide magazine. **Staff:** Eric Larson, Herb Zucker, Merrill Panitt, William Hammack, Debra Disch, Kathleen Clow, Jean Fuller, Celeste Herpel, Patricia Baughman.

TV Host 3542
Box 1665, Harrisburg, Pa. 17105

TVSM 2938
201 Gibraltar Rd., Horsham, Pa. 19044

Cable Guide. **Staff:** Neil Heller, Allen Turner, Irv Kalick, Marci Herman.

UEC Manufacturing Co. 3308
100 N.E. 53d, Oklahoma City 73105

Van mounted aerial device. **Staff:** Bill Barrett, Ron Rowland.

United Video 2326
3801 S. Sheridan Rd., Tulsa, Okla. 74145

Superstations WGN Chicago, WPIX New York, KTVT Fort Worth and WFMT Chicago, electronic program guide, Zephyr weather transmission service, SportsTracker. **Staff:** Roy Bliss, Bob Price, Jeff Treeman, Virgle Smith, Chris Bourne, Joan Rickett, Morgan Lambert, Bill Sullivan, Jamie Witmer, Reuben Gant, Anne Wilkerson, Leanne Knowles, Terri Sontag, Leisha

Haworth, Rebecca Woods.

U.S. Air Force 1663
6400 N. Central Expwy., S. 319, Dallas 75206

Public service materials. **Staff:** Lt. E. William Stephenson.

U.S. Army Reserve 3912
Office of the Chief, Army Reserve, Washington 20310

Documentary on the reserve. **Staff:** Major Arthur House.

USA Cable Network 2733
1230 Avenue of the Americas, New York 10020

Variety programming network. **Staff:** Michael Alexander, Andrew Besch, Jody Crabtree, Betsy Dirnberger, Gil Faccio, Douglas Holloway, Mark Hotz, David Kenin, Barbara Kirbach, Kay Koplovitz, Linda Mauskopf, Carolyn McCrory, Jamie Padnos, Alice Rose, John Silvestri.

U-TEL Supply 1405
2900 E. LaJolla Rd., Anaheim, Calif. 92806

Valentino Production Music Library 3548, 49
151 W. 46th St., New York 10036

Vermeer Manufacturing 3715
Box 200, New Sharon Rd., Pella, Iowa 50219

Trenchers and cable plows.

Video Data Systems 3342
205 Oser Ave., Hauppauge, N.Y. 11787

Viewsonics 3709
170 Eileen Way, Syosset, N.Y. 11791

Amplifiers*, inverters, filters, passives*, security systems, Ultra security apartment boxes, oscillators*. **Staff:** Abram Ackerman, Cynthia Brown, John Cooke, Tony Passanesi.

Vitek Electronics 2322
901 South Ave., Horseheads, N.Y. 14845

Traps and tracers. **Staff:** Michele Dilmore, Bernard Thyssen.

Wavetek 1658, 59
5808 Churchman, Beech Grove, Ind. 46107

Cable TV test equipment, system analyzer, system sweep, signal level meters. **Staff:** John Shaw, Phyllis Thompson, Tony Shortt, Greg Marx, Terry Bush, Larry Dolan, Tony Barnard.

Weather Channel 1507
2840 Mt. Wilkinson Pkwy., Atlanta 30339

Weather forecasts and information. **Staff:** John Janas, John Wynn, Mike Eckert, Sandra McGovern, Dawn McCall, Carter Maguire, Nicole Browning, Louis Ryan, Ron Qurashi, Mimi Jones, Wendy Holbrook, Lance Dickens.

Wegener Communications 2156
150 Technology Park, Norcross, Ga. 30092

Stereo processors, digital audio head-end equipment, stereo synthesizers, audio and data subcarrier equipment for microwave and satellite. **Staff:** Bob Placek, Ned Mountain, Jon Thrasher, Roger Doering, Neil Kohn, Peggy Placek.

Western CATV Distributors 2362
3430 Fujita Ave., Torrance, Calif. 90505

Westinghouse Electric 1812
6 Gateway Center, Room 1064, Pittsburgh 15222

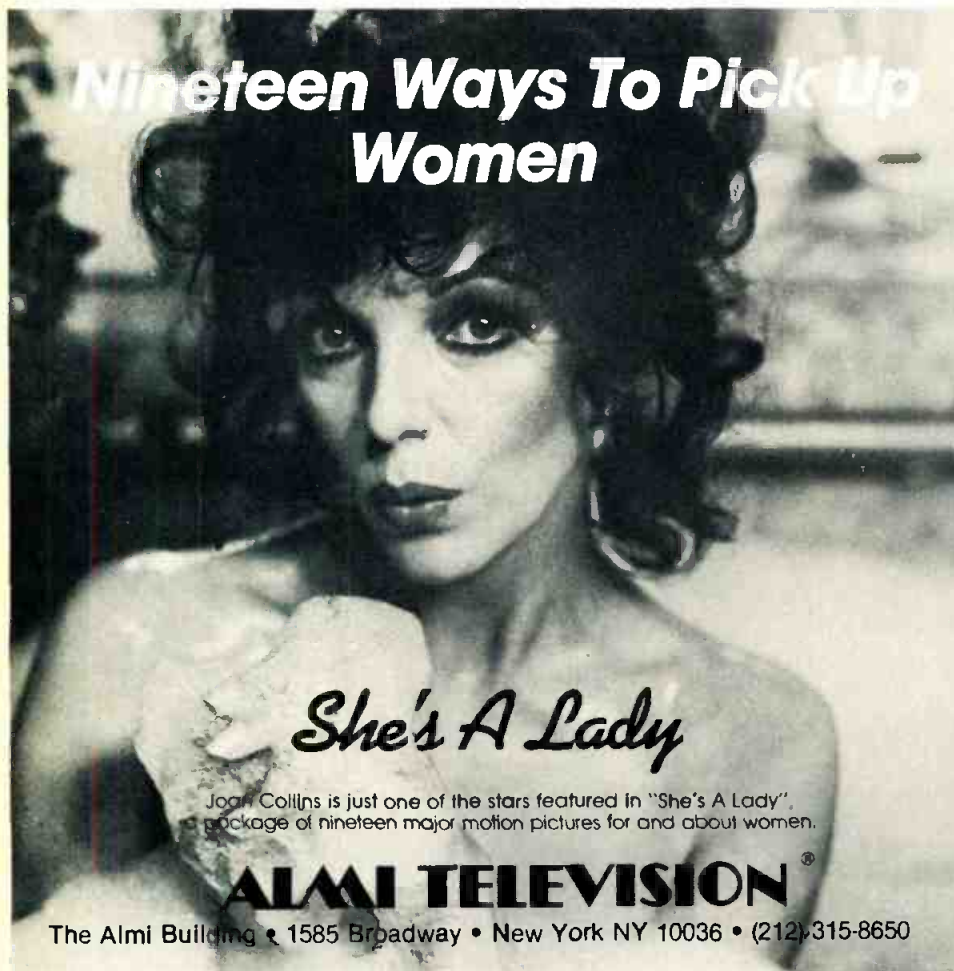
Women In Cable 1760
2033 M St., NW, Suite 703, Washington 20036

World Video Library 2738
2747 Airport Freeway, Fort Worth 76111

X-Press Information Services 3144
5970 S. Syracuse, Suite 157, Englewood, Colo. 80111

Zenith Electronics Corp. 2918
1000 N. Milwaukee Ave., Glenview, Ill. 60025

Zeta Laboratories 1762
3265 Scott Blvd., Santa Clara, Calif. 95054



Nineteen Ways To Pick Up Women

She's A Lady

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

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4A's meeting probes advertising's problems, creativity

President Matthews cites speculative presentations, media buying services and misleading comparative ads as harming industry; Hagopian elected chairman; O'Toole, RAB's Stakelin, MTV's Pittman, TVB's Moll and Rice address convention

The theme was creativity at the 67th annual convention of the American Association of Advertising Agencies in White Springs, W. Va., May 15-18, but President Leonard S. Matthews digressed to talk about business problems.

He urged the advertising agency executives to avoid what he called "the malignancies which are attacking the agency body"—speculative presentations, use of media-buying services and comparative advertising—"all of these things which depreciate our business."

More than 700, including 4A members, press, spouses, and executives from other associations, attended the conference, which was held at the Greenbrier resort. Matthews addressed the group on Thursday, May 16: Speculative presentations, he said, when "an unprincipled advertiser... proceeds to pay six agencies \$10,000 apiece for \$300,000 worth of speculative work and walks away with a trunk full of new ideas"—were "getting out of hand." It is "a lousy way to pick an agency, a poor way to sell your agency." There were "too many rapacious advertisers out there taking advantage of the situation," Matthews said. "Many consultants on agency selection consider them automatically because it takes them off the hook for helping the advertiser make an apparent good selection," he said.

Also on Matthews's "malignancy list" are media buying services—"a close cousin of another aberration called the house agency"

cy"—and comparative advertising. Of the former, he said that "most of the media buying services sell themselves on a percentage-of-savings basis and their incentive is to buy 'cheap' but not necessarily 'good.'"

These firms have begun to garner "a big hunk of broadcast spot dollars," Matthews said. "Media buying services estimate their billing at about 20% of the \$10-billion-to-\$11-billion spot market. Major agencies who track this, however, believe that is an exaggeration and that media services are only 10% to 12% of the market. But whether it's \$1 billion or \$2 billion, it's too damn much. Most of that business belongs in full-service agencies and if you are making any contributions to it, I urge you to reassess whether you are being well served."

The Federal Trade Commission's decision to permit comparative advertising, Matthews said, was "a disservice" to the advertising agency. "The temptation and the opportunity to mislead is obvious in such advertising.... [It] is selective truth to the 10th power. It almost always depreciates the competition and has produced more misleading advertising than ever existed before the FTC activity encouraged its use."

But, Matthews said: "If you hire the right people, keep their skills up to high professional levels, motivate them properly and set high standards of ethics and operation, you will have the confidence, the courage and the reputation to rise above the temptations thrown your way by the bargain hunters and their friends, the consultants, who want you to go to work for fire-sale prices."

He continued: "I think we've gotten into some bad habits. We're letting the advertisers tell us how to structure our agencies, how to sell our services, and how much profit they will allow us to make. But I'm saying it doesn't have to be this way. We ought to

control our own destiny. I learned a long time ago in both business and personal life you either control events or events will control you."

Also during Thursday's morning meeting, the 4A membership elected a new 23-member board for the 1985-86 term. Lewis T. Hagopian, chairman and chief executive officer, N Wayer Inc., New York (and AAAA vice chairman in 1984-85), was elected chairman. Robert E. Jacoby, president, chairman and chief executive officer, Ted Bates Worldwide, New York, was elected vice chairman, and Ronald Stone, chairman and chief operating officer, Stone August & Co., Birmingham, Mich., is the new secretary-treasurer. Matthews will continue as president and a member of the 4A board.

In accepting the chairmanship, Hagopian said that he was "grateful and proud.... I've loved almost every minute I've spent in advertising, and I've even been able to tolerate the bad ones. It's kind of like golf: high pain, high pleasure."

What at least one advertiser called a "pleasant surprise" of the business meeting was the report given by outgoing secretary-treasurer James I. Summers, president and chief executive officer of Harold Cabot & Co., Boston. He delivered his four-minute financial report in rhyme. To which O'Toole responded: "Reports like that are often bums. How fortunate it is we have Jim Summers."

Also on the agenda was an address by Time Inc.'s editor-in-chief, Henry Grunwald, who spoke about "Hopes and Fears in the Mid-Eighties," and former Senate Majority Leader Howard Baker Jr. (R-Tenn.), who gave his perspective on President Reagan's second four years. Baker told the con-



Matthews



Hagopian



Blore



Pittman



Giraldi



O'Toole

feres that there was a "reservoir of genius" in America and that he "was confident" that those at the conference would be able to develop answers to concerns and challenges now facing the world. "In your own way, you are politicians as well," he said.

Interspersed throughout the sessions were videotaped case histories of successful and creative broadcast advertising campaigns, introduced by an executive of the advertising client. Among them were advertisements for AT&T, Chrysler, Pepsi-Cola and Gulf Oil's *National Geographic* specials.

On Friday, representatives from media associations, including radio and television, spoke about creativity within their medium. William Stakelin, president of the Radio Advertising Bureau, and Chuck Blore of Chuck Blore & Don Richman, a Hollywood-based radio commercial production firm, discussed "radio's bag of tricks."

Stakelin called radio "one of the most visual mediums," as stated in the RAB's new radio image campaign, "I saw it on the radio." Blore said that advertising agencies generally ignore radio—as well as its high advertising rewards in listener response and sales. Blore presented examples of radio spots created by his company and talked about what he calls "audio graphics"—pictures made of sound.

William G. Moll, president, broadcast and entertainment, of Harte-Hanks Communications, and chairman of the Television Bureau of Advertising, and Roger Rice, TVB president, presented the "TVB Executive Checklist for Creative Television Commercials." The informal survey of "top agency creative directors" revealed that "the most frequently mentioned ingredient of a good, creative commercial is—in one word—simple," Rice said, adding: "All we've got to do is keep it simple, keep it clear, involve our viewers and identify ourselves. The results will be more new business for us all—and more of the most creative advertising on television."

Individuals who grew up on television respond to the medium differently than their parents, Robert W. Pittman, executive vice president and chief operating officer, Music Television Networks Inc., said in his 4A address on Friday. This "television generation" processes information in "a nonlinear,

quick-burst-of-information format," he said. "Kids today do their homework, listen to the radio and watch TV simultaneously." Pittman showed examples of television spots (such as a fast-paced, darkly colored commercial for Dorito nacho cheese chips, and a blue-tinted, bluesy-scored Levi's "501 blues" jean spot), which he said were "created to reach the TV babies directly." The ads, he said, created "a mood, a feeling for a product, rather than a logical argument filled with facts and plans."

Among the "critical features" of the spots: a nonnarrative message, a clear basic theme, a rather frenetic pace, and music in the foreground, not in the background, "to create and sustain the all-important mood, a sense of pressure." This nonnarrative form is found in movies, television programs and MTV, which Pittman calls "the first nonnarrative form of programming." MTV, he said, is "a place, if you will, with a point of view: an irreverent attitude... innovative graphics, a different look, a distinct feel..." It has abandoned the narrative form, he added, in favor of the "sense impression." The nonnarrative form of entertainment has "filtered up" to older generations, who he said watch their own "video hits," on VH-1. He ended his presentation with an excerpt of an 18-minute tape that Pittman said indicated "how important the mood and emotion school had become... and probably has to be the ultimate" in the use of this form—the 18-minute tape produced by the Reagan re-election committee.

Further thoughts on the "Video Music Phenomenon" were offered by Bob Giraldi, president of Bob Giraldi Productions, whose music video credits include Michael Jackson's "Beat It," the Budweiser Light beer campaign, and the Pepsi commercials with singer, Lionel Richie, and Jackson. ("I had the good or bad fortune," Giraldi said, "of putting his [Michael Jackson's] hair on fire.") Giraldi recently finished a music video public service announcement with singer Stevie Wonder, "Don't Drive Drunk," which Giraldi called "the first government-financed music video." Giraldi said the Chrysler Corp. is helping to finance the musical PSA urging young people not to drive drunk. (Chrysler Corp. and the Department of Transportation have both contributed \$150,000, a spokeswoman for Chrysler said.) Music video, Giraldi said, "became that tool of telling people, showing people,

trying to convince people to do something, but in this case, young people. And the way to get to them was [to use] the one thing they hold out as their own... their music."

However, Giraldi said the industry is changing. Trade unions, record labels and others are starting to demand compensation for the airing of the video clips. "I know what's going to happen next," Giraldi said: "The big brother of a shelf space, our dear friends Procter & Gamble, will probably come on the scene pretty shortly and maybe they'll create a music video with a group called the 'Cheers.' And they'll, of course, film in the laundry room and then they'll move into the kitchen and we have to have a few cutaways of the supermarket. They'll probably ask me to do this video—provided I do it in 16mm—and I'm going to say, 'No.' I'm finally going to say no."

At the closing session on Saturday, outgoing 4A Chairman John O'Toole said that agency people had failed to educate their clients adequately to the important role intuition plays in creative advertising. O'Toole's report, "Some Thoughts on Polynesian Navigation," compared two approaches to advertising—intuitive and logical. He said that the lack of advertisers' willingness to trust in intuition is one of the major reasons for many of the uncreative advertisements now running. Advertising "involves as much intuition as analysis because consumers receive it as much through their intuitive antennae as their analytical ones," O'Toole said, adding that the trend toward greater emphasis on both faculties may lead to the time "when at last we can stop worrying about the image of advertising."

O'Toole also announced two new 4A projects aimed at improving the attitudes of the business community toward advertising. One is a print campaign that will run as public service. A second is a recognition program that will honor advertisers who have produced "excellent advertising over a number of years." The winners will receive a 4A pyramid and will be announced at next year's annual meeting. Said O'Toole: "Change takes time, but if we persist in our efforts we will see a new attitude among advertisers and a recognition that our work is as important and essential as that of their lawyers and accountants, and can have a far greater effect on their volume and profit." □

Fuchs blames multipay for pay slowdown

HBO executive sees many of cable's problems being caused by Hollywood

Acknowledging that "things have slowed down to a walk" at his company this year, Home Box Office Chairman and Chief Executive Officer Michael J. Fuchs last week placed much of the blame for pay cable's slump on attempts by cable operators "to force-feed high-priced packages" to their customers.

"Over the past three years, a good part of our industry's efforts have been centered on trying to sell current customers more, rather than trying to market to new subscribers or former subscribers," Fuchs told a luncheon meeting of the Southern California Cable Association last Tuesday (May 21). "When we are confronted with consumer complaints, we often are too quick to offer them something that is frequently no better or often worse than what they have already."

Declared Fuchs: "We've been fooling the

public and really fooling ourselves. It is much too competitive an environment to force-feed high-priced packages [to existing subscribers]."

The HBO executive claimed multipay packaging has done "almost irreparable damage" to the reputation of his company, pay television and cable in general.

"The pay-per-view game could more than duplicate the type of damage that's happened with multipay," he continued, terming addressable delivery of motion pictures "a new gimmick."

"Home video is backing into theatrical and spilling forward into pay. Add pay-per-view, which is skinning the motion picture cat one more time, with only the movie companies deciding what goes when and where, and I promise you a ride you will never forget." Fuchs termed HBO the "heat shield" between cable and Hollywood, without which there might be "a meltdown" on the estimated \$10-billion value of pay services

to the cable industry.

"Let's not have our business restructured and controlled by someone else, who is smaller than we are to boot," he urged.

Fuchs labeled pay-per-view a studio-promoted "distraction" and the home videocassette recorder a television "super-charger" that "can be very complementary to cable," he said.

"It's the early movie [release] windows in front of pay [cable], furnished by the motion picture studios, that are doing the damage—not the machine." Fuchs said that a lot of VCR owners tape pay cable programming, particularly "blockbuster" movies, and outlined an HBO coping strategy that will rely increasingly on "big event" programming, fewer series and a larger volume of motion pictures.

"Quite honestly, we're in a position now where we think change for change's sake is a good idea for us," Fuchs disclosed. "Whatever that means... I think the business needs

CBS, 'Dallas' win finale sweepstakes

CBS captured its first prime time ratings win since the end of the regular season for the week ended May 19, with an average rating of 15.5 and an average share of 25.9. Based on Nielsen's National Television Index (NTI), NBC averaged a 14.2/24 and ABC scored a 13.2/22.2.

The combined rating/share for the week came to 42.9/72.1. The homes-using-television level for the week was 59.9, up 4% from last year's 57.9.

CBS had four of the top 10 ranked shows of the week, including the week's top-ranked show, an hour-and-a-half episode of *Dallas*, in which the character Bobby Ewing (Patrick Duffy) was killed. *Dallas* easily helped CBS win Friday night, and the network took Sunday and Monday night as well. ABC won Saturday and Wednesday, which featured the week's second-ranked season show, the finale of *Dynasty*, and NBC won Tuesday and Thursday.

Monday night featured the eighth- and ninth-ranked shows of the week, the *ABC Monday Night Movie*, "A Death in California, Part 2," and the *Miss America Beauty Pageant* on CBS.

Tuesday night was a victory for the regular NBC schedule with its lineup of *A Team*, *Riptide* and *Remington Steele* placing 10th, 11th and 13th. The strongest competition of the night came from the General Foods Golden Showcase movie, *The Lady From Yesterday*.

Wednesday night featured the second- and fifth-ranked shows of the week, ABC's *Dynasty* and *Hotel*, at 9-11 p.m. NYT. NBC, however, won the 8-9 p.m. period with *Highway to Heaven*.

Thursday night as usual was an NBC night, with the *Cosby Show* and *Family Ties*, placing third and seventh, respectively.

While CBS took Friday night on the strength of the *Dallas* finale, *Falcon Crest* placed fourth for the week. A two-hour V special on NBC averaged only a 7.6/13. The *Dallas* victory represented the first for the show since Feb. 22.

ABC was victorious on Saturday night with a repeat of a two-hour *Love Boat* special that was the evening's highest-rated show.

Sunday night saw a duel between NBC's *Motown Returns to the Apollo* (16.2/27) and the first part of CBS's two-part *Christopher Columbus* (17.4/29), both running from 8-11 p.m. NYT.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Dallas	CBS	27.5/46	22.	20/20	ABC	15.7/25	43.	Double Dare	CBS	10.7/19
2.	Dynasty	ABC	25.9/39	23.	Hill Street Blues	NBC	15.4/25	44.	T.J. Hooker	ABC	10.6/21
3.	The Cosby Show	NBC	23.8/42	24.	Miami Vice	NBC	15.3/26	45.	Celebrities! Where-Now	ABC	10.4/16
4.	Falcon Crest	CBS	22.0/37	25.	Highway to Heaven	NBC	15.0/26	46.	Blade in Hong Kong	CBS	10.3/16
5.	Hotel	ABC	20.8/34	26.	Here Comes Garfield	CBS	14.8/27	47.	Airwolf	CBS	10.0/18
6.	Knot's Landing	CBS	20.2/32	27.	Love Boat	ABC	14.6/26	48.	Charlie Brown Special	CBS	10.0/17
7.	Family Ties	NBC	20.1/34	28.	Who's The Boss?	ABC	14.5/23	49.	Diff'rent Strokes	NBC	9.9/21
8.	Death in California, pt. 2	ABC	19.2/30	29.	Facts of Life	NBC	14.0/21	50.	Mike Hammer	CBS	9.1/16
9.	Miss USA Beauty Pageant	CBS	18.8/29	30.	TV Censored Bloopers	NBC	13.6/22	51.	Fraud Squad	ABC	9.0/16
10.	A Team	NBC	18.6/32	31.	Scarecrow & Mrs. King	CBS	13.3/23	52.	Benson	ABC	8.7/14
11.	Riptide	NBC	18.4/28	32.	Deadly Intentions, pt. 1	ABC	13.3/22	53.	Cover-Up	CBS	8.1/16
12.	Cheers	NBC	17.8/28	33.	Peyton Place	NBC	12.6/20	54.	Ripley's Believe It Or Not	ABC	7.9/16
13.	Remington Steele	NBC	17.7/29	34.	Hail to the Chief	ABC	12.3/19	55.	Staff of 'Life'	ABC	7.8/13
14.	Christopher Columbus, pt. 1	CBS	17.4/29	35.	Three's A Crowd	ABC	12.1/22	56.	V	NBC	7.6/13
15.	60 Minutes	CBS	17.3/35	36.	Gimme a Break	NBC	11.8/23	57.	Punky Brewster	NBC	7.5/15
16.	Night Court	NBC	17.2/27	37.	Foulups, Bleeps & Blunders	ABC	11.8/20	58.	Street Hawk	ABC	7.5/13
17.	Simon & Simon	CBS	16.9/26	38.	Magnum, P.I.	CBS	11.8/20	59.	Placido Domingo Special	ABC	7.3/12
18.	Life's Embarrassing Moments	ABC	16.7/28	39.	Hardcastle & McCormick	ABC	11.6/20	60.	Me and Mom	ABC	6.9/12
19.	Motown Returns to Apollo	NBC	16.2/27	40.	Webster	ABC	11.3/21	61.	Silver Spoons	NBC	6.8/14
20.	Honeymooners Reunion	NBC	16.1/28	41.	Fall Guy	ABC	11.3/20				
21.	The Lady from Yesterday	CBS	16.0/25	42.	Hunter	NBC	11.2/20				

*Indicates premiere episode

to be shaken up a little bit right now."

In addition to exclusive film bookings and fewer movie repeats, Fuchs called for a return to the "big-event philosophy," adding, "I'm not so sure we should be heavily in the series business. We've experimented with series, [but] we feel that the big event is something we can market and push and get publicity on much more easily than a series. I think it is a mistake to try to do what network television does best. Everything we try to do should be done as well or better than network television. . . . We're not necessarily going to do 50 episodes of a weekly series. I think we want to create more heat."

Fuchs conceded that HBO may have erred in making expensive long-term exclusivity deals with major Hollywood studios "that didn't necessarily turn out to meet the best interests of its viewers." But he also said that his company is currently discussing early window release agreements with several nonmajor studios, possibly including those produced with financing from Silver Screen Partners, of which HBO is a member.

"The growth through building has slowed dramatically," said Fuchs. "The growth in the business must now come from marketing." He concluded that "although HBO is having growing pains, the cable business has the wherewithal to turn this thing around [by going] back to basics. I consider HBO a part of the basics." □

Studioline prepares for NCTA splash

Firm, which markets stereo audio channels and, separately, stereo sound, looking for affiliates to sign

Studioline Corp. of America is heading to Las Vegas and the National Cable Television Association this week confident that it has just what the cable industry needs—a new service that it says can increase penetration, decrease churn and provide a new source of revenues.

Studioline's service is really two-in-one: a package of nine stereo music channels, each dedicated to a popular music format (Studioline Cable Stereo), and a transmission system for delivering the package and the stereo sound of major cable programming networks and television stations through cable systems and to their subscribers with exceptional fidelity (Stereo-Track II).

Much of the current confidence of the Reston, Va.-based firm is derived from a survey that found that nearly 30% of some 1,000 cable subscribers and noncable subscribers in wired areas had a "strong positive interest" in Studioline Cable and Stereo-Track II.

The features the potential subscribers found attractive about the service: the high-quality sound, the lack of commercials, the

variety of the music, the 24-hour programming day and the ability to receive cable and broadcast television sound in stereo.

Studioline may have needed the confidence booster. At the Western Cable Show last December, Studioline announced that Western Communications had purchased a majority interest in the firm and had committed its five systems to carry the Studioline Cable. But, since then, Studioline has had little success in finding additional affiliates. At a press briefing in Washington last week, Stuart A. Segal, vice president of marketing, said only one system—Jones Intercable in Oxnard, Calif. (35,000 subscribers)—has promised to join the Western systems as a charter affiliate. He said another system, one of the Bresnan Communications Group, has made a tentative commitment to carry the service.

According to Segal, the chief obstacle to winning affiliates has been capital investment involved in implementing Stereo-Track. Stereo-Track is a companded-analog transmission system. To receive the services sent over the system, subscribers must be equipped with special decoders, which are available to cable affiliates through Studioline, but which cost \$125 each.

How to overcome the obstacle? "Suc-

Syndication Marketplace

King World has added five markets to its *Wheel of Fortune* lineup. There are now 186 stations (covering 98% of the country) running the show which is sold for cash-plus-barter, with King World keeping one minute of commercial time and stations getting five and a half minutes. The new stations running the show are KSFY-TV Sioux Falls, S.D.; WJBF-TV Augusta, Ga.; WTVM-TV Columbus, Ga.; WXVT-TV Greenwood-Greenville, Miss.; and KMCT-TV Alexandria, Minn. ■ **Viacom Enterprises** has sold *Star Games*, a celebrity sports competition show, in 73% of the country. The 52 weeks of *Star Games* (26 first-run episodes and 26 repeats) are distributed on a barter basis with Viacom retaining five minutes and stations keeping seven minutes of the hour show. The show premieres in September, and will be carried in all top 10 markets, including WPXI-TV New York, KNBC-TV Los Angeles, WGN-TV Chicago, WPHL-TV Philadelphia and KRON-TV San Francisco. Most stations will be carrying it from 4-8 p.m. on weekends. ■ **On the Air and RKO Television** in association with **Ailes Communications** have cleared *Television: Our Life and Times* with 80 stations, including all of the top 10 markets, or 79% of the country. The two-hour special, hosted by Tony Randall, is available on a cash-plus-barter basis, with 10 minutes of commercial time withheld, leaving stations 14 minutes. The show is available for two runs. ■ **ITC** has cleared *Thunderbirds: 2086*, an animated half-hour space series, in 44 markets. The first-run series is sold for cash for two runs and will debut next month. Among the stations carrying the show are WPXI-TV New York, WAFB-TV Baton Rouge and WHEC-TV Rochester, N.Y. ■ **Greenstripe Media** has cleared the 1985 *Patsy Awards*, a Bob Barker-hosted award show for animals, on KABC-TV Los Angeles; WXYZ-TV Detroit; WESH-TV Orlando, Fla.; KYW-TV Philadelphia, and WISN-TV Milwaukee, among others. The show, which has a window of July 1 through next January, is sold on a barter basis for unlimited runs with stations getting four minutes and the show's sponsor, Kal-Kan, getting two minutes. The half-hour show was seen on 94 stations last year, and a clearance of 70% is expected this year. ■ **MG/Perin's Soap Opera Special** has raised its total clearances to 96 for its window of May 27-June 9. The 60-minute special is being used either after soap operas, at 4 or 5 p.m., or on weekends. Among new stations are WFLA-TV Tampa-St. Petersburg, Fla.; KGBT-TV Harlingen Tex.; and WMDT-TV Salisbury, Md. ■ **All American Television** begins renewing *America's Top Ten with Casey Kasem* for its sixth year in syndica-

tion next month. The show is seen in 140 markets, or 90% of the country, and has a 98% renewal record. It is also seen in all of the top 40 markets. ■ **Embassy Telecommunications** has added KMPH-TV Fresno, Calif., to its lineup for *Good Times* and renewed with WGHP-TV Greensboro-High Point, N.C., and WAFB-TV Huntsville, Ala. The show, sold for cash, is now seen on 100 stations, or 76% of the country. ■ **Curran-Victor** has begun distribution of *Hemingway*, a six-hour miniseries based on the book by Carlos Baker. The star will be Treat Williams, and sales are cash-plus-barter for four runs. The premiere is set for April 1986. Curran-Victor will withhold six minutes each hour for the first two runs but more in the third and fourth runs. Pre-launch clearances total 12 including WPXI-TV New York, KCOP-TV Los Angeles, WTAJ-TV Philadelphia, KBBK-TV San Francisco and WOCA-TV Washington.



Distribution deal. Tim Buxton, director of Anglia Television International (seated, left), and Wynn Nathan, vice president of worldwide marketing for RKO Pictures, sign a syndication agreement giving RKO the U.S. distribution rights to Anglia's nature series, *John Forsythe's World of Survival*. Also on hand were (l-r): Stephen Robeck, vice president of coproduction, RKO; David Little, head of business affairs, Anglia; Frank X. Miller, vice president of ITel (Anglia's U.S. representative), and Kirk D'Amico, vice president of business affairs, RKO.

cess," said Segal. If Studioline is rolled out in a system and is able to attract a substantial number of subscribers, he said, "the question of the capital investment will be mitigated."

Studioline's principal business is selling the high-fidelity stereo music package to cable operators for a share of the subscription revenues—\$2.50 per subscriber per month. It adopted Stereo-Track so it could transmit the package as well as television sound without degrading it. The conventional method of transmitting audio on the FM band for reception on block converters and FM receivers, it felt, just wasn't good enough.

According to Segal, Studioline has ordered 25,000 Stereo-Track decoders, valued at \$3.9 million, from the Tokyo-based Weston Corp. so that charter affiliates of the service will have a ready supply once they begin marketing. It's Studioline's hope, Segal said, that as the service begins to grow other manufacturers will begin to make the boxes

at a lower price and "relieve us of the hardware end of it."

The Weston-built decoders can handle up to 69 stereo audio channels and are fully addressable and tierable. What's more, they can be linked to cable converters so that audio channels can be switched automatically with corresponding video channels—a valuable feature if Stereo-Track is used to deliver the stereo sound of broadcast and cable programming.

Although Studioline is now trying to "bundle" its Studioline Cable with Stereo-Track in its marketing, it is willing to provide the Studioline Cable to cable systems for delivery to subscribers using the FM-block converter system, but only if the systems are small or are in rural areas where off-air FM interference would be minimal.

The Studioline formats: adult contemporary, contemporary hits, urban contemporary, country, easy listening, classical, jazz, album rock and specials/variety. □

How the producers fared

Universal Television emerged as the clear leader among prime time television program suppliers following the disclosure of new fall schedules by all three networks (BROADCASTING, May 13). Universal will supply 13 series and 11 hours of programing, including several comedies, a genre in which the studio has traditionally had trouble making inroads.

In the sale of new product, Universal also dominated, selling seven series.

A breakdown by production company follows:

■ **Universal Television**—New: *Misfits of Science*, *Steve Spielberg's Amazing Stories*, *Alfred Hitchcock*, *He's The Mayor*, *The Insiders*, *George Burns' Comedy Week*, *The Equalizer*. Retained: *Knight Rider*, *Miami Vice*, *Magnum P.I.*, *Simon & Simon*, *Murder, She Wrote*, *Airwolf*. Canceled: *Codenamed: Foxfire*, *Foulups*, *Bleeps & Blunders*, *Hawaiian Heat*, *Otherworld*, *Streethawk*, *Charles in Charge*.

■ **Aaron Spelling Productions**—New: *The Colbys*, *Hollywood Beat*. Retained: *The Love Boat*, *Dynasty*, *Hotel*. Canceled: *Finder of Lost Loves*, *Matt Houston*, *MacGruder & Loud*, *Glitter*, *T.J. Hooker* (Spelling-Goldberg Production in association with Columbia).

■ **Lorimar Productions**—New: *Family Honor*. Retained: *Dallas*, *Falcon Crest*, *Knots Landing*. Canceled: *Berenger's*, *The Best Times*, *Detective in the House*.

■ **Stephen J. Cannell Productions**—New: none. Retained: *Hunter*, *The A Team*, *Riptide*, *Hardcastle & McCormick*. Canceled: none.

■ **Columbia Pictures Television**—New: *J.G. Culver*, *Hell Town*, *Stir Crazy*. Retained: *Crazy Like a Fox*, *Ripley's Believe It Or Not*. Canceled: *T.J. Hooker*. On hiatus: *Mickey Spillane's Mike Hammer*.

■ **Warner Brothers Television**—New: *Growing Pains*. Retained: *Scarecrow & Mrs. King*, *Night Court*. Canceled: *Dukes of Hazzard*, *Eye to Eye*, *Double Dare*, *Off the Rack*, *V*, *Alice*.

■ **Paramount**—New: *Hometown*, *MacGyver*, *Mr. Sunshine*. Retained: *Webster*, *Family Ties*, *Cheers*. Canceled: *Call To Glory*.

■ **20th Century Fox Television**—New: *Charlie & Company*. Retained: *Trapper John, M.D.*, *The Fall Guy*, *Mr. Belvedere*. Canceled: *Half Nelson*, *AfterMASH*, *Cover Up*.

■ **Embassy Television**—New: 277. Retained: *Silver Spoons*, *Facts of Life*, *Diff'rent Strokes* (canceled by NBC but picked up by ABC). Canceled: *The Jeffersons*, *E/R*, *Who's The Boss*, *It's Your Move*, *Double Trouble*.

■ **MTM**—Retained: *St. Elsewhere*, *Hill St. Blues*, *Remington Steele*, *Newhart*.

■ **Witt-Thomas-Harris Productions**—New: *The Golden Girls* (to be distributed through Walt Disney Pictures). Retained: *Benson*. Canceled: *Hail to the Chief*.

■ **Reeves Entertainment**—Retained: *Kate & Allie*, *Gimme A Break*, *People Do The Craziest Things*.

■ **NRW Productions**—Canceled: *Three's A Crowd*.

■ **MGM/UA**—New: *Lady Blue* (as limited series). Canceled: *Jessie*, *Paper Dolls*.

■ **Orion Television**—Retained: *Cagney & Lacey*.

■ **UBU/Paramount Television**—Retained: *Family Ties*.

■ **Carsey-Warner Productions**—Retained: *The Cosby Show*.

■ **Michael Landon Productions**—Retained: *Highway to Heaven*.

■ **Dick Clark Productions/Carson Productions**—Retained: *TV's Bloopers & Practical Jokes*. Canceled: *Partners in Crime* (Carson Production Group).

■ **Centerpoint Productions**—Canceled: *Dreams*.

■ **ABC**—Retained: *Moonlighting*, *20/20*.

■ **CBS**—New: *The Twilight Zone*. Retained: *60 Minutes*.

■ **NBC**—New: news magazine. Retained: *Punky Brewster*. Canceled: *Hot Pursuit*.

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Beer-wine strategy moves to counterads

Proposals for mandatory antialcohol spots stressed at House Telcomsubcom hearing

Citizen groups who earlier called for a ban on beer and wine commercials have shifted their focus and are now asking Congress to require broadcasters and cable operators to provide equal time for counteradvertising messages. The request for mandatory ads was made before members of the House Telecommunications Subcommittee who spent more than five hours listening to arguments for and against the idea. Subcommittee members didn't endorse the plan but they urged broadcasters not to slack off in their use of public service announcements on alcohol abuse.

Subcommittee Chairman Tim Wirth (D-Colo.) observed that the debate over beer and wine advertising had changed. "If we all agree that educating the public about alcohol problems is important and necessary, should such messages be mandated or are voluntary efforts by the broadcast industry sufficient?" Wirth asked.

It's an issue, Wirth underscored, that raises many questions. "If we start down such a path with beer and wine ads, where does it stop? If there is a requirement in this case for counterads, what would be the economic impact on the broadcast industry, particularly in terms of its ability to provide certain types of programs?" Wirth asked. He stressed that imposing mandatory counterads is not an action the government can "take lightly...those requesting such actions clearly have the burden of making their case."

Wirth also expressed an interest in determining if advertisers are actually targeting beer commercials to young people. He pointed out that advertisers claim commercials, which air predominantly during sports programs, are aimed at an older audience. However, he continued, the armed forces devote 88% of their advertising to sports programming. "On the one hand, advertisers say the ads are not aimed at young people but the armed forces [ads] are aimed at young people," the chairman stated.

Indeed, one key witness, John F. Banzhaf III, who was a major force in removing cigarette ads from the airwaves, suggested Congress subpoena the advertisers' marketing documents to determine if the beer and wine ads are designed to increase consumption or to appeal to children. Banzhaf's suggestion failed to attract support. Banzhaf said he was not testifying in favor of or against any particular piece of legislation but was asked to testify because of the role he played in applying the fairness doctrine to cigarette advertising for several years before such advertising was taken off the air.

He discussed both approaches. "Banning



Beer-wine debate. Members of the House Telecommunications Subcommittee gathered last week to hear testimony on whether or not alcohol counteradvertising messages should be voluntary or mandatory. Pictured l-r: Al Swift (D-Wash.); standing, Luken; Thomas Rogers, senior counsel to subcommittee; Wirth; Matthew Rinaldo (R-N.J.); Nielson; standing, Rodney Joyce, minority counsel; Michael Oxley (R-Ohio), and Carlos Moorhead (R-Calif.).

the ads or providing reply time are likely to reduce consumption, but the latter will probably be quicker and more effective." Both approaches, he went on to say, are "probably constitutional," but the latter raises fewer free speech problems and objections. "The very fact broadcasters are airing PSA's indicates this is an effective approach to the problem. The question is: Do we rely on this or do we require more?" Banzhaf said.

Unlike Banzhaf, Barry Lynn of the American Civil Liberties Union said mandatory counteradvertising goes "well beyond the scope of the fairness doctrine and violates legitimate First Amendment rights of broadcasters." However, the ACLU also believes there is room for government regulation of alcohol advertising. "Specifically, the ACLU believes that the Congress should statutorily modify current FCC restrictions on the applicability of the fairness doctrine to commercial product advertising."

Wirth also broached the subject of a voluntary versus mandatory approach. "I applaud what the broadcasters are doing in the area of PSA's, but we also have to recognize whether that's being done because of pressure. And if the pressure's gone will they stop?" Wirth asked.

Representatives from the broadcasting industry assured the chairman they would not discontinue their efforts to inform the public. "We pledge that we will be ever vigilant in responding to the needs of the community," replied National Association of Broadcasters President Eddie Fritts.

Fritts argued against mandatory counterads. He noted that FCC policy holds that the fairness doctrine does not apply to product ads. Indeed, he pointed out, when the commission initially ruled that the doctrine applied to cigarette advertising it was confronted with demands for counterads by groups claiming that "detergent ads encouraged wa-

ter pollution, armed services recruitment ads raised questions on the Vietnam war and dog food ads led to too many dogs which fouled New York city streets."

Herman Land, president of the Association of Independent Television Stations, urged the members to "nourish" the broadcasting industry's voluntary efforts already under way. Independent stations, Land argued, would feel the impact of eliminating beer and wine ads perhaps the most because sports serves as an important element of an independent station's schedule. Wirth recognized the contribution that independents make to diversity in programming and stated that the subcommittee must consider that.

Dudley Taft, president of Taft Broadcasting, who testified on behalf of the Television Operators Caucus, said that "local efforts are the most effective way to deal with this."

Taft also presented some statistics on the amount of PSA's the group's seven TV stations have aired. He noted that Taft, in conjunction with Mothers Against Drunk Driving, sponsored a series of projects to inform the public about the dangers of drunk driving. "Beginning on Memorial Day 1984, these efforts included editorials, news stories and public service announcements, including 11 company-produced PSA's which ran for an average of 80 times per month on each Taft station. The combined total of all PSA's for the seven stations during six months was 7,120," Taft told the subcommittee. In addition, he said, statistics were collected from two-thirds of the TOC stations for the last six months of 1984. On the average, he noted, each station broadcast 466 public service announcements, 26 news stories and seven full-length, locally produced programs on alcohol-related issues.

"We're not a Johnny-come-lately on this problem," contended Bernie Mann, president of the National Radio Broadcasters As-

sociation. American radio stations, he added, donated well in excess of \$125-million worth of broadcast time last year for alcohol abuse PSA's and programing. Mann also stressed that NRBA is concerned about being linked with television. "All day long we've been talking about television advertising. The two media have nothing to do with each other," he said.

In addition, Wirth voiced serious concern that other public service announcements on such issues as the dangers of cigarette smoking are being bumped off to accommodate alcohol PSA's. "Our concern is with the broad issue of public health," Wirth said. He asked why, if smoking poses a greater health problem than alcohol, there aren't as many PSA's on that subject as alcohol.

There are PSA's on smoking, explained Howard Bell, president of the American Advertising Federation, but "right now there is a greater degree of public concern about alcohol." Wirth indicated he'd like to see the same public service campaign on alcohol done for smoking.

Representative Al Swift (D-Wash.) pointed out that local broadcasters must respond to a wide range of issues. The industry's "enormous concentration" on alcohol abuse is due to the awareness generated by such groups as MADD, Swift said. Swift added that if Congress mandates counteradvertising for beer and wine it would set a precedent that could open a "Pandora's box." He insisted that before "opening that box" Congress must have hard evidence that there is a correlation between the ads and abuse.

Representative Mickey Leland (D-Tex.) noted that beer and wine ads account for up to 20% of the revenues of minority-formated stations and that a counterad bill would place an unfair burden on such stations and "spell the death of other PSA's." On a whole, the members commended the broadcasters for their PSA campaigns. "I think the broadcasters are doing a good job educating the public about alcohol," said Representative Carlos Moorhead. "We've learned that prohibition has no effect on drinking habits," said Representative Thomas Luken (D-Ohio). "I come down on the side in favor of freedom of speech and expression," Luken added.

Subcommittee member Howard Nielson (R-Utah), who introduced a measure earlier this year calling for the Bureau of Alcohol, Tobacco and Firearms to study the effects of alcohol ads on all media, opposed any action on the subject. "A ban or mandatory time is too drastic until we have further study," Nielson said.

But Representative John Seiberling (D-Ohio), who introduced a counterad bill two weeks ago (BROADCASTING, May 20), is ready to move ahead. The measure, Seiberling explained, amends the Communications Act to "specifically provide that in order to air commercial messages promoting alcoholic beverages, a radio or television licensee or a cable operator must insure that equivalent advertising time for the broadcast of counterbalancing messages is given to responsible spokespersons." According to the bill, "those spokespersons would receive only the free air time; they would have to bear their own production and other costs," he added.



Mixed views. Proponent and opponents of legislation mandating counteradvertising messages presented their views during the House hearing. Pictured l-r: Jacobson; Fritts; Taft; Banzhaf; Dr. Lloyd Johnston, University of Michigan; John DeLuca, Wine Institute; Lynn, and Donald Shea, president, United States Brewers Association.



Piles of petitions. The debate over beer and wine commercials continued last week as the House Telecommunications Subcommittee opened hearings on the topic. At the start of the hearings, Project SMART brought in boxes containing petitions with more than 1 million signatures calling for an end to beer and wine ads or for counteradvertising. Pictured l-r: Land; Bell; Kahn; Drake; Mann; Atkin, and Strickland.

It would require that the counterads be given the same air time as the beer and wine commercials with "equal duration to that used for the presentation of alcoholic beverage advertisements, and which has an audience size and composition approximately equivalent to that received by the alcoholic beverage advertisements."

Seiberling admitted that his bill's equal time standard "goes beyond" the reasonable opportunity standard which is applied to other issues under the fairness doctrine. Nonetheless, he said, "I don't think that any other issue receives the same significant amount of time for its promotion as the commercials for alcoholic beverages now do." And furthermore, he argued, the electronic media clearly are not given the same degree of freedom as the print media. "It's important to get that on the record," he said.

The hearing also provided an opportunity for representatives of Project SMART (Stop Marketing Alcohol on Radio and Television) to present what it said were the more than 900,000 signatures it has collected in a year-long petition drive calling for an end to the ads or for counteradvertising. Michael Jacobson, Center for Science in the Public Interest, which is spearheading Project SMART, heartily endorsed the Seiberling bill. Jacobson also cited the results of a Lou Harris *Business Week* poll on beer and wine ads which found that 57% of Americans favored a ban. "We believe that an even greater majority supports an equal time requirement," he added.

Fritts cited another poll, unidentified, that found no more than 37% favor a ban. Fritts asked, if 57% of the public favors a ban, "why have only one million people signed the petitions?"

Representative Michael Oxley (R-Ohio) asked whether SMART had backed away from its effort to obtain a ban. "We started off suggesting either a ban or counterads. Counterads would be a good approach," Jacobson answered. "Isn't it a fact that a large part of your support comes from prohibitionists?" Oxley asked. Jacobson denied that. He acknowledged that some SMART supporters want to prohibit the sale of beer and wine, but not a majority.

The subcommittee was also urged to support the counterad bill by the National PTA. "Our preference would be for countermessages. Our concern is that young people hear very little about the dark side of alcohol use," said the PTA's Ann Kahn. The PTA is a chief backer of Project SMART. She voiced concern that some of the current alcohol PSA's were sending a "mixed message" to teenagers. "Young people are not in the position to know when to say no." Kahn was referring to an Anheuser Busch PSA campaign featuring Los Angeles Dodger Steve Garvey, which is based on the theme of "Know when to say when." Kahn said that if the lawmakers had a pediatrician or school counselor testify they would see "just what kind of impression the ads have on kids."

The ads' influence on young people was discussed by Dr. Donald Strickland, Wash-

ington University, St. Louis, and Charles Atkin, Michigan State University, East Lansing. "Based on my assessment of the existing body of research, I believe that there is sufficient evidence to establish that there is a connection between alcohol advertising and the public's alcohol attitudes and consumption patterns," Atkin said. Strickland, on the other hand, argued that reducing or banning beer and wine ads from the airwaves would have a "negligible impact on the level of consumption, excessive con-

sumption or outcomes related to the abusive use of alcohol."

Also appearing before the subcommittee was the BATF's William Drake, who said his agency had no authority to enforce a ban. It does, however, have the authority to bar ads that are "deceptive, misleading or likely to mislead." The BATF has a proposed rule-making pending before the Treasury Department to expand its current ban on the use of active athletes and celebrities in ads. But, Drake declined to comment on it. □

At the FCC

Chastised. FCC was criticized by panel of U.S. Court of Appeals in Washington for its failure to permit WPDE-TV Florence, S.C., channel 15, to file supplemental information in UHF impact case court had remanded to commission two years ago. Regardless of whether agency was right or wrong in its interpretation of statute on which it relied to reject new information, panel said, rejection represented "radical change from prior agency practice on which [WPDE-TV] could properly rely." Panel said it was "arbitrary and capricious" for commission "to fail to provide notice of that change." But that did not cause panel to reverse commission decision affirming earlier one that had gone against WPDE-TV Station, citing commission policy designed to afford UHF's protection against technologically superior VHF's, had appealed commission orders permitting construction of two towers that would enable four Charleston, S.C., VHF's and one Wilmington, N.C., VHF to serve Florence. Court in 1983 upheld commission's separate decisions approving construction of two towers. But, in remand order, it directed commission to explain its reason for rejecting WPDE-TV's argument that cumulative effect of both towers warranted hearing under UHF impact policy. Like WPDE-TV, one Charleston station and Wilmington outlet are ABC affiliates. In its decision, panel said it was left "with garden variety exercise of agency expertise," namely, commission's judgment that cumulative impact claim could be resolved on basis of existing record, without additional information WPDE-TV sought to introduce. Panel concluded it could not say commission's analysis "was unreasonably inadequate or conclusory." WPDE-TV also figured in another story: announcement of its sale, by Eastern Carolinas Broadcasting Co., to Diversified Communications, for \$14.5 million (see "Changing Hands," May 20).

□

More low-powers. FCC has tentatively granted low-power television applications of Mountain TV Network for ch. 20, ch. 22, ch. 26 and ch. 44, all Fallon, Nev.; ch. 15, ch. 21, ch. 25 and ch. 27, all Page, Nev.; ch. 41, ch. 47 and ch. 49, all Steel City, Neb., and ch. 17, Eureka, Nev. It also has tentatively granted applications of American Christian Television System Inc., ch. 50, Albany, Ga.; Southwest Video Productions Inc., ch. 16, Pinetop, Ariz.; Second Local Power Television Inc., ch. 45, Jonesboro, Ark.; Focus Translators, ch. 53, Williamsport, Pa., and Arapahoe County TV Club, ch. 29, Stanton, Neb.

□

Commission wants in. FCC has proposed to pre-empt state regulation "that has the effect of prohibiting or impeding the entry of common carriers providing conventional paging services or two-way mobile services."

□

St. Louis renewal. FCC Mass Media Bureau has granted KTVI-TV St. Louis license renewal, denying petition to deny by KTVI Citizens Advisory Council, Greater St. Louis Black Media Coalition and St. Louis Broadcast Coalition. Petitioners alleged that licensee had failed to live up to employment and programing objectives under agreement reached with St. Louis Broadcast Coalition when Times Mirror Co. bought station from Newhouse Broadcasting Corp. in 1980. (St. Louis Broadcast Coalition had dropped petition to deny sale under that agreement.) Bureau said matters raised by petitioners had not raised "substantial and material question warranting further inquiry."

□

Texas remand. FCC Review Board has remanded case pitting Chase Communications Co. against Harker Heights Communications for new Texas FM to Administrative Law Judge John Frysiak to consider Chase's "reciprocal service" showing and its "claim of special 'minority sensitivity' in the qualitative enhancement evaluation under the contingent comparative issue." In initial decision, Frysiak had granted Harker Heights' application after awarding it decisive preference for proposing to bring first local aural transmission service to Harker Heights, Tex.

□

Sunrise settlement. Approving settlement agreement taking sole competitor out of picture, FCC Review Board has granted application of Sunrise Broadcasting for new FM in Rohnert Park, Calif. According to FCC records, Sunrise's general partners are Ronald Castro and Lynn Hendel. Castro was identified as on-air personality for KSAN-FM San Francisco. Hendel was identified as part-time recovery room nurse and cardiopulmonary resuscitation instructor at Warrack Hospital, Santa Rosa, Calif. Neither has other media interests.

Bazelon retires from seat on appeals court

Truman-appointed judge, known for his activist role on the bench, steps down after 36 years

Senior Judge David L. Bazelon of the U.S. Court of Appeals in Washington, who over the years has played a major role in shaping communications law, has decided to retire. He was an activist, liberal judge who, in communications cases, seemed often to take the lead in reversing FCC decisions that favored broadcasters. But over the years he became one of the most forceful advocates of freeing broadcasters from content regulation, specifically including the fairness doctrine.

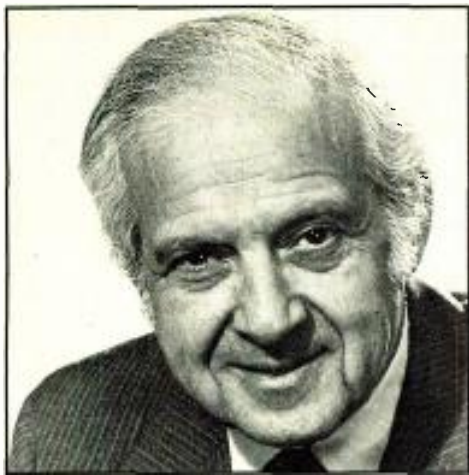
At 75, Bazelon feels he wants to free himself for something other than the hearing and disposing of cases in which, as a semiretired judge, he still participates. He talks of writing about the law. He also feels that problems with his memory are a reason for stepping down.

In his 36 years on the appeals court bench—he was appointed by President Truman in 1949, the youngest person ever to mount the federal appeals bench and became chief judge through seniority in 1962—Bazelon made his reputation primarily as an innovator in the use of psychiatry in the courtroom. "He made his most effective contribution in that area," his colleague, Judge J. Skelly Wright, who has served with him since 1962, said last week.

But in whatever field was involved, Bazelon believed that his chief function was to make sure that all matters bearing on the problem at issue were ventilated. And he was prepared to risk controversy by asking the hard questions. As Professor Alan Dershowitz of Harvard, who clerked for Bazelon in 1962, said in a "Profile" on Bazelon that ran in BROADCASTING in 1975, "He asks the toughest possible questions—questions that threaten comfortable existence" (BROADCASTING, Jan. 27, 1975).

Bazelon, who took senior status in 1979, has not played a major role in communications law cases in recent years. And colleagues like Wright do not think of him primarily as a factor in the development of communications law. But lawyers practicing communications law do.

Henry Geller, who was deputy general counsel and general counsel of the FCC during most of the 1960's, recalls Bazelon as insisting that the commission follow the rule of law. In an article for the *Georgetown University Law Review* on the occasion of Bazelon's 25th anniversary as an appeals court judge, in 1975, Geller wrote that he had learned from personal experience the deterrent effect Bazelon's reputation had had on the commission. On several occasions, Geller said, "the commission decided to hold a hearing because it feared a Bazelon-led court reviewing an attempted grant without hearing in the face of substantial ques-



Bazelon

tions of fact and law."

Bazelon's readiness to ask hard questions and create new law were evident in his *Hush-A-Phone* decision, in 1956, which is credited by Geller and others with being the first step in the dismantling of the protection against competition that AT&T had long enjoyed. He held that an AT&T tariff barring use of a device that simply permitted a speaker to talk into a telephone without being overheard was "an unwarranted interference with the telephone subscriber's right reasonably to use his telephone in ways which are privately beneficial without being publicly detrimental."

Throughout his career, Bazelon was among those in the judiciary who—unlike the fashion of today—believed government had a role to play in protecting the public interest. In 1967, he participated in a decision affirming the commission's authority to regulate cable television. In the landmark *Storer Broadcasting Co.* case, in 1956, his opinion affirmed the commission order imposing a five-station limit on VHF ownership. At the time, he felt it necessary to establish a bulwark against concentration of control of VHF stations. And a few years later, he wrote the opinion upholding the commission's ascertainment of community needs program.

But, beginning in the early 1970's, Bazelon began questioning the commission's authority to require broadcasters to adhere to the fairness doctrine. In 1972, he issued what seemed a startling dissent in the *WXUR(AM)* case—startling because he seemed to be taking issue with the opinion the Supreme Court, in an 8-0 decision issued only three years earlier, affirming the constitutionality of the fairness doctrine. To some, the liberal Bazelon was simply reacting to the administration of Richard Nixon, known for its hostility to the media, particularly the networks. But the essence of his argument was the one broadcasters had used, without success, before the Supreme Court—that with the number of broadcast stations far outstripping the number of daily newspapers, the spectrum-scarcity argument no longer justified a limitation on broadcasters' First Amendment rights.

In perhaps his last major discussion of a communications law issue, Bazelon elaborated on that theme. Speaking before a UCLA communications law symposium, in February 1979, Bazelon called for "structur-

al" rather than "behavioral" regulation of the media (*BROADCASTING* Feb. 5, 1979). But he was not prepared to remove all of the existing regulatory framework. Such factors as natural monopolies, economies of scale and high entry barriers "may counsel against leaving telecommunications forces entirely to market forces," he said, in the paper that was later to appear in the spring 1979 issue of the *Federal Communications Law Journal*. But he thought the use of antitrust policies, media-crossownership limitations and the imposition of access requirements on cable systems would "permit rectifying undesirable aspects of the market without government involvement in program content."

And his conclusion is one that seems to have been taken to heart by today's policy makers. "Examine the time-worn assumptions that underlie regulation," he urged those concerned with the task of creating a "new charter" for telecommunications. "There is a tremendous danger that we will unthinkingly apply old bromides about broadcasting and the First Amendment to new technologies, both broadcast and non-broadcast." □

FCC gets conflicting advice on new EEO cable rules

Cable industry and Justice Department want easier rules while public interest groups want harder

The FCC's proposal to amend its rules to implement the equal employment opportunity provisions of the Cable Communications Policy Act of 1984 (*BROADCASTING*, March 11) is in need of modification. That was the consensus of commenters on the proposal at the FCC.

But the commenters differed on how the proposal should be refined: Industry com-

menters appeared to agree that the rulemaking proposal should be less burdensome to cable operators; public interest groups generally appeared to think that the proposal should be beefed up.

The National Cable Television Association and the Reagan administration agreed that the commission should refrain from using its equal employment opportunity processing guidelines to determine compliance with the EEO law.

The Department of Justice civil rights division said the proposal to use those processing guidelines went beyond the FCC's authority under the Cable Communications Policy Act of 1984. "We believe that race or gender-preferential employment policies undertaken or compelled by public authorities, including the use of employment 'goals' in favor of nonvictims of discrimination and at the expense of innocent third parties, violate the Constitution's equal protection requirement," the division said in comments to the FCC.

(The U.S. Commission on Civil Rights also has opposed the use of the processing guidelines [*BROADCASTING*, April 29].)

In its comments, NCTA urged the FCC to state "with great clarity" that EEO efforts, not statistical processing guidelines, will be the basis for determining certification or compliance with the law. "Congress manifested its clear intent that noncompliance must be based on a finding that a cable system has not in good faith implemented its EEO plan, rather than on an arbitrary statistical analysis," NCTA said. "The commission... should state plainly in its rules that the guidelines in and of themselves do not determine compliance, and that cable entities that have EEO programs, but do not meet the numerical standards, will be certified," NCTA said.

On other subjects, NCTA recommended that the FCC establish "more definite" standards for the filing of complaints. "Specifically, third parties, *inter alia*, must have standing to file a complaint; and the complaint must be supported by an affidavit that avers personal knowledge of the facts al-

Concerned about children. More than 80 senators last week called on major broadcast groups and the three networks to air, on a regular basis, the pictures and descriptions of missing children. In a letter, the senators commended broadcasters for efforts they have already made in helping to locate missing children. They emphasized they were "not dictating to the networks what they should do, only expressing our deep concern." The House is equally interested in the idea. Representative Mickey Edwards (R-Okla.) introduced a non-binding resolution (H. Con Res. 153) last week calling on commercial and noncommercial television stations to "regularly" air public service announcements concerning missing children. Edwards and other House members already show pictures of missing youths on C-SPAN on a regular basis.

Congressional concern continued to mount during a hearing held last week by the Senate Subcommittee on Juvenile Justice, chaired by Arlen Specter (R-Pa.). Specter, along with John Heinz (R-Pa.), organized the Senate letter to the networks. He wondered whether networks would devote at least 30 seconds a day to the issue. He suggested they air something after the evening news or perhaps give a minute of time to the topic.

Ray Timothy, NBC group executive vice president, was the only network representative at the hearing. He told Specter the network would consider the proposal but that he couldn't tell the subcommittee "that we'll allocate this amount of time for this particular problem." Timothy stressed there are "many important issues out there for which we do PSAs." He felt that Specter's proposal could best be handled by local stations.

During the hearing, the subcommittee members praised NBC for its made-for-television film concerning missing children, *Adam*, which aired three times. They also commended NBC for its more recent broadcast of "Missing... Have You Seen This Person?"

leged and states with specificity the facts of the alleged discrimination."

Among other things, NCTA also recommended that the FCC set a limit on the number of units owned by a single multiple system operator that could be subjected to on-site inspections in a year. It further recommended standards for those investigations under which the cable operator would be given prior notice of an on-site audit that "would set forth the time, scope and manner of the investigations" and give cable operators "the opportunity for counsel to be present at interviews of any company supervisor or agent."

The law firm of Cole, Raywid & Braverman, on behalf of 109 cable operators, said the proposed Form 397 reporting requirement—which the commission has proposed to use to conduct the five-year investigations required by the law—was unnecessary and should be abandoned. "A review every five years of each system's Form 395's, along with other data available on each system and on-site inspections, is preferable and should be adopted," the law firm said.

The Office of Communication of the United Church of Christ and Action for Children's Television suggested that the commis-

sion require cable operators to provide additional information on the amended annual reporting form (FCC Form 395A) proposed.

In a joint filing, Black Citizens for a Fair Media, the League of United Latin American Citizens, the National Association for Better Broadcasting, the National Association for the Advancement of Colored People, Chinese for Affirmative Action, the National Organization for Women Legal Defense and Education Fund, the National Women's Political Caucus, the Women's Equity Action League and the Women's Legal Defense Fund also recommended that the commission require cable operators to provide more information than the amended Form 395A would require. In addition, they contended that the proposed FCC Form 397 was inadequate. "None of its components, individually or collectively, requires cable employers to assess their EEO programs or reveal their EEO practices to the extent necessary for the commission to detect violations of the act," they said.

The National Black Media Coalition recommended the "strengthening of the proposed certifications, investigation and audit procedures in order to stimulate broad indus-

try compliance with the cable act and the rules implementing the act." □

Legal aid for women in media

Christine Craft, Cecily Coleman, NOW form Women's Media Fund to help women fight sexual harassment

A year ago, former ABC staff member Cecily Coleman filed suit against ABC charging that she was fired unjustly from the network after reporting instances of alleged sexual harassment. Now, Coleman has joined the National Organization for Women and former television anchorwoman Christine Craft—who sued Metromedia, charging sex discrimination, unequal pay and fraud—in forming a fund to help fight sexual harassment.

Coleman joined Craft at a press briefing and evening reception in Washington to announce the Women's Media Fund, sponsored by NOW's Legal Defense and Education Fund. They are trying to establish "a renewable source of money," Craft said, "so that the next plaintiff who has a similar case will have some place to go." Coleman said the two women hope to "publicize what it's really like for a woman alone, a woman who's been in the industry, to take on the industry single-handedly. I can tell you that it is a very difficult thing. It's very expensive; it's very emotionally draining. It also has implications about your future work in the field. But Christine and I also felt our causes were just."

Coleman has sued ABC Inc. for \$10 million. She did so reluctantly and "with a great deal of anxiety over what the outcome would be," she said. "But knowing that I did the right thing—I stood up for myself," she said. The LDEF, which has been co-counsel to the Coleman case since last November, hopes to raise about \$35,000 for her case, which is scheduled to go to trial June 28 in the U.S. District Court in Washington.

Craft, who sued Metromedia for \$1.2 million, said it had been four years since she was told that she "was too old, too unattractive, and didn't defer to men..." The former KMBC-TV Kansas City, Mo., anchor was awarded \$500,000 in August 1981, but that decision was overturned. In a second trial, in July 1983, she was awarded \$325,000. Metromedia has appealed in the Eighth Circuit Court of Appeals in St. Louis, and a decision is expected soon. "The name of the game,"



Coleman and Craft

Washington Watch

Hollings on U-V swaps. Senator Ernest Hollings (D-S.C.), ranking minority member on Senate Commerce Committee, who led earlier efforts to kill FCC's proposal to permit public broadcasters to swap their VHF channels for commercial UHF's plus cash, expressed continued opposition to plan in committee report issued with FCC authorization bill (S.999). In report, Hollings argues that it is up to Congress to make decisions concerning frequency assignments for public broadcasting. Hollings criticizes FCC Chairman Mark Fowler for proposal and cites article Fowler wrote for *Texas Law Review* in which chairman said such decisions should be up to Congress. According to report, Fowler wrote: "Congress must also clarify the purpose of the noncommercial license function. Congress should either ratify the mission of public broadcasting in the overall scheme for the reserved broadcast spectrum or instruct the commission to return its frequencies for reassignment to face the rigors of the marketplace." "The chairman is right on target here. It is up to the Congress to make these key decisions," Hollings wrote. Hollings and other Democrats on Commerce Committee tried to block FCC from acting on proposal during markup of FCC bill (BROADCASTING, May 6). "If we the Congress are not in charge, then who in the end is responsible to the public for meeting the important needs public broadcasting fulfills?" Hollings asked. □

Auto ads. National Association of Broadcasters, in comments filed with Federal Trade Commission, stated opposition to FTC proposal to amend guidelines concerning fuel economy advertising for new automobiles. FTC plans to bring guidelines into conformance with Environmental Protection Agency's revised rule for labeling, which requires both city and highway mileage estimates, under adjusted standards, to be included on new-car fuel economy labels "rather than the previously required single unadjusted estimated mile per gallon value." NAB called instead for case-by-case evaluation of ads for misleading or deceptive claims. Broadcasters also urged FTC not to require specific disclosures for advertising where only "general claims of fuel economy are made." □

More underbrush comment. If FCC eliminates fraudulent billing and network clipping rules as proposed, commission should issue policy statement making clear that fraudulent billing and network clipping will reflect adversely on character of licensee, according to Broadcast Financial Management Association in additional comments at FCC (BROADCASTING, May 6). BFM said policy statement should make clear that findings against licensee on those topics in judicial or agency forums will continue to be considered by FCC in proceedings where licensee's character is at issue. According to BFM, statement also should say that if underlying premise for elimination of fraudulent billing and network clipping rules—that alternative remedies are available—proves to be misplaced, FCC will institute rulemaking to consider reinstatement of rules.

Craft said, "is: How much justice can you afford? How much emotional debt can you afford?"

Craft said she worries "about the average man or woman who has a Title VII case in this country under existing law, what sort of path he or she would have to find justice. It is incredibly expensive." Craft said she has been able to pay off the first trial (and "is working on the second trial now") by lecturing. She has written a book about the case and occasionally does cameos on the daily daytime drama, *Santa Barbara*, where she plays a newscaster.

The director of the NOW-LDEF Women's Media Project, Kathy Bonk, said the organization decided to support Craft and Coleman in part because the women are able to "be public" about their lawsuits. "Discrimination is rampant," said Marsha Levick, legal director of NOW-LDEF, and "very few women in the media are willing to come forward because they have a great deal to lose." Media jobs are "very lucrative and very few and far between," she said.

Bonk has requested meetings with the companies involved in the most recent rounds of broadcasting takeovers, including CBS and Capital Cities Communications Inc. (The group will wait before approaching Metromedia, Bonk said, until Craft's case is settled.) It has also met with the FCC. "We are vigorously meeting with management. We are making no bones about the fact that we want to see some progress," she said. The new fund hopes to raise about \$50,000 to \$100,000 a year, which is "about what it takes to keep three or four of these cases going," Bonk said. □

Greater 80-90 preferences for daytimers urged by NAB

The National Association of Broadcasters has asked the FCC to reconsider in part its new Docket 80-90 FM rules to give AM daytimers a stronger preference in contests for new commercial FM's.

In a filing at the FCC, NAB urged the commission to give daytimers an integration enhancement equal to the enhancement given for local residence and minority ownership, instead of one merely equal to the enhancement for local residence or minority ownership, as the preference is currently written. NAB even suggested that the FCC consider making the daytime preference equal to the enhancements normally given for local residence, minority ownership and gender factors.

"Through this modified approach, the commission would establish a comparative environment whereby daytime-only licensees would have a realistic chance of obtaining an FM facility," NAB said.

In addition, NAB asked that the FCC rethink its requirement that the daytime agree to divest the AM to qualify for the preference. "One option which the commission might consider is a requirement that a day-

timer seeking a preference on a comparative hearing pledge that the two stations will not present any duplication of programming," NAB said. "The commission might also consider extending the divestiture period from three years to a longer period."

NAB also asked that the rules be modified to permit AM daytimers to take advantage of the preferences for FM's outside their cities of license. "Although NAB originally had asked for a standard that would apply as far as the farthest overlap point of the two stations' one mv/m [millivolt per meter] contours, it may be that, on reconsideration, the commission could adopt a standard that would be a useful and public interest compromise between NAB's original request and the commission's 'same city' requirement,"

NAB said.

In another filing, Sarasota-Charlotte Broadcasting Corp. and Crittenden County Broadcasting Co. recommended that the daytime preference be modified so a "single-station market daytime's broadcast experience is equal to local residence, minority ownership and a gender preference."

The broadcasters also recommended that the commission eliminate its divestiture requirement.

Hancock Communications Inc., licensee of WKCM(AM) Hawesville, Ky., asked that licensees of "stand-alone" AM stations with "limited" nighttime coverage in small communities receive a "dispositive preference" for FM's assigned to their communities of license. □

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Intelsat favored in House report, Republicans say

Author Carr tells appropriations committee he will keep working to come up with compromise

The House Appropriations Committee last week nailed into the report that will accompany a supplemental appropriations bill language that administration forces say could seriously, perhaps fatally, handicap efforts to implement the President's policy to establish separate international communications satellite systems that would compete with Intelsat. But the author of the language in question promised to continue to work with opponents in an effort to iron out differences.

Representative George M. O'Brien (R-Ill.) made it clear at the committee markup of the bill and report last week that he and other Republicans on the panel were not satisfied with the report language, which deals with the FCC—but that he recognized they lacked the votes to change or delete it. However, he also said opponents "reserve the right to disagree" on the matter on the House floor.

O'Brien expressed concern about two provisions. One would ask the commission neither to take final action on the five pending applications for separate systems "nor grant construction permits" until the process of coordinating the systems with Intelsat had been completed. Critics call that a "Catch-22," since applicants as a practical matter cannot obtain the foreign partner with whom to seek coordination until they receive a construction permit. The other provision troubling O'Brien would call on the commission to act on the applications only on the basis of a rule to "insure that systems operate in accord" with the conditions prescribed by the executive branch to protect Intelsat's economic viability. Critics say that would add unnecessary delay to the processing of the applications.

The author of the language at issue, Representative Bob Carr (D-Mich.), sought to ease the Republicans' concerns. He said that in meetings with the assistant secretary of commerce for communication and information, David Markey, and FCC Chairman Mark Fowler, as well as Republicans on the committee, he had promised "to continue to work" with those forces to assure that in the conference with the Senate on the supplemental bill, mutually satisfactory language could be fashioned.

Markey said later he was "willing to try" to reach an agreement. But he said, "I'm not convinced we can work something out." Indeed, he indicated the administration's position is to persuade the Senate to avoid including any language on the subject in the report it adopts in connection with the supplemental bill. He said the commission probably would not feel obliged to follow the language in the report of only one of the two houses.

From the ALJ's

Salt Lake City VHF. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted application of Salt Lake City Family Television Inc. for VHF drop-in on ch. 13 in Salt Lake City, denying competing applications of Utah Television Associates, Intermountain Broadcasting Inc., Mountain West Television Co. and West Valley City Television Associates. Salt Lake City Family prevailed on integration grounds. Patrick David Crants is president and 51% owner; Rebecca Hewgley owns 47%. Crants, American Indian, is engineer for Dresser Industries Inc. in Bradford, Pa. Hewgley is chief announcer and producer for noncommercial WPLN(FM) Nashville, Tenn. Neither has other media interests. FCC has also approved drop-ins in Charleston, W.Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Construction permit for Johnstown drop-in has been granted (BROADCASTING, Feb. 6, 1984). Applications for other two drop-ins are in hearing process before FCC, according to commission official.

□

Share it. FCC Administrative Law Judge James Tierney has prescribed sharing arrangement for San Antonio Educational Television Inc. and Hispanic Community Educational TV Inc., joint winners of new noncommercial TV station on channel 23 in San Antonio, Tex. (BROADCASTING, April 15). Judge authorized San Antonio Educational to operate on Tuesday, Thursday, Saturday and alternate Sundays, Hispanic Community to operate on Monday, Wednesday, Friday and alternate Sundays. Parties, judge said, were unable to "reach amicable mutual arrangement" for sharing on their own.

□

Baytown UHF. In summary decision, FCC Administrative Law Judge Walter Miller has granted application of Villa-Reeve Ltd. for new station on ch. 57 in Baytown, Tex., denying mutually exclusive application of Neil I. Sanders. Judge ruled that Sanders had failed to meet his burden of proceeding of whether his antenna created air hazard. Villa-Reeve is limited partnership whose sole general partner is Tim Villasana, retired Baytown real estate broker, who has no other media interests.

□

Universal City AM. In initial decision, FCC Administrative Law Judge Joseph Stirmer has conditionally granted application of Worden Communications Co. for new AM on 720 khz in Universal City, Tex., denying mutually exclusive applications of Ganadores Corp. for Universal City and Marble Falls Broadcasting for Marble Falls, Tex. Judge said Worden was preferred over Marble Falls for specifying community with "greater radio needs." Worden prevailed over Ganadores on integration grounds. Grant is conditioned on installation of antenna monitor and showing that array can be maintained within specified tolerances. Roger L. Lee is president and owner of Worden. He is regional sales manager for Shiley Inc., manufacturer of artificial heart valves and related cardiovascular products, and has no other media interests.

□

Gobbler reversal. Reversing initial decision by Administrative Law Judge James Tierney, FCC Review Board (with board member Norman Blumenthal dissenting) has granted application of Gobbler Communications Co. for new FM in Cuero, Tex., denying competing application of J.B. Broadcasting of Texas. Tierney had granted application of J.B. Broadcasting based on "slight" advantages under integration criteria. Tierney had ruled that J.B. Broadcasting's ownership of daytimer KEWS(AM) Cuero and Gobbler's 98% ownership of KVCT(TV) (ch. 19) Victoria, Tex., community 26 miles away from Cuero, were essentially cross-canceling. Board majority, however, ruled that Gobbler deserved "slight to moderate" diversification preference over J.B. Broadcasting, and that was sufficient for Gobbler to prevail. In his dissenting statement, Blumenthal asked whether it was "fair or reasonable" for owner of one full-time facility to get second full-time facility, while J.B. Broadcasting was left without even first full-time voice to cover Cuero. "If you add to that the fact that Gobbler would then hold the two far more preferable broadcasting frequencies—television and FM radio—the mismatch becomes all the more incandescent," Blumenthal said. "All applicant media interests that are in, or close to, Cuero should have here been compared much more rationally and proportionately."

□

Cable too. FCC wants to extend licensing eligibility for use of broadcast remote pickup frequencies to cable systems.

The administration also hopes to block adoption in the Senate of an amendment similar to one that cleared the House two weeks ago and that, like Carr's language, was regarded as a victory for Intelsat supporters in the dueling over the separate-systems issue (BROADCASTING, May 13). The amendment, adopted as a rider to the State Department authorization bill, would require the U.S. to support efforts within the global system to amend the Intelsat Agree-

ment to permit flexible pricing authority, which Intelsat says it lacks but requires if it is to face competition. The administration says the amendment is not needed and would only create foreign policy problems among developing countries; the State Department says the present system of universal pricing, which eases the cost burden on developing countries, was a major factor in persuading the Third World to support the establishment of Intelsat in 1964. □

Seattle FM's checked

Areas of a suburban Seattle FM broadcast antenna farm may exceed FCC limits on radiofrequency radiation emissions, according to preliminary estimates from an FCC-Environmental Protection Agency investigation (BROADCASTING, May 6).

The highest RF radiation levels, however, are in the immediate confines of the FM antenna towers and appear to drop off very rapidly with distance, lowering the risk of excess exposure to nearby residents, a federal official close to the investigation explained. Results of the week-long study of the Cougar Mountain antenna farm will not be released officially for up to four months.

King county, of which Seattle is a part, recently responded to health concerns of some Cougar Mountain residents by passing a moratorium on permits for new facilities in the 3 mhz-100 ghz range. Those with existing permits or applications, including the 10 FM's already on the site and KONG-TV (the first TV tower approved for the site), will not be affected by the law, according to County Council staff representatives. The ruling remains in effect until June 30, 1986, after which the county expects to update its antenna site building codes.

A four-member team, headed by Richard Tell of the EPA's Office of Radiation Programs and including FCC observer Robert Cleveland, arrived on the 12-acre, 1,500-foot-high mountain May 6. Using sophisticated test equipment, such as a new four-and-a-half-inch spherical dipole antenna developed for the agency by Nanofast of Chicago, measurements were made around the 21 towers used for FM, microwave and two-way radio communications antennas, as well as at access roads and three residences within several hundred feet of the facility.

The land mobile systems at the site contributed only a negligible amount to RF radiation levels shown by initial data, according to the official.

Meanwhile, the FCC is considering a second in-depth site investigation with the EPA later this year. Although the location has not yet been selected, a prime candidate is the Healy Heights antenna facility in the southwest section of Portland, Ore. Both Portland and Seattle, as well as more than a dozen other major urban areas, were the subject of RF radiation level sampling studies conducted by the EPA in the late 1970's.

Stereo goes gold

Noncommercial KUHT(TV) in the 10th market, Houston, is the 50th stereo television station in the nation, according to BROADCASTING's running count. Nine of the top 10 markets now have multichannel sound service available, with number-four Philadelphia the lone exception.

The PBS member station in Houston began stereo broadcasting on May 9 with an Orban stereo generator and modified Harris transmitter. The first week of programing

comprised pseudo-stereo material using the station's Orban stereo synthesizer, according to Al Leverick, chief engineer. Discrete stereo broadcasts began May 17 with PBS's *Great Performances*, he added.

ABC, union at odds

ABC and the union that represents more than 3,100 of the network's engineers and other employees returned to the bargaining table earlier this month in Washington, but little progress was registered in two weeks of talks focused largely on nonengineering issues. Engineering topics returned to the agenda last Monday (May 20).

The National Association of Broadcast Employees and Technicians and ABC began meeting May 7 after a month-long hiatus, following a May 1 union vote giving its negotiating committee strike-authorization powers. The previous, four-year contract expired March 31 without agreement on a wide range of jurisdictional and benefits issues (BROADCASTING, April 15).

Technical areas expected to be a part of the continuing discussions include jurisdiction over electronic graphic devices, process control computers and staffing of videotape equipment, and included company proposals for outside maintenance and non-NABET transportation of technical equipment.

Daily, temporary hiring, in a proposal made by ABC, would be extended throughout the contract to cover all field and studio areas. Union officials, who oppose the extension, noted daily hiring has previously been limited to electronic newsgathering personnel.

On the issue of live coverage, ABC is bargaining for the right to bring in the ENG services of outside companies for coverage of regional events. Currently the network is limited to using affiliated stations within a 350-mile radius of owned-and-operated stations and news bureaus, and to using other broadcast stations outside the 350-mile range.

The new talks opened with ABC's call for elimination of seniority rights in the event of the sale or loss of its AM and FM stations, a position rejected by union officials.

NABET represents a wide range of technical personnel, including videotape and camera operators, maintenance, transmitter and sound engineers, technical directors and lighting technicians. Approximately 500 nonengineering employees (graphic artists, newswriters and producers), are also covered by the union.

Cameras in remote

Unitel Video's Pittsburgh-based remote production company will add five new Ikegami HK-322 video cameras to its inventory when it takes delivery on the units in June. The color cameras will be used in conjunction with the company's new mobile unit, a 45-foot truck designed to cover entertainment events, according to Alex Geisler, executive vice president of the firm.

Gearing up

Orban Associates of San Francisco has announced the availability schedule of separate audio program and professional channel generators for TV broadcast multichannel sound services. The model 8182A/SAP generator, available within 60 days starting Aug. 1, is a stand-alone unit that can be used with or without the company's Model 8182A/SG stereo generator. The suggested list price is \$4,995. The model ACC-20 pro channel accessory, available within 60 days starting Sept. 1, consists of a pair of cards that are plugged in to prewired card positions in the stereo generator, and has a suggested list price of \$995.

□

Varian Associates' Electron Device Group has introduced a series of new broadcast transmitter components for VHF TV and FM services. The products include a new VHF transmitting power triode (3CX12,000U7), two new triode cavity amplifier assemblies for VHF television services (CV-2250, CV-2252), three new VHF power tubes (4CX1500BC, 3CX2500D3, 3CW1750A7) and a medium-mu power triode (Y-842A), as well as a compact power tetrode for operation at 10 kw in FM and VHF TV broadcast services (4CX7500A).

□

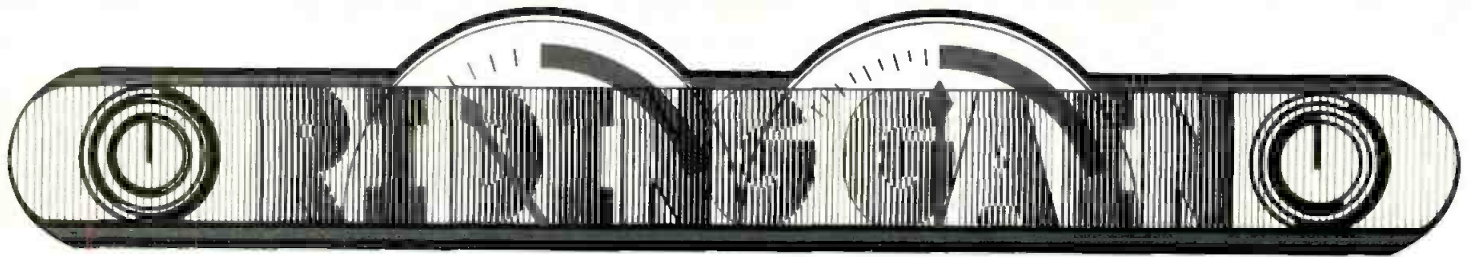
A one-inch videotape evaluator-cleaner is newly available from **Research Technology International** of Lincolnwood, Ill. The Tapechek 6120 system, priced at \$16,800, locates physical and magnetic defects in blank tapes using RTI's Micro-Pulse 20-track dropout detection system which, according to the company, tests tapes two million times a second. Defects are graphically displayed on a color CRT.

Beantown buy

Boston-based Continental Cablevision has ordered \$2.7 million in Scientific-Atlanta cable gear for its Boston area cable franchises. Included in the buy are Model 8550 addressable set-top terminals and remote controls, Model 8553 addressable transmitters, Model 8556 scrambling units and System Manager III and IV addressable control computers. The Series 8500 product line uses the dynamic switched sync suppression scrambling method, according to the Atlanta equipment manufacturer.

Wired in Windy City

Centel Videopath, a Chicago firm supplying satellite uplink and downlink services, is now offering area television broadcasters AT&T long-lines at hourly rates. The company claims stations can save up to 40% on AT&T's charges by using its service for feed purposes on an as-needed basis.

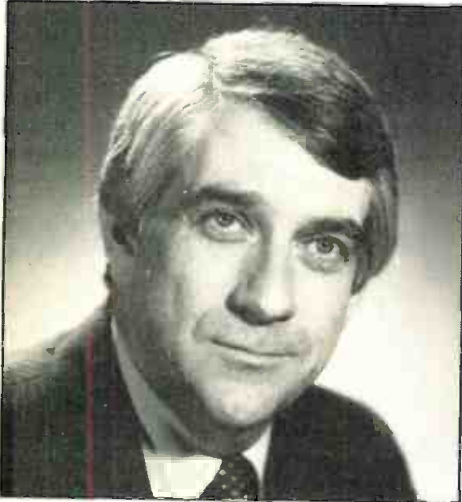


The week's worth of news and comment about radio

Penn stations

Dick Penn, senior vice president, NBC Radio Networks, resigned last week to form his own radio company called Penn Communications Corp. Penn's resignation becomes effective June 14.

Penn, who has been with NBC in several capacities since joining as general manager of its WKQX(FM) Chicago in 1979, said his new firm just acquired KOEO(AM)-KZZX(FM) Albuquerque, N.M., and KVOR(AM)-KSPZ(FM) Colorado Springs from Sunbelt Communica-



Penn

tions for \$5.4 million (see "Changing Hands," page 87). Sunbelt Chairman C.T. (Terry) Robinson told BROADCASTING that his company made a "strategic" decision about a year ago to "trade up" into the top 20 markets. (Once the sale is finalized, Sunbelt will be left with KMGH(FM) Seattle and KMGW(FM) Minneapolis-St. Paul.)

Penn said he's leaving NBC on amicable terms. "I always loved the station business and had an entrepreneurial inclination," he said. An NBC Radio spokeswoman said Penn's position will not be filled. Willard Lochridge, vice president and general manager, NBC Radio Entertainment; Steve Soule, vice president and general manager, NBC Radio Network and Talknet, and Kevin Cox, vice president, sales, NBC Radio Networks, will now report directly to Randy Bongarten, president, NBC Radio.

NAB tradition retained

The tradition of a Sunday opening for the National Association of Broadcasters annual equipment exhibit has survived at least one more year. Major exhibitors had expressed strong opposition to the proposed Saturday, April 12, opening of the 1986 Dallas exhibit hall (BROADCASTING, May 6), arguing it al-

80-90 amendments. The following are corrections, issued by the FCC, to its list of Docket 80-90 channel allotments (see "For the Record," May 20). The listings for Lajas, P.R. (channel 279B), and Elk City, Okla. (channel 253C), are deleted. The listings for Gulf Breeze, Fla. (channel 237A), and Grifton, N.C. (channel 257A), have been added. This window period also includes applications from existing stations desiring to modify their facilities. Petitions for reconsideration are pending at San Clemente, Calif. (channel 285A), Gulf Breeze, Fla. (channel 237A), and Bay Shore, N.Y. (channel 276A). These channels are available for application.

lowed too little set-up time. After a meeting with some of the exhibitors on May 7, NAB staff recommended the Sunday opening be retained, and the proposal was approved at a May 17 meeting of the NAB executive committee.

The executive committee declined, however, to decide on a second proposal made by exhibitors, to extend the exhibit closing time by several hours on April 16, the final day of the four-day convention. The proposed renewal of a seven-member exhibitors advisory committee was approved.

Also still to be determined by NAB, pending a review of the Dallas Convention Center facilities in August, is how to handle growing space demands. One option is to reduce the size of the booths to fit the entire exhibit in the roughly 265,000-square-foot Convention Center. Another option is to establish a second space for spillover. Market Hall in Dallas, a 100,000-square-foot building several miles from the main convention center, is under consideration as the secondary exhibit hall.

Left to future determination as well was the NAB's proposed lottery system for space allocation, an idea that has received mixed reviews from exhibitors, especially larger companies with well-established locations on the exhibit floor.

Less clutter

The Radio Advertising Bureau released an analysis last week claiming that radio lacks the "advertising clutter" problem of print and that, accordingly, its commercials stand out better than print ads.

Kenneth J. Costa, RAB vice president for marketing information, cited a recent survey by the National Radio Broadcasters Association showing that the average commercial radio station carries eight minutes and 54 seconds of commercials per hour, or 16.6% of total airtime (figures were weighted to take AM-FM differences and daytime-

only stations into account). With an average of 13.1 commercial messages per hour, Costa said, the average person aged 12 and over—who listens to radio just over three hours a day, according to RADAR—is exposed to 40 messages a day, and perhaps to fewer different advertisers than that, considering radio's strength as a frequency medium.

On the other hand, Costa continued, newspapers are 63%-65% advertising, according to Media Records, and carry from 50 to 500 display ads and hundreds of classified ads per issue. Obviously, Costa concluded, the radio listener is exposed to fewer ads in a larger program environment.

"This new study indicates that radio has the ability to make a commercial stand out," he continued. "Our formats and our programming sensibilities give local advertisers a potent showcase for their message in an environment that is both familiar and intrusive. These advantages impact on recall and over-all advertising effectiveness even before we factor in product exclusivity or protection from close scheduling against competitors."

Children's hour and a half

Moving toward its first major investment in radio programming for children, the Corporation for Public Broadcasting announced last week its intention to fund the production, broadcast and market testing of *Kids America* on a nationwide scale.

Kids America, formerly titled *Small Things Considered*, is a live, weekday children's program produced by WNYC(AM) New York and broadcast at 5-8 p.m. NYT. The national broadcast of *Kids America* will be a 90-minute program transmitted live by satellite weekdays at 6:30-8 p.m. NYT, beginning Oct. 1.

CPB said WNYC will produce the program and distribute it nationally for one year, with special tests to be conducted to evaluate the feasibility of producing regularly scheduled live radio programming for children under the age of 12, and to test the appeal of such programming.

WNYC is to subcontract marketing and promotion of *Kids America* to American Public Radio, St. Paul, Minn. APR and WNYC will select, in conjunction with CPB, eight test markets across the country and provide stations in those markets with special promotional support to help introduce the program locally and evaluate its success. CPB will also conduct special surveys to learn as much as possible about the radio needs, interests and habits of children.

Mary Perot Nichols, director of WNYC, expressed the hope that *Kids America* "will do for public radio what *Sesame Street* and

Sour note. Rock music lyrics and the tone of music videos have become a subject of concern for a group of prominent women including Susan Baker, wife of Treasury Secretary James A. Baker III, and Tipper Gore, wife of Senator Al Gore (D-Tenn.). The group, Parents Music Resource Center, has opened an office in Washington and sent a letter to National Association of Broadcasters President Eddie Fritts. The women said that rock music has become "pornographic and sexually explicit." The letter cited examples of lyrics and said that some rock groups advocate "satanic rituals... rebellion against parental and other authority; others sing of killing babies." Fritts, in a letter to the heads of station groups, alerted broadcasters to the issue. "The lyrics of some recent rock records and the tone of their related music videos are fast becoming a matter of public debate," Fritts wrote. He also noted it is up to each licensee to "make its own decisions as to the manner in which it carries out its programming responsibilities under the Communications Act."

Mr. Rogers' Neighborhood have done for public television."

"Indeed," she added, "radio offers an extra dimension in stimulating a child's imagination."

CPB said its support, part of which would come from a special 1984 grant to CPB from the John D. and Catherine T. MacArthur Foundation, is contingent upon selection of the eight test markets and completion of contract negotiations. The amount of money involved was not disclosed.

Winner of a Peabody and other awards, *Kids America* features computer lessons, spelling contests, improvisational songwriting, opinion polls, games, requested pop music and call-ins (which for the national edition will use an 800 telephone number). It is produced by Keith Talbot, and has Kathy O'Connell and Larry Orfaly as hosts.

Subcarrier sign-ups

The Mutual Broadcasting System has its first two customers for MultiComm, its national FM subcarrier telecommunications service. Dow Jones & Co. signed a letter of intent with Mutual earlier this month to distribute the daily Dow Jones News Service, and on May 16 a United Press International-American Sports Advisers joint venture chose MultiComm to distribute its sports information service. The Dow Jones service will be provided on a trial basis, with Mutual providing "real time" subcarrier distribution to financial institutions and other subscribers in New York City. Dow Jones has an option to expand the use to more than 2,000 points in the top 10 U.S. markets by the end of September and, according to a Mutual spokesman, in so doing will drop its reliance on telephone lines. The UPI-ASA sports service, called TeleSports Communications, will be sold on a \$299-per-month subscription basis for delivery of the UPI newspaper and broadcast sports wires and Sports-Ticker, the score-reporting service of 10 pro leagues and associations.

The data in both services is satellite-fed

to FM stations via Westar IV and then transmitted along subcarrier channels to special Mutual-designed desk-top receivers. Mutual is currently leasing or has a verbal agreement to lease subcarrier channels (SCA's) from FM radio stations in approximately 25 markets and hopes to have the top 100 markets covered by the end of summer.

Scholarship honor

The National Radio Broadcasters Association's board of directors has approved the formal establishment of the Abe Voron Communications Scholarship, described as a fund to "provide financial assistance to outstanding students enrolled in the communication schools of American colleges and universities."

The fund was established to honor NRBA Senior Vice President Abe Voron, who is one of the founding members of the organization. The vehicle for the fund, said NRBA, is the Corporation for Broadcast Research and Education (CBRE)—a new, nonprofit organization formed by NRBA board members. "We in the radio industry—peers, colleagues and friends of Abe Voron—can envision no more fitting way to honor Voron and his accomplishments than by establishing the Abe Voron Scholarship fund. For more than 25 years, Voron has tirelessly and unselfishly dedicated himself to the interests of the radio industry and its service to the American people," said NRBA board member Bob Herpe, chairman of TransCom Communications Inc., who also serves as president of the CBRE. The first grants are expected to be made in early 1986.

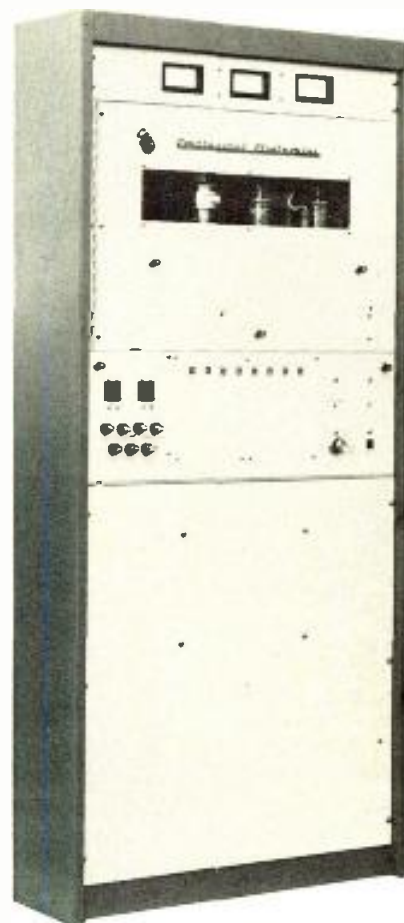
July 4 rock

NBC Radio Entertainment, the new programming unit of NBC Radio, will offer stations a 30-hour special over the July 4 weekend (July 4-7) titled *The Rock of Your Life*. The show, according to Willard Lochridge, vice president of NBC Radio Entertainment, celebrates the 30th anniversary of rock 'n' roll with music, interviews and actualities that will be targeted at both the 18-34-year-old audience and the 25-39 demographic. Current songs along with "classic" hits will be aired each hour. "This is the most ambitious project NBC Radio Entertainment has undertaken to date," said Lochridge. The program is produced by Philadelphia-based Denny Somach Productions. Source affiliates will have right of first refusal for the broadcast.

Playback

The Associated Press Radio Network has picked up *Newsweek on Air*, a weekly, 54-minute news program that is being dropped by the United Stations Radio Networks. AP will begin distributing the show on Sunday, June 2. AP New York correspondent Warren Levinson will replace United Stations (formerly RKO Radio Networks) newscaster Tom Martin as co-host of the show. Serving as the program's other host is *Newsweek* senior editor, David Alpern.

ABC Radio Networks is, for first time, airing the Jersey Derby from Garden State Park in Cherry Hill, N.J., today (May 27) at 4:30 p.m. NYT. The race will feature Kentucky Derby winner, Spend A Buck. On-air anchor is ABC Radio Sports correspondent Dan Lovett.



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Under the Golden Gate (l-r): Tony Malara, Joe Carriere and Tom Leahy

CBS affiliates exhorted to tell network's story to public

Network describes efforts of news division to insure accuracy; Rather given ovation at San Francisco meeting; affiliates assured fight against Turner is in good hands

The buttoned-down, just-business atmosphere of the annual CBS affiliates meeting last week was not, many affiliates observed, terribly different from previous CBS affiliate gatherings. Indeed, low-key meetings and presentations proceeded without hitch, infrequently interrupted by polite applause. There was one standing ovation—for Dan Rather after he delivered a tough and eloquent defense of CBS News.

Missing was the glitzy hoopla at ABC's affiliate gathering, or the crescendo of jubilation felt at NBC's. "This meeting is more like a gathering of old friends," observed one CBS official on a Tuesday night cruise on the San Francisco Bay with several hundred affiliates.

Not suprisingly, Ted Turner did not show up. More suprisingly, neither did CBS Inc. Chairman Thomas H. Wyman, who sent a telegram explaining he couldn't be there since preparation for CBS's deadline at the FCC for counterfiling against Turner's transfer application required his attention.

And as far as the "Turner issue" was concerned, it was kept strictly off the formal agenda as promised. The CBS affiliate board chairman, Joseph Carriere, briefly alluded to Turner in his opening remarks when he read a letter of unanimous support the affiliate board wrote to Wyman, and reported that some affiliate board members traveled to New York to meet with CBS officials and representatives of Morgan Stanley—CBS's investment bankers. Carriere, general man-

ager of KBIM-TV Roswell, N.M., described his feelings toward Turner in this way: "I wouldn't be admitted into the Atlanta yacht club and I don't like Cutty Sark."

About the only formal comment regarding Turner came from CBS/Broadcast Group Executive Vice President Thomas F. Leahy, who assured the affiliates that Wyman could be trusted to mount a strong defense: "Clearly the issue is in good hands and we are all confident it will be resolved."

Both the affiliates and network executives disavowed complacency about the current state of competition. "Make no mistake," warned CBS affiliate relations vice president Scott Michaels, "ABC and NBC are both very competitive, very hungry and very good." But he confidently added there was also "renewed willingness" of support for the network among affiliates in the face of stiffer competition from all sides.

At every turn, CBS affiliates were reminded of the network's grass-roots campaign to explain the "whys and wherefors" of the network television business—a business network executives contended is often misunderstood by the public. "We must be more forceful in telling our story," proclaimed Tony C. Malara, president of the CBS Television Network, "at Rotary, Kiwanis, state broadcasters' meetings, state assemblies—you know the drill. We mustn't let all the shell fire distract us." But Malara stipulated that the job of explaining the business of network television (and in particular CBS) would not be accomplished without the affiliates' help. "We are extremely anxious to get your counsel, your opinion."

Dan Rather told the affiliates that CBS News is constantly checking and rechecking its editorial processes. Then he added, "Now

let's underscore something: Our *Evening News*... your *Evening News*... is a national information service and must have a diversity and balance that speaks to all Americans. We're not going to report to suit anybody's personal political preferences. We will not play favorites nor pull punches, no matter what pressure we get. Insofar as it is humanly possible to do so, and with God's help, we're going to report it straight." He continued, "There is a lot of loose talk around these days about bias. I invite you to check it out: Dan Rather's main true bias is that he believes in honest, straight reporting, and he believes in his country." And if the American viewers honestly thought otherwise, Rather said, "they wouldn't tune in the *Evening News* night after night."

Despite the media fireworks, the presentation imparted a serious message: that CBS News to the best of its ability presents the news straight—without bias—and as accurately as possible. CBS/Broadcast Group executive vice president, Van Gordon Sauter, noted that the defense of the Westmoreland libel suit against CBS News was "successfully completed" but "not forgotten." According to Sauter, such a libel suit—and a previous one against Rather and *60 Minutes*—"underscore for us the fact our work is constantly subjected to scrutiny, sometimes hostile scrutiny."

Continued Sauter: "Some of my counterparts believe journalism is today under a state of siege. I think that is overstated. Network and local journalism enjoy a large repository of respect and good will. But that respect and good will can be transitory. It will be quickly withdrawn if we abuse the power of our medium, if we abuse those we cover, and if we abuse the intelligence of our

own audience."

CBS News President Edward M. Joyce pointed out: "There are those who accuse us of partiality. But it's curious that the direction in which we supposedly lean depends on which poll you consult. There was one fairly recent poll that concluded we were too liberal. Another labeled us too conservative." Joyce reminded the affiliates that a recent Roper Organization report "specifically pointed out how positively CBS was viewed by the general public."

After the CBS News presentation, Dan Rather and the other anchors walked to the edge of the stage as the affiliates stood up and clapped. Rather, in a gesture of appreciation, lifted his arm and pointed to the audience, first to the left side, then the middle, then the right. He leaned over the edge of the stage and—like a politician on the campaign trail—started clasping affiliate's hands.

Leahy talks of educating public on network television practices

To help CBS overcome the image of the "faceless network," Broadcast Group Executive Vice President Thomas F. Leahy asked CBS affiliates to join the network in "actively seeking more ways and more effective ways to better reveal ourselves to the public."

Leahy's remarks focused on one of the major themes of this year's CBS affiliates meeting: better communications with the network's various publics, the television audience, Washington politicians and lawmakers, the press, the financial community, or nearly anyone else that holds an opinion.

Leahy cited the beer and wine advertising controversy as one of the major events of the past year that exemplified that network television is a misperceived industry among many people—especially people who are in a position to affect the network television business.

After CBS launched its efforts to stave off a ban on beer and wine advertising, Leahy said, "we were getting back a message that commercial network broadcasting was not perceived as others knew it." Although Leahy acknowledged that is nothing new to network executives, he stressed that "for too many Americans, the medium is a mystery. We are faceless, and at times foreboding." He termed that realization a "very important insight."

Leahy admitted that until recently, it really didn't matter that the public had no understanding of network broadcasting. "Their lack of understanding did not in any way interfere with their enjoyment of our product or with [the network's/affiliate's] joint ability to continue to provide that enjoyment."

According to Leahy, today's misperceptions partly stem from major changes the broadcasting industry has undergone over the past five years: Cabled homes as well as the number of basic cable services have both doubled, pay services have increased from seven to 10, 245 LPTV stations have signed on and the number of VCR's in the U.S. has gone from zero to 18 million.

"To understand how these changes have affected the way the public perceives us as

an institution," explained Leahy, "all that we need consider is that in 1980 only 8% of U.S. households could see 10 or more channels. Today, the figure is 45%." And, he added, "with this increased competition, it is possible that some members of our audience no longer think [the network as well as affiliates] are important in their lives."

Leahy warned that as a result, viewers "may not realize" how much they still depend on networks for the "American television diet." Lest any network or affiliate think that is not a cause for worry, Leahy pointed out that it certainly is a concern "in three significant respects."

For starters, Leahy said, there is the "immediate practical" effect that loyal viewers may cease to recognize the "civic and corporate responsibility" of broadcasters if they misperceive that broadcasters are no longer working in the public interest.

Second, he continued, "viewers have a major stake in maintaining the integrity and viability of the network/affiliate relationship." If not, Leahy ventured, "where would [viewers] turn for local news? Most independent stations have neither the inclination nor the resources."

And third, Leahy emphasized, "we need a knowledgeable and respecting public because we cannot afford to have misperceptions about us carry the day in Washington."

And it is that third group, stressed Leahy—"the Washington political community"—who are "almost totally shaped by what they hear from people they meet in their district offices or at the church socials or other neighborhood events."

And if constituents are misinformed about network television, "their elected representatives will be misinformed," said Leahy.

The answer, Leahy stressed, is that CBS must step up its communications with various publics to try and "demythologize" television. This involves everything from explaining how the network gathers and presents news to "how to get a PSA on the air."

Explained Leahy: "For too long we have been self-conscious about speaking directly to these questions. Now we realize we have to address them." To communicate better, he noted, the CBS/Broadcast Group is producing a number of communication tools ranging from various publications outlining the network's decision-making process to a film being made by documentarian Tom Spain which will take the viewer into everyday life at the network.

Shephard maps out the network's strategy to stay number one in prime time programing

It was not a declaration of war, but it was a proclamation of sorts. Harvey Shephard, CBS Entertainment's senior vice president, programs, announced to the affiliates that he was willing to go "on record with anyone who cares to take notice." Despite six consecutive prime time wins, Shephard said, CBS is "not taking next season for granted: we intend to 'go for the gold.' Anyone who wants to take it away from us is in for a battle."

Shephard obviously has a lot to crow about and the affiliates joined in the cheer-



Shephard

ing. After all, he reminded them, CBS was the network last season that outperformed ABC and NBC in 21 out of 30 weeks; CBS had seven of the top 10 shows; two out of three new-to-television series that ranked in the top 10 were on CBS; and CBS's regularly scheduled series outrated those on second-place NBC by 1.7 rating points.

"What we offer our viewers, affiliates, and advertisers is consistency," stated Shephard, "consistency in performance and development." He promised that next season CBS would "continue that tradition."

Three prime time nights will return intact on the CBS schedule this fall, Shephard said: Sunday, Monday, and Thursday. Changes by the competition's Sunday line-ups notwithstanding, Shephard said, CBS expects Sunday again will be "our highest rated night in the coming season."

Although there are no program changes on the Monday schedule, Shephard told the affiliates that some Monday series will undergo slight storyline alterations. On *Cagney and Lacey*, for example, episodes are already in production to "accommodate Tyne Daly's pregnancy, which will be incorporated into the storyline of the show. Another new element will be added to the relationship of these two extraordinary women as a result of Cagney's passing the sergeant's exam at the end of this season and now outranking her partner."

Shephard also said that a new writing and producing team has been hired for *Scarecrow and Mrs. King*, and he anticipated "that this will give us the edge next season" in a time period that see-sawed between *Scarecrow* and NBC's *Bloopers*.

Shephard admitted that the Tuesday 8-9 slot was a "problem" for CBS last season and that CBS's comedy alternatives to NBC's *A Team* "were not well received." This time around, Shephard stressed, "there is a clear need for a program in this time period which will appeal to an intelligent, demanding audience since that audience is not being challenged by *A Team*."

He said CBS believes it has found "just such a program" in a new series called *Hometown*, about a group of 1960's college students living in the 1980's, similar to the theatrical "The Big Chill." *Hometown*, Shephard said, will premiere in August in a 10 p.m. time period for a six-week run be-

fore moving to 8 p.m. on Tuesday at the opening of the new season.

The *CBS Tuesday Night Movie* will again follow the 8 p.m. show, Shephard said, and "we intend to continue our strategy of scheduling pictures that appeal to women and we believe that our pictures are stronger and more relevant this season."

Wednesday's entirely new schedule, Shephard acknowledged, is a "big gamble," adding "the risks are obvious, but these shows have all tested well and offer a real alternative for the viewer." The scheduling of the one-hour comedy, *Stir Crazy*, at 8 p.m., Shephard said, "will provide young audiences with a comedy alternative" to the shows on the competition (*Highway to Heaven* on NBC and *The Insiders* on ABC).

Shephard acknowledged that the "biggest problem" for CBS on Wednesday is what to schedule opposite ABC's *Dynasty*, which was the highest rated series on all network television last season. CBS went with comedy, he noted, because "there is a sizeable audience who prefer comedy to caviar." Shephard described CBS's 8-10 p.m. strategy as moving from "physical to domestic to sophisticated comedy."

The only new series on CBS on Friday is not a new series at all, but a return of an old one. *The Twilight Zone* at 8 p.m., said Shephard, "will contain three segments of varied length which will contain a mixture of stories to provide some softer and lighter pieces to balance the often powerful experiences" that will occur in the anthology series.

And with *Falcon Crest*, which follows *Dallas* at 10 p.m., Shephard said viewers will see a "continued strengthening of the stories involving the immediate Channing and Gioberti families. This season, the importance of the younger characters' conflicts and relationships will be increased." In addition, Shephard said that Apollonia, who starred opposite Prince in the theatrical "Purple Rain," will join the *Falcon Crest* cast.

CBS is returning its Saturday night movie at 9 p.m., Shephard said, which he predicted would "be taking an aggressive step toward recapturing the Saturday night audiences who have defected from network viewing in favor of cable, VCR's and independent stations." He added that CBS plans to "concentrate on scheduling entertaining action-adventure films to take advantage of the *Airwolf* lead-in."

Jankowski extols the 'abundant intangibles' at the network

In a speech philosophical in tone, CBS/Broadcast Group President Gene F. Jankowski dwelled on the intangibles in the broadcasting industry—what he described as the "hidden assets" that are "present in abundance at CBS." Those assets, he stressed, cannot be found on a balance sheet or profit and loss statement and "are more likely to be qualities than quantities."

For Jankowski, the intangible assets "have an affinity with words like character and tradition and the conditions that flow from them" and are an "active ingredient in the inner life of an organization."

Broadcasters are in special need of such invisible qualities, said Jankowski, because they deal in creative product, not physical product. "We don't grow things," he observed, "or extract them from the ground, or manufacture them. What we make can't be worn or weighed or touched or even counted in the usual sense. Our product comes from within one set of people and depends for its success upon acceptance within other people." Such hidden assets, believes Jankowski, account for "the long record of CBS leadership" in both news and entertainment programming.

CBS News, Jankowski claimed, is the envy of the other networks and always maintains that "indefinable extra dimension that fascinates audiences."

The same is true of CBS's entertainment programming, which—despite the public's changing tastes and technological evolu-



Jankowski

tion—continues to "find where the laughs are and what stories to tell." Jankowski said that "only one regular entertainment series from the 1977-78 schedule is still with us today. That's change. And yet, the 1984-85 schedule reached more homes than the 1977-78 schedule. That's consistency. Programs fail: That is the unchangeable rule of all creative endeavors. But with the right care and the right resources, schedules do not."

Which also brought Jankowski to note that "broadcast properties are being traded like commodities." He traced the current record station trading phenomenon to several changes, including the passing of the founding generation, deregulation, creative financing, as well as the "unexpected resiliency of that part of the industry that the new technologies were supposed to bury."

But Jankowski also warned about a "fondness for raising the multiples of earnings to calculate" a station's selling price. "It would be well to remember that it is much easier to raise multiples than it is to multiply the audience from which the values come," reminded Jankowski.

Jankowski pointed out that the open question at this time is what effect the billion-dollar station sales will have on the transfer of broadcasting's intangible assets.

"The assets I'm talking about are always rooted in a strong concept of public service. If the industry's collective contribution to public service is weakened, then the industry itself is endangered," he warned.

Poltrack offers revised viewing estimates for networks, independents and basic and pay cable services

For the third time since 1979, CBS research vice president David Poltrack told affiliates, CBS has revised its projections of network viewing levels in 1990, as well as viewing levels for other over-the-air television stations, pay and basic cable networks.

Poltrack told the affiliates that a number of factors contributed to the revisions, which include lower estimates for combined network viewing levels on top of lower estimates for other over-the-air stations and pay cable, but higher viewing levels for basic (advertiser-supported) cable networks.

But broadcasters should not be overly alarmed, Poltrack stressed. First, "the picture is getting brighter" for network viewing as the growth rate of pay cable networks and the ratings of syndicated programs and independent stations begins to slow. And despite a downward revision in the percentage of households the combined networks are expected to deliver in 1990, it will still be "larger in number than they do today."

But since CBS made those revisions in 1982, a number of unexpected developments have occurred in the growth of cable, Poltrack said. Especially hard hit has been the growth of pay cable penetration in all-cable homes, Poltrack reported, which between 1982 and 1984 rose only from 56% to 59%, and the "current rate is felt to be almost flat as dropouts offset new subscribers." This compares to the period between 1980 and 1982, when the rate of all-cable homes that signed up for pay cable increased from 50% to 56% and, based on that rate of growth, caused CBS to estimate that pay cable penetration in cable homes would reach 75% by 1990.

But with the growth of pay cable slowing, Poltrack said, CBS has revised its 1990 projection of pay cable's penetration in cable households downward from 75% to 67%.

And while this may come as welcome news to competing broadcasters, Poltrack said there was a "negative side" as well: CBS is lowering its 1990 HUT level estimate to 60%—just a hair above the 1984 HUT average of 59.6%, and is also reducing the total number of U.S. television households to 94 million (it is presently 84.9 million).

So in "keeping with current trends," said Poltrack, CBS is also reducing pay cable viewing in pay cable homes but increasing the share of advertiser-supported cable in the same homes.

The new 1990 projections now look like this:

- Combined network viewing will still account for a 70% share of all television households, but because of the lower estimate for U.S. TV homes will drop 4.4% to 39.4 million.

- Other over-the-air viewing will have the same 20% share, but account for 11.3 million households, down 1%.

- Pay cable will drop from a 10% share to 8%, accounting for 6 million.

- Basic cable will rise from 4% (2.3 million) to a 9% share, or 5.1 million, of all TV households.

Radio summit in St. Louis

NRBA meeting called 'first of its kind'; executives compare notes on management, budget; attendees hope for other meetings

"It was the most significant event that the National Radio Broadcasters Association ever staged," said Gary Edens, president of Edens Broadcasting, Phoenix, referring to last Monday's (May 20) meeting of the heads of radio groups. The gathering has been called "the first of its kind."

The NRBA-sponsored meeting attracted some 30 radio group operators from markets of varying size to the Stouffer Breckenridge Concourse hotel in St. Louis to discuss "common problems and opportunities." NRBA officials said the executives represented 259 stations in 39 states.

"What impressed me the most about this meeting was the genuine desire of each person to share information on an open and honest basis," said NRBA President Bernie Mann, noting that many of the operators are competitors within the same markets.

The attendees agreed they would like the meeting to become an "ongoing" event, said NRBA Director-At-Large and Gannett Radio President Joe Dorton, who spearheaded the association's efforts in organizing the affair. Mann told BROADCASTING the association is planning other radio group "fly-in" meetings, but when and how frequently they will occur is yet to be determined.

Key topics addressed at the one-day gathering included central management and financial controls, budgeting, compensation and incentives for managerial staff, and the current role of radio representation firms.

As for central management control, Dorton said Gannett takes a "lean approach." For example, said Dorton, rather than having one central program director, the company utilizes two executives at different stations who are specialists in certain formats—Jay Cook, president and general manager WDAE(AM)-WIFI(FM) Tampa, Fla., for adult

contemporary, and Jerry DeFrancesco, operations manager, KIIS-AM-FM Los Angeles, for contemporary hit—for working with other outlets in the group.

Carl Hirsch, president and chief operating officer, Malrite Communications Group, Cleveland, added that his company has a similar structure and functions without a national program director.

"The programming at each of the group's stations is in the hands of the individual program directors," said Norm Knight, chairman, Knight Quality Stations, Boston. "But financial controls are centralized."

"Our attitude is to have total and complete control of programming. All decisions come out of our home office," said Art Kellar, president, EZ Communications, Inc., Fairfax, Va.

"Some of our stations have autonomy in areas where they are strong, such as sales," said Gerald Hroblak, president, United Broadcasting Co., Bethesda, Md. "And in areas where they are lacking, the home office will get involved," he said.

"We employ 'responsible autonomy' with our station managers," said Edens, who describes the term as midway between total autonomy and puppet autonomy. He agreed with Hroblak that stations receive more autonomy if they exercise responsibility.

Dick Ferguson, president, Katz Broadcasting Corp., Bridgeport, Conn., said his company is very decentralized. "Each manager is accountable and responsible for their area. But we try to build a sense of company that goes beyond one station," he said. "Our managers are constantly talking to each other."

Ferguson added that he "strongly believes" in budgets for each Katz station. "They serve as a function for measuring a manager's performance," he said.

"We establish budgets for the year, but don't necessarily hold our managers to them," said Mel Karmazin, president, Infinity Broadcasting Corp., New York. "We al-

low for some variance," he said. Using a different approach is Gannett Radio, whose budget, said Dorton, is part of the parent company and is set for the year.

Edens said his company each fall prepares a comprehensive budget which is only revised at midyear "if there is substantial deviation from the plan."

Hirsch added that Malrite doesn't change its budget. But he aroused the interest of other group heads in attendance when he discussed the creation of a corporate "war fund" as part of the budget planning process, which, he said, receives contributions from all company-owned radio stations. The money, for example, could be used by a Malrite station for bigger promotions to fend off a new competitor in a given market. However, Hirsch said all station managers in the group would participate in a decision on the use of the war fund.

Ferguson added that Katz Broadcasting also has optional funds. "As part of the budget, we put money in a 'war chest' on an individual station and market basis."

Knight noted he doesn't have a "strict budget" for the entire group. "We want to move quickly if there is a change in the marketplace," he said. "If an able competitor comes into the market, a station's budget doesn't mean very much when you want to hold onto a large share of the audience."

Very few group heads, however, acknowledged that they have training programs for writing budgets. Donald Platt, executive vice president and CEO, Regional Broadcasters Group, Grand Rapids, Mich., was one operator who said his company has an in-house, management training program which "focuses heavily" on budgeting.

On the issue of compensation and incentives for station managers, the executives employ a variety of methods. Some group operators said they offer their managers a percentage of the station's revenue or operating profit as a bonus. "We give managers a base salary plus bonus, which is not neces-



Meeting in St. Louis. Radio group executives who attended the NRBA's meeting last week included (front row, l-r): Norm Knight, Knight Quality Stations; Matt Mills, Adams Communications; McHenry Tichenor, Tichenor Media System; Gerald Hroblak, United Broadcasting; Bernard Mann, Mann Media; Joseph Dorton, Gannett Radio Division; Carl Hirsch, Malrite Communications Group; Ralph Carlson, Carlson Communications International; Bill Clark, Shamrock Broadcasting/Radio Division; Jerrell Shepherd, Shepherd Enterprises Inc.; Clifford Hunter, SRO Broadcasting.

Back row, l-r: Richard Johnson, Bloomington Broadcasting Corp.; Peter Ferrara, NRBA; Arthur Kellar, EZ Communications; James Hilliard, John

Blair & Co.; Bob Kelly, Kelly Communications Inc.; Craig McKee, Lin Broadcasting; Eric Hauenstein, TransCOM Communications Inc.; Steve Hicks, Hicks Communications Inc.; Donald Platt, Regional Broadcasters Group; Alan Brill, Brill Media Co.; Leslie Small, Mid America Media; Roger A. Neuhoof, Eastern Broadcasting Corp.; Gary Edens, Edens Broadcasting; Mel Karmazin, Infinity Broadcasting Corp.; Herbert W. McCord, Greater Media Inc.; William Rollins, Suburban Radio Group; John Hough, Mesa Broadcasting Group; Richard Ferguson, Katz Broadcasting Co.; Marty Greenberg, Duffy Broadcasting; Howard Warshaw, Universal Broadcasting Corp., and Jeff Warshaw.

BottomLine

Pool for 'mezzanine.' In what may be first blind investment pool for broadcasting properties, newly formed Sillerman-Magee Corp., New York, hopes to raise between \$25 million and \$40 million from limited partnerships being placed by Prudential Bache. Company was formed by Robert F.X. Sillerman, chairman and chief executive officer of Sillerman-Morrow Broadcasting Group; William J. Magee Jr., formerly corporate vice president of Barclay's American Business Credit, and Howard J. Tytel, part owner of Sillerman-Morrow and partner in law firm of Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey. Plans are to invest proceeds from offering, which is being sold in units of \$250,000, in radio and television station acquisitions selected by company. Sillerman-Magee would act as source of "mezzanine" financing (in this case debt convertible to nonvoting stock) for operator of station (owning 100% of voting stock) and would also arrange rest of financing including bank and seller's notes. Sillerman told BROADCASTING that company has already invested in 16 radio stations and made additional commitments to four radio and two television acquisitions using funds derived from Sillerman-Morrow's previous \$28-million sale of WTAL-TV Atlanta and recent \$10-million sale of four radio stations. "There are a lot of operators out there," he said, and mentioned that company's funding recently helped establish new station group, Resort Broadcasters, that will soon have 14 radio stations.

Public Citizens? Citizens Cable has hired Daniels & Associates to evaluate bid for publicly owned cable operator of systems serving 46,000 subscribers in Fort Wayne and Allen county, both Indiana. Citizens went public in 1980 at 5¼, according to Craig McCrystal, president. Stock was trading at \$8 late last year when \$9.10 offer was made by Beta Communications, group including former Citizens' treasurer, Jim Simon. Beta has since upped offer twice with latest offer for 2.9 million shares outstanding at \$12.50. McCrystal said Beta appeared to be "nonoperating company, originally created for the sole purpose of buying Citizens."

Technically speaking. Smith Barney's technical research department has had broadcasting stocks in its sell column and is keeping them there. "We had recommended the stocks as a sell prior to the upsurge in takeovers," said Alan Shaw, senior vice president, and "although we were completely blindsided by the takeover wave, we certainly aren't going to put them on the buy side now that they are 20 points or 30 points higher." Among the reasons cited by Shaw were the stocks' "1,000-odd-percent rise in 10 years and our inclination that they had already been well exploited." The stocks covered by the recommendation are those in the Standard & Poor's broadcasting industry group.

Magazine issue. CBS filed suit in New York State Supreme Court alleging it was defrauded in \$362.5-million purchase of Ziff-Davis consumer magazines (BROADCASTING, Nov. 26, 1984). Named as defendants are Ziff-Davis Publishing Co. and accounting firm, Touche Ross & Co. Suit centers on accounting questions and alleges that not all costs incurred by 12 consumer publications CBS bought were allocated to those operations, thereby leading to overstatement of operating income on which CBS based bid. Suit also said Ziff-Davis did not adequately discount subscription fees and other money that it was owed but was unlikely to receive, and said that company also reported Canadian newsstand sales "as if they had been received in U.S. dollars." Furthermore, suit alleged that when CBS initially discovered errors, its request for access to company records was denied, in violation of purchase agreement. Touche Ross is named in suit because it allegedly discovered some of inaccuracies but did not disclose them in its auditing opinion of Ziff-Davis books. In statement, William Ziff Jr., chairman of company's executive committee, said: "I am angry. I am outraged by this irresponsible abuse of the judicial process."

Disney up. Walt Disney Productions has reported second-quarter net income of \$35 million, or \$1.04 per share, on revenue of \$451.5 million, compared to net income of \$31.3 million, or 82 cents per share, on revenue of \$407.3 million for same period in 1984. Worldwide television revenue increased from \$10.7 million to \$39.7 million during period, while filmed entertainment segment, including theatrical films, pay cable, television and home video, grew from \$73.6 million to \$89.5 million. Management attributed improvements to "dramatic turnaround in filmed entertainment segment," notably first-time profitability of Disney Channel, pay cable service.

Theater buy. Hollywood entertainment executive Jerry Perenchio is negotiating to purchase major theater chain from Loews Corp., New York-based conglomerate operating 266 screens in six states. Perenchio, co-owner of Los Angeles-based Embassy Communications (with producer Norman Lear), is in group of unidentified investors that does not include Lear. Perenchio, former talent agent and subscription television entrepreneur, has declined comment on proposed acquisition. Loews theaters earned profit of \$20.3 million in 1984 on revenue of \$76.9 million.

sarily a percentage of the profits," said Dorton. One function on which the bonus would be based, he said, is the station's role in serving the community. He noted that the maximum amount attainable is always 50% of the base salary.

"We cut individual deals with different managers," said Ferguson, who is NRBA chairman. Bill Clark, president of Shamrock Broadcasting's radio division, said bonuses are based on meeting predetermined, mutually acceptable goals and management skills. "We ask individuals to rate themselves," he said.

Nearly half of the 30 executives in the room acknowledged they have an incentive program for station program directors based on rating points. Karmazin said bonuses tied to ratings rather than revenue lead to hostility between program directors and sales managers because the programmers want to air fewer commercials.

Dominating the conversation during the afternoon portion of the meeting was today's national radio representation arena. "With groups buying more stations, it will become increasingly harder to find reps. So, it's important to have a degree of clout with a rep," advised Karmazin. This, he said, may one day lead to two or three major groups starting their own rep company.

The marketplace may act in a different way, said Clark. If a station becomes a "hot" property, it would find a rep firm because the rep/station relationship is changing. "Loyalties are beginning to erode," he said.

Many group operators in attendance preferred having multiple reps servicing the different stations. Marty Greenberg, president of Dallas-based Duffy Broadcasting, said it's "healthier" to have at least two national radio rep companies representing a group's stations to observe how the firms would handle certain sales situations. Duffy Broadcasting, he said, uses Major Market Radio and Christal Radio.

PBS may take up where CPB left off on Soviet trip

Board votes to consider sending trade delegation to Moscow, in wake of CPB decision to withdraw; Alfred Stern elected chairman

The Public Broadcasting Service is seriously considering the possibility of coordinating a visit of public television executives to the Soviet Union later this year, filling a void left by the Corporation for Public Broadcasting's decision to withdraw as coordinator of the Moscow trip. On May 15, the CPB board of directors voted 6-4 to pull out of the Sept. 26-Oct. 6 visit, which was being coordinated by its Office of International Activities.

The PBS board voted to consider the option during a regularly scheduled meeting held May 18 at San Francisco's St. Francis hotel.

"PBS staff will begin immediately to investigate whether a trade delegation would be able to proceed under PBS auspices," ac-

Stock Index

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
May 22 May 15 (000,000)

BROADCASTING

N ABC	110	3/4	110		3/4	0.68	17	3,202
N Capital Cities	214	1/2	218	3/4	- 4	1/4	- 1.94	21
N CBS	109	7/8	111	1/4	- 1	3/8	- 1.24	13
O Clear Channel	17	7/8	17	3/4		1/8	0.70	21
N Cox	75	3/8	75	1/4		1/8	0.17	25
A Gross Telecast	17		29	3/4	- 12	3/4	- 42.86	4
O Gulf Broadcasting	14	7/8	14	7/8				62
O Jacor Commun.	4	3/8	4	1/4		1/8	2.94	25
O LIN	30	3/8	29		1	3/8	4.74	26
O Mairite Commun.	17		14	7/8	2	1/8	14.29	21
O Orion Broadcast		1/32		1/32				2
O Price Commun.	10	1/4	10	1/8		1/8	1.23	51
O Scripps-Howard	39		39					23
N Storer	74	1/2	74	5/8	-	1/8	- 0.17	44
O SunGroup Inc.	3	1/2	3	1/2				2
N Taft	74	3/4	72	1/2	2	1/4	3.10	16
O United Television	23	3/4	23		3/4	3.26	39	261

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	28	7/8	28	7/8				23
A Affiliated Pubs	47		46		1		2.17	15
N American Family	31	1/8	30	1/2		5/8	2.05	15
O Assoc. Commun.	27		26	3/4		1/4	0.93	129
N A.H. Belo	56	1/2	54	5/8	1	7/8	3.43	21
N John Blair	20	3/4	21		-	1/4	- 1.19	12
N Chris-Craft	49	1/2	48	1/2	1		2.06	317
N Gannett Co.	57	7/8	57	7/8				23
N GenCorp	45	1/8	46	3/4	- 1	5/8	- 3.48	12
O General Commun.	85		85					19
N Jefferson-Pilot	44	3/4	43	5/8	1	1/8	2.58	13
O Josephson Intl.	9	3/8	9			3/8	4.17	72
N Knight-Ridder	36	1/8	34	1/8	2		5.86	18
N Lee Enterprises	40	7/8	40			7/8	2.19	23
N Liberty	31	1/8	30	3/8		3/4	2.47	15
N McGraw-Hill	50	1/8	49	1/4		7/8	1.78	19
A Media General	85		80	3/8	4	5/8	5.75	16
N Meredith	71	3/4	68	1/2	3	1/4	4.74	18
O Multimedia	56	5/8	56	1/2		1/8	0.22	25
A New York Times	47	3/4	46	5/8	1	1/8	2.41	21
O Park Commun.	35	1/4	35	1/2	-	1/4	- 0.70	25
N Rollins	24	3/8	25		-	5/8	- 2.50	36
T Selkirk	24	1/2	24	1/2				53
O Stauffer Commun.	64		64					11
A Tech Operations	55		56	7/8	- 1	7/8	- 3.30	18
N Times Mirror	52	1/8	49	3/4	2	3/8	4.77	16
N Tribune	45	7/8	48		- 2	1/8	- 4.43	21
O Turner Bcstg.	22	1/2	19	3/4	2	3/4	13.92	450
A Washington Post	118		116	1/2	1	1/2	1.29	22

PROGRAMING

O American Nat. Ent	1	9/16	1	5/8	-	1/16	- 3.82	8
O Barris Indus	17	1/4	18	5/8	- 1	3/8	- 7.38	287
N Coca-Cola	67	7/8	68	1/8	-	1/4	- 0.37	15
N Disney	83	1/2	79	3/8	4	1/8	5.20	137
N Dow Jones & Co.	46	1/2	42	1/8	4	3/8	10.39	23
O Four Star	5	1/2	4	3/4		3/4	15.79	6
A Fries Entertain.	8	7/8	9	1/4	-	3/8	- 4.05	16
N Gulf + Western	37	1/4	37	1/2	-	1/4	- 0.67	11
O King World	26	1/4	26	3/4	-	1/2	- 1.87	36
O Robert Halmi	2	1/4	2	7/16	-	3/16	- 7.71	45
A Lorimar	36		35	3/8		5/8	1.77	18
N MCA	53	1/8	54	1/2	- 1	3/8	- 2.52	23
N MGM/UA	14	1/8	13	7/8		1/4	1.80	17
N Orion	11	5/8	11	3/4	-	1/8	- 1.06	26
O Reeves Commun.	10		10	1/2	-	1/2	- 4.76	37
O Sat. Music Net.	9	3/4	8	1/2	1	1/4	14.71	66
O Telepictures	23	3/4	23	1/8		5/8	2.70	21
N Warner	27	5/8	28	1/4	-	5/8	- 2.21	1,675
A Wrather	20	1/2	19	3/4		3/4	3.80	140

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio Capitali-
May 22 May 15 (000,000)

SERVICE

O BBDO Inc.	51		50	1/2		1/2	0.99	14
O Compact Video	4	1/4	4	1/4				18
N Comsat	32		31	3/4		1/4	0.79	13
O Doyle Dane B.	24		23	3/4		1/4	1.05	20
N Foote Cone & B.	57		57	1/4	-	1/4	- 0.44	11
O Grey Advertising	190		182		8		4.40	13
N Interpublic Group	42	1/2	40	3/4	1	3/4	4.29	14
N JWT Group	30	1/8	30	3/8	-	1/4	- 0.82	9
A MovieLab	8	1/4	9	1/8	-	7/8	- 9.59	13
O Ogilvy & Mather	43	1/4	41		2	1/4	5.49	18
O Sat. Syn. Syst.	7		7	1/4	-	1/4	- 3.45	10
O Telemation	5	1/2	5	1/2				5
O TPC Commun.		1/4		3/16		1/16	32.98	1
A Unitel Video	5	7/8	5	3/8		1/2	9.30	11
N Western Union	10	3/4	11		-	1/4	- 2.27	259

CABLE

A Acton Corp.	3	7/8	3	1/2		3/8	10.71	23
O AM Cable TV	2		2					7
N American Express	45	1/2	45	1/4		1/4	0.55	24
N Anixter Brothers	15	1/2	15			1/2	3.33	19
O Burnup & Sims	8	3/4	8	7/8	-	1/8	- 1.41	125
O Cardiff Commun.		7/8	1		-	1/8	- 12.50	88
O Comcast	28	5/8	27	1/4	1	3/8	5.05	33
N Gen. Instrument	17	1/8	17			1/8	0.74	18
N Heritage Commun.	16	7/8	17	1/4	-	3/8	- 2.17	32
O Jones Intercable	6	1/2	6	1/4		1/4	4.00	20
T Maclean Hunter X	13	1/4	12	1/2		3/4	6.00	18
A Pico Products	4	3/8	4	3/4	-	3/8	- 7.89	20
O Rogers Cable	8	1/4	8			1/4	3.13	185
O TCA Cable TV	22	5/8	21	3/4		7/8	4.02	44
O Tele-Commun.	30	1/4	31	1/8	-	7/8	- 2.81	98
N Time Inc.	54	3/4	55	1/4	-	1/2	- 0.90	19
N United Cable TV	39	1/2	39	3/4	-	1/4	- 0.63	66
N Viacom	44	1/4	44	7/8	-	5/8	- 1.39	18

ELECTRONICS/MANUFACTURING

N Arvin Industries	21	1/8	20	3/4		3/8	1.81	6
O C-Cor Electronics	7	1/2	7			1/2	7.14	107
O Cable TV Indus.	4	3/8	3	7/8		1/2	12.90	26
A Cetec	6	1/2	6	7/8	-	3/8	- 5.45	8
O Chyron	7	1/8	6	3/8		3/4	11.76	13
A Cohu	9	1/4	9	3/8	-	1/8	- 1.33	10
N Conrac	13	5/8	13	3/8		1/4	1.87	13
N Eastman Kodak	43	3/4	63	1/2	- 19	3/4	- 31.10	9
O Elec. Mfg. & Comm.	11		10	1/4		3/4	7.32	32
N General Electric	61	3/8	59	3/8	2		3.37	13
O Geotek-Telemet	1	7/8	1	7/8				21
N Harris Corp.	27	3/8	27			3/8	1.39	14
N M/A Com. Inc.	20	3/4	19	3/4	1		5.06	26
O Microdyne	6	7/8	6	7/8				20
N 3M	77	3/4	77	3/4				13
N Motorola	33	1/2	32	3/8	1	1/8	3.47	12
N N.A. Philips	41	1/2	40		1	1/2	3.75	10
N Oak Industries	1	3/8	1	3/8				22
A CMX Corp.	2	1/4	2	1/8		1/8	5.88	5
N RCA	42	7/8	41	3/8	1	1/2	3.63	14
N Rockwell Intl.	35	7/8	34	7/8	1		2.87	12
N Sci-Atlanta	11	3/8	11	1/8		1/4	2.25	23
N Signal Cos.	40	1/2	38	7/8	1	5/8	4.18	17
N Sony Corp.	16	3/8	15	5/8		3/4	4.80	16
N Tektronix	58	1/4	57		1	1/4	2.19	9
A Texscan	2	5/8	2	7/8	-	1/4	- 8.70	4
N Varian Assoc.	31		30	1/4		3/4	2.48	12
N Westinghouse	35	1/8	32	1/8	3		9.34	13
N Zenith	22	7/8	20	7/8	2		9.58	9
Standard & Poor's 400	208.97		204.20			4.77		2.34

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. Notes: * liquidating dividend. ** 3-2 split, May 20.

ording to a statement released after the board meeting. "Factors to be considered are whether the necessary financial support can be found and whether Soviet authorities would provide the necessary clearances and other arrangements."

PBS President Bruce Christensen said he was "very disappointed" by the CPB board's vote. "In fact, I think it is precisely this kind of exchange that public television ought to be doing. I think it is unfortunate whenever public television is put in the position where we cannot continue the dialogue for which we were originally created. This exchange program would allow the Russians to see what we are doing and give us a chance to look at what they are doing."

CPB President Edward Pfister resigned May 16 as a result of the board's decision, terming it "unacceptable" (BROADCASTING, May 20).

During the PBS meeting, Christensen praised Pfister as "a professional broadcaster committed to the highest use of our media to enlighten and enrich the lives of all Americans."

Christensen said the Soviet trip is intended to provide opportunities for screenings, discussion of reciprocal program sales and co-financing of new productions—meetings with the Intervention Program Market, attended by Eastern European and Asian broadcasters, and with Gosteleradio, the state-run Soviet broadcasting authority.

Soon after the PBS board session began, members unanimously elected Alfred R. Stern as board chairman and R. Bruce Mac-

Takeover hearings. The House Telecommunications Subcommittee, which also has jurisdiction over finance, last week held another round of hearings on hostile takeovers. A principal issue this time around was a proposal pending before the New York Stock Exchange to relax its requirements to permit corporations it lists to have more than one class of common stock. The NYSE's current rules say that no listed company can have more than one class of common stock, a listing requirement the American Stock Exchange and the National Association of Securities Dealers don't share. The problem for NYSE: in hopes of being better able to ward off unfriendly suitors, some company managements would like to be able to create second classes of voting stock—classes with more voting power than the original—and concentrate that into the hands of management and other interests friendly to them. But, without a relaxation of the listing rules, those companies might end up in the arms of AMEX or NASD. At the hearing, John Phelan Jr., NYSE chairman and chief executive officer, said that the exchange still believed in the "one-share, one-vote" philosophy, but the "competitive environment" might make it "impossible for us, standing alone, to retain the one share, one vote rule." Arthur Levitt Jr., AMEX chairman, said he didn't think NYSE should lower its standards. "The NASD and the American Stock Exchange should together raise theirs," Levitt said. Gordon Macklin, NASD president, didn't commit NASD to Levitt's proposal. None of the three seemed to think legislation was the answer.

Gregor and N. Joseph Welling as vice chairmen. Stern is executive vice president of Jakobson, Kass Partners, a New York-based investment management firm, and succeeded Dallin Oaks of Salt Lake City. MacGregor is a principal in Ernst and Whinney and a trustee of WETA-TV Washington.

Welling is director of the Ohio Telecommunications Center and general manager of noncommercial WOUC-TV and WOUB-AM-FM in Athens, Ohio. The board also unanimously re-elected Christensen and other PBS management officers.

Stern said he had contacted CPB Chairman Sonia Landau prior to the vote and that she had expressed no objection to PBS coordinating the trip, which Stern labeled "an

important exchange."

Christensen told BROADCASTING he and Stern will make the final decision on whether to go ahead with the trip within the next several weeks. If the PBS delegation is approved by the Soviets, Christensen said he and Suzanne Weil, CPB's vice president for programing, will likely go to Moscow, and possibly Stern, who has expressed interest in going. About 10 station managers had originally planned to accompany the CPB delegation and Christensen said most or all of them would probably be willing to proceed under PBS sponsorship. In other action, the board unanimously approved a 1986 budget containing a 12.6% increase in member station dues, boosting the annual total from \$17.4 million to \$19.6 million, including an additional \$250,000 for the PBS-administered Program Development Fund, which previously had a budget of \$2 million. The total 1986 PBS budget is expected to be about \$64.8 million, which includes funding from program acquisition and self-supporting services, as well as member dues.

On May 17, consensus reports from several small group discussions held during the PBS annual conference were forwarded to PBS management. According to a PBS summary, participating station executives recommended the following:

- "Creation of a substantial funding mechanism, such as an endowment or station investment fund, specifically designed to insure that major new series and programs are always in development." The existing Program Development Fund, supported by annual station assessments, was identified as "one possible home" for administration of such a mechanism.

- "Quantitative measures of success—particularly audience ratings—are by themselves insufficient as measures of public television's success." Development of qualitative measures "to assess such factors as customer satisfaction and impact in the local community" should be encouraged.

In a Friday afternoon (May 17) address as nominee to become PBS chairman, Alfred Stern told a luncheon audience that care must be taken in approaching such questions as on-air advertising and UHF-VHF swaps. "Let's decide these issues as a system," he advised. "Let's take into consideration our disparate needs. And let's each be willing to make some compromises for the good of the

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5/27/85

whole. We simply must develop a unified plan to pool our combined resources."

During a separate presentation, PBS Vice President for Advertising and Promotion Dan Agan described a proposed advertising plan in which \$10 million would be spent for development and placement of advertising on commercial television networks and in

national magazines, keyed to specific types of programs available on PBS. It would also try to combat public television's image as dull and boring. A market test will be held during the coming year, leading up to a final proposal to be considered at next year's annual PBS meeting. If approved, the campaign would be launched in January 1987. □

Changing Hands

PROPOSED

WREX-TV Rockford, Ill. □ Sold by Gilmore Broadcasting Corp. to Heritage Broadcasting Co. for \$21 million cash. **Seller** is Kalamazoo, Mich.-based station group of one AM, three FM's and three TV's. It is owned by James S. Gilmore. **Buyer** is principally owned by Mario Iacobelli, who also owns WCTI(TV) New Bern, N.C. WREX-TV is ABC affiliate on channel 13 with 316 kw visual, 39.8 kw aural and antenna 710 feet above average terrain. **Broker:** Blackburn & Co.

KQEO(AM)-KZZX(FM) Albuquerque, N.M., and KVOR(AM)-KSPZ(FM) Colorado Springs □ Sold by Sunbelt Communications to Penn Communications Corp. for \$5.4 million. **Seller** is Colorado Springs-based station group of four FM's and two TV's principally owned by C.T. (Terry) Robinson, William B. Moyes and Michael B. Hesser. **Buyer** is owned by Dick Penn, former senior vice-president, NBC Radio (see "Riding Gain," page 78). It has no other broadcast interests. KQEO is on 920 khz with 1 kw day and 500 w night. KZZX is on 99.5 mhz with 19.5 kw and antenna 4,134 feet above average terrain. KVOR is on 1300 khz with 5 kw day and 1 kw night. KSPZ is on 92.9 mhz with 25 kw and antenna 2,130 feet above average terrain.

WJAX-AM-FM Jacksonville, Fla. □ Sold by Silver Star Communications Inc. to Statewide Broadcasting Co. for \$5.2 million. **Seller** is principally owned by Dr. John R.E. Lee, who also owns WJIZ(FM) Albany, WOKS(AM)-WFXE(FM) Columbus, WMJM(AM)-WFAV(FM) Cordele and WTJH(FM) East Point, all Georgia. **Buyer** is Pompano Beach, Fla.-based station group of four AM's and three FM's principally owned by Scott Ginsburg, president. Statewide will spin off WJAX(AM) to comply with FCC duopoly rules, since it owns WAPE(AM) Jacksonville. WJAX(AM) is on 930 khz full time with 5 kw. WJAX-FM is on 95.1 mhz with 100 kw and antenna 460 feet above average terrain. **Broker:** Blackburn & Co.

KLUB(AM)-KISN(FM) Salt Lake City □ Sold by The Carmen Corp. to Sun Mountain Broadcasting Inc. for price said to be between \$4.5 and \$5 million. **Seller** is owned by Frank Carmen, who has no other broadcast interests. **Buyer** is owned by Ballard Smith, president of San Diego Padres professional baseball team, and his wife, Linda, daughter of late Ray Kroc, owner of McDonald's restaurant chain and Padres. KLUB is on 570 khz full time with 5 kw. KISN is on 97.1 mhz with 26 kw and antenna 3,650 feet above average terrain. **Broker:** The Mahlman Co.

KAMI(AM)-KOOC(FM) Cozad, Neb. □ Sold by Tri-City Broadcasters Inc. to Charles Larsen and his wife, Ann, for \$560,000. **Seller** is owned by Dean Dorsey, who also owns *Tri City Tribune*, Cozad. **Buyer** is owned by Charles Larsen, president and general manager of KQWB(AM) Moorhead, Minn. KAMI is daytime on 1580 khz with 1 kw. KOOC is on 104.5 mhz with 100 kw and antenna 360 feet above average terrain. **Broker:** Chapman Associates.

For other proposed and approved station sales see "For the Record," page 98.

CABLE

System serving Putnam county, Ohio □ Sold by Putnam Cable T.V. Inc. to Centel Cable Co. for approximately \$3 million. **Seller** has no other cable interests. **Buyer** is Oak Brook, Ill.-based cable MSO with 96 systems, headed by A. Allen Kurtze. System passes 2,600 homes with 2,500 subscribers. **Broker:** Waller Capital Corp.

Gannett votes to fight hostile takeovers

At the Gannett Co. annual meeting at the company's headquarters in Rochester, N.Y., last week, shareholders approved by strong margins two antitakeover amendments, including a so-called "fair price" amendment that requires that all shareholders be paid equally in the event of a tender offer and that any sale or merger proposal not offering equal compensation to all shareholders be approved by a majority vote representing no less than 80% of the outstanding shares. The 80% clause would also be triggered if the entity proposing a takeover does not offer shareholders the same form of consideration used by it to acquire the largest portion of voting stock in Gannett prior to the first public announcement of a takeover bid.

A second amendment approved staggered terms for directors to bar any "abrupt changes in successful policies that could occur in a hostile takeover attempt." The company's second largest shareholder, Carl Lindner, publicly opposed the amendments as detrimental to the company's future stock value.

After the amendments were passed, Gannett Co. Chairman Allen Neuharth told shareholders, "You have sent a signal that you are fed up with the rampages of corpo-

December 31, 1984

Mountain States Broadcasting

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

has completed the acquisition of the assets of

KZAZ-TV

Nogales-Tucson, AZ.

from

Roadrunner TV Ltd. Partnership

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

THE
TED HEPBURN
COMPANY Cincinnati

rate raiders. You have conveyed your concern over the media merger mania that is being fanned by a few financiers and their philosophizing friends."

Neuharth was also critical of junk-bond deals crafted to take control of companies, such as Turner Broadcasting's proposal to acquire CBS. (He did not mention Turner or CBS by name.) "The junk-bond boys," he said, "a small clannish cartel of very sharp wheelers and dealers have been using thin, or 'tin' money to finance a variety of get-rich-quick schemes." He quoted SEC Chairman John Shad as having said that "even a mild recession" could force some junk-bond leveraged companies to default and that "the

more leveraged takeovers and buyouts today, the more bankruptcies tomorrow." Neuharth urged shareholders to "encourage the government to curtail wild takeover or financing schemes involving junk bonds or other funny money."

Other companies which have recently adopted anti-takeover rules include Knight Ridder Newspapers, Tribune Co. and MCA Inc. Knight Ridder shareholders adopted a fair-price amendment similar to the one embraced by Gannett. Tribune and MCA shareholders voted to increase the number of authorized shares of stock, making it more difficult to gain control of the companies with hostile takeover proposals. □

Cable-PC service set for test launch

X-Press will offer subscribers in Buffalo and Boulder access to news, sports and business data over IBM personal computers

X-Press Information Services, a partnership of Tele-Communications Inc. and Telecrafter, is set to make the cable industry's latest contribution to the information age. Beginning this week, X-Press will roll out "the first, true, electronic newspaper," on TCI's systems in Buffalo, N.Y., and Boulder, Colo., to test the appeal of the service.

For the price of basic and one pay service, X-Press will deliver to subscribers' personal computer news, sports and business information from a wide array of sources, including the major foreign and domestic news services—everything from the Associated Press to Tass.

According to X-Press President Paul Maxwell, the Buffalo and Boulder launches are "trials" intended to help perfect the service's marketing and software. But, he said, X-Press will not sit around waiting for results. It will continue to market the service to cable operators, he said, and will introduce the service on other systems as quickly as possible. As a result of its initial marketing forays, he said, X-Press already has agreements with six cable companies, including TCI, to introduce the service on some 400 systems by the end of the year. Maxwell would not identify the other cable companies.

X-Press is unlike the teletext and videotex

services that have appeared (and often quickly disappeared) in the broadcasting and cable industries over the past several years. Indeed, X-Press seems to be a cross between those two other media. Although it looks and behaves like videotex, it has more in common, at least technically, with teletext.

According to Maxwell, X-Press sends to subscribers via satellite and cable a prodigious amount of digitized information that can be grabbed, stored and displayed on an IBM or IBM-compatible computer. The data flows from X-Press's information suppliers through its central computer to its subscribers in a continuous, constantly changing stream. The subscriber must tell his computer what information to grab and what to let flow by.

To take full advantage of the service, according to Maxwell, a subscriber should handle X-Press the same way an owner of a videocassette recorder handles time-shifting. The subscriber should program his computer to capture information in specific categories and give it the time to collect it. Once grabbed and stored, the information can be displayed at the subscriber's leisure. Some users tend to keep their computers on and linked to the service all the time so they can have the latest information on a subject whenever they sit at the terminal.

X-Press is not videotex and doesn't want to be. "This is the first true electronic newspaper," Maxwell said. "All the other guys build electronic libraries.... And a whole hell of a lot more people buy newspapers

than go to the library."

As videotex services go, X-Press is relatively cheap. A computer owner has to pay around \$50 for the X-Press software on a floppy disk and \$20 a month for the service itself. The cost of the demodulator—the interface between the cable system and the subscriber's computer—is picked up by the cable system and included in the subscription fee.

Maxwell believes X-Press also is a relatively inexpensive new business for cable operators to enter. The average system, he said, will have to pay between \$500 and \$2,000 for the necessary headend equipment and around \$55 each for the demodulators, which will be available from Wegener, Scientific-Atlanta and M/A-COM.

Another selling point for Maxwell is that the service does not require an entire cable channel. Indeed, he said, the information stream can be squeezed between channels so saturated cable systems can add X-Press without dropping existing video service.

X-Press will demand about 40% of the monthly revenues from the subscription fees, Maxwell said. The cable affiliates will use the remainder to amortize the cost of demodulators, to recover the cost of marketing and installation and to bolster their bottom lines.

X-Press was conceived by Clint Ober, chairman of Telecrafter, a Denver-based firm that provides door-to-door marketing and system auditing and other services to the cable industry. TCI went on board in August 1984. And, according to Maxwell, X-Press's principals are in the "advanced stages of negotiations" with McGraw-Hill Inc. to bring it in as a one-third partner. McGraw-Hill is already a major information provider to the service, he said.

The heart of X-Press is in Boulder at the computer center of DI-SYS Ltd., the firm that wrote the X-Press software and received the contract to collect and reformat the X-Press information before transmission.

The choices of Boulder and Buffalo for the launch of X-Press were not arbitrary, Maxwell said. The Boulder system passes DI-SYS and is in the backyard of TCI and Telecrafter, he said. The Buffalo system provided some of the seed money for X-Press and is counting on the service to fulfill some of its franchise obligations.

Maxwell estimates that 2,600 of the 11,000 TCI subscribers in Boulder own IBM-compatible computers and, thus, are prime prospects for X-Press's marketers. He said he has no idea how many of the 62,500 subscribers in Buffalo have computers. Maxwell is discounting no one for lack of a computer. The availability of X-Press might induce some to buy computers, he said.

Among X-Press's information providers: AP, United Press International, Canadian Press, Xinhua (People's Republic of China), Tass, Agence France Presse, Central News Agency (Republic of China), Kyoda (Japan), Notimex (Mexico), Oil Producing and Exporting Countries News Agency and major U.S. and foreign securities and commodities exchanges, McGraw-Hill, Business Wire, SportsTicker, National Weather Service, Copley News Service, United Feature Syndicate, TV Data, Washington Post Writers Group and Cineman Syndicate. □

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Almost ready: way to handle two-degree spacing for birds

FCC to get recommendations in July on satellite and dish qualifications

Interference concerns engendered by the FCC's 1983 decision to reduce satellite spacing to two degrees could soon be eased with a series of recommendations from an industry advisory group.

The committee on reduced orbital spacing, chaired by former FCC Common Carrier Bureau Chief Gary Epstein, met for the fourth time May 20 and reached general agreement on a draft report suggesting ways to eliminate the increased interference potential of the new rules. The report is slated for submission to the commission in July after a final review.

The group was formed in October 1984 to counsel the FCC on implementation of its spacing changes, which call for immediate two-degree spacing for Ku-band (12/14 ghz) satellites and a gradual reduction to two degrees for C-band (4/6 ghz) birds. Its work has centered on earth stations, space stations and industry coordination issues.

Recommendations of the earth station working group, headed by James Cook of Scientific-Atlanta, cover product qualification requirements from both an antenna manufacturer and user perspective. Manufacturers, it was suggested, should comply with a mandatory series of radiation pattern tests on a sample production antenna to show compliance with FCC rules.

The measurements, to be made at low, mid and high frequencies, would include co-polarized/cross-polarized patterns and gain. Test data would have to be supplied to the FCC and customers, as well as kept at the transmit site or system operator control point for FCC inspection.

On-site verification by users, similar but less complete than manufacturer tests, would be performed on available transponders and include co-polarized patterns in transmit and receive bands, and system cross-polarization discrimination on-axis. Retrofit antennas would also be subject to the on-site tests. Test data would not be submitted to the commission, but would be kept on-site or at a control point.

Transportable antennas, the subject of extended debate during the meeting, would not be required to perform similar on-site verification at each new location, largely because the time involved coordinating with another earth station would defeat the timeliness requirements of transportable use. The committee suggested instead that transportables conduct annual on-site performance tests.

Transportable performance verification was also addressed by a second working group, headed by RCA Americom's Walter Braun, that examined coordination between both users and operators. The group's subcommittee on video interference into SPCP

(single-channel-per-carrier) recommended transportables run a receive pattern check prior to operation at each new location. A requirement that results be within one db of a reference receive pattern was dropped.

Among other recommended standards made by the subcommittee were that center frequency of all saturated full-transponder video transmissions be the nominal center frequency of a C-band 36 mhz transponder, and that energy dispersal be applied so that an unmodulated video signal is deviated no less than 1.6 mhz peak-to-peak.

The group also suggested SPCP carriers not be assigned within plus-or-minus one mhz of C-band transponder center frequencies, video uplinks be required to provide identifying information, uplink and spacecraft operators supply the FCC with contacts for resolution of interference problems, and space station operators serve as focal points for tracing and eliminating interference introduced into an adjacent satellite system.

A second subcommittee of Braun's working group, covering database and clearinghouse issues, suggested that satellite owners or operators establish a network control center to aid in interference problem resolution.

The subcommittee also outlined a possible interference reporting procedure, including the maintenance of a database on satellite system traffic.

It was agreed, however, that a clearinghouse was not currently necessary, a finding apparently the result of sentiment against providing detailed and possibly proprietary plans of carrier frequencies and traffic types.

A third subcommittee considering carrier-to-interference calculations recommended the use of a report developed by FCC scientist George Sharp to calculate protection ratios, although the group suggested leaving open the opportunity to demonstrate other systems for determining interference levels.

The spacecraft working group, headed by James Folk of Martin Marietta, had its own half-dozen recommendations for space station operators. On polarization purity, the group suggested all satellites using linear polarization be designed to achieve maximum polarization isolation attainable, with satellite antenna transmit and receive performance at worst case no less than 30 db.

A formalized channelization scheme that would retain linear, orthogonal polarization design practices and interleave channel cen-



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ter frequencies of opposite polarizations was endorsed for both C-band and Ku-band by the group. A recommendation was also made against the establishment of an upper limit for levels of effective isotropic radiated power at Ku-band, with adjacent satellite

interference problems left to be resolved through cooperation of the affected satellite operators.

Once the committee has submitted its draft report in July, it will begin work on longer-term aspects of the reduced spacing

rules, and expects to provide the FCC with a second and final report by January 1986.

One FCC official speculated that the commission is likely to publish the committee's initial draft report as a notice of proposed rulemaking in order to solicit reaction. □

TELECASTINGS

'Hooker' moves to CBS

In an unusual move, CBS-TV last week announced it is adding the one-hour action-adventure series *T.J. Hooker* to its *CBS Late Night Movie* lineup next fall and ordering 17 new episodes from the program's producer. The series, from Spelling-Goldberg Productions in association with Columbia Pictures Television, is in its fourth season on ABC-TV's prime time schedule but had been dropped from the network's fall slate.

CBS will broadcast both new and 71 repeat episodes of the program beginning at 11:30 p.m. NYT weeknights on a date to be announced. A new two-hour episode will also be shown on the network during prime time next fall.

This marks the first time original production of a prime time series has been dropped by one network and added for the late-night schedule of another.

"The move enables us to increase our existing package of 71 episodes to 90, crossing a most important threshold, which increases the eventual syndication value," explained CPT President Herman Rush.

Because of his previously negotiated exclusive contract with ABC, co-executive producer Aaron Spelling will not participate in production of the new segments. Leonard Goldberg will function as sole executive producer. Principal cast members and production staff remain the same.

Joseph Indelli, CPT Distribution president, said pre-selling of *T.J. Hooker* to syndication will begin soon for airing beginning in the fall of 1987.

Spelling-Goldberg Productions was acquired by CPT several years ago.

USFL suit

After a federal district judge in New York denied its request for a hearing on a petition to force ABC to pay \$7 million toward 1985 rights payments, the United States Football League and the network agreed to enter arbitration to settle their dispute. An initial contract signed by the parties called for ABC to pay about \$15 million for the rights to televise 1985 USFL games. The network paid \$8 million but sought to renegotiate a lower price, as stipulated by the contract, because the league, due to team shut-downs and mergers, has failed to maintain a presence in at least six of the top-10 markets this season (BROADCASTING, May 20). When the two sides failed to agree on a lower price, the USFL went to court two weeks ago. But the court, citing the top-10 market clause in the contract, and the fact that ABC had offered to put \$2.8 million in escrow pending settlement of the case, strongly urged the two sides to find an out-of-court solution. The mechanics of the arbitration proceeding are currently being worked out.

New news

On July 1, KTTV(TV) Los Angeles will begin airing a half-hour, comprehensive, evening newscast, the 8 O'Clock News, in addition to its current 10 O'Clock News and Midday News. The Monday-Friday newscast will be anchored by 10 O'Clock News co-anchors Marcia Brandwynne and Jay Scott. "The research indicates that many news viewers are not home for existing early evening newscasts. This will be a newscast that won't get home before they do," said Bill White, KTTV general manager.

Ready for fall

Capital Cities Television Productions announced it will soon begin distribution of *Buchanan High School*, a four-part dramatic series of half-hours dealing with the problems of young people. Capcities and stations running the series will keep three minutes of commercial time each. The series is



available for the fall and episodes will be shown monthly, avoiding sweep months, during its two runs. The series is produced for prime time, access or weekend early fringe, and represents replacement for the family specials the company has been producing since 1977. According to a spokesman, the series will give the producers the ability to avoid spending air time giving background for each episode as they had to do with the previous specials.

New signings

BrightStar, the trans-Atlantic satellite TV carrier, announced new contracts with two of its major customers, NBC and CNN, plus an expansion of its broadcasting capability in Europe.

The NBC and CNN contracts are renewals calling for BrightStar to provide satellite transmissions of news and sports broadcasts from Europe via Great Britain to the U.S.

The European expansion involves a new agreement with the European Broadcasting Union that BrightStar said will enable broadcasters in every western European country to receive transmissions from the U.S. at "a greatly reduced" rate. Bill Page, BrightStar's North American sales director, said some European networks will be able to save up to 20% on the cost of receiving trans-Atlantic broadcasts, and that the lower rates should expand the market for international programming.

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BrightStar, a joint venture of Western Union and Visnews Ltd., is halfway into its second year and claims to have "captured the lion's share of the market for trans-Atlantic broadcasting." In addition to NBC, CNN and EBU, it lists among its clients the BBC, the six Japanese networks, Thames Television, Turner Broadcasting, Wold Communications and the Canadian Broadcasting Corp.

All's well that ends well

Seven years and 36 plays after the public television premiere of "Julius Caesar" on Feb. 14, 1979 on PBS, the 41-part series, *The Shakespeare Plays*, will end with a production of "Love's Labor's Lost," airing Friday (May 31) at 9-11 p.m. Series underwriters, Exxon Corp., Metropolitan Life Insurance and Morgan Guaranty Trust Company of New York, helped bring Shakespeare's 37 plays not only to television but to millions of American students as well. More than 300,000 educational packages consisting of posters, teacher's guides, recordings and handouts were distributed to students in 37,000 American high schools and junior high schools. A survey of high school English department chairmen found that 97% of responding teachers had taught more Shakespeare since the premiere of the series, and that the series and its promotional packages were responsible for the increase.

The Shakespeare Plays is a coproduction of BBC-TV and Time-Life Television, presented over PBS by WNET(TV) New York.

All American addition

All American Television, New York, has established a separate division, All American Media Sales, to handle advertiser-supported programs. Joel Gallen is vice president of programing development and of the media sales division. Because of the expansion, All America has moved to larger quarters at 304 East 46th Street, New York 10017. Its new telephone number is (212) 818-1200. Programs to be bartered by the new division include *New York Hot Tracks*, *Omni: Visions of Tomorrow*, *Magical Mystery Tour*, *The Third Annual American Video Awards* and *Rock-N-America*.

Summer slate

The Public Broadcasting Service has announced a lineup of original programing for this summer's schedule. In disclosing the schedule to station executives attending the PBS annual membership meeting, held earlier this month in San Francisco, PBS senior vice president for programing, Suzanne Weil, said she is hopeful that the new material can boost momentum going into PBS's fall season, which she noted lacks a new domestically-produced "blockbuster" series.

New summer programing includes:

■ *Alive From Off Center*, an eight-part half-hour showcase for video dance, music and performance art from Laurie Anderson, David Byrne, Spalding Grey and others, hosted by NPR's Susan Starnberg.

■ *Innovation*, a 20-part half-hour series hosted by Jim Hartz, discussing new developments in industry, science and medicine.

■ *The Shakers: Hands to Work, Hearts to God* (within the *Non-Fiction Television* series), a



On the wall. *A First Step: The Washington Ballet in China*, airing June 9 at 8-9 p.m., documents the first performance of contemporary ballet in Beijing, China. WQVM-TV Washington filmed the special, which features interviews and performances in settings from Ming Tombs to the Forbidden City. In foreground atop the Great Wall (l-r): WQVM-TV cameraman, Ron Ling; technician, Mike Trammell, and senior documentary producer, Jeanne Bowers.

one-hour documentary produced and directed by Ken Burns and concerning the Shaker religious sect.

■ *Reading Rainbow*, five new, half-hour episodes (plus 20 repeats) of the story-telling series for children, hosted by LeVar Burton.

■ *Heatwave*, a two-part half-hour series on contemporary jazz.

Other original programing will be contained within such continuing series as *Evening At Pops*, *Mark Russell Comedy Specials*, *Survival*, *Great Performances* and *Saving Energy*.

Settlement

The International Brotherhood of Electrical Workers local 1212 and noncommercial WNET(TV) New York (which co-produces PBS's *MacNeill/Lehrer NewsHour* with non-commercial WETA(TV) Washington) have agreed on a new contract for the station's 70 technicians ("Closed Circuit," April 29).

Daytime honors

The 12th annual presentation of daytime Emmy awards will be broadcast by CBS-TV on Aug. 1 at 3-5 p.m. NYT, live from New York's Waldorf-Astoria hotel. Bob Barker, host of *The Price Is Right* on CBS-TV, will be master of ceremonies for the telecast, which will be a joint presentation of the New York-based National Academy of Television Arts and Sciences (NATAS) and the Hollywood-based Academy of Television Arts and Sciences (ATAS). Nominees for daytime Emmys will be announced simultaneously in New York and Los Angeles on Wednesday (May 29).

Disney-WTH deal

Walt Disney Pictures has signed a "multiple project" film and television production agreement with independent writer-producers Paul Witt, Tony Thomas and Susan Harris and has been assigned the distribution rights for the new NBC-TV situation comedy, *Golden Girls*, from the trio's Witt-Thomas-Harris Productions. The television arrangement is exclusive, whereas the film deal is a two-year agreement.

On the lookout

Syndicast Services, New York, has notified television stations in the U.S. it is cooperating with the National Center for Missing and Exploited Children in a campaign to help locate missing children. Syndicast said that at the end of the last commercial position in each of its upcoming shows, it will run photos of missing children and an 800 number for viewers to call with information.

Science series

The first program in a new four-part science series, *OMNI: Visions of Tomorrow*, has been cleared in 100 television markets, including Chicago, Cleveland, Washington, Miami, New York, Boston, Philadelphia and Detroit, according to its producers. The series of four, hour-long advertiser-supported specials is hosted by Keir Dullea ("*2001: a Space Odyssey*" and "*2010: the Year We Make Contact*"). Segments will also air on "space" (July and August); "medical miracles" (September and October); and "life styles in the 20th century" (November and December). It is produced by OMNI Productions Ltd. and All American Television.

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For the Record

As compiled by BROADCASTING, May 16 through May 22, 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.

Facilities Changes

Applications

AM's

Tendered

- WRNA (1140 khz) China Grove, N.C.—Seeks CP to increase power to 1 kw and install DA-D. App. May 17.
- WRFD (880 khz) Columbus-Worthington, Ohio—Seeks CP to increase power to 50 kw, DA-D. App. May 17.
- KONP (1450 khz) Port Angeles, Wash.—Seeks CP to increase day and night power to 1 kw. App. May 17.

- KIXI (880 khz) Seattle—Seeks CP to increase night power to 10 kw and change city of lic. to Mercer Island, Wash. App. May 17.

Accepted

- WVNA (1590 khz) Tuscumbia, Ala.—Seeks CP to make changes in nighttime directional pattern. App. May 17.
- KPCC (1240 khz) Pasadena, Calif.—Seeks CP to change nighttime power to 400 w and increase hours of operation to local sunset to local sunrise, Sunday through Saturday nights. App. May 14.
- KTMS (1250 khz) Santa Barbara, Calif.—Seeks CP to reduce DA-N standard pattern. App. May 14.
- WINZ (940 khz) Miami—Seeks CP to increase nighttime power to 25 kw and make changes in ant. sys. App. May 20.
- WCCS (1480 khz) Homer City, Pa.—Seeks MP to augment day and night standard patterns. App. May 14.
- WGSF (1220 khz) Arlington, Tenn.—Seeks CP to make changes in directional array and in ant. sys. App. May 20.
- KAAR (1480 khz) Vancouver, Wash.—Seeks MP to make changes in ant. sys. and reduce daytime power to 1 kw, non-DA. App. May 16.
- WTDY (1480 khz) Madison, Wis.—Seeks CP to reduce height of no. 2 tower in directional array. App. May 17.
- WXCO (1230 khz) Wausau, Wis.—Seeks CP to make changes in ant. sys. App. May 14.

FM's

Accepted

- KVMA-FM (107.9 mhz) Magnolia, Ark.—Seeks mod. of lic. to install new transmission sys. App. May 14.
- WJCL-FM (96.5 mhz) Savannah, Ga.—Seeks mod. of

lic. to install transmission sys. App. May 20.

- WENS (97.1 mhz) Shelbyville, Ind.—Seeks mod. of CP to change TL; change ERP to 23 kw, and change HAAT to 739 ft. App. May 15.

■ WFEM (92.1 mhz) Ellwood City, Pa.—Seeks mod. of lic. to move SL outside community of lic. to 219 Savannah-Gardner Road, Shenango Township, Pa. App. May 20.

■ WLRO-FM (100.1 mhz) Franklin, Tenn.—Seeks mod. of lic. to move SL outside community of lic. to 215 Centerville Drive, Suite 351, Brentwood, Tenn. App. May 20.

■ KTFA (92.1 mhz) Groves, Tex.—Seeks CP to change ERP to 3 kw and change HAAT to 312 ft. App. May 14.

TV's

Accepted

■ KTHV (ch. 11) Little Rock, Ark.—Seeks CP to replace ant. and change HAAT to 1,710 ft. App. May 14.

■ KHTV (ch. 39) Houston—Seeks MP to change ERP to vis. 506, aur. 50.6 kw; change HAAT to 1,878.75 ft., and change TL. App. May 14.

■ KLTJ (ch. 49) Irving, Tex.—Seeks MP to change HAAT to 365 ft.; change ERP to vis. 2,773.3 kw, aur. 277.3 kw, and change TL. App. May 14.

Actions

AM's

■ KLVI (1140 khz) Lake Isabella, Calif.—Granted app. to increase power to 1 kw. Action May 9.

■ KIUL (1240 khz) Garden City, Kan.—Dismissed app. to increase nighttime RMS on non-DA. Action May 13.

■ WJJD (1160 khz) Chicago—Granted app. to modify standard directional pattern. Action May 7.

■ WCEG (1530 khz) Middleborough, Mass.—Dismissed app. to reduce power to 500 w; change non-DA; change TL, and make changes in ant. sys. Action May 13.

■ WYRU (1520 khz) Red Springs, N.C.—Granted app. to add night service with 250 w; change freq. to 1160 khz. and make changes in ant. sys. Action May 10.

■ KCKX (1460 khz) Stayton, Ore.—Granted app. to change TL. Action May 7.

■ KOTA (1380 khz) Rapid City, S.D.—Granted app. to make changes in nighttime DA sys. Action May 7.

■ WMC (790 khz) Memphis—Granted app. to make changes in ant. sys. Action May 7.

■ KEPB (750 khz) El Paso—Granted app. to change TL and make changes in ant. sys. Action May 7.

■ KLAT (1010 khz) Houston—Granted app. to make changes in daytime monitoring point radials. Action May 10.

■ KCLK (1430 khz) Clarkston, Wash.—Granted app. to add night service with 1 kw; increase day power to 5 kw; install DA-2; change city of lic. to Asotin, Wash.; change TL, and make changes in ant. sys. Action May 9.

■ KRIZ (1420 khz) Renton, Wash.—Granted app. to increase power to 1 kw and make changes in ant. sys. Action May 13.

FM's

■ KTOD-FM (92.7 mhz) Conway, Ark.—Granted app. to reduce ant. height. Action May 8.

■ KKYK-FM (103.7 mhz) Little Rock, Ark.—Granted app. to install new transmission sys. Action May 10.

■ KKFM (96.5 mhz) Colorado Springs—Granted app. to change TL. Action May 8.

■ *KEFR (89.9 mhz) Le Grand, Colo.—Dismissed app. to make changes in aux. trans. and ant.; change ERP to .236 kw, and change HAAT to 1,967 ft. Action May 9.

■ *WETA-FM (90.9 mhz) Washington—Dismissed app. to install new transmission sys. Action May 9.

■ WMGG (95.7 mhz) Clearwater, Fla.—Dismissed app. to change TL and change HAAT to 533 ft. Action May 8.

■ KZEV (103.1 mhz) Clear Lake, Iowa—Granted app. to change HAAT to 328 ft. Action May 14.

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- **WOLU** (88.9 mhz) Chicago—Dismissed app. to change TL and make changes in ant. sys. Action May 13.
- **KXLK** (105.3 mhz) Haysville, Kan.—Denied app. to change SL. Action May 6.
- **WMSK-FM** (95.3 mhz) Morganfield, Ky.—Dismissed app. to change HAAT to 279.23 ft. Action May 14.
- **KXOR-FM** (106.3 mhz) Thibodaux, La.—Granted app. to change ERP to 2.4 kw. Action May 14.
- **KQYB** (98.3 mhz) Spring Grove, Minn.—Granted app. to change ERP to 2.4 kw. Action May 14.
- **KBEQ** (104.3 mhz) Kansas City, Mo.—Granted app. to change ERP to 100 kw; change HAAT to 986 ft.; change trans.; change ant., and change transmission line. Action May 9.
- **KYKY-FM** (98.1 mhz) St. Louis—Dismissed app. to change TL and change HAAT to 1,009 ft. Action May 14.
- **KZMT** (101.1 mhz) Helena, Mont.—Granted app. to change ERP to 95. kw. Action May 14.
- **KGVM** (99.3 mhz) Gardnerville-Minden, Nev.—Granted app. to change TL and change HAAT to minus 816 ft. Action May 8.
- **KRNO** (106.9 mhz) Reno—Granted app. to change TL and change HAAT to 2,956 ft. Action May 9.
- **WWWM** (105.5 mhz) Sylvania, Ohio—Granted app. to change ERP to 2.7 kw. Action May 14.
- **WFRM-FM** (96.7 mhz) Coudersport, Pa.—Granted app. to change ERP to .72 kw. Action May 14.
- **WYAV** (104.1 mhz) Conway, S.C.—Granted app. to change ERP to 100 kw; change HAAT to 600.24 ft., and change TL. Action May 14.
- **WDXZ** (104.9 mhz) Mount Pleasant, S.C.—Granted app. to change ERP to 1.65 kw and change HAAT to 425 ft. Action May 10.
- **WZXY** (104.9 mhz) Kingsport, Tenn.—Granted app. to change ERP to 1.38 kw and change HAAT to 480 ft. Action May 9.
- **KAUM** (106.3 mhz) Colorado City, Tex.—Granted app. to change HAAT to 157 ft. and returned app. to 3 kw. Action May 9.
- **KPLX** (95.5 mhz) Fort Worth—Granted app. to install new transmission sys. Action May 10.
- ***KVNE** (89.5 mhz) Tyler, Tex.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 898.72 ft., and make changes in ant. sys. Action May 3.
- **WLFE** (102.3 mhz) St. Albans, Vt.—Granted app. to change ERP to .44 kw and change HAAT to 800 ft. Action May 8.
- **WPUF** (92.7 mhz) Mechanicsville, Va.—Granted app. to change TL. Action May 13.

TV's

- **KUUU-TV** (ch. 2) Anchorage—Granted app. to change ERP to vis. 100 kw, aur. 10 kw; change HAAT to 720.6 ft.; change ant., and change TL. Action May 9.
- ***WUNJ-TV** (ch. 39) Wilmington, N.C.—Granted app. to change ERP to vis. 4,592 kw, aur. 459 kw; change TL; change trans., and make changes in ant. sys. Action May 8.
- ***KMBH** (ch. 60) Harlingen, Tex.—Granted app. 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. Action May 9.

Call Letters

Applications

Call	Sought by
New AM's	
KHTK	Dillon Broadcasting Co., Dillon, Colo.
KROL	Laughlin Roughrider Broadcasting Inc., Laughlin, Nev.
New FM's	
KSUR-FM	Anita L. Levine, Greenfield, Calif.
KWCJ	Woodridge Enterprises Inc., Willow Springs, Mo.
WJQZ	Scenic Sounds Inc., Wellsville, N.Y.
WYTE	Sharon Broadcasting Corp., Whiting, Wis.

New TV's

WIB	Channel 63 Inc., Bloomington, Ind.
KOCR	Metro Program Network Inc., Cedar Rapids, Iowa
KMES	Metro Program Network Inc., Ames, Iowa
Existing AM's	
WRMR	WJW Booth American Co., Cleveland
WNZT	WHEX Hadley Media Corp., Columbia, Pa.
KJJQ	KVA Sioux Valley Broadcasting Co., Volga, S.D.
KRSS	KKER Tiner Broadcasting Co., Spokane, Wash.
Existing FM's	
WSFU-FM	WSCA A.B. Helms d/b/a Helms Broadcasting, Union Springs, Ala.
WFSN	WCKS Capitol Broadcasting Co., Cocoa Beach, Fla.
KBKC	KCMO-FM Summit Radio of Kansas City Inc., Kansas City, Mo.
KJUS	KXSS Sequel Communications, Lincoln, Neb.
KKQQ	KVXL Sioux Valley Broadcasting Co., Volga, S.D.

Addenda to the 1985 'Yearbook'

Following are additions and corrections to the BROADCASTING & CABLECASTING YEARBOOK 1985. They appear by page number in the same order as in the YEARBOOK.

Page B-10. Under Kenai, Alaska, **KWHQ-FM** change address to Box 852, Soldotna (99669). Change phone number to (907) 283-9430.

Summary of broadcasting as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
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.

Page B-13. Under Globe, Ariz., insert listing for **KYOR(AM)**:

KYOR(AM)—1974: 1240 khz; 1 kw-D, 250 w-N. Box N B U 415-12 (85501). (602) 425-2525. James Mace.

Page B-13. Under Green Valley, Ariz., delete listing for **KSML(AM)**.

Page B-25. Under Crescent City, Calif., insert new listing for **KPOD(AM)**:

KPOD(AM)—Dec 5, 1959: 1240 khz; 1 kw-U. Box Q, 825 Mason Mall (95531). (707) 464-3183. William E. Stamps, Sr. ■Bill Stamps, gen & com mgr; Patti Stamps, pub rel; Robert Leverett, mus dir; Dwight Gregory, news dir; Cathey Andre, traf mgr. ■Rates: \$7.50; 7.50; 7.50; 7.50.

Page B-31. Under Ontario, Calif., **KNTF(FM)** change address to Box 3520 (91761-1030). Change phone number to (714) 980-6700. Change VP & gen mgr to Jack L. Siegal.

Page B-36. Under San Francisco, **KMEL(FM)** change phone number to (415) 391-9400. Delete Carlotta Campbell, pub affrs dir.

Page B-44. Under Grand Junction, Colo., **KQIL(AM)** change frequency to 1340 khz. Change power to 1 kw-U. Insert: (CP: 1370 khz; 5 kw-D, 2.5 kw-N, DA-N.).

Page B-44. Under Kremmling, Colo., insert listing for **KSKE(FM)**:

KSKE(FM)—Nov 1983: 106.3 mhz; 152 w. Ant 1096 ft. Stereo. Box 3298, Winter Park (80482). (303) 726-5092. Middle Park Communications Corp. Net: NBC Source. Format: Contemp. ■David L. Sheppard, pres; Donn Erisman, gen mgr; Brian Batchelder, prog dir; David Sala, chief engr. ■Rates: \$19.50; 16.50; 19.50; 14.50.

Page B-62. Under Tallahassee, Fla., **WBGH(FM)** change frequency to 98.9 mhz.

Page B-72. Under Valdosta, Ga., change **WAAC(AM)** to **WGOV(AM)**. Change **WGOV-FM** to **WAAC(FM)**.

Page B-75. Under Coeur d'Alene, Idaho, **KCDA(FM)** change licensee to Idaho Bcstg Co.

Page B-96. Under Boone, Iowa, **KSKB(FM)** change city of license to Brooklyn, Iowa. Add phone number: (305) 267-3000.

Page B-107. Under Cynthiana, Ky., **WCYN-AM-FM** change address to 10 Court St.

Page B-117. Under New Orleans, change **WNNR(AM)** to **WLTS(AM)**. Change frequency to 990 khz. Change phone number to (504) 943-9019. Change **WLTS(AM)** to **WYLD(AM)**.

Page B-123. Under Bethesda, Md., **WLTT(FM)** change phone number to (301) 984-6000.

Page B-124. Under Frederick, Md., **WFRE(FM)** change frequency to 99.9 mhz.

Page B-128. Under Lowell, Mass., change **WSSH(AM)** to **WLLH(AM)**. Change **WSSH-FM** to **WSSH(FM)**.

Page B-143. Under Goodland, Minn., delete listing for **KGKS-FM**.

Page B-159. Under Marshall, Mo., change **KMFL(AM)** to **KMMO(AM)**.

Page B-176. Under Albuquerque, N.M., insert listing for **KFLQ(FM)**:

KFLQ(FM)—Not on air, target date Jan 1986: 91.5 mhz; 22.5 kw. Ant 4,060 ft. Stereo. Box 8384 (87198). (505) 266-8688. Family Life Bcstg (acq 1982). Format: Relig. ■Warren Bolthouse, pres; Peter Brooks, sin mgr; Greg Kinzy, mus dir; Jon Webber, news dir; Jeff Nelson, community rel dir; Dick Lindley, chief engr.

Page B-206. Under Bucyrus, Ohio, change **WBCQ(AM)** to **WBCO(AM)**. Change **WBCO(FM)** to **WBCQ(FM)**.

Page B-229. Under Homer City, Pa., change **WRID(AM)** to **WCCS(AM)**. Change frequency to 1160 khz.

Page B-239. Under Charleston, S.C., insert listing for **WAVF(FM)**:

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria Virginia 22314
(703) 642-4164

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Washington, D.C. 20005
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LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
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8701 Georgia Ave., #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
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Moffet, Larson & Johnson, P.C.
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Queenstown, MD 21658
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ALVIN H. ANDRUS, P.E.
351 SCOTT DRIVE
SILVER SPRING, MD. 20904
301 384-5374
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CONSULTING ENGINEERS
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San Francisco, California 94128
(415) 342-5208
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JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114
Member AFCCE

JULES COHEN & ASSOCIATES, PC.
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1730 M St. N.W.
Washington DC 20036
(202) 659-3707
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AM-FM TV Engineering Consultants
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Cleveland, Ohio 44141
216/526-9040

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(303) 937-1900
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E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

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250 West 57 Street
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Gaithersburg, MD 20877
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Consulting Engineers
AM-FM-TV-LPTV-CATV
POST OFFICE BOX 700
FOLSOM, CALIFORNIA 95630
(916) 933-5000

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
Member AFCCE

SHERMAN & BEVERAGE ASSOCIATES INCORPORATED
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WILLIAMSTOWN, NEW JERSEY 08094
(609) 728-2300

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LAKE FOREST, CALIFORNIA 92630
(714) 839-6015

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Consulting Communications Engineers
AM-FM-TV-CATV-ITFS-Satellite
Broadcast Engineering Software
216 N. Green Bay Rd.
THIENSVILLE, WISCONSIN 53092
Phone (414) 242-6000
Member AFCCE

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
J.S. Sellmeyer, P.E., S.M. Kramer, P.E.
APPLICATIONS • FIELD ENGINEERING
P.O. Box 841 McKinney, TX 75069
214-542-2056 214-548-8244
Member AFCCE

 **COMSEARCH™**
11503 Sunrise Valley Dr./Reston, Virginia 22091
1701 North Greenville Avenue, Suite 814
Richardson, Texas 75081
Communications Engineering Services
Harry L. Stemple, Virginia 703/629-6300
G. Pat Marr, Texas 214/235-3156

PAUL DEAN FORD
BROADCAST ENGINEERING CONSULTANT
R.R. 12, Box 379
WEST TERRE HAUTE, INDIANA 47885
812-535-3831

JOHN J. DAVIS & ASSOCIATES
CONSULTING ENGINEERS
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SIERRA MADRE, CA 91024-0128
(818) 355-6909
Member AFCCE

 **Teletech, Inc.**
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Dearborn, MI 48121
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Telecommunications Consultants
4401 East West Highway, Suite 404
Bethesda, Maryland 20814
(Located in Washington, D.C. Area)
(301) 654-0777
contact: Darrell E. Bauguess

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10224 WENDOVER DRIVE
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Consulting Engineer
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SYSTEMS DESIGN AND PROJECT MANAGEMENT
4534 Van Noord Avenue
Studio City, CA 91604
(818) 784-2208

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WAVF(FM)—March 1, 1985: 96.1 mhz; 100 kw. Ant 584 ft. 1417 Remount Rd. (29401). (803) 554-5885. Hana-han Communications Inc. Format: Adult contemp. ■David Hawkins, pres; Paul Robinson, gen mgr.

Page B-246. Under Volga, S.D., **KVXL(FM)** change frequency to 102.3 mhz.

Page B-262. Under Fort Worth, Tex., **KEGL(FM)** change address to Box 160697, Irving (75016). Change phone number to (214) 869-9700.

Page B-267. Under Luling, Tex., **New FM** add address: c/o 5545 Fredericksburg Rd., San Antonio (78229).

Page B-280. Under Clifton Forge, Va., note town of **Clinchco**, preceding the listing of **WDIC(AM)**, which failed to appear in appropriate type.

Page B-282. Under Harrisonburg, Va. change ***WFMC(FM)** to ***WEMC(FM)**.

Page B-291. Under Seattle, change first **KIXI(FM)** to **KIXI(AM)**.

Page B-296. Under St. Marys, W. Va., change **WVVV(AM)** to **WVVW(AM)**.

Page B-303. Under Tomah, Wis., insert new listings for **WTMB(AM)** and **WVCX(FM)**:

WTMB(AM)—April 20, 1959: 1460 khz; 1 kw-D. Box 588 (54660). (608) 372-7188. Phyllis J. Rice, Tomah Bcst Svcs (acq 11/1/84). Format: Talk, news, music. ■Phyllis Rice, owner & s/s mgr; John Ryan, ops mgr; Vicki Giersvig, coml mgr; Jamie Westpfahl, prog dir; Randy Welk, news dir; Darrel Sanders, chief engr. ■Rates: \$7.50; 5; 2.50;—.

WVCX(FM)—Jan 29, 1965: 98.9 mhz; 100 kw. Ant 200 ft. Stereo. c/o Vic Eliason, 3434 W. Kilbourne Ave., Milwaukee (53208). (414) 933-1440. Wisconsin Voice of Christian Youth Inc. (acq 1984).

Page C-7. Under Los Angeles, **KABC-TV** change phone number to (213) 557-7777.

Page C-17. Under Kailua-Kona, Hawaii, change **KHSQ** to **KSHQ**.

Page C-22. Under Des Moines, Iowa, **WHO-TV** change phone number to (515) 242-3500. Change gen mgr to Daniel McCarthy.

Page C-42. Under Watertown, N.Y., insert new listing for **New TV**:

WJCK—ch 50, 100 kw vis, 10 kw aur, ant 1302.9/1312.9g. Not on air, target date second half 1985. Box 6038, 13601. Permittee: Intercounty Communications Corp. Ownership: Grover H. Hubbell, 100%. ■Wash atty: James Oyster, Arlington, Va.

Page D-83. Under **Plainfield, Ind.**, insert listing for Wabash Cablevision of Hendricks County Ltd.:

Plainfield. Wabash Cablevision of Hendricks County Ltd. 5330 E. 65th St., Box 20911, Indianapolis 46220. (317) 353-2225. Donald C. Cripe, mgr; Theodore J. Swanson, Sr., chief tech. Atty: Smith, Morgan & Ryan, Indianapolis.

Serves Plainfield, Mooresville. Hendricks and Morgan counties. Top-100 TV market.

Subscribers: 2,566; homes passed: 6,286; total homes in franchised area: 6,286. Started 10/81. Length 66.31 mi. Charges: instal 18.75; 9.95/mo. Franchise fee: 3%.

Channel usage: total ch capacity 35; TV chs 8; pay cable 2; basic cable 10; automated 2; available unused 13. Allband FM.

■Pay cable: 2 chs (HBO; 1,339 subscribers); Showtime; 976 subscribers; both \$9.95/mo. Origination-automated: 2 chs (time/weather/news, schools). Basic cable: 9 chs (CNN, CBN, C-SPAN, MTV, ESPN, USA, WGN-TV, WTBS, Nashville Net). Ownership: Wabash Cablevision Inc., 80% (see MSO).

Page G-3. Under Advertising Agencies, note Doyle Dane Bernbach International Inc., under the listing of Doremus & Co., which failed to appear in bold face type. Change phone number to (212) 415-2000.

Page I-18. Under Consultants change phone number of Joe Sullivan & Associates Inc. to (212) 765-3330.

Page I-50. Under Public Relations change address of Precious Products Corp. to 366 Fifth Ave., New York 10001.

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.

Sales manager. Fabulous opportunity. Great station, great company. See our ad in Classified display section. WNOR, Norfolk, VA. EOE.

Community Club Awards, (CCA), 30-year-old sales promotion plan, has immediate openings for multi-state sales representatives. Fulltime travel (Mon./Fri.). Radio/TV management experience required. Draw against substantial commission. Write for personal interview enclosing resume, references. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

Las Vegas. General manager. Sales motivated. Needed now. Call group owner Alvin Korngold, 702-732-2555. EOE-M/F.

Sales manager. Dynamic new format at powerful upper-Midwestern FM offers career opportunity for proven leader who can hire, train, and develop local sales. Group owned. Resume, salary history, references to Box M-98.

General manager for NPR station licensed to San Francisco Unified School District. Responsible for compliance with FCC regulations, implementation of long range programming & educational goals for station. Requires five years' broadcast management experience, including at least two years in public broadcasting with demonstrated skills in financial planning, administration, staff supervision, grant writing, and fundraising, & thorough knowledge of FCC/NPR policies. Resume to Henry Marshall, Associate Superintendent, SFUSD, 135 Van Ness Ave., San Francisco, CA 94102. SFUSD, is an EOE.

Seeking aggressive sales manager for WJSY, Harrisonburg, VA. Good opportunity for individual with the "right stuff". Fast growing university oriented community. Stable long term owners. Call Don Miller, 703-833-2161, EDT, evenings.

Group broadcaster needs strong, take charge general manager for AM/FM country leader in Northwest market. Must have strong sales background and know programming, promotion & finance. Prefer Northwest person. Resume/salary history to William Fowler, VP/Radio Operations, P.O. Box 550, Ithaca, NY 14850. EOE

General manager. Aggressive, hands-on, sales trainer, motivator. Must be community minded and profit oriented with proven track record. Excellent family area, SE. Small market. Resume, sales history, references to Box M-110.

General manager needed, small market, South. Must have sales experience. Great first opportunity for sales manager to general manager. AM/FM combo. Current GM moving up to ownership. Resume to Box M-111.

General sales manager. New AM/FM combo, great Florida medium market, both with hot Transtar formats. Must have successful history as GSM, able to train and motivate. Great growth opportunity, promotion to GM in near-term possible. Stock ownership as bonus available. Send detailed resume/earnings history, references first letter in confidence. EOE. Box M-112.

Fast growing broadcast company seeks sales-oriented general manager for AM/FM combo. Rapidly-growing, medium-size Sunbelt market. Previous general/ general sales management required. Box M-126.

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.

Sales person: entry or experienced. Top list, top money. Opening now. Jack Teiken, 308-532-3344.

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.

Time salesperson. Super SC 100,000 watt FM prestige station. 20 minutes from major university, two hours from major metropolitan area. Salary plus commission. Send complete resume, other pertinent information. Entry level or experienced applications invited. EOE. Box M-66.

Radio, TV, cable, print advertising agency seeks self-starter to sell great product. Resume to Dir. of Sales, Radio Works, Inc., 1641 Deer Park Ave., Deer Park, NY 11729, 516-595-2929.

New York, Michigan, FL, Ohio, Indiana. We're looking for (preferably) retired or semi-retired senior broadcasting people to represent Tom Morgan's Radio Programs to stations in above states and to statewide and regional advertisers. We're now on 70 stations. Work is part-time with moderate travel and is rewarding. Resume to Burton Lewis, Tom Morgan Co., Box 127, Unadilla, NY 13849.

Account executive. Sunbelt medium market. Need self starter, eager to make money. Minimum two years' sales experience with direct & agency accounts. Excellent sales opportunity; chance to grow with dynamic Southwest broadcast group. EOE. Resume to Box M-96.

National sales manager for Seattle news/talk AM station. Two years' minimum proven track record in radio sales. Superior presentation skills, written and oral, required. Experience in developing working relationships with locally based representatives of national accounts, including merchandising, promotion and cop/vendor programs also desired. Resume only please, to Tim Davidson, KING 1090, 333 Dexter Ave. N, Seattle, WA 98109. EOE.

GSM. Top notch marketing pro needed for new class C FM, Fayetteville, NC. Country format. Bruce Cotton, Beasley Broadcasting, 919-739-6056.

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.

Contemporary FM needs energetic, confident small market salesperson ready to move up. Large account list, large commission, possible manager's position. If you've got vision, send resume/track record to Sales, 241 Manzana NW, 3-C, Walker, MI 49504. EOE.

Ownership change is bringing dormant 100,000 watt FM to life. 1,000 foot tower now under construction just 60 miles north of Dallas. Expanding market. KDNT-FM, P.O. Box 1499, Gainesville, TX 76240, 817-668-6868.

New owners of New England daytime seek energetic sales manager. Looking for creative, enterprising individual who's tired of being part of a large sales force and is ready to manage/motivate a small sales staff. Write General Manager, 400 N. Capitol St., NW, Ste. 150, Washington, DC 20001.

WAQY is Springfield's 50,000 watt exclusive album rock station; WIXY is Springfield's fulltime AM exclusive country station looking for aggressive, local street salesperson. If you're selling for a smaller market radio station, preferably in New England, and looking to upgrade yourself and work for a dynamic combo in Springfield/Hartford market; and a real future, with station group, give me a call. Don Wilks, WAQY, 45 Fisher Ave., E. Longmeadow, MA 01028, 413-525-4141.

Salesperson. Power increase will make us dominate multiple market area. Need investor to help finance. Let's be number one together. Good image. Good programming. Write Box M-130.

HELP WANTED ANNOUNCERS

Production/air personality with contemporary format station. Work with pros. Good opportunity! Tape, resume, references to Station Manager, Box 6477, Lincoln, NE 68506.

Southwest broadcasting group seeks combination program director and morning person. Personality/creativity necessary. Salary commensurate with ability. Resume/tape to Noamark Broadcasting Corp., 202 W. 19th, El Dorado, AR 71730. EOE.

Search continues. WTNH seeks bright, engaging morning host to share our pride in the station that's America's ratings champion. Person who joins us will receive salary of not less than \$25,000 and company paid medical and retirement plan. A number of talented people have applied. We are looking forward to meeting that special individual who, we suspect, now works in a medium or larger market and is looking for a home. T/R: George Neher, PD, WTNH, 134 Mullin St., Watertown, NY 13601. EOE.

Classical music announcer for New York City station. Must have at least 5 years commercial radio experience & very solid knowledge of classical music pronunciation. Having worked other formats a big plus. No beginners. WNCN is a different type of classical music radio station looking for a very special type of announcer. No Calls. Tapes/resumes only to Mario Mazza, WNCN, 1180 Ave. of the Americas, New York, NY 10036. EOE.

PM drive announcer for WMAS-AM, Springfield, MA, nation's first MOYL station. Jay Jordan, 413-737-1414. EOE.

Fulltime position available for qualified communicator. Top pay. Benefits. Beautiful city. Modern facility. Tape & resume to Program Director, WZOE, Broadcast Center, Princeton, IL 61356. EOE.

MOR, adult, heavy talk, sports station. Resume/tape to WHBU, Box 610, Anderson, IN 46015. EOE.

Immediate opening for community minded morning personality at full service AM "oldies" station, south central Pennsylvania. Must have 3-5 years experience. Tapes/resumes to Jim Reed, Hall Communications, Cuprak Rd., Norwich, CT 06360. EOE.

Ownership change is bringing dormant 100,000 watt FM to life. 1,000 foot tower now under construction just 60 miles north of Dallas. Expanding market. KDNT-FM, P.O. Box 1499, Gainesville, TX 76240, 817-668-6868.

Communicator wanted: leading East Texas AM/FM combo needs an experienced, talented announcer. Duties would include early morning anchor position on AM, limited FM air work, plus extensive production which should be highly professional. Aircheck, sample spot announcement production, resume to KOOL/KEBE Radio, P.O. Box 1648, Jacksonville, TX 75766. EOE.

Contemporary FM looking for personable air talent. Small market ready to move up. No prima donnas. Tape/resume to Air, 241 Manzana, NW, 3-C, Walker, MI 49504. EOE.

WWSA/WCHY afternoon shift announcer. Soft AC. Minimum 3 years experience. No calls! T&R to RLB, PD, P.O. Box 1247, Savannah, GA 31402. EOE/MF.

HELP WANTED NEWS

Reporter for news oriented SC 100,000 watt prestige FM station. Entry level; current or recent J-school graduate with radio-TV sequence. Located 20 minutes from major university, two hours from major metropolitan area, near mountains, lakes. Resume/all other pertinent written information to Box M-65. EOE.

Vermont's most respected news station needs energetic reporter. Good pay/benefits for self starter with positive attitude. Resume/tape: Tom Beardsley, WDEV, Box 550, Waterbury, VT 05676. EOE.

News director—Aspen, CO. Expanding news department seeks trainer, motivator, leader. Resumes/tapes/salary requirements: David L. Johnson, KSNO AM/FM, 620 E. Hopkins, Aspen, CO 81611.

Contemporary FM needs imaginative, caring newsperson. Must be able to relate on a one-to-one basis. Possible news directorship. Tape, resume, why you want the job to News, 241 Manzana, NW, 3-C, Walker, MI 49504. EOE.

News/sports director. Professional FM near Dallas. Play-by-play, interviewing. Good future for right person. Tape/resume to Mel Price, KDXE, P.O. Box 564, Sulphur Springs, TX 75482.

Reporter/anchor. Medium market. T&R to KIXY, 115 W. 1st St., San Angelo, TX 76903, 915-653-3387. Equal opportunity employer.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Fine arts producer—host. WFSU-FM seeks applicants for position of fine arts producer. Program music, prepare listings for program guide, host daily program, maintain library, participate in on-air fundraising, prepare features about local cultural activities. Requires knowledge of classical music, pronunciation, & programming music for radio. Good on-air, production skills, radio operations skills, typing essential. Bachelor's degree in music or communications or experience substituted. Deadline May 30. Salary negotiable with experience. Non-returnable tape demonstrating announcing/production skills, resume, references to Caroline Austin, WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304, 904-487-3086. Order Florida employment application for "Radio TV Writer," #62134 from Harriett Hudson, Personnel Division, FSU, Tallahassee, FL 32306. AA/EOE.

PD for dominant Northeast AC. Medium market. If you can help us stay on top, send resume to Box M-104, EOE.

Commercial production wiz for news/info station. Take on full production dept. with spot & promo responsibility. Tape & resume to Martin Jacobs, WILM News-Radio, 1215 French St., Wilmington, DE 19801. EOE.

Program director. 5-10 years' experience. 5KW regional AM/100KW FM. Creative production. Tape, resume, salary needs to Jerry Black, KSEN/KZIN-FM, Box T, Shelby, MT 59474. EOE.

Program director. NE market. A/C format. Airshift required. Resume to Box M-127.

SITUATIONS WANTED MANAGEMENT

Attention station owners—group owners. General manager, 21 years' successful management. Expertise includes leadership, motivation, programming. High achiever of goals; profit oriented. Strong sales development ability. Excellent credentials. Box M-85.

General manager. Small-medium market #1 salesman \$200,000 local billing; 32,000 market. 20 years' broadcasting. CRMC long association. Top radio professionals. Equity investment possible. Rocky Mtn., NW, SW, Midwest areas. Box M-86.

Took a class IV AM from 7000 a month to 20,000 a month. Added class C FM in 1984, now doing 30,000-plus. If you're a station owner who wants a "true manager", and you're in a good market for me and my family, let's talk. 19 years' experience. No rookies please. Box M-94.

Hard-nosed right hand man. Well experienced all phases radio station operations. Andy Budnick, 904-744-5750.

Top management, sales and programming pro-consultant. Available select markets. Research, post ARB diary analysis. Positioning, marketing, sales goals and achievement. Bobby Magic, 216-257-5004; 601-863-3522.

GM leader—presently employed GM, mid 30s, in large, medium, and small market. Successful experience in sales management and general manager's positions. 12 years proven bottom line success. Married, no children. Southeast only Box M-113.

Controller seeks position with aggressive broadcasting group. Experienced in corporate & radio station group financials, shareholder relations, budgets, cash flows, business plans, acquisition studies, radio station operations, assistant to president. Box M-128.

SITUATIONS WANTED SALES

10-yr. small mkt. salesman seeks intermediate market station. Good company man; seeking right firm to settle down with. Terry, 209-935-1470.

Secure medium market salesperson seeks similar position, New England states. Eight years experience. Relocating. Box M-124.

SITUATIONS WANTED ANNOUNCERS

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.

Go anywhere now. Excellent PBP, production, copy, news writing. Phil, 319-355-4212 days; 319-388-0543 nights.

Female DJ. Copy and news writing, good production, available now. 319-355-4212 days; 319-386-5925 nights.

Female DJ. Production, news, sales, copywriting. Entry level, anywhere. Lori, 319-355-4212 days; 319-326-4358 nights (CDT.)

Experienced drive time talent available immediately. Prefer NY, NJ, & Connecticut area. Craig, 718-343-2192.

Columbia School of Broadcasting graduate. Entry level position. Good production and news. John Dickson, 316-852-3347. Box 53, Colony, KS 66015.

SITUATIONS WANTED TECHNICAL

Have FCC license. Seeking start in the broadcasting field. Will relocate. Mitchell Chizik, 718-241-3051.

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.

Chief operator/engineer, major market, wishes to relocate. 16 years in business. Family man. Good engineering background in AM directionals, FM, microwave, RPU, studios, satellite. Prefer Midwest. Box M-90.

SITUATIONS WANTED NEWS

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

Sports director, six years' experience in play-by-play, seeking new opportunity to expand to midsize or larger market sports department. '78 grad, U. of Iowa. Hard worker with exciting, enthusiastic style. Will be an asset for any station. Contact Patrick Snyder by calling 309-853-4471. After 3pm CDT, 309-853-5789, or write 612 Pleasant, Kewanee, IL 61443.

Major market sportscaster with Division One experience seeks football & basketball PBP position for next season. Write Box M-97.

Experienced newscaster/reporter, great voice, authoritative delivery, excellent writing skills. BA degree in journalism and radio. Box M-105.

Sports director. PBP. Small market. Looking for move up. Minor league baseball, network exp. Sales, news, production for commercial station. David, 618-627-2844.

Young, experienced sportscaster, outgoing personality, loves working with people, has worked/trained in top major market area. Would prefer Southwest region, but interested in all inquiries. Willing to start now. 817-738-7580, Daniel Collins.

Experienced news-sports reporter with PBP seeking opportunity. Hardworking, dedicated. Prefer Midwest. 412-922-0704, EDT, nights.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Mature, experienced female communicator, with general ticket, seeks announcer/PD/PM/assistant engineer position in stable, professional A/C, MOR station. SE only. V. Pat Stuart, 404-322-4459.

NCAA division 1 sportscaster for five years, eight years PBP & announcing on TV and radio. Looking for medium/major market. 219-432-3083.

Strictly nostalgia! Retired announcer, unique knowledge big bands, etc., seeking appropriate on/off air spot. East. Box 53, Westminster, MD 21157.

Seeking first PD position. Learned from the best at 13K (KGB-AM). 9 years major market. Prefer CHR. Michael Ryan, 619-223-4702, 3053 N. Evergreen, San Diego, CA 92110.

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

General manager for our independent community TV station. We're a pioneer in LPTV, and seek a sales-oriented manager who can build on our present base. Station's located in Junction City, Kansas. Channel 6 is carried on both local cable companies. Contact Roland Waechter, 913-762-5000.

Operations/production manager. Florida CBS affiliate seeks experienced, well organized manager to supervise station operations. Responsibilities include complete supervision of directors, air switchers, all other personnel; also includes managing commercial production unit. Minimum seven years' experience; strong desire to work. Resume to General Manager, WTVX, P.O. Box 3434, Ft. Pierce, FL 33454.

Aggressive sales-minded general manager for outstanding ABC affiliate, Austin-Rochester, Minnesota ADI. Will consider someone interested in moving into general manager's position. Send resume/salary requirement to John MacGregor, P.O. Box 8887, Jackson, MS 39204. EOE.

Program manager. Great opportunity for assistant to move up. Independent TV, Mid-South. Will head entire department, be responsible to general manager. Replies in strictest confidence. Resume/salary requirement to Box M-99. EOE.

Station manager/general sales manager. Promotion within corporation provides outstanding opportunity for creative, dynamic sales professional. Need experienced manager to supervise top notch sales department & work closely with president in station management. Contact Dennis West, WIFR-TV (CBS), P.O. Box 123, Rockford, IL 61105, 815-987-5300. n MF/EOE.

Director of Broadcast Operations. Prefer both engineering and production background. Looking for experienced person with management/strong leadership ability. Prefer minimum three years' management experience. Network affiliate. Excellent benefits. Resume/salary to Box M-129.

HELP WANTED SALES

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.

Regional sales manager. KYTV, NBC affiliate, ranked number 1 in Springfield, MO. Must have either local TV sales experience or previous management experience within broadcast industry. Resumes to Donald J. Hicks, KYTV, P.O. Box 3500, Springfield, MO 65808.

Account executive—WJKS-TV, rapidly growing NBC affiliate, Jacksonville, Florida, seeks experienced, team-oriented person with proven record of excellence in TV sales. Please send resumes to Eddie Rhine, Local Sales Manager, P.O. Box 17000, Jacksonville, FL 32216. A Media General station. EOE.

Super salesperson. Complete responsibility for all syndicated sales of proven programming to top domestic TV markets. Substantial draw and expenses plus high commission, excellent benefits, terrific growth potential for experienced motivated self-starter. Location your choice. Considerable travel. Please send your resume to Alan Enterprises, Inc., 32234 Pacific Coast Hwy, Malibu, CA 90265.

Fantastic opportunity! Sunny Florida, big account list! Major market. Resumes to Box M-80. EOE.

Local sales manager. Sunbelt seacoast top 50 network affiliate seeking experienced local sales manager to handle veteran staff in extremely competitive market. Chance to join growing group ownership corporation. Resume to Box M-109. Affirmative action/equal opportunity employer. M/F.

National sales administrator. KCOP-TV, leading independent TV station, Los Angeles, looking for self-starter to administer/supervise operations and procedures related to national sales on the BIAS and MINI-PAC systems. Candidates must have thorough knowledge of all BIAS operations & experience preferred. To apply, send resume to Sharon Wysinger, KCOP-TV, 915 N. LaBrea Ave., Los Angeles, CA 90038. EOE.

Sales manager and account executives needed for established network TV station in Montana. Please send resume to Dana L. Kehr, Station Manager, P.O. Box 22268, Billings MT 59104, 406-252-4004. EOE.

Account executive. KMBC-TV has immediate opening for aggressive, self-starter to join one of Kansas City's top sales staffs. Prefer candidate to have at least two years' experience in broadcast time sales with demonstrated ability to develop new accounts. Some co-op/vendor experience helpful. Resume to Local Sales Manager, KMBC-TV9, 1049 Central, Kansas City, MO 64105. KMBC-TV, an equal opportunity employer.

HELP WANTED TECHNICAL

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.

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.

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, camera's, VTR's, & 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.

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.

Chief engineer. 7 years' experience in technical and operations area of broadcast TV station, including minimum 3 years' supervisory experience. Must be capable of "hands on" repair and instruction of engineering staff. Salary range depends on expertise and qualifications. Excellent benefits. Resume/salary history to Vince O'Connell, WHSV-TV, Box TV3, Harrisonburg, VA 22801, 703-433-9191.

TV broadcast transmitter engineer. Must have extensive experience with broadcast transmitters and hold valid FCC operators license. RCA "F" line experience a plus. Must have ability to troubleshoot and maintain terminal gear, STL, ENG/EFP microwave, digital systems and earth station hardware. Experienced only please. Also interviewing experienced studio maintenance engineers. Contact William Seaman, Manager of Engineering, WTVN-TV, 1261 Dublin Rd., Col., OH 43216. 614-481-6663. EOE.

Senior TV maintenance engineer. Provides maintenance and technical support for all KUAT equipment and facilities, such as 1" Sony VTR's, Thompson ENG cameras and 3/4" VCR, Vidifont CG, Sony BVE-5000 computer editor, Grass Valley switchers. Qualifications: successful completion of technical training at trade or vocational school. Three years of the same kind of work experience. Please send letter of interest/resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721. Application/resume must be received by June 21, 1985. University of Arizona, an equal opportunity/affirmative action employer.

Senior maintenance engineer. Experienced on state of the art broadcast equipment, 3/4 & 1" VTR's, TBC's, cameras, switchers, etc. Operation & repair. Ed Murphy, VP-Eng., WXEL-TV, P.O. Drawer 6607, W. Palm Beach, FL 33405, 305-732-7850.

Southern California. Christian satellite and broadcast network has opening for master control operators. Minimum two years experience required. Resume to Personnel Department, Trinity Broadcast Network, Inc., P.O. Box "A", Santa Ana, CA 92711. Equal opportunity employer.

Technical director/editor. Middle Atlantic major market TV station/production house seeks TD. Experience must include CMX editing, Chyron IV, DVE, Quad/1" set up, 3/4" editing, live audio, studio camera a plus. FCC license required. EOE. Resume to Box M-103.

State-of-the-art mobile unit needs engineer in charge. Experience on TK-47's, BVH-2000's, Abekas digital systems, Chyron 4100 necessary. Competitive salary, benefits. Mobile unit supported by large established production facilities. Contact Hal Lipman, E. J. Stewart, Inc. 215-626-6500. EOE. EOE/MF.

Immediate opening for commercial photographer with three to five years experience in commercial field production. Responsible for commercial, promotional, public service material. Must have proven expertise in lighting techniques and post-production editing. Resume, tape, salary requirements to Personnel, WGHP-TV, Box HP-8, High Point, NC 27263. EOE.

RF maintenance engineer. Minimum 5 yrs. experience in maintenance of VHF & microwave equipment. Familiarity with Harris transmitter and terrestrial microwave a plus. Should be highly motivated and require little direction. Resume to Ira Goldstone, Director of Engineering, KTLA-TV, 5800 Sunset Blvd., Los Angeles, CA 90028.

Assistant chief engineer. Ground floor opportunity with growing group broadcaster. Experience helpful with Ampex VPR 80's, Sony BetaCart, and RCA TK27. Southwest independent. New studio and offices. Contact Dick Stafford, KJTV, P.O. Box 15610, Amarillo, TX 79105. EOE.

Maintenance engineer for mobile teleproduction unit. 3-5 years studio maintenance required. Good growth potential for right self-starting individual. Resume to D. Rolf Aanesd, Remote Possibilities, Box 1738, Bismarck, ND 58501. Deadline June 15.

Broadcast TV equipment maintenance engineer. If you're looking for the challenge of hands-on problem solving environment where the capable engineer is recognized as integral part of each and every project, Videocom has an opportunity to interest you. Videocom, a major teleproduction facility in the Boston area, needs self-motivated equipment maintenance professional with varied experience in TV systems operation, maintenance and repair. FCC general class license, supervisory experience, proven ability in Ampex 2" Quad maintenance/repair are necessary ingredients for success in this position. Please send resume to Box B, Videocom, 502 Sprague St., Dedham, MA 02026.

TV switcher/maintenance engineer. Meyer Broadcasting Co., Western ND, has opening for TV board operator, with equipment maintenance experience. Prefer first class license holder. EOE. Resumes to Cherie Olson, GM, KUMV-TV, Box 1287, Williston, ND 58802.

TV transmitter engineer. Harris BT25H2 and studio experience. Good benefits. Resume to KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE/MF

Maintenance engineer. Major market public TV accepting applications for 3/4" maintenance engineers. Candidates must have Associate's degree in electronics & two years' 3/4" technical experience. Engineers are expected to obtain a first class license within 12 months of hire. Good benefit package. Resume with letter of interest/salary requirements to WGBH, Personnel Office (A-217), Western Av., Boston, MA 02134. Equal opportunity employer.

Transmitter supervisor. Northern New England. Experienced in high power UHF, translators, microwave. Knowledge of 4 wheel drive, diesels, snow machines. Salary; growth potential. Group owner. 1st or general license. Resume to Box M-74.

HELP WANTED NEWS

Co-anchor/reporter. NBC affiliate in the 70's has opening for co-anchor/reporter for prime evening newscasts. Must have anchor experience, excellent on-air skills, strong writing/reporting abilities. No calls please. Tape & resume to News Director, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE, M-F.

General assignment reporter needed. Two years commercial TV experience. Top 50 market, Carolinas. Resume to Box M-77. EOE.

Weatherperson. Degreed meteorologist or experienced professional with AMS seal needed for our 6 and 11 newscast. Southeast location. Resume to Box M-78. EOE.

Weather anchor. Small market TV station with state of the art weather graphics seeks weather anchor/ Meteorologist preferred. Tape/resume to Ron Heller, News Director, KTVO-TV, P.O. Box 949, Kirksville, MO 63501. EOE.

Weathercasters needed. Send tapes/resumes to Steve Porricelli or Barbara Bresnan, Primo People, Inc., Box 116, Greenwich, CT 06870, 203-637-3653.

Sports reporter/photographer. Dominant Sunbelt TV station has opening for versatile, creative sports reporter/photographer. Prior experience required. Backup sports anchoring also possible. Resumes/tapes to Corporate Human Resources Department, WRAL-TV, P.O. Box 12000, Raleigh, NC 27605. EOE/MF.

Director of news and public affairs. Public TV station seeks experienced news director to supervise news department and produce/host public affairs series and specials. Teaches reporting class to advanced broadcasting students who are primary people in this news operation. Supervises daily 30 minute news broadcast. BA/BS in communications or related field and 4 years TV news experience required. Master's degree and management experience preferred. Salary: minimum \$22,000. Apply: WUFT-TV Search Committee, Weimer Hall, University of Florida, Gainesville, FL 32611. Deadline: June 12, 1985. WUFT-TV, an equal opportunity/affirmative action employer, encourages applications from women/members of minority groups.

News photographers/editors. WFSB, a Post-Newsweek station, has permanent & temporary positions available for individuals experienced in all aspects of ENG photography and/or 3/4" videotape editing. Applicants should be prepared to work irregular shifts, weekends, and nights. Resume to Personnel Dept., WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE, M/F.

News writer/producer for nation's news capitol. Must have exceptional writing skills and strong local news judgement. Resume to Executive Producer, WJLA-TV, 4461 Connecticut Ave., NW Washington, DC 20008. Absolutely no calls. WJLA-TV, an equal opportunity employer.

Reporters, anchors, weathercasters & sportscasters. Immediate, unadvertised openings currently available through our service, APR-Broadcast, 919-756-9244; a service of American Professional Relations, Inc.

Micronesia. Work in booming, tropical Guam! Dominant station in island market accepting applications for future hiring. Magazine show producer, news photographers, reporters. Tape/resume to John Morvant, News Director, Guam Cable TV, 530 W. O'Brien Dr., Agaña, GU 96910.

Reporter. WSAZ-TV, no. 1 in top 50's market, has opening for experienced general assignment reporter with anchor potential. Resumes/tapes to Personnel Mgr., WSAZ-TV, Box 2115, Huntington, WV 25721. EOE/MF.

TV reporter. Major market public TV nightly news program has opening for on-air reporter. Essential qualities are proven journalistic talent, wide-ranging interests with emphasis on local news, demonstrated ability to analyze/interpret as well as cover breaking stories and meet deadlines. Resumes with letter of interest to WGBH Personnel (A-215), 125 Western Ave., Boston, MA 02134. No phone calls or tapes. Equal opportunity employer.

The Florida News Network seeks coordinator for its 7-station satellite-fed news gathering operation. Candidates will have familiarity with assignment desk functions, as well as satellite news gathering. Reply by mail (no phone calls) to Mel Martin, Florida News Network, P.O. Box 5270, Jacksonville, FL 32207. EOE.

Top 30 network affiliate needs top anchor immediately. Play by play available. Resume/salary requirements to Box M-68.

Investigative reporter. WFSB, a Post-Newsweek station, seeks aggressive broadcast journalist who can develop and air investigative stories for southern New England's number one newscast. Requirements include ability to tell compelling stories that utilize 1985 production techniques, self-starter who wants to be on-the-air at least once a week, 3 to 5 years' experience in local news and investigative reporting preferred. Tapes/resumes to Mark Efron, News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Executive producer. Top 30 net affiliate needs experienced executive producer to help lead reporters and producers. Strong emphasis on writing, story production. Just work well with people. Prior experience as reporter and newscast producer a must. Resume to Box M-114. Equal opportunity employer.

Weekend anchor/reporter. Top 80 market. Must be able to produce/write for our successful weekend newscasts. Resume to Box M-125.

Meteorologist. NBC group owned station in the North seeks someone who knows weather and has personality that shows on-air. Degree, experience, knowledge of Colorgraphics required. Resume to Box M-120. EOE.

Specialized newsfeed service, based in Midwest, seeks news pro to assign/manage story production for more than 100 stringers. Ideal candidate will have experience as reporter and assignments editor, and be able to demonstrate creative production skills. Resume/salary requirements to Box M-121. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

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.

Extension specialist in video production. Responsible for writing, shooting, producing, coordinating video projects. Some on-camera necessary. Master's degree required. Minimum three years' experience. Excellent compensation & benefits. Contact Jack Burke, Extension Radio-Television-Film, Kansas State University, Manhattan, KS 66506, 913-532-5851. Kansas State University, an equal opportunity employer.

Nothing could be finer than to be in the Carolinas as a producer/director in our promotions department. If you have strong production and writing skills along with creativity, and want to move up to a top 40 market, send resume to Box M-79. EOE.

Program director. If you're creative, innovative, and assertive, a challenging position in California awaits you. Immediate opening. Independent TV programming experience required. Resume/salary history to Box M-83. EOE, M/F.

Director. 6 and 11 PM newscasts. Fast growing Sunbelt city. Network affiliate has immediate opening for creative, take charge director. Experience with Grass Valley 300, DVE and still store a plus. Position includes supervision of newscast pre-production & news graphics. Tape/Resume to Doug Ballin, News Director, KVBC-TV, 1500 Foremaster Lane, P.O. Box 44169, Las Vegas, NV 89116.

Production directors. Local newscast. Must have 2 years' experience, be familiar with all aspects of control room operations. Other positions also available. Resumes/ demo tapes to Dennis Brown, KTPX-TV, P.O. Box 6699, Midland, TX 79711. EOE.

Story producer. PM Magazine. One of the most successful PM magazine shows seeks experienced story producer. Must be able to research, write, produce features. Reel/resume to Ron Obston, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Attention all NYC camerapeople with proven news-magazine experience. Please send your written resume to Box M-115.

Production videographer. Requires individual with at least one year's experience as photographer at a commercial TV station or related facility. Extensive experience in editing, location lighting, and audio essential. Resumes to Meyer Davis, Program Director, WVEC-TV, 1930 E. Pembroke Ave., Hampton, VA 23663. Equal opportunity employer.

WFTS (28) is looking for a program director with minimum two years' experience. Individual must also have strong operations background. Resumes only to Lew Freifeld, President/General Manager, WFTS-TV 4501 E. Columbus Dr., Tampa, FL 33605. We're an EOE and a Capital Cities Communications station.

Creative service writer-producer. Top network affiliate seeks experienced creative copywriting talent for broadcast and print. Proven broadcast production capability with 3-5 years experience in TV, radio, and print advertising. Resume/video/radio/print samples to On-Air Promotion Manager, WBZ-TV 4, 1170 Soldier's Field Rd., Boston, MA 02134. No phone calls accepted. Westinghouse Broadcasting & Cable, Inc., an equal opportunity employer.

Assistant promotion manager. Major market network affiliate seeks take-charge individual for #2 position in dept. Must have strong writing, hands-on editing, & producing skills. Minimum two years' experience in all phases of broadcast promotion including on-air, print, & radio. Managerial experience a plus. Resumes/tapes to Cyndie Reynolds, Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Major market station, northern Cal., has 2 positions open: technical director w/professional capacity for multi-camera live shows, and convergence 204 system editor. Please send resume/tape to: BABSB, 2655 Van Ness, SF, CA 94109. Minorities strongly encouraged to apply.

TV promotion manager - Cleveland's newest independent seeks promotion manager with strong on-air experience in promotion production. Writing/editing skills must be superior. Other responsibilities eventually will include radio and print production, radio and print placement, sales promotion, event promotion. Address inquiries to R. Affe, Program Director, WOIO, 2720 Van Aken Blvd., Cleveland, OH 44120.

On-air promotion producer. Maryland Public Television, one of the nation's largest public broadcasting production centers, seeks experienced on-air promotion person with high degree of creativity. Responsibilities include writing, producing, and/or supervising on-air promotional material for both radio and TV. Creativity and imagination a must. Minimum three years' experience in TV production & promotion required. Degree in communications field preferred. State employer with generous health/vacation benefits. Resume, salary requirements, references to Clyde Maybee, Director, Division of Promotion, Maryland Public Television, Owings Mills, MD 21117. Application deadline June 14, 1985. EOE.

Promotion manager. WJKS-TV, the up and coming NBC affiliate in sunny Jacksonville FL, has excellent opportunity for experienced promotion pro. If you have strong creative skills, experience in managing/budgeting a promotion department, & can demonstrate a production background with a major market look, we want to talk to you! Reply in confidence with resume/tape to Russ Myerson, Director of Programming & Operations, WJKS-TV, 9117 Hogan Rd., Jacksonville, FL 32216. M/F. EOE. WJKS-TV, a Media General station.

Production director. Small Midwest affiliate. Excellent opportunity for current hands on producer/director to move up. Organization, creativity, writing skills a must. Ability to switch and supervise all local production essential. Letter, resume/salary requirements to Box M-123.

Production manager opening at WV's #1 independent, 43rd ADI. Candidate should have at least 4 years' commercial & station directing experience. Station needs person who works well with others and to oversee 15-member department. Position requires someone who has strong station operational skills. Candidate may be a creative director ready for move into management, or a production manager ready for a new challenge at young, growth-oriented, group operation. EOE/MF. Resume/salary requirements to Manager, WVAH-TV23, 23 Broadcast Plaza, Hurricane, WV 25526.

SITUATIONS WANTED MANAGEMENT

"Yes I can, develop #1 biller and market leader, and I'm going to do it, are you?" Veteran broadcaster. Extensive sales background includes Youngs Walker & Company, Lontos, Welsh, Jennings, RAB, International Newspaper Institute, & Television Advertising Bureau training. Experience includes group VP-GM, GSM, Publishing, and TV. Available June 1. Prefer west, salary negotiable. 208-234-4224.

Experienced general manager available. Radio, TV, or both. Full charge experience including sales, programming, news, engineering, & administrative. Absolute integrity. Would consider firm or syndication sales. Call/write William J. Hart, 1108 Hilda Court, Venice, FL. 33595, 813-493-0582.

SITUATIONS WANTED TECHNICAL

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 creative, experienced, attractive male desires magazine, talk, weather, commercial talent position. Call now: 813-299-2331.

SITUATIONS WANTED NEWS

Experienced meteorologist seeking entry into TV. Five years' live radio & national forecasting. Young, good communicator. Tape available. Jeff Morrow, 814-234-6240.

Small mkt. sportscaster looking to move up the ladder. Anchor or report. Can shoot and edit with the best. Available now. Box M-67.

Sports anchor/reporter. Award winning sports anchor/reporter/writer/editor, 15 years' solid experience, including reporting, show host, PBP, as well as own videotape editing in nation's #2 market. If you want an exciting, dedicated approach to sportscasting, I'm your man. Will work weekends and/or reporting if weekdays not available. Call Walt, 415-992-0669; write 783 Skyline Dr., Daly City, CA 94015.

Experienced, talented, glamorous news anchor/reporter. Able to produce top-notch newscasts. Strong writing skills. BA degree. Box M-106.

Dedicated newsmen, two years' radio/TV experience, wants small market job that can use my reporting/camera skills. 413-323-6796.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production manager. Over 10 years' experience aff. & indy. Believer in strong promotion. Looking for station needing hands-on leader! Reply Box M-82.

Character generator operator currently employed. 7 years' live sports experience. Work daily on Vidifont Mark 4A; have strong experience on Chyron 4100. Interested in position expanding current knowledge and developing skills on all types of character generators. Box M-95.

28-year-old writer/producer/editor, M.S. in education, seeks long-term documentary, educational, or industrial film/video position. Also skilled at on-air entertainment reporting and film criticism. Hard worker, fast learner. Available mid-August. Bob Risher, 415 S. Grant, #7, Bloomington, IN 47401.

Production—I produce, direct, edit, switch, light, & shoot. Network experience. New York area. Marc, 201-628-1624.

Award winning jazz dancer, excellent voice/appearance. Looking for station to perform exercise fitness show. Box M-107.

CABLE

HELP WANTED SALES

Advertising account executives familiar with metro NY/NJ area to sell commercial time on cabletelevision. Salary, commission, benefits. Resumes to Patricia Coe, United Media Cable Services, 1819 Peachtree Rd., NE, Suite 707, Atlanta, GA 30309. EOE.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Director. TV & telecommunications services. Dundalk Community College, located in southeastern Baltimore County, Maryland, has fulltime, 12-month position for qualified individual to develop & produce TV programs for both classroom and cable TV & do some teaching in media technology program. Full benefits. Salary range \$22,000 - \$30,000. Requires Bachelor's degree in telecommunications, mass communications or equivalent, three years fulltime work experience in field, management, & teaching skills. Call for application: 301-522-5650, by June 3, 1985. Completed applications must be received by the college by June 12, 1985. AA/EOE.

HELP WANTED INSTRUCTION

Communications media. Indiana University of Pennsylvania invites applications for permanent tenure-track position as assistant professor in communications media department beginning June 24, 1985. Department seeks professionally trained person in areas of mass communication. Teaching assignment includes basic TV production, electronic field production, broadcast news processing, plus other broadcast courses as assigned. Person will be expected to conduct other TV activities in support of the University. Position includes administration of department-operated local origination channel on community cable system. Doctorate preferred, MS plus course work accepted plus experience in the field. Duties include teaching undergraduate courses, teaching in new graduate program possible, advising department majors, serving on department & university committees, and establishing a research theme. Qualifications include demonstrated professional involvement in specialty area, three years of successful college/university teaching. ABD candidates considered for assistant professor level. Letters of application, resume, transcripts, three letters of reference by June 1, 1985, to Dr. Robert Murray, Chair, Search Committee, Communications Media Department, 121 Stouffer Hall, IUP, Indiana, PA 15705. IUP is an AA/EOE.

Assistant or Associate professor. Radio-TV instructor. Lincoln University has fulltime position in mass communications beginning Aug., 1985. Responsibilities include teaching courses in radio/television production and broadcast journalism, assisting students in work at campus 40,000 watt FM stereo station, teaching some print journalism courses. Applicants must have earned doctorate in journalism or mass communications or M.A. and demonstrated professional reputation and at least two years' professional experience in teaching and/or any of the professional media. Must have competence to administer programs in both broadcasting and journalism. Experience in print journalism helpful. To apply, request Lincoln University Application Form and submit resume, three letters of reference, official transcripts to Dr. Rosemary Hearn, School of Arts and Sciences, Lincoln University, 820 Chestnut St., Jefferson City, MO 65101, before June 15, 1985. AA/EOE.

Broadcast instructor - assistant professor. Active school of journalism has opening beginning Sept. 1, 1985. Responsibilities include teaching intro, broadcast news writing, all aspects of limited news production including directing, audio, switching, & ENG/video tape editing, student advisement. Qualifications: Master's degree required, professional & teaching experience helpful. Salary competitive. Contact Dean, School of Journalism, Troy State University, Troy, AL 36082. Include resume/references. Deadline for applications-July 21, 1985.

HELP WANTED SALES

Software company expanding. Additional reps needed to sell broadcast software for microcomputers. Excellent commission rate! For details, call 602-971-9052.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Need used 10 KW or 30 KW UHF TV transmitter, UHF antenna for channel 41, and other used TV equipment. Also 500 foot tower. Good condition only. Please include asking price. Box M-122.

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 lowest costs. Business plans, financing available. Quality Media, 404-324-1271.

New UHF transmitters. Silverline 60kw high-efficiency UHF transmitters, dual exciters, Pulsar, all standard, at an amazing price. Quality Media, 404-324-1271.

Used TV transmitters- 30 and 60 kw UHF, Dual 38 kw Harris HI-Band VHF, 1kw Emcee UHF LPTV, call for your needs. Quality Media Corporation, 404-324-1271.

RCA TCR-100 2" cart - (2) available with 2,000 tapes. Call for details and low price. 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.

New 100 watt solid state UHF LPTV transmitter. Time proven modules. Sales, rentals, loaners. Quick delivery, best prices. Call CommTele, 713-479-1614, anytime.

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.

FM transmitters: 20, 10, 7.5, 5, 3.5, 1, and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

AM transmitters: 50, 5, 2.5, 1, 250 and .05 KW Continental Communications. Box 78219. St. Louis, MO 63178. 314-664-4497.

20KW FM-Harris FM 20 K w/MS-15 & spares—2X RCA BTF-20E1 (1974) w/Moseley—CCA 20,000 DS (1971) w/10DS, RCA BTF-10E w/Moseley. Call M. Cooper/Transcom Corp., 215-379-6585.

Emcee 1KW IDA—1000A Amplifier, HTU-100 UHF translator. Tektronix 529 waveform monitor, Sony VCR's BVU-50, BVU-100, V02860, ECS-1B, RM 400 editors. For further information, contact Rick Melamed, ABC-TV, 212-887-4981.

Sony M3 camera, like new, low hours, extras incl. w/o lens. Best offer. 305-864-5489, 9A-5P EDT.

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.

Gates automation - SC 48 programmer w/clock and audio control center, 3 Scully 270 playback decks, (1) Gates 55 multi-cartridge player, source transfer control, + G 25 HTZ tone generator + distribution panel. Peter LaRosa, WPAM, 717-622-1450.

Attention: Sign-on stations, independents, cable companies, low power TV stations. Two TK-761 studio cameras (Plumbicon) including Angenieux 15 x 1 lenses, CCU's, 45 meter cable and carrying cases. Only 2 years old. We're upgrading, but currently using these cameras for local newscast and public affairs programs. \$20,000 each, or make your best offer. Call Dale Stafford, Operations Manager, WGXA-TV, Macon, GA 912-745-2424.

Two RCA, TK-46, studio cameras with Angenieux, 10 x 1 lens, including extenders, 200 feet of cable, excellent condition. Best offer. Chyron III, character generator, with font compose, good condition. Best offer. 815-963-5413.

ISI Model 1205 studio switcher with 2 mix effects & 1 program buss, 20 inputs, 2 RGB chroma keyers, matrix wipe, quad split, down stream keyer. Removed from service in Feb. '85. Five years old. EEY Vidicons - 3 each 8134V1 and one 844OV1, excellent condition. Installed in RCATK-27 for only one week. Clay Spurrier, 301-742-4747.

IKE HL 79As, RCA TK-760s, RCA TR-600s, RCA TH-100s. Ampex VPR-2Bs, Hitachi HR-100. Complete editing suite with CMX, Grass, Sony 1". Gerstenslager 38" mobile. Five camera, 1" tape mobile units. These are nice. Media Concepts, 919-977-3600.

MISCELLANEOUS

"Break Into Broadcasting". Send for revealing booklet. \$6. Coastline Publications, PO Box 533, Somers Point, NJ 08244.

Free. See 10-minute videotape of 5-day conference held in 1984 at the University of Florida on agriculture & the humanities. With a grant from the W. K. Kellogg Foundation, UF makes available a tape showing conference of 430 representatives from every major land grant university & 50 private colleges. It was designed to make students in all fields aware of the social significance of agriculture. You pay only return postage. Charges for unreturned tapes: \$50 for 3/4", \$35 for 1/2" VHS or 1/2" Beta. No charge if tapes are returned within 1 month of shipping date. Specify format when writing to Rosemarie Van Camp, Agriculture/Humanities Tape. Information & Publications, 545 Weil Hall, Gainesville, FL 32611.

Look at your numbers. Inexpensive, flexible computer run of your ratings. AQH, cume, TSL, rankers. Write Target Reports, 2822 Wilcrest Dr., Austin, TX 78748.

Time sales training manual. Improve sales performance. Everything salespeople should know: technical information, attitude, organization, follow-up, packaging, independent TV, specials, prospecting. Written by professional with 20 years' experience. Antonelli Media Training Center, 212-206-8063.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

CBS Mystery Theatres - 760 shows on reels or cassettes. Fastest service, highest quality. Catalog \$1.00. Edgar Cole, P.O. Box 3509, Lakeland FL 33802.

CONSULTANTS

Signing on or just bought a station? Satisfied with your sales staff's performance? Line-up make best use of your programming? Develop salespeople, only to lose them? Rate card maximize dollars? Difficulty finding salespeople with attitude and training? We are experts at selling, training, and managing people. We know this business and can help you. A consulting relationship with us will produce immediate benefits. Antonelli Media Sales Consultants, 20 W. 20 St., NY, NY 10011, 212-206-8063.

RADIO

Help Wanted Management

GENERAL MANAGER

Big billing AM/FM, dynamic Midwestern medium market. Outstanding power and coverage, facilities, equipment. Solid staff and programming. Career change opens opportunity for decisive self-starting, sales-oriented manager with programming exposure who can communicate at all levels. Attractive incentive compensation. Group owned. Box M-91.

Help Wanted Management Continued

WANTED: PEOPLE-ORIENTED, GOAL ACHIEVING SALES MANAGER WNOR AM/FM, NORFOLK, VA

Proper candidate should already be a sales manager who's confident that the necessary skills and abilities to assume full control of professional sales department are already developed. Our sales manager must be sales intensive, self-motivated, assertive, organized & disciplined. Person must be experienced in research, coop advertising, and believe in service to the client—but most of all, be interested in station's staff and clients and be an active, inspiring leader who believes in on-going training and growth. In exchange, we'll provide excellent salary and benefits plus commission arrangement. We're a people-oriented group and offer solidity and growth. Please put in letter form your qualifications & experience for this challenging and rewarding opportunity. We promise strict confidence and there will be no background calls until you are informed. Send to Jack M. Rattigan, Vice-President/General Manager, WNOF AM/FM, 700 Monticello Ave., Norfolk, VA 23510. EOE.

Josephson®
RADIO

Help Wanted Announcers

WANT TO BE A VJ IN BOSTON?

Channel 66 seeks radio DJ's who want to join our live major market music video operation. Send us your video audition tape, or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Tape/resume to Program Director, WVJV-TV, P.O. Box 9166, Framingham, MA 01701. No phone calls please. EOE.



WANTED: TODAY'S TOP TALK RADIO TALENT

We're looking for the best and brightest of today's talkers. Long time pro, or hot up and comer; we'd like to hear from you. If you're an original, a one of a kind, ready to move up to one of America's premier talk stations and join a select circle of broadcast personalities, then start talking, we're listening. Please send representative cassette, resume, references (indicate confidential if desired), & ratings, (if available), to P.O. Box 915, NY, NY 10018.

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.

MORNING SHOW ENTERTAINER

Our morning personality is leaving. It'll be tough to fill his shoes. Can you do it? Entertaining/humor essential. Top notch production a must. No time and temp types, please. Four years minimum experience. Live/work on beautiful coastal Florida. Tape, resume, salary requirements to Bill James, WOVB, P.O. Box 3032, Fort Pierce, FL 33448. EOE/M/F.

WE'RE BIG ENOUGH

to hire the best and keep them happy. If you qualify, we'd like two cassettes: one of what you do now, and one of what you'd do if you could do radio the way you really want to. P.O. Box 411118, Chicago, IL 60641. EOE.

Situations Wanted Management

GENERAL SALES MANAGER

Ten years' experience as AE and GSM. Seeks GSM or LSM position, top 30 market. Extensive experience in selling at client, agency, and retail level. Knowledgeable of research & its creative use in making the sale. Write Box M-131.

Situations Wanted Announcers

OWNERS/MANAGERS

You're a phone call away from a morning entertainer with major market experience. Looking for PD/operations mgr. position with great, people-oriented company. Available after Arbitron. Become your market's next #1. 205—928-8015.

Situations Wanted News

NEWS DIRECTOR

15 year Los Angeles newsman available June 10 for radio news directorship in major market. Experienced in all facets of radio news including news/talk. Excellent managerial skills. Top references. Recipient of many awards. Write Box M-132.

TELEVISION

Help Wanted Programing, Production, Others

ASSOCIATE DIRECTOR

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, has immediate opening for associate director in their production services dept. Successful candidate must have minimum 2 years' TV experience including prior directing or related experience in working on TV talk, music, commercial, & remote productions. Must have working knowledge of lighting, staging, camera production, TV production switcher, audio, post production editing, and basic scenic requirements, and ability to work rotating schedules, weekends, holidays and odd hours; position primarily 4:00 PM to midnight shift. If you feel led and wish to serve, send resume to:

The Christian Broadcasting Network, Inc.
Employment Dept.—Box SJ
CBN Center
Virginia Beach, VA 23463
equal opportunity employer

PROGRAM DIRECTOR

KTNV-TV, Channel 13. Resume/salary requirements to Steven Smith, KTNV-TV, 3355 S. Valley View Blvd., Las Vegas, NV 89102.

**Help Wanted Programing,
Production, Others Continued**

WBZ-TV 4

CREATIVE SERVICE SENIOR PRODUCER

Top network affiliate seeks marketing professional with at least five years video/film production experience. Proven creative script writing, post production, radio and print capability a must. Previous management experience preferred. Send resume and video/radio/print samples to:

**Creative Services Director
WBZ-TV 4
1170 Soldiers Field Road
Boston, MA 02134**

No phone calls accepted. Westinghouse Broadcasting and Cable, Inc. is an equal opportunity employer.

ASSOCIATE PRODUCER TALK SHOW

4th market programming department seeks dynamic associate producer for competitive, single topic, local morning talk show. Responsibilities include research & preproduction, as well as line production of daily live show. Candidates must be excellent bookers, creative, well-organized, tenacious, able to handle many priorities at one time. 1 to 3 years major market TV production and/or talk show experience preferred. Send booking ideas, resume, demo tape ASAP to:

**Cynthia Fenneman
Executive Producer
KYW-TV
Independence Mall East
Philadelphia, PA 19106. EOE.**
KYW-TV 3 W GROUP

Help Wanted News

PRODUCER EARLY AND LATE TV NEWS

Must be experienced. We're after a rare person. Someone who has what it takes to make it big as a producer in TV news, but who hasn't already been snatched by the big guys. We're not in a big market, but we will have shows that would compete in larger markets. If you're someone who can help (not just try), call me. We've just installed a news computer system, new set, new studio cams, Grass Valley 300, lots more ahead to work with. This is a job that demands you become good enough to make your next move to the top. Excellent writer? Creative? Innovative? Call me. Greg Baker, WTHI-TV, Terre Haute, IN, 812-232-9481. No on-air work. Immediate opening. EOE.

Help Wanted News Continued

**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.

NEWS DIRECTOR

Progressive small market station with large coverage area. Fine facility with good deal of state of the art equipment, excellent reputation, ratings, and product. Individual we need will enjoy a good, competent staff and a station which places priority on its news effort. We're looking for a good, stable person with at least six years news experience (two in TV), management experience, good leadership ability, and cooperative attitude toward station goals. Computer knowledge helpful, not required. Prefer someone with genuine interest in the mid-south and its lifestyles. Please send resume, goals, ideas, salary history, cover letter to Box M-118. An excellent growth opportunity with a growing company. EOE.

NEWS DIRECTOR-ANCHOR

Experience in all phases of TV news production essential. Key positions in nightly Long Island news program for cable distribution. Excellent news writing skills, on-air experience, ability to supervise reporters & producers necessary. Salary competitive. Rush tape/resume to A.F. Piazza, Executive Producer, "Long Island News Tonight," New York Institute of Technology, Old Westbury, NY 11568. EOE.

Situations Wanted Management

PUT THIS EXPERIENCE ON YOUR TEAM

- Network news unit manager.
- Network field producer (live events).
- Network operations' administrator.
- Congressional press aide.
- MBA.

**Call Richard,
201-861-5313**

ALLIED FIELDS Help Wanted Technical

SENIOR VIDEO/AUDIO SYSTEMS ENGINEERS

If you have at least 5 years experience in video / audio systems engineering and are a creative person, **WE WANT YOU!** We are offering a challenging opportunity, in sunny San Diego, to join our unique team of system designers. These immediate openings come with a compensation package that includes excellent benefits.

Centro

Setting new standards in the design and integration of teleproduction facilities and remote production vehicles.

WRITE TO:

**Chris Genereaux
Centro Corporation
9516 Chesapeake Drive
San Diego, CA 92123-1352
No phone inquiries accepted.**

Help Wanted Management

ADVERTISING MANAGER BROADCASTING EQUIPMENT

Broadcast Electronics seeks creative individual to direct company's total advertising/promotion program. This key position reports to the vice president—marketing.

Minimum requirements: 2 years industrial product/ad merchandising experience & BS or MS degree, preferably in journalism. Applicant must possess good writing skills, in addition to creativity & management ability. Salary commensurate with experience, education and abilities. Exceptional benefit package includes profit sharing plan. Excellent working environment in air conditioned 70,000 sq. ft. modern plant.

Established in 1959, Broadcast Electronics is a major manufacturer of broadcasting equipment, with headquarters in Quincy, IL. We're an EOE. Please send resume to Director of Personnel.

**BE BROADCAST
ELECTRONICS INC.**
4100 NORTH 24TH STREET, P.O. BOX 3606
QUINCY, IL 62305, PHONE (217) 224-9600

Help Wanted Management Continued

NATIONAL SALES MANAGER BROADCAST TRANSMITTERS

Outstanding opportunity to assume full responsibility for directing U.S. and Canada sales of Broadcast Electronics' technologically superior FM transmitters, AM stereo exciter, TV stereo generator, and other RF products. Distribution is primarily through an existing distributor/dealer organization. This key position reports to VP-Marketing. Individual we seek should possess proven selling skills combined with strong technical background. Experience in working with distributor/dealer group and success in motivating them to achieve increased sales is what we seek. Good educational background would be a big plus, as this position has high visibility and growth potential. Excellent remuneration package.

Broadcast Electronics, acknowledged as the world leader in FM broadcast transmitting equipment technology, is a fast growing company. We have excellent benefits package, including group insurance and profit sharing. Our facilities are consolidated in a modern 70,000 square foot air conditioned plant where the working environment is informal, friendly, and individually oriented. We're an equal opportunity employer, M/F. Call today, or send resume in complete confidence to Steve Wall, Director of Personnel.



**BROADCAST
ELECTRONICS INC.**

4100 N. 24th St., P.O. BOX 3806, QUINCY, IL 62305-3806, (217) 224-9600. TELEX: 250142

MEDIA RESEARCH POSITION

Leading Washington-based opinion research firm has immediate opening for qualified individual to manage firm's quantitative & qualitative TV research. Responsibilities include questionnaire and study design, statistical analysis, report writing. Minimum 2 yrs. broadcast research experience required. Candidates should possess excellent writing and quantitative skills, graduate degree in broadcasting or communication research. Respond with letter of interest, resume/salary requirements in confidence to:

Geoffrey Garvin, President
1724 Connecticut Ave., NW
Washington, DC 20009

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MI 48106

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Employment Service

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:

**NATIONAL BROADCAST
TALENT COORDINATORS**
DEPT. B, P.O. BOX 20551
BIRMINGHAM, AL 35216
ACT NOW: 205-822-9144

10,000 RADIO-TV JOBS

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!

Business Opportunities

PARTNER WANTED \$900,000 INVESTMENT

Triple your money in five years. Undeveloped, under-valued NE major market class B FM with 3,000,000 coverage. Unique opportunity for growing chain to enter majors. I'm a proven top quality start-up manager and straight shooter.

BOB ALLEN
716-893-6671 days; 716-832-0005

Radio Programming



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Miscellaneous

SATCOM 3-R AUDIO SUBCARRIERS FOR LEASE

Satcom 3-R audio subcarriers for lease. Los Angeles area uplink. Can provide up to eight 15KHz subcarriers on Transponder 4, 24-hour service. Call: -

John Roberts
United Video
918-665-6690

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

**Miscellaneous
Continued**

"WINNING AN FM RADIO LICENSE"

A Strategy Session With The Experts

Comprehensive, 1-day seminar dedicated to techniques in financing & acquiring new FM radio stations issued by the FCC. Panel features FCC officials & top industry consultants.

- (1) **Legal Aspects of Preparing Applications**, by Mahn, Franklin & Goldenberg, P.C.
- (2) **Engineering & Turnkey Station Construction**, by Sachs/Freeman Assocs., Inc.
- (3) **Financing an FM Station**, by 1st American Bank of Washington.
- (4) **Valuation & Trading of FM Stations**, by Communications Brokers, Inc.

Attendees will receive the "FM Income Projections Guide", a profile of market potential for FMs available June 13 by Computer Technology Publishing Co. Seminar will be held at American University, Washington, DC, June 13, 1985. For registration info, call 202-429-6681. Available through:

**MEDIA MANAGEMENT
WASHINGTON SQUARE
1050 CONNECTICUT AVE., NW, STE. 300
WASHINGTON, DC 20036**

For Sale Stations Continued

**RALPH E. MEADOR
MEDIA BROKER**

500 W daytimer, \$375,000, terms. Class A FM small market near large lake; \$300,000, terms. AM-FM near university & large lake, \$550,000, terms. Class C FM. Excellent station & equipment, \$2.5 million. Terms to qualified buyers.

Ralph E. Meador

**MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544**

For Sale Stations Continued

**LIKE TO VISIT CHINA?
JOIN US**

Escorted and hosted by Radio Peking.
Most comprehensive 22 day tour.
Inquire cost, potential tax benefits.

Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907 303-633-4795

For Sale Stations

VHF-TV CP

Good Southwest market. Only one other station in market. Asking \$175,000. E.L. Corky Cartwright. 619-324-5320; Brian Cobb 202-822-8913.

CHAPMAN ASSOCIATES
national media brokers

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

STATION OWNERS

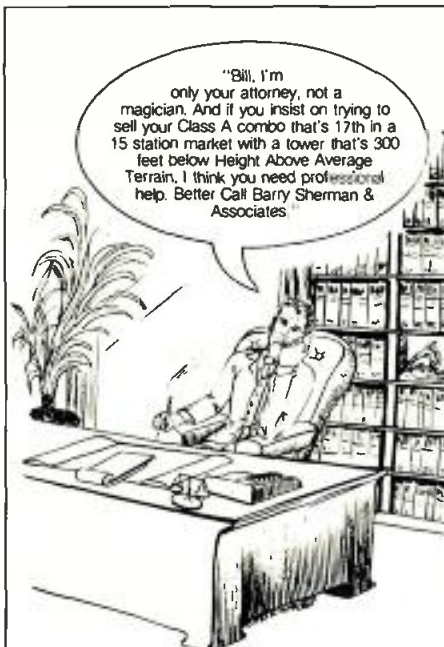
We've been very busy selling stations throughout New England and New York state and hope you won't feel neglected if we haven't phoned or written you lately. If you'd like to just talk about what your station might bring if offered for sale, give us a call. There's no obligation on your part. We'll be glad to meet with you and at least you'll get a free estimate of what your station is worth.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-6083 (ME)

Media Mark Corporation
P.O. Box 1739 • Hot Springs, AR 71902

CP's — If you have one to sell, let us help. We have developed a client list with cash who want CP's NOW! Call and ask for Bob Gipson.

Media Brokers • 501-525-4600



**Barry Sherman
& Associates**

full service media brokers
and consultants

1828 L St., N.W.
Suite 300
Washington, D.C.
(202) 429-0658

- Class C. Large state capitol South. \$2.5 million. Terms.
 - Many TV's & TV CP's & FMs.
 - LPTV, NYC area. \$4 million.
- BUSINESS BROKER
ASSOCIATES
615-756-7635—24 HRS.**

■ VHF-TV, U.S. Pacific, single station market, population 110,000, \$1,000,000, terms; \$1,200,000 appraisal.

■ Class C FM, daytime AM; Rocky Mtns.; population—50,000 metro; 130,000 total area; \$650,000, terms.

■ AM/FM combo, U.S. Pacific; 5 station market; a steal at \$1,000,000, terms.

■ Call Ray Hambric, 303-337-4707.



Pat Thompson Co.

COMMUNICATIONS BROKERS
14292 EAST EVANS AVE AURORA, CO 80014 (303) 337-4707

COLORADO: Newly built class C FM serving regional market. Excellent opportunity for group or individual owner/operator. \$700,000; \$150,000 down, good terms.

CALIFORNIA: Central coast AM/FM. Great staff & equipment. Excellent ratings; growth market. \$1,550,000; \$500,000 down. Good terms available.

BILL EXLINE ANDY McCLURE

William A. Exline, Inc.

4340 Redwood Hwy., Suite F-121
SAN RAFAEL, CALIFORNIA 94903
(415) 479-3484

MEDIA BROKERS — CONSULTANTS



CHAPMAN ASSOCIATES

nationwide media brokers

Location	Size	Type	Price	Terms	Contact	Phone
NC	Met	AM/FM	\$1180K	\$300K	Mitt Younts	(202) 822-8913
WA	Med	AM/FM	\$1050K	\$150K	Greg Merrill	(801) 753-8090
VT	Reg	AM/FM	\$895K	\$200K	Ron Hickman	(401) 423-1271
IA	Met	AM/FM	\$875K	Terms	Burt Sherwood	(312) 272-4970
CT	Sm	AM	\$750K	Terms	Warren Gregory	(203) 364-5659
CO	Sm	AM/FMcp	\$725K	\$150K	David LaFrance	(303) 534-3040
FL	Maj	AM	\$600K	Terms	Randy Jeffery	(305) 295-2572
TN	Maj	AM	\$550K	\$50K	Ernie Pearce	(615) 373-8315
NB	Sm	FM	\$500K	\$100K	Bill Lytle	(816) 941-3733
TX	Sm	AM/FM	\$350K	\$75K	Bill Whitley	(214) 680-2807

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

HOLT

FINGER LAKES NEW YORK STATE

Only FM in a resort, college, and wine-growing city. Well established station. Only \$750,000; \$250,000 down, balance over ten years at 10%.

215-865-3775

FLORIDA—SMALL MARKET

1 KW fulltime AM in booming central Florida. Disney World nearby. Real estate included. Good equipment. Automated. Satellite programmed. Ideal for owner/operator with some financial credentials. \$295,000; \$50,000 down.

919-363-2891; 804-758-4214

901/767-7980

**MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"

4050 Poplar • Suite 1135 • Memphis, TN 38157



R.A. Marshall & Co.

Media Investment Analysts & Brokers

Bob Marshall, President

This class A FM facility serving a large Southeastern market has excellent ratings and is offered at less than 2.3 times gross. \$1.5 million.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

FOR SALE OR LEASE

Anamosa, IA. 500 watt automated daytime AM station. Real estate included. Terms available. Steve Goldin, 319-895-8444.

WESTERN MOUNTAIN RESORT AREA FM

Number one in market. Price & terms negotiable. Inquiries: FM Radio, P.O. Box 33003, Washington, DC 20033.

SUNBELT—\$750,000

Fulltime AM. Major market. New towers, phaser, transmitters, includes much real estate. Terms to qualified. Box M-70

SALE BY OWNER

Fulltime AM/FM. Absentee owner, ready for retirement. Single station medium size market, central PA. Improved signal available, excellent equipment, transmitter property included. \$2 million, terms. No brokers. Box M-101.

FOR SALE

Full-day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing. FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robln B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
10509 Berry Knoll Dr., Dallas 75230

INTEREST IN VHF-TV

Construction permit. Midwest college town. Market has limited competition. Asking \$475,000; \$175,000 down. Call Brian Cobb. 202-822-8913.

CHAPMAN ASSOCIATES
nationwide media brokers

JAMAR RICE CO.
Media Brokers & Appraisers

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

For Sale Stations Continued

TOP 20 AM

Upper Midwest suburban 5 KW foreign clear channel with competitive PSA and PSSA. Station will automatically be fulltime upon completion of Mexican communications agreement with no additional investment. Also awaiting uncontested CP for higher power and fulltime on domestic clear channel; 50 KW potential by day. Much new equipment; renovated studios, offices. Priced at \$775,000 (\$250,000 cash down with balance in attractive terms/debt assumption) for this excellent growth opportunity. Professionally and financially qualified only, please.

Box M-102

SOUTHEAST FULLTIMER

5 KWAM. Growing area. Owner has other interests. New studio plus 7 ac. \$350,000, excellent terms. 205—793-5112.

WISC. AM RADIO STATION

Includes 29 acres, buildings, & equipment. Good growth potential. Excellent terms possible. Jim Ceithamer, DAS Realty, 608—222-9119.

FLORIDA VHF

Three constructed LPTV's, all VHF, including channel 4, Orlando! May include fourth UHF CP. Low down, long terms. Financially qualified principals only. Box 1513, Gainesville, FL 32602.

MIAMI MARKET AM 5 KW FULLTIME

Good deal. Group situation. Active or inactive with at least \$50,000 each welcome. Serious only! Meyer Gottesman, P.O. Box 2501, Polson, MT 59860-3503, 406—883-5163, eves. MDT.

IN: small market FM, good cash flow. \$365,000 cash.

GA: AM daytimer, good cash flow, real estate & equipment. \$720,000, terms.

GA: suburban fulltimer. \$600,000, terms.

GA: fulltime, small market, \$321,000, terms.

GA: fulltimer, best in market, \$400,000, terms.

The Thorburn Co.
410 Sandalwood Dr.
Atlanta, GA 30338
Brokers
404—998-1080

CLASS C 100KW FM WASHINGTON

Washington state/\$250,000. Jerry Denon, The Montcalm Corp., 315 Second Ave. South, Seattle, WA 98104, 206—622-7050.

FOR SALE

South Carolina. Beautiful resort area AM daytimer. Write Box M-108.

TOP 150 MARKET CLASS B

Central AM/FM. Good ratings, doesn't bill market share, non-broadcaster owned, excellent facility. 6X GR \$1,050,000 cash. Send qualifications to Box M-117.

UHF-CP, TOP 5 ADI INVESTMENT PARTNER WANTED

Tremendous opportunity in this major market. Send qualifications/references to Box M-116.

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.

Fates & Fortunes

Media

Bob McRaney, VP and general manager, WWBT(TV) Richmond, Va., joins WDSU-TV New Orleans in same capacity. **John Hutchinson**, assistant to executive VP, Jefferson-Pilot Communications, Charlotte, N.C.-based parent of WWBT, succeeds McRaney.

Appointments, WOIO(TV) Shaker Heights, Ohio: **Hubert Payne**, from WKYC-TV Cleveland, to president, general manager and part owner; **Dennis Thatcher**, general sales manager, WCLQ-TV Cleveland, to station manager, and **Karon Bizjak**, business manager, WQAL(FM) Cleveland, to business manager.

Dennis West, president and general manager, WIFR-TV Rockford, Ill., named VP of parent, Worrell Broadcasting.

Peter Friden, general manager, KRTV(TV) Great Falls, Mont., named VP.



LeSage

Paul LeSage, general sales manager at WTMJ(AM) Milwaukee, named VP and general manager.

William Kenton, general sales manager, WBOC-TV Salisbury, Md., named VP and general manager.

Cason Capps, chief engineer, KTBC-TV Austin, Tex., and di-

rector of engineering for parent, Times Mirror Broadcasting Group, named VP and general manager of Times Mirror's WHTM-TV Harrisburg, Pa., succeeding **Paul Abbott**, who becomes area VP, WHTM-TV, until his retirement in 1986.

Cheri Hawke, manager, KMED(AM) Medford, Ore., joins KMFR(AM)-KTMT(FM) there as VP and general manager.

Phil Stolz, general manager, WQOW-TV Eau Claire, Wis., joins KCRG-AM-TV Cedar Rapids, Iowa, in same capacity.

Lee Carlson, station manager, KGMB-TV Honolulu, named general manager.

Ray Sasser, general manager, WTQR(FM) Winston-Salem, N.C., resigns to become management, marketing and promotion consultant.

Roy Thompson, senior director, engineering, Warner Amex Cable Communications, New York, named corporate VP, operations.

Glenn Elliott, associate director, business planning, ABC, New York, named director, business planning.

Gene Walsh, program director, WXEX-TV Petersburg, Va., named director of programing and operations.

Jim Tice, program director, WZZK(FM) Birmingham, Ala., named operations manager of WZZK-AM-FM.

Robert Levy, program manager, KXTV(TV) Sacramento, Calif., named director of broadcast operations.

W. Dillaway Ayres Jr. and **Robert McGee**, directors, corporate planning, ABC, New York, named VP's, planning.

Belinda Stallings, personnel manager, Warner Amex Cable Communications, Dallas, joins Caltec Cablevision, Timonium, Md., as director of human resources.

Richard Hutchinson, marketing manager, Eastern Michigan region, Continental Cablevision, named district manager, Miami Valley district, Continental Cablevision of Ohio, Findlay, Ohio.

Joseph Miller, controller, Misco Broadcasting Corp., Wichita, Kan., joins KSAS-TV there as director of business affairs.

Michael Sherman, operations-production manager, KTSF(TV) San Francisco, named director of operations.

Marketing

Ric Cooper, senior VP, Bozell & Jacobs,



Cooper



Carlos

Omaha, named general manager of Omaha office, succeeding **H. Don Carlos**, executive VP, who becomes executive director of Bozell & Jacobs Foundation, which handles company's philanthropic activities.

Charles Claggett Jr., senior VP, group creative director, D'Arcy MacManus Masius, St. Louis, named executive VP.

Appointments, Griffin Bacal, New York: **Bob Marden**, from McCann-Erickson, New York, and **Gary Wald** and **Jeff Zwetckhenbaum**, from Grey Advertising, New York, to VP's, account supervisors; **Jan Cooper**, account supervisor, SSC&B, to same capacity; **Janice Figueroa**, from Grey Advertising, New York, and **Nancy Graham**, from Wells Rich Greene, New York, to account executives.

Appointments, Saatchi & Saatchi Compton, Detroit: **Robert Lyons**, group head, J. Walter Thompson, Detroit, and **Gerald Semanson**, senior copywriter, J. Walter Thompson, Detroit, to VP's, associate creative directors; **Michael Belitsos**, group creative supervisor, W.B. Doner, Detroit, to senior writer, creative supervisor; **Steven Goldsworthy**, from W.B. Doner, Detroit, to senior art director, creative supervisor, and **Robert Shannon**, executive producer, Campbell-Ewald, Detroit,

to same capacity.

Elizabeth Brown Dubbs, VP, business affairs, and general counsel, Kenyon & Eckhardt, New York, named senior VP.

Meryl Cohen, director of advertising and promotion, WNEV-TV Boston, joins Jacobs & Gerber, Los Angeles, as VP, creative director.

Don Hockstein, producer, D'Arcy MacManus Masius, Chicago, named VP. **Bob Darling**, creative director, Jewel Food Stores, Chicago, joins DMM there as associate creative director.

Tim Zagin, associate media director, Foote, Cone & Belding, New York, named VP.

Jeff Tarakajian, from SSC&B, New York, joins Campbell-Ewald there as senior VP, management supervisor. **Steven Rosenblum**, from SSC&B, New York, joins C-E as account supervisor.

Dick Brown, VP and general manager, Katz Independent Sales, New York, joins MMT Sales there as senior VP and director, New York sales.

Appointments in restructuring of Avery-Knodel Television's New York sales operations to separate firm's sales for independents and network-affiliated stations (teams have been renamed red, white and blue, with red and white teams selling affiliates and blue selling independents): **Annette Guerrieri**, VP and manager, ABC team, to same capacity, red team; **Maureen Kvam**, VP and manager, CBS team, to same capacity, white team, and **William Azam**, VP, manager, NBC/independent team, to same capacity, blue team.

Kyle Radke, production manager, Dawson, Johns & Black, Chicago, named VP, production services.

Liesa Gordon, media supervisor, A. Eicoff & Co., Chicago, named VP, media.

Kevin Killion, associate media research director, Needham, Harper & Steers, Chicago, named VP.

Frank S. Kelly, VP, manager, New York office, Blair Radio, named VP, general manager of newly created sports and special sales development department.

Appointments, Eastman Radio: **Jim Marshall**, sports director, to VP; **Thom Sutton**, Houston office manager, to VP, and **Mike Nicassio**, VP, New York sales manager, and **Jim Harder**, VP, Chicago office manager, to board of directors.

Appointments, McCann-Erickson, Troy, Mich.: **Helen Seligman**, senior media planner, to associate media director; **Cynthia Beerbohm**, media supervisor, Campbell-Ewald, Detroit, to senior media supervisor; **Charles Van Becelaere** and **Deborah Fadool**, from media buyers to assistant media planners; **Andrea Vaughn**, from media estimator to media buyer, and **Susan Vircik**, from media estimator to senior media estimator.

Dick Kelley, account executive, United Sta-

tions Programing Network, New York, named director, Eastern sales.

Michael Chauncey, senior art director, Spiro & Associates, Philadelphia, joins Kalish & Rice there as art director.

Robert Acquavotta, media planner, SSC&B-Lintas Worldwide, New York, joins J. Walter Thompson there in same capacity.

Kathleen Roche, account executive, HBM/Creamer, Providence, R.I., named account supervisor.

Barry Neal Frey, from Petry Television, New York, joins Lifetime cable network there as account executive, advertising sales.

Gordon Gray Jr., from WRFM(FM) New York, joins CBN Cable, Virginia Beach, Va., as account executive. **William Beard Jr.**, from WOR-TV New York, joins CBN as account executive.

Richard Mackie Jr., from Baton Rouge Symphony Association, Baton Rouge, joins non-commercial WHA-TV Madison, Wis., as director of marketing and development.

Susan Storey, from The Weather Channel, Atlanta, joins DAY/Ogilvy & Mather, Atlanta, as account supervisor.

John McMorro, senior research analyst, TeleRep, New York, named programing analyst.

Roy Bell, from Harrington, Righter & Parsons, New York, joins Katz Independent Television there as account executive.

Alison George, sales representative, Petry Television, Dallas, named account executive, St. Louis.

Vivian Caudle, senior account executive, Tracy-Locke, Denver, named account supervisor. Assistant account executives named account executives, T-L, Denver: **Eman Zohdy**, **Meg Miller** and **Pam Jordahl**.

Danny D'Elia, manager, computer services, Petry Television, New York, named data processing manager, operations. **Beth Horowitz**, computer services assistant, Petry Television, named data processing manager, services.

James Horky, account executive, Petry Television, Dallas, named group sales manager.

John O'Hearn, local sales manager, WIND(AM) Chicago, named general sales manager.

Louise (Weezie) Crawford, general sales manager, KNUS(AM)-KBPI(FM) Denver, joins WFYR(FM) Chicago in same capacity.

Robert Getz, local sales manager, WBOC-TV Salisbury, Md., named general sales manager, succeeding William Kenton, named VP and general manager (see "Media," above).

Patrice Watson, sales representative, WKRC(AM) Cincinnati, joins WDOJ(AM)-WUBE(FM) there as sales manager.

Joe Pedri, national sales manager, KXTV(TV) Sacramento, Calif., named national-regional sales manager. **Mike Snyder**, account executive, KXTV, succeeds Pedri.

Mark Goldschmidt, national sales manager, WSGT(TV) Providence, R.I., joins WSMH-TV Flint, Mich., as national sales manager.

Howard Clouse, from Springfield (Mo.)



benefits the entire community, as well as students and faculty, to bring someone of his reputation to the university." To date, over 40 communications companies have donated \$372,000 toward an endowment goal of \$500,000. The university hopes to complete funding and establish the chair by next fall.

Herman W. Land, president of the Association of Independent Television Stations, who is retiring later this year, has been chosen as the first occupant of the Lionel Van Deerlin Endowed Chair of Communications at San Diego State University. The chair is named after the former congressman who for five years was chairman of the then House Communications Subcommittee, Lionel Van Deerlin (D-Calif.), who was a Distinguished Visiting Lecturer at the University following his retirement from Congress in 1981. The purpose of the chair is to create a "nationally recognized center for the study of public policy issues affecting the communications/information field." Merrill Lessley, dean of SDSU's College of Professional Studies, said of Land: "His work in the broadcasting industry has been outstanding. We feel it greatly

Newspapers, joins KOLR-TV Springfield as account executive.

Kim Nichols, account executive, John Blair Marketing, New York, joins WYNY-FM there as account executive.

Tom Charles Schmidt, sales manager, KBOY-FM Medford, Ore., joins WTQR(FM) Winston-Salem, N.C., as account executive.

Programing



Laurence

Bob Laurence, national programing consultant, Drake-Chenault, Canoga Park, Calif., named VP, programing.

Patrick Williamson, president, Columbia Pictures International Corp., New York, assumes additional post of executive VP, Columbia Pictures Industries.

Richard Reisberg, former president, MGM/UA Television, joins Reeves Entertainment Group as president and chief operating officer.

Janice Carter, VP, sales, Claster Television Productions, San Francisco, named senior VP, sales.

Appointments, Showtime/The Movie Channel, New York: **Ron Bernard**, senior VP, finance and administration, to executive VP, finance and administration; **Roy Langbord**, VP, legal and business affairs, Fred/Alan Inc., independent television production company, New York, to assistant counsel, and **Steven Lafferty**, VP, business affairs, to senior VP, business affairs and administration.

Pete Silverman, executive producer, Madison Square Garden Network, New York, named VP and executive producer. **Bill Hyland**, VP, business affairs, Madison Square Garden Network, named senior VP, business affairs.

Christine Wirth, program director, Telicare, broadcast facility and production house for Diocese of Rockville Center, New York, named to newly created position of program manager for Catholic Telecommunications Network of America there.

Appointments, Jazznet, newly formed Oakland, Calif.-based jazz programing service for cable FM services and radio stations: **Jack Kolman**, general manager, KRML(AM) Carmel, Calif., to president and general sales manager; **Art Vincent**, producer-host, noncommercial WBGO(FM) Newark, N.J., to executive director and general manager, and **John Howard**, producer-host, KRML, to VP and program manager.

Richard H. Askin Jr., director of sales, KNBC(TV), Los Angeles, joins Fries Distribution Co. there as VP, domestic sales.

Barry Freeman, from own production company, Suspension Productions, Los Angeles, joins Westwood One there as director of artist acquisitions.

Jan Tyler, account executive, WVEU-TV Atlanta, joins The Weather Channel there as local ad sales manager.

Alan Rosenberg, artistic development director, Warner Bros. Records, New York, joins D.I.R. Broadcasting, radio and television production firm there, as affiliate relations manager. **Lisa Smith**, account executive, WAPP(FM) New York, joins D.I.R. as account executive.

Bob Affe, program director, WTXN(TV) Waterbury, Conn., joins WOIO(TV) Shaker Heights, Ohio, as program director.

Mark Filiault, from noncommercial WGBY-TV Springfield, Mass., joins Connecticut Public Television, Hartford, Conn., as VP, production services division.

Anthony Cochi, from AGIP USA, New York import-export firm, joins Warner Bros. Television, East Coast, there as manager of accounting services.

Ted Utz, programing operations manager, KTXQ(FM) Dallas, joins WMMR(FM) Philadelphia in same capacity.

Tano Compagno, assistant production manager, WDSU(TV) New Orleans, joins WVUE(TV) there as production manager.

Kurt Eichsteadt, program director, KCRA-TV Sacramento, Calif., joins KXTV(TV) there as program manager, succeeding Bob Levy, named director of broadcast operations (see "Media," above).

Dave Douglas, sports anchor-reporter, CNN, Atlanta, joins Sportschannel New England, Boston, as anchor-producer.

Mark Mano, floor director, KING-TV Seattle, named director.

Joe Smelser, owner and operator of Reel to Reel Recording Studio, Eugene, Ore., joins KEZI-TV there as audio production specialist.

Becky Corbin, actress and model, Los Angeles, joins KTVY-TV Oklahoma City as co-host, *PM Magazine*.

Mark Walker, operations manager, KCBA-TV Salinas, Calif., joins KMST(TV) Monterey, Calif., as production manager.

John Zeran, production manager, WDEF-TV Chattanooga, joins WCTI-TV New Bern, N.C., in same capacity.

News and Public Affairs



Feders

Appointments, new NBC prime time news hour (*American Almanac*), Washington: **Sid Feders**, special segments producer, *NBC Nightly News with Tom Brokaw*, New York, to senior producer; **Paul Byers**, producer, CBS, Washington, to coordinating producer; **Read Jackson**, field producer, ABC, to

field producer; **Mary Hickey**, reporter, *Miami Herald*, to researcher, **Emily Newhall**, field producer, WETA-TV Washington's *The Lawmakers*, to researcher, and Lynne Adrine, assignment editor, *MacNeill/Lehrer Newshour*, Washington, to vacation relief desk editor, NBC News, Washington. Appointments, NBC News, Washington: **Barbara Cohen**, political manager, NBC News, Washington bureau, to executive producer, *Meet the Press*, succeeding **Christie Basham**, who becomes acting senior producer, Washington news specials; **Bob Asman**, senior producer, Washington news specials, to acting senior producer, *Meet the Press*, and **Chuck Tyler**, director, *NBC Nightly News*, to additional duties of director, *Meet the Press*. **Christina Johnson**, news and features assistant, *Today Show*, to news writer, *Today*.

In restructuring of news department, **Pete Noyes**, executive producer, KNBC(TV) Los Angeles, named managing editor. **Nancy Valenta**, news producer, KNBC, named executive producer. All news producers and writers report to Valenta, while assignment desk, on-air reporters and news bureaus report to Noyes. Positions are of equal stature.

Jane Brooks, assistant to bureau chief, ABC News, Washington, named manager of bureau affairs, acting as liaison between department heads and bureau management.

Mary Ellen Haskett, VP, Northeast, United Press International, New York, joins Reuters there as national sales representative, broadcaster and newspaper services.

Edwin Hart, news director, WPRI-TV Providence, R.I., named VP, news, for licensee, Knight-Ridder Broadcasting.

Dave Berner, morning anchor, WTKN-TV Pittsburgh, named news administrator.

Appointments, news department, KTTV(TV) Los Angeles: **Rod Lea**, senior writer, to pro-

ducer, *10 O'Clock News*; **Saida Pagan**, reporter, WFSB-TV Hartford, Conn., to same capacity.

Randolph Conat, reporter, WKZO-TV Kalamazoo, Mich., named news producer.

Zahir Sachedina, graduate of Northern Illinois University, Rockford, Ill., joins WIFR-TV Rockford, Ill., as 6 p.m. news producer. **Suzanne Richter**, recent graduate, Illinois State University, Normal, Ill., joins WIFR-TV as news photographer.

Emily Mackeebee, promotion manager, WATE-TV Knoxville, Tenn., named public affairs director.

Ed Matthews, from WRAL-TV Raleigh, N.C., joins WWAY-TV Wilmington, N.C., as staff meteorologist.

James Call, sports producer, WLEQ(FM) Bonita Springs, Fla., joins noncommercial WFSU-FM Tallahassee, Fla., as reporter-producer.

Steve Kosch, meteorologist and science reporter, WABC-TV New York, joins CNN, Atlanta, as meteorologist.

Technology

Mark Gutman, technical manager, on-air operations, NBC-TV, New York, named technical manager, studio operations.

Harold Rice, VP, audio and video services, RCA Americom, Princeton, N.J., named VP, business business development and planning. **Kurt Thoss**, VP, commercial marketing, RCA Americom, succeeds Rice.

Roger Sill, manager, sports technical operations, operations and technical services, NBC, New York, named manager, skypath routine operations, O&TS. Skypath is NBC's satellite operations control center.

Jay Yancy, national director of marketing, television and video products, Toshiba, Wayne, N.J., named VP, marketing, video-audio division.

S. Cratin Gautreaux, from Warner Amex Cable Communications, Dallas, joins Caltec Cablevision, Timonium, Md., as director of engineering.

Appointments, Videostar Connections Inc., Atlanta-based satellite facilities and services company, in restructuring of sales and marketing operations: **Jim Black**, executive VP, to additional title of director of sales; **David Green**, director of marketing, private networks, to director of marketing; **Tom Williams**, VP, research and development, Chromatics, Atlanta, to VP, engineering. **Rob Hallam**, director of marketing, special event videoconference services, has resigned to join Capitol Broadcasting, Raleigh, N.C., as general manager of its satellite division.

Noby Maeda, director, corporate planning division, Sony Corp. of America, Park Ridge, N.J., named VP, corporate planning.

Tom Canavan, manager, AFA systems division, A.F. Associates, New York, named VP and general manager. A.F. Associates designs and produces video systems and equipment.

Mohsen Manoochehri, addressable terminal products manager, subscriber systems division, Jerrold division, General Instrument,

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Hatboro, Pa., named Jerrold account manager, based in Brea, Calif.

Lee Wood, chief engineer, KOIN-TV Portland, Ore., named manager of engineering department.

Promotion and PR

Barry Kluger, director of public relations, USA Network, New York, joins MTV Networks Inc. there as director of press relations.

Edward McDonnell, director of development, Monument Pictures, Los Angeles, named VP, creative affairs.

Idan Sims, senior VP, corporate public relations, The Rowland Co., New York, public relations and advertising agency, joins Creamer Dickson Basford as executive VP and general manager, New York office.

Robert Chernet, director, advertising and promotion, WTVJ(TV) Miami, joins KMGH-TV Denver in same capacity.

Gail Sutton, from WRGT-TV Dayton, Ohio, joins WCPO-TV Cincinnati as promotion and marketing manager.

Henry Dane, independent writer-producer, joins WQT-TV Boston as on-air promotion producer.

Caroline Wilson, production coordinator, WFSB(TV) Hartford, Conn., named promotion producer, syndicated programing.

Timothy Marsh, air personality, KNBA(AM) Vallejo, Calif., joins KESQ-TV Palm Springs, Calif., as promotion-public relations director.

Patricia Dinsmore, public relations coordinator, American Cancer Society, New Jersey division, joins TKR Cable Co., Warren, N.J., in same capacity.

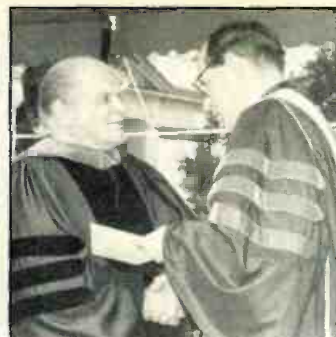
Allied Fields

L. Donald Robinson, president, Media General Broadcast Services, based in New York and Memphis, named chief executive officer. As CEO he succeeds James A. Linen IV, chairman of MGBS and senior VP of parent, Media General Inc.

Walter Hinchman, formerly head of Walter Hinchman Associates, joins Intelsat, Washington, as director of business planning and service development. Hinchman is former chief of FCC Common Carrier Bureau and before that was assistant director of White House's old Office of Telecommunications Policy. As head of consulting firm bearing his name, he did studies indicating separate international communications satellite systems would cause Intelsat economic harm.

Roy Steinfert, VP and director of broadcast services, Associated Press, Washington, named to Kentucky Journalism Hall of Fame. Award is given to "individuals who have made significant contributions to the profession of journalism." Steinfert, native of Kentucky, has headed AP's broadcast division since 1975.

Henry Roeder, director, conventions and meetings, National Association of Broadcasters, Washington, named VP. **Robert Yadon**, director of operations, television department, NAB, named VP, television operations.



Double doctorates. Roy H. Park, president of Park Communications, Ithaca, New York, received two honorary doctorate degrees at ceremonies a day apart. On May 18 at Ithaca College, Ithaca, N.Y., he delivered the commencement address (Park is chairman of the college's board of trustees). The next day Park traveled to Wake Forest University in Winston-Salem, N.C., to deliver the hooding ceremony speech at its Babcock graduate school of management. Above left: Park (center) and Ithaca College vice chairman of the board, John P.E. Brown (l), listen as college president, James J. Whalen, reads the citation awarding Park's degree. Above right: Park receives degree from Dr. Thomas K. Hearn Jr., president, Wake Forest.

Dale Weiss, from WLOS-TV Asheville, N.C., based in Greenville, S.C., joins National Republican Congressional Committee, Washington, as director of broadcast services.

Bill Baker, assistant corporate controller, Warner Amex Cable Communications, New York, joins Frazier, Gross & Kadlec, Washington-based financial consultant to communications field, as VP.

J. Ray Padden, Western sales manager, Lifetime Cable Network, Los Angeles, joins Radio Advertising Bureau there as VP, sales and marketing.

Jack Valenti, president, Motion Picture Association of America, Washington, awarded Legion d'Honneur on behalf of president of France at ceremonies at Villa Domergue, Cannes. He was cited for his role in "maintaining cordial and effective ties with France and its film industry."

Ted Koppel, anchor and editorial manager, *Nightline*, ABC News, Washington, named Broadcaster of the Year by International Radio and Television Society. Award will be presented to Koppel at IRTS's annual meeting June 12 in New York.

Martin Rubenstein, communications consultant, Washington, and former president, Mutual Broadcasting, named president, United Cerebral Palsy Associations.

Appointments, Nielsen Television Index: **Robert Taragan**, Eastern zone manager, New York, to VP; **Tam Denton**, from Katz Communications, to marketing representative, Chicago, and **Gene Haddox**, from KHJ-TV Los Angeles, to member of marketing staff there.

Leonard Joyce, partner, Daly, Joyce & Borsari, Washington, communications law firm has merged firm with Bilger & Blair, Washington communications law firm, to form new firm, Blair, Joyce & Silva

Lawrence Lichty, professor of radio, television and film, University of Maryland, College Park, Md., joins Northwestern University, Evanston, Ill., as professor and chairman, department of radio, television and film.

Henry Kravis, founding partner, Kohlberg, Kravis, Roberts & Co., New York, named to board of trustees, noncommercial WNET-TV

New York.

John M. Eger, senior VP, Worldwide Enterprises, CBS Productions, New York, elected to board of directors and to executive committee of International Institute of Communications, based in London.

Deaths

Harry Balaban, 81, partner, H&E Partnership (formerly H&E Balaban Corp.), owner of WICD(TV) Champaign and WTVO(TV) Rockford, both Illinois, died March 19 at Eisenhower Medical Center in Palm Springs, Calif. Balaban and his brothers founded H&E Balaban Corp., which at its peak owned, in addition to theaters, seven television stations, three radio stations and 11 cable systems. He is survived by his wife, Marion, son and daughter.

Arnold F. (Doc) Schoen Jr., 67, retired vice president, Outlet Communications, and general manager of its WDBQ(AM)-WCPX-TV, Orlando, Fla., died May 12 of complications following surgery at Jackson Memorial hospital in Miami. Schoen served two terms on CBS affiliates board and was president of Florida Association of Broadcasters. He is survived by wife, Bernardine, and daughter.

Joseph James Derby, 63, former director of news information, NBC, New York, died of congestive heart failure May 19 at his home in Alexandria, Va. Derby joined NBC Press in March 1954 as staff writer, and was named manager of business publicity in 1954. He joined public relations department of Young & Rubicam in 1955 as account executive. He rejoined NBC in 1962 as director, news publicity. He left in 1979, joining American Petroleum Institute in Washington where he was director, press information, until his retirement in 1982. Derby is survived by three sons and two daughters.

Chester Quarles, 40, cameraman, ABC Washington, died May 19 of pneumonia at Sibley hospital, Washington. He began with ABC News, New York as technical assistant, news film, in 1972. He joined ABC News, Washington, in 1976 as assistant cameraman, news film, and was named ENG cameraman in 1977.

Joseph Tirinato: sold on selling

Joseph C. Tirinato, president, MGM/UA Television Distribution, is glad to be in the television business, even though he got into it "quite by accident." Tirinato began his career in television sales at the suggestion of friends in the advertising field who said that "based on my personality and aggressiveness," that was the place for him. "I will never give up sales," he says. "I'm always selling. My whole personal being from when I get up in the morning to when I go to bed at night is sales."

It has not always been so. When he graduated from the Maxwell School of Citizenship and Public Affairs at Syracuse University, Tirinato was unsure of his future. Although he had played football and baseball at Syracuse—and says his dream was to play center field for the New York Yankees or halfback for the Cleveland Browns—he realized that his height, five feet nine inches, limited the possibilities of a professional sports career. He thought of going for a masters degree in public administration or a degree in law; he also thought of the foreign service and the CIA. But when a CIA interviewer in Washington told Tirinato, "We need people who will blend in," the aggressive Tirinato scrubbed the CIA.

Tirinato enrolled at New York Law School, which he left after a year to "get out and see what I could do."

His first television job came in 1963, as an account executive for ABC. "It only took me about six months to realize that this was the business for me. No question about it," he says. "I liked the atmosphere. I realized that there was an opportunity to grow in a business that was still in its infancy."

In 1965, Tirinato moved to station relations, and between those first two jobs at ABC he learned "both ends" of the business and "developed perspective on what the industry was about. It gave me an opportunity to expand my basic knowledge."

Tirinato says that in 1965 he "did so well in such a short period of time that ABC Films [then a subsidiary of ABC that could sell programs for syndication] hired me because they realized my talents were in the sales area." Tirinato was named an account executive in Chicago.

Over the next four years, until 1969, Tirinato changed jobs each year. In the fall of 1966, he became "the youngest salesman to be promoted at that time to a divisional managership," when he became Southern division manager for ABC Films in Atlanta. "I also got very involved in setting up one of the first ad hoc networks when we did Guy Lombardo on New Year's eve," in January of 1966. "It was probably one of the first, if not the first, ad hoc network lineups."

In 1967 Tirinato was hired by United Art-



JOSEPH CHARLES TIRINATO—president, MGM/UA television distribution; b: Oct. 28, 1937, Syracuse, N.Y.; BA, Syracuse University, 1960; account representative, ABC-TV, New York, 1963-1965; Midwest account executive, ABC Films, Chicago, 1965; Southern division manager, ABC Films, Atlanta, 1966; central division manager, United Artists, Chicago, 1967; Midwestern division manager, Paramount, Chicago, 1968; daytime sales manager, ABC-TV, Chicago and New York, 1969-75; prime time account executive, ABC-TV Network, New York, 1975-1978; vice president, domestic syndication, MGM Television, New York, 1978; senior vice president, domestic sales, MGM/UA Television, New York, 1982; senior vice president, television distribution, U.S. and Canada, MGM/UA, 1983; president, television distribution, U.S. and Canada, MGM/UA, 1983; present position since 1984; m. Gail Mueller, Nov. 20, 1983.

ists to become central division manager. The following year he was hired by Paramount to be its Midwestern division manager. "I wanted to expand my horizons again and get into the sale of feature films, which is very dear to me." Tirinato is "crazy about movies." He used to watch several a day, sometimes until 4 o'clock in the morning, although he says he has no time for such binges any more.

In 1969, ABC hired him back as a sales manager in Chicago for the daytime lineup, and again he "saw an opportunity to grow. That's where I began to build my experience and association with key advertisers, key clients and agencies." Within six months, ABC moved him to New York, where, he says, he really learned his sales technique, under George Newi, then VP, daytime sales, now soon to be president of the ABC television network. He stayed with ABC in that position until 1975 when he became a prime time account executive for the network.

In 1978 Ed Montanus of MGM approached him about getting back into the "exciting area of syndication where you can take chances and you can be more innovative."

Tirinato said that in network sales the "challenge wasn't there any longer and it was at a time when barter syndication was starting to really come into its own." In barter syndication, he said, "I was a natural because I had all the agency and client relationships." Tirinato was made vice president of domestic syndication for MGM.

Two years later "the next most dramatic change and expansion" came for Tirinato with the arrival of Larry Gershman at MGM as executive vice president of worldwide television distribution. "It's unusual when two people hit it off in the very beginning and have the same desires at heart. He allowed me to evolve," says Tirinato, and adds that he is glad, in his present position, not to be encumbered by "layers and layers of management," and to have the opportunity to "continue to learn."

Tirinato counts as personal successes the resurrection of *Fame* as a syndicated series and the development of the MGM/UA Premiere Network. "Both Larry and I saw the quality of *Fame*," he said. "It was too good a show to allow to die. Having run up against a *Magnum, P.I.* [in its original network run] it still delivered a very strong demographic audience which Larry and I both saw. The one thing I had to overcome was that it had been canceled by a network. It took a Herculean sales effort to clear over 88% of the country."

The MGM/UA Premiere Network, he says, was the result of "a good hard look" at the company's film library and then a decision to "convince our management that the best way to market these films would be to create our own television lineup. What I saw was that not only could we clear but, with the tremendous growth of barter syndication, there was sufficient money in the marketplace to support it, which has proved to be very true." The film package, now cleared in over 80% of the country, will continue, he says. "I see it eventually as the groundwork for testing pilots and mini-series."

Despite whatever early indecision he might have had about his career plans, Tirinato says: "I always knew I was going to be here, that this is where I wanted to work. I enjoy it. I like wearing a tie and a suit and sitting in board rooms. I like the fast-paced decisions that are made here and the way it's perceived by the rest of the world. I can't function in a laid-back atmosphere."

And how does he function in the hectic world he has chosen? "In sports if you hit a home run you are applauded. In this business, if you make the right deal, you are applauded, so I get all that gratification that I was seeking through sports and the law, and I'm getting it through being creative and exciting in my own way.

"The financial rewards are great, but there's virtually no security. But that excites me. Only the smart and the strong are going to survive, and I consider myself both." ■

Comsat Chairman and Chief Executive Officer **Joseph Charyk** and President **Irving Goldstein**, in dinner meeting with reporters on Thursday (May 23), outlined company's **strategic plans for remainder of year**. But Charyk, who has led Comsat since its establishment in 1963, disclosed that those plans would be carried out without him. Charyk will reach company retirement age of 65 on Sept. 9, and said in response to question he sees "no reason at this point" why he should not "follow the rules of the game." Consequently, he said, "I'd contemplate retirement at the time of the mandatory age agreement." Charyk was not asked about possible successor—or successors—but those decisions would be left to board of directors. Goldstein, 47, has been mentioned as next CEO, though speculation earlier this year had it that his chance of moving up would be less if board sought one person to fill CEO and chairman posts ("Closed Circuit," March 18). Board, which meets monthly, will hold its next meeting on June 21. Announcement of his retirement plans added point to Charyk's opening remarks to reporters: "Comsat is changing, and changing rapidly," as nature of its business changes. And among Comsat's 1985 goals as outlined by Goldstein was re-establishment of stability of its "regular business—its Intelsat business"—in view of changes coming as consequence of U.S. policy to authorize separate international communications satellite systems that would compete with Intelsat. As Comsat's first leader, Charyk played major role in creation of Intelsat.

For **May sweeps** as of May 19, **Arbitron** reports that since May 1, CBS has average rating of 14.5 and average share of 25, NBC has 14.4/25 and ABC 12.9/22. **Nielsen** data for same period has CBS with 14.7/25, NBC with 14.3/24 and ABC with 12.8/22. Arbitron sweeps began May 1 and end May 30. Nielsen sweeps began May 2 and end May 29.

NBC's **Late Night with David Letterman** had its **second highest weekly average rating** during week of May 13-16 when it originated from Burbank, Calif., according to NBC. *Letterman* earned 3.8 rating and 20 share, one-tenth of rating point shy of 3.9 rating for week of Nov. 19-22, 1984.

National Public Radio member station representatives last week approved by vote of 159-5, **new business plan** for their network that radically alters funding pattern for public radio (BROADCASTING,

Feb. 11). During seven-hour membership meeting at annual **Public Radio Conference** held in Denver, NPR's members approved two new amendments to plan. As approved, plan calls for all federal radio dollars to be sent directly to public radio stations, beginning in FY 1987, except for funds that CPB may withhold in separate fund, NPR said. This fund "is designed to support production of innovative and experimental national radio programming as well as programming that meets the mandate of public broadcasting to serve minorities and other underrepresented groups and includes the work of independent producers," NPR said. NPR President Douglas Bennet said plan "demonstrates the public radio system's ability to address difficult issues. FY 86 will be a difficult transition year but now we can set our own goals as a system and adjust accordingly. . . . I am determined to fight for continued NPR service in the arts and performance programming area. There is hard work ahead of us."

Cox Enterprises appears to have sewed up control of **Cox Communications**. Enterprises, privately held newspaper chain, extended its tender offer (\$75 per share) for public company, Cox Communications, through last Friday (May 24) in effort to gather what appeared to be few remaining shares outstanding. At last count, most Cox Communications shareholders had tendered shares, giving Enterprises more than 95% control of company, although shareholders had option of rescinding share transactions through offer period. Cox family controlled slightly more than 40% of Cox Communications at start of tender offer period last month.

United Stations Radio Networks One and Two (formerly RKO Radio Networks) were scheduled to trim their hourly newscasts from three minutes to two minutes beginning last Saturday (May 25). Also, company President Nick Verbitsky said no more than 20% of some 160 full- and part-time network employees have been released as part of overall budget cuts ("Riding Gain," May 6).

U.S. team departs for Europe today (May 27) for series of meetings and conferences in final stretch of preparations for first session of **Space WARC** to be held in Geneva beginning in August. Ambassador Dean Burch will head delegation that will meet representatives of Soviet Union in Moscow, on May 30-31, and with representatives of Sweden, Norway and Denmark, in Stockholm, on June 3. Accompanying Burch will be David Markey, head of National

Cooke vs. Multimedia. Last week the management and founding-family ownership of Multimedia told Jack Kent Cooke to give up his efforts to take over the company. He didn't take the advice. Thursday (May 23), only hours after the company issued a formal response, saying that no further consideration would be given to Cooke's proposal to buy shares of the company at "more than \$65," lawyers for the McLean, Va.-based businessman obtained a temporary restraining order in common pleas court in Greenville, S.C.—the home of the group owner, publisher, producer and MSO.

That order delays the company's proposed recapitalization proposal (BROADCASTING, May 6) that replaced an initial attempt by founding families to take the company private at \$49.50 per share, now abandoned. The recapitalization plan would instead keep the company public, and offer a variety of options involving cash, debt and stock in the newly capitalized company, all valued somewhere over \$54 per share. Circuit Judge Dan F. Laney Jr. reportedly has set a June 3 court date to decide whether to extend the restraints imposed on the company.

On April 26, Cooke announced he had offered \$63 per share. That offer was rejected by the management and roughly 35 family members and on May 9 Cooke sent a letter indicating he was prepared to increase his offer more than \$2 per share.

But Cooke's letter added that two actions taken by the company would have to be rescinded: the first being the alliance among family members, in writing, committing them to the recapitalization plan, and the second being an alleged special deal made to institutional investors.

The terms of the special deal being offered to the institutions, BROADCASTING has learned, give them an opportunity to buy a full share in the recapitalized Multimedia for each share currently owned, in addition to the half share being offered other shareholders. A short-term monetary gain could ensue if the shares are valued at more than their \$10 purchase price, a possibility some analysts suggest is likely.

The special deal offered to institutions might change if a tender offer at more than \$65 were made but the company would still, for a short time, have a right to match the offer and buy in its own shares. Judge Laney's Thursday order reportedly prevents the company from enforcing those agreements, soliciting the support of other shareholders or proceeding with the plan, which is currently under review at the Securities and Exchange Commission.

Multimedia management previously announced it has obtained a \$300-million line of credit, more than enough for it to buy in a majority of the 16.7 million shares outstanding, if combined with the roughly 43% already owned by the founding families. Cooke owned 9.7% of the company's stock, according to his initial filing with the SEC, and, according to a statement issued Thursday, still believes himself to be the company's largest individual shareholder.

Multimedia could still be the subject of some attention even if Cooke is unsuccessful, suggested Tim Ebright, vice president of T. Rowe Price Associates, a large institutional investor in Multimedia: "What's to keep Cooke or someone else from attempting the same thing in the new company?"

Telecommunication and Information Administration; Harold Kimball and Richard Shrum, of State Department; Frank Urbany, of NTIA; Janice Obuchowski, assistant to FCC Chairman Mark Fowler, and Hans Weiss, of Comsat. Then team will split up. Kimball and Weiss will confer with Yugoslavs in Belgrade, on June 5, then participate in Space WARC seminar in Paris. FCC's Tom Tycz will join delegation in Stockholm, travel to The Hague for bilateral there. Burch and Shrum will meet with United Kingdom representatives in London on June 4 before returning to Washington. Next month, in last series of bilaterals before Geneva, Burch will head team scheduled for meetings in Tokyo, Beijing, New Delhi and Algiers. Team will include Donald Tice, State Department; Richard Parlow, NTIA; Anthony Rutkowski, FCC, and Ronald Stowe, Satellite Business Systems.

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House Energy and Commerce Committee has passed bill reauthorizing Federal Trade Commission. Bill would require that **rules instituted by FTC be submitted to Congress for review** and possible veto within 90 days. Bill would also codify existing FTC policy on "unfair acts or practices," reaffirming that consumer injury is basis for standard. Additionally, bill amends current FTC rules concerning unfair or deceptive acts or practices or false advertisements. Under bill, commission "could issue such a notice only if it has issued two or more cease and desist orders regarding the act, practice or advertisement or if other available information provides the FTC reason to believe that pattern of such conduct exists." Bill would increase FTC proposed reauthorization 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 1986-1988, respectively. Last represented 30% reduction of FTC's funds since October 1981.

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National Association of Broadcasters President **Eddie Fritts** was **hospitalized** last week for bleeding ulcer. He is reported to be in good condition and is expected to return to work next week.

□

Major League Baseball announced last week it has struck **five-year deal with Tribune's Chicago Cubs** by which team will compensate other teams in league for its national distribution over superstation WGN-TV Chicago. Cubs were last of five superstation teams to sign such agreements. Atlanta Braves, New York Yankees, New York Mets and Texas Rangers were others. MLB will not say how much any of teams are paying. However, Braves have confirmed reports



Malrite in acquisition mode. Stockholders of Malrite Communications Group, meeting in Palm Beach, Fla., last week, authorized 15 million shares of new Class A stock that Malrite will use to raise money to finance future broadcast acquisitions. To protect current management, stockholders voted to assign one vote per share of Class A stock and to increase votes per share of common stock (8.5 million shares outstanding) from one to 10. "Broadcast advertising revenues in 1985 are projected to be the highest in history," said Chairman Milton Maltz at the meeting. "Audiences are up. The asset value of radio and TV stations has grown substantially. With the lifting of the FCC's ceiling on the number of stations a company may operate, Malrite has additional room for growth." On the dais (l-r): William Watson, counsel and secretary; George Aronoff, counsel; Maltz; Carl Hirsch, president; Kevan Fight, vice president-finance and chief financial officer, and John Wilson, treasurer and chief accounting officer.



Honored. The late ABC News anchor Frank Reynolds was among those awarded a Presidential Medal of Freedom by President Reagan May 23 in Washington. At top (l-r), ABC News President **Roone Arledge**; **Henrietta Reynolds**, wife of Frank Reynolds, and ABC News vice president and Washington bureau chief, **George Watson**, display the plaque commemorating the award. The plaque, which will be placed in the lobby of ABC News's Washington bureau, reads: "Our colleague and friend, he was one of America's foremost journalists, trusted and respected by millions of Americans." And above, **Watson** (l) and ABC News senior vice president, **Richard Wald** (middle), congratulate retiring correspondent **Bob Clark** (r). A party was held for Clark May 22 at the ABC News building, Washington. He has been with ABC News for 24 years.

that they pay \$5.4 million in 1985 and around \$30 million over five years.

□

FCC has refused to reconsider its elimination of group of policies that, among other things, prohibited broadcast licensees from falsifying ratings and using their stations to promote their **non-broadcast business interests** (BROADCASTING, Jan. 21). Telecommunications Research and Action Center had petitioned for reconsideration.

□

UPI's principle owners, its current management and wire service guild representatives went before bankruptcy judge last Friday and came to agreement on terms **UPI will operate under while it is under chapter 11**. Agreement calls for current management to stay in place, for all parties to coordinate negotiations with prospective buyers and investors through outside investment advisor, yet to be named, and for noninterference provision under which current management can operate.

□

National Radio Broadcasters Association has announced new logo design and signature: "NRBA—The Radio Association," which NRBA said "is centered around the NRBA's position as the radio association for the industry. All of NRBA's publications, reports and members services will incorporate the new logo as part of an overall marketing and image campaign." *Monday Morning Memo*, which has served as NRBA's weekly publication for 20 years, will be replaced by new publication called *RadioWeek*.

NRBA
The Radio Association

Editorials

Flag at half mast at CPB

May 15, 1985, was a sad day for public broadcasting. That's when a partisan majority of the board of directors of the Corporation for Public Broadcasting voted to disallow the president of that organization permission to follow through with plans to investigate prospects for a television exchange with the USSR. In one stroke CPB sundered 18 years of independence from the administration in power. Far from operating as a shield against others who would curb public broadcasting's professional independence, it turned a knife on its own.

In a sacrifice that hopefully will prove beneficial for the eventual integrity of the medium, CPB President Edward J. Pfister put his career on the line in defense of editorial principle. On May 16 he offered the board his resignation—which was accepted with an alacrity matched only by the acrimony of the subsequent hours. Before it was all over the CPB chairman was calling Pfister a "schmuck" while her husband was threatening him with physical harm. So much for old-world grace and charm.

It's not easy to see a happy way out of all this, although it surely rests with the choice of Pfister's successor. He or she must be at once strong enough to resist misguided pressure from the board and optimistic enough to walk into so politicized an atmosphere in the first place. Even then it will take time—and a return to first principles—before confidence in this institution can be restored.

History lesson

As forecast, the steam has gone out of the drive for a ban on broadcast advertising for beer and wine. The call now is for counteradvertising in like amount to offset the effects, whatever they may be, of beer and wine commercials.

It's not exactly a rerun of the anticigarette-advertising campaign of 1966-67, but it's close enough to be called a spin-off. In this version, broadcasters are luckily in a position to make it turn out right.

A figure from the past was dusted off last week to tell the House Telecommunications Subcommittee how he conned an FCC, then headed by a chairman whose religion rejects tobacco in all forms, into applying the fairness doctrine to cigarette advertising in 1967. John Banzhaf III sees more parallels than actually exist between cigarettes and beer and wine and was accordingly selective last week in his reading of history before the subcommittee. It is true, however, that he was an important factor in the campaign that eventually drove cigarette advertising off the air.

But there were more important factors. Banzhaf could trade on a 1964 surgeon general's report citing voluminous statistics to conclude that anyone who smoked cigarettes risked death. No official of sound mind would say today that anyone who drinks light spirits in the moderation practiced by most people risks anything more serious than an occasional burp.

What happened after antismoking messages became abundant on radio and television? Total cigarette consumption increased, although per capita consumption decreased briefly. The clamor for more restraints on cigarette advertising and marketing grew more insistent.

The FCC instituted a rulemaking to banish all cigarette advertising from the air. At the Federal Trade Commission a rulemaking was well along toward a requirement of explicit and detailed health warnings in all cigarette advertising. Cigarette makers began to see visions of that square-jawed cowboy falling dead from his saddle, a Marlboro still glowing in his mouth.

By July 1969, broadcasters realized that their cigarette business was doomed, either by government action or by self-preservation instincts at work in the tobacco industry. Attempting to postpone the inevitable, the National Association of Broadcasters board voted to phase out cigarette business by September of 1973. A week later, the cigarette manufacturers asked Congress to grant antitrust immunity to a plot they had already hatched to discontinue broadcast advertising by September 1970. Congress did the simpler thing and ruled the business off the air, effective Jan. 1, 1971.

What happened after cigarette advertising disappeared from radio and television? Per capita consumption of cigarettes increased for several years. Total consumption continues to increase, although per capita consumption is down substantially—due, of course, to the increasing evidence that smoking cigarettes is indeed a menace to any smoker's health.

The conclusion to be drawn from the cigarette experience is that no relationship has been discovered between broadcast cigarette advertising, which was basically intended to persuade users to switch brands, and total cigarette consumption. That point is effectively made in one of two letters appearing in this issue on page 32 from William Kloepper Jr., senior vice president-public relations, The Tobacco Institute, Washington. (His other letter reads history as selectively in his way as Banzhaf read it in his.)

What about counteradvertising? Per capita consumption of cigarettes today, 15 years after antismoking messages all but disappeared from radio and television, is far smaller than it was when antismoking PSA's were at their peak. Whatever forces are dissuading people from smoking cigarettes, counteradvertising on radio and television is not among them.

Next witness.

Payment overdue. Fidel Castro's first response to the start of operations by Radio Marti last Monday was to call off a deal he had made with the U.S. to let Cubans emigrate and to repatriate a couple thousand crooks he exported in the Mariel boat lift. He had refrained at this writing from jamming American broadcasting in the Southeastern U.S., as had been feared, but nobody should think the restraint is permanent. Included in the legislation creating Radio Marti was an authorization of \$5 million to be used to counteract Cuban interference that already was disrupting service of some stations in the U.S., but the money was never appropriated. Now that Marti is on the air, how about putting up the \$5 million so the FCC can begin writing checks?



Drawn for BROADCASTING by Jack Schmidt
"You're a commentator, Jess. You can't say: 'No comment.'"

When Western Michigan was hit by its worst ice storm ever...



New Year's Eve celebrants in the WKZO-TV coverage area awoke to see mother nature's disastrous hangover—the weight of a thick coating of ice had downed limbs, entire trees, utility poles and wires.

For the next ten days, WKZO-TV provided information around the clock to help viewers recover from the damage. By tuning in to WKZO-TV, viewers and officials learned about weather changes, progress on the restoration of the utility service (a total of 158,000 customers were without electricity), food and heated shelter availability, debris cleanup and tips for the safe use of auxiliary heat and power equipment.

"The information you provided played a critical part in our disaster relief assistance," said an American Red Cross spokesperson.

Helping viewers cope in times of emergency is all part of the Fetzer tradition of total community involvement.

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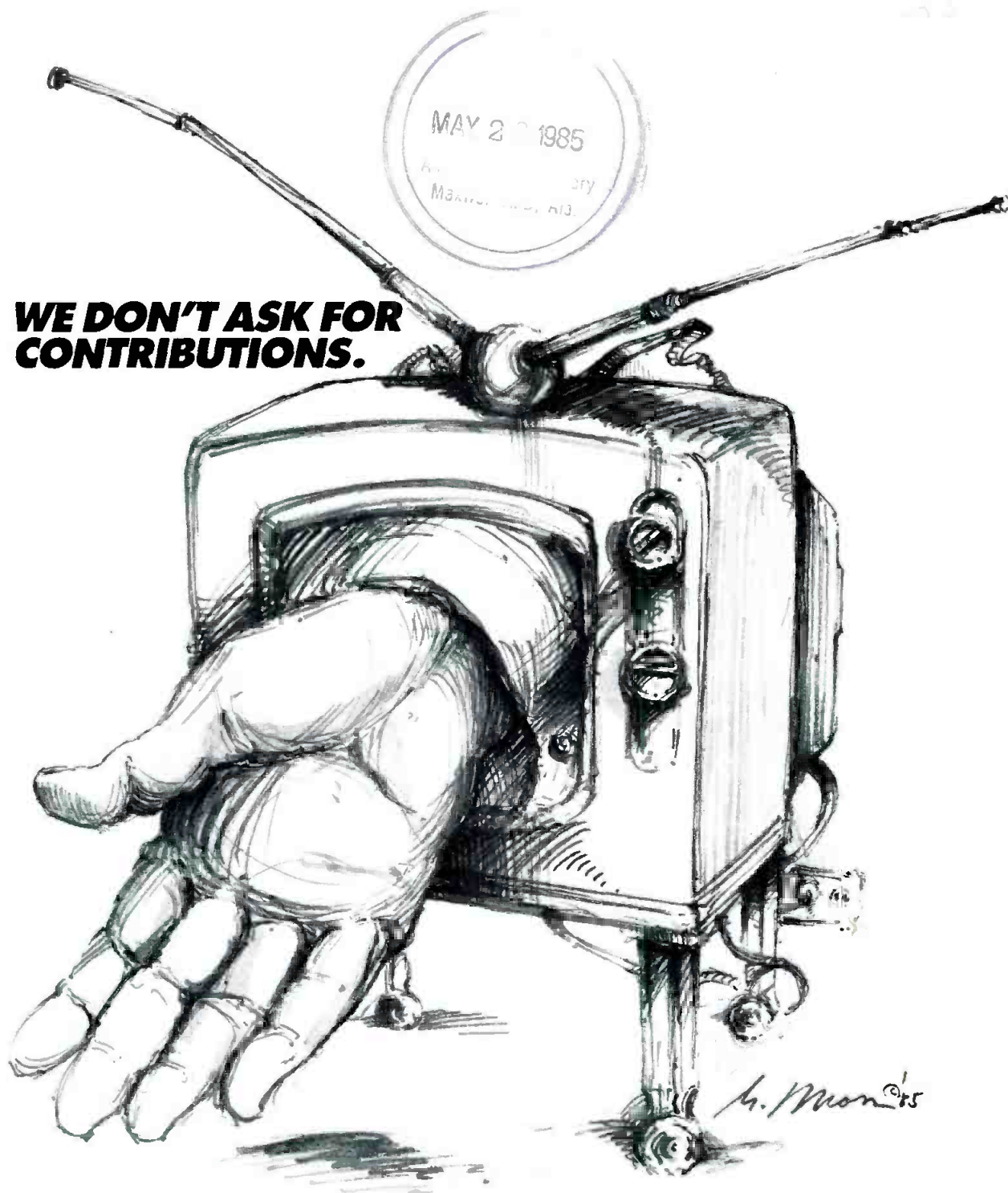
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