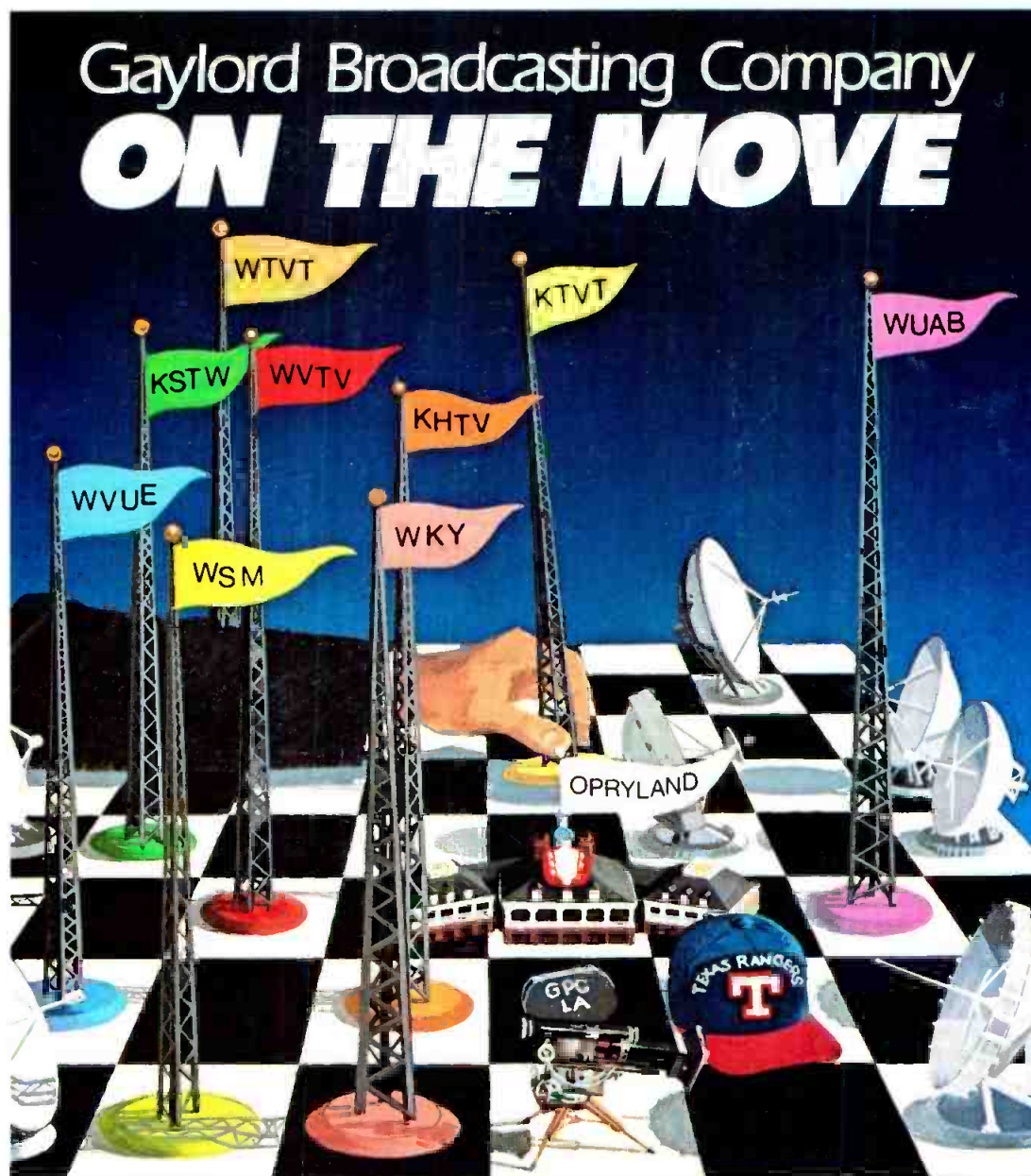


Broadcasting Jun 10



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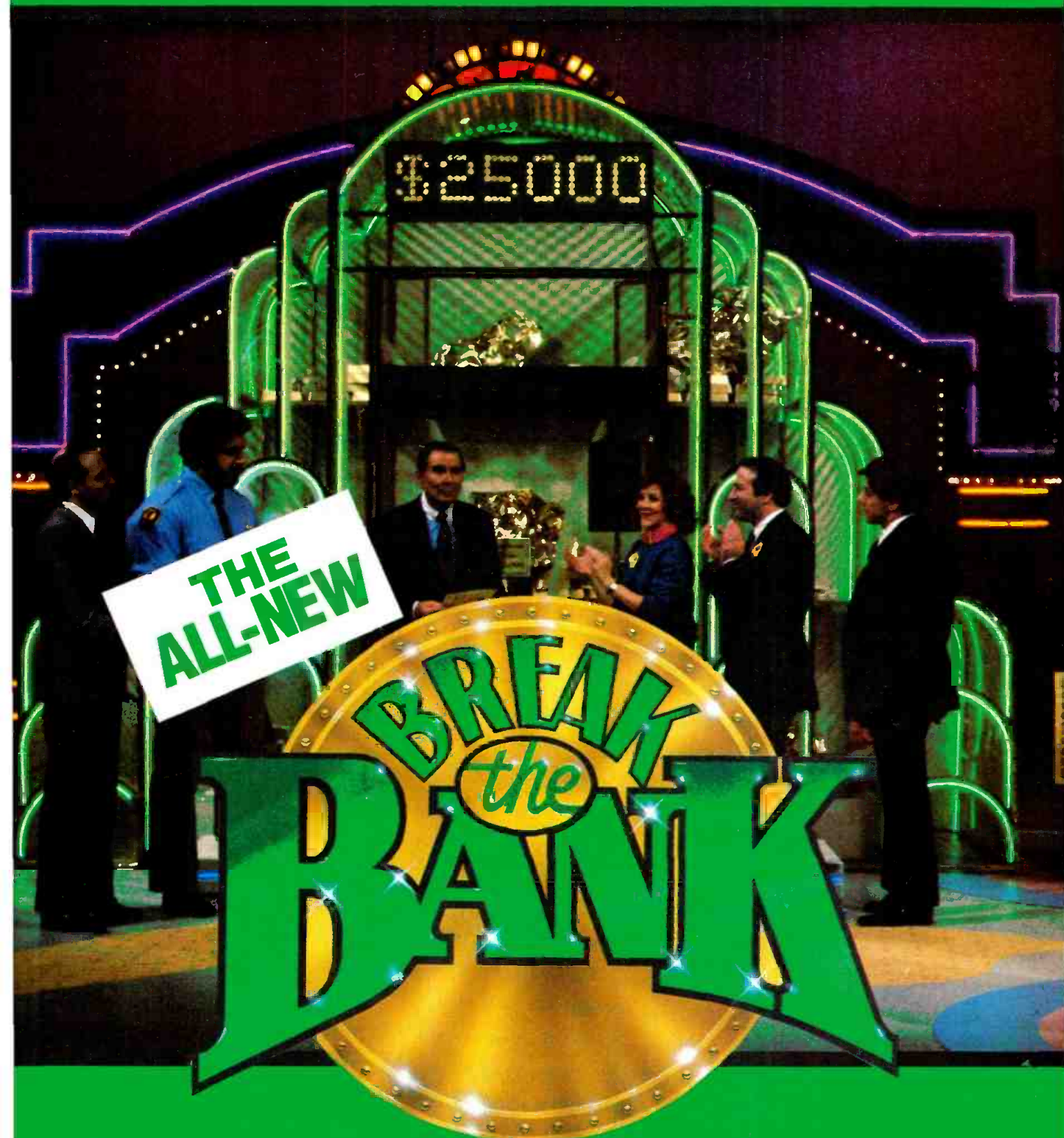
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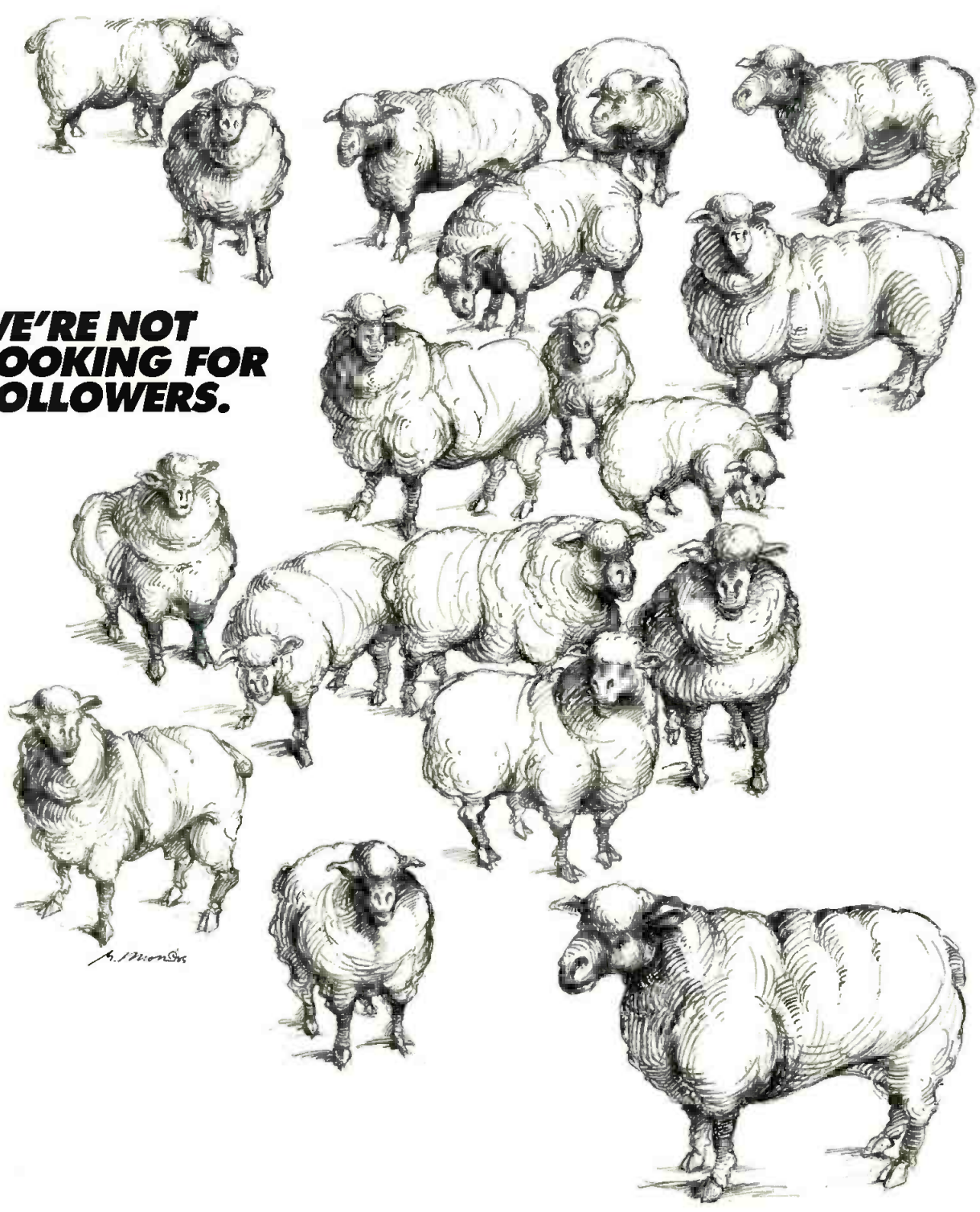


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Gavel to gavel coverage of the NCTA The NAB joint board chairmanship candidates "At Large" A hearing at the FCC on Turner-CBS

CABLE BULLS □ Buoyed by Arthur D. Little study and passage of cable act, industry sees greener pastures ahead, but plenty of riddles to solve along the way. **PAGE 31-35.**

AUTUMN CHANGES □ ABC drops two comedies from fall schedule. **PAGE 36.**

NO LIBEL, BUT... □ Jury awards New Jersey businessman \$1.25 million in suit he brought against WCBS-TV New York after "ambush interview." **PAGE 36.**

AND THE CANDIDATES □ BROADCASTING sat down with the three men running for the joint board chairmanship of the NAB—Edward Giller, Walter May and Ted Snider—to gather their comments on their candidacies and the future direction of the association. **PAGES 43-60.**

NCTA 85 □ NCTA President James Mooney opens 34th convention, testifying to cable's "economic freedom." **PAGE 61.** Panelists predict basic rates will rise and pay might fall with implementation of cable act. **PAGE 62.** Congressmen say Copyright Royalty Tribunal up for a major overhaul. **PAGE 62.** Cable's First Amendment rights likely to be defined in court, not Congress, panelists say. **PAGE 64.** FCC staffers give NCTA attendees status report on commission issues. **PAGE 66.** Congressmen detail where cable stands on beer-wine advertising ban. **PAGE 67.** FCC's Fowler, senators and representatives comment on must carry issue. **PAGE 68.** TCI's Malone provides details of proposed Warner-Amex buy. **PAGE 69.** Viacom and Comcast officials bullish in meetings with media analysts. **PAGE 69-72.** Pay-per-view hot topic at NCTA with Showtime and Choice Channel

announcing P-P-V plans. **PAGES 73-76.** Cable operators report on local advertising successes. **PAGE 78.** Creech reports satisfactory results with CCI's advertising campaign. **PAGE 80.** Cable operators given advice on gaining access to apartments and shutting down signal pirates. **PAGE 81-82.** Programers speak glowingly of original product. **PAGE 84.** NCTA hands out 28 ACE awards. **PAGE 86.**

ISSUE AIRING □ FCC will hold en banc hearing on Turner's proposed bid to acquire CBS. **PAGE 87.**

THIS PROGRAM □ Senator Paul Simon plans to introduce bill requiring "warning labels" for programs deemed to have too much violence and sex. **PAGE 90.**

ON THE TOUR □ Cable programers preview upcoming offerings for consumer press. **PAGE 92.**

REACTIONS □ Panelists at second annual BROADCASTING-Taishoff seminar stress cause-and-effect relationship between good journalism and good ratings. **PAGE 102.**

ON THE WAY □ New music licensing rates for broadcasters appear to be on the way. **PAGE 106.**

TAKING A LOOK □ Many Fifth Estaters find good news in the President's new tax proposal; others reserve judgment. **PAGE 110.**

HEARST'S MAN □ John G. Conomikes, with an eye to the public and community he serves, has worked his way up to head Hearst Corp.'s broadcasting operations. **PAGE 135.**

INDEX TO DEPARTMENTS

Business	110	Datebook	22	In Brief	136	Monday Memo	28
Business Briefly	18	Editorials	138	In Sync	109	Open Mike	26
Cablecastings	10	Fates & Fortunes	131	Journalism	102	Programing	92
Changing Hands	107	Fifth Estater	135	Law & Regulation	87	Riding Gain	104
Closed Circuit	7	For the Record	114	The Media	106	Stock Index	112

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The RKO Television Stations in New York and Los Angeles just joined the other broadcasters who have already been awarded The Franchise.

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Deal near?

Word is that Capital Cities Communications is giving one party first try at buying 370,000 cable sub operation before putting it on market. One would-be buyer is division president, William James, who has been using Wall Street contacts in attempt to arrange leveraged buyout. Dark-horse purchaser may be Washington Post Co. which has never owned any cable systems—although it has roughly one-third interest in SportsChannels operations—and is on record that high prices for cable systems have so far discouraged it from becoming MSO.

Post might have inside track to make deal since Post board member, Warren D. Buffet, will be largest investor in newly merged CCC/ABC and is long-time confidant of Cap Cities chairman, Tom Murphy. Furthermore Cap Cities' cable systems appear at first glance to cause no cross-ownership conflicts with Post's broadcast and publishing activities. Cap Cities systems are being spun off to comply with FCC's network/cable crossownership rules.

FM gains strength

FM radio listening continues to climb, reaching 70.6% of total radio listening (average quarter-hour, persons 12-plus, Monday to Sunday, 24 hours), according to new Spring 1985 RADAR 31 data compiled by Westfield, N.J.-based Statistical Research, Inc. (SRI). That is increase of 1.2% over Fall 1984 and 15.6% since Spring 1980. Weekly cumulative audience of persons 12 and older for all radio is nearly 184 million, which is over 95% of 12-plus, U.S. population. Weekly come for audience of network-affiliated stations totals 158.8 million.

Second thoughts

FCC commissioners last year unanimously rejected petition by Ted Turner seeking rulemaking to review must-carry rules (BROADCASTING, April 9, 1984). But last week, majority of commissioners indicated support for review aimed at making rules less burdensome for cable operators. Commissioner James Quello told BROADCASTING he believes underlying rules should remain intact. But Quello favored attempt to make rules more "reasonable"—for example, by limiting

number of duplicated signals that cable systems must carry. "Let's not make the excesses a reason for getting rid of the whole thing," Quello said. Commissioner Mimi Dawson said that if there were way to bring "reasonableness" to rules, "I would be open-minded about that." Commissioner Henry Rivera said his desire for "comprehensive review" of must-carry rules is matter of record. "I suspect that the reasons for the must-carry rules may not be valid any more," Rivera said.

Chairman Mark Fowler and Commissioner Dennis Patrick declined to state positions. Both thought it best to await decision of Court of Appeals in Washington, which is currently reviewing constitutionality of rules at Turner's request. But Fowler, in speech to National Cable Television Association convention (see page 68), said he was "concerned" about carriage of duplicated signals. Fowler and Patrick successfully derailed effort to win must-carry status for TV stereo.

Saturday night hulks

NBC-TV has decided to retain monthly, 90-minute wrestling specials it has broadcast experimentally on Saturday nights this spring, according to executive with Titan Sports, promoter involved in short-order series, *Saturday's Main Event*. Network is expected to announce later this month that program, which features nationally known wrestlers and rock stars, will have permanent berth on schedule. As outlined, *Saturday's Main Event* will replace monthly repeated episode of *Saturday Night Live* at 11:30 p.m. NYT every fourth week.

Character count

FCC, trying for years to eliminate or at least reduce number of ways it measures broadcast applicant's character qualifications, is far from completing action on matter. Chairman Mark Fowler remains unable to muster majority for his view that commission leave to courts and other agencies of government virtually all matters not related to FCC misconduct. Even Commissioner James Quello, who was thought to be supporting Fowler on issue, was reported to be expressing reservations; he is said to be concerned about adopting policy that could not withstand court scrutiny. Commissioner Mimi Dawson is said to feel that commission, with its stress on competition in marketplace, could not

ignore allegations of anticompetitive behavior. Evidence of repeated violations of state or federal law she is said to feel should be considered. Commissioner Dennis Patrick has long had problems with chairman's approach, and Commissioner Henry Rivera is never an automatic vote for chairman.

Because of disarray on issue, item, several sources said, has been pulled from commission meeting agenda on several occasions, most recently two weeks ago. Number of drafts are now said to be circulating. Mass Media Bureau Chief James McKinney said commissioners are "fine tuning item to their liking," and that, "until commission gets what it wants, it won't go on agenda."

Miracles

Mood at NBC-TV affiliates promotion meeting in Chicago, described by one attendee as "love-in," was perhaps best captured by Steve Sohmer, network's senior vice president, entertainment, who sported sweatshirt with legend: "Red Sea, '69 Mets, May 85 sweeps."

'Kangaroo' caught short

Public Broadcasting Service programing executives hoped to introduce revived *Captain Kangaroo* children's series next fall, but financial wherewithal is lacking. Host Bob Keeshan has been trying to line up corporate sponsors for weekday hour, has reportedly attracted interest of some but not enough to start production, which would be through his own company. Keeshan's long run on CBS-TV ended last year. If situation changes, PBS plans to slot show immediately before 9 a.m. NYT feed of *Sesame Street* weekday mornings.

No trespassing

Four Andean countries are shaping up as problem for U.S. in Space WARC, to be held in Geneva later this summer. Colombia, Peru, Ecuador and Bolivia, at meeting in Bogota several weeks ago, adopted positions that are wildly at odds with those U.S. favors: South Americans call for a *priori* planning of space services and recognition of sovereignty of nations over geostationary slots above their national territory. They would ban spillover of satellite-delivered signals into countries that have not given their prior consent. Only good news for U.S. out of meeting was that Venezuela, fifth member of group, did not attend.



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Cablecastings

Boston update

Both the city and Cablevision Systems are optimistic about the chances of easing the Boston cable franchise's cash flow problems.

"It's very difficult, if not impossible, to raise money in equity markets," Cablevision's founder, Charles Dolan, said. "We will provide that money, but we're asking others—the city and the access corporation—to help out, too."

Thomas Cohan, director of Boston's office of cable communications, said: "We're trying to find a way of helping ease the [financial] burden." He added that if the city assessor's department can find a way to lower its assessment without setting a precedent for other businesses, "we can probably work out something to solve Cablevision's near-term needs." He said that the city's access corporation and Cablevision seem near a compromise on funding requirements.

In negotiating the Boston cable contract four years ago, Dolan said, "we all miscalculated to a degree." He said various franchise requirements account for 16% of the system's gross revenues, a figure he called more than double the amount paid in any



Dolan at the NEBA meeting

other city.

Dolan, who earlier told a Boston meeting of the New England Broadcasting Association that he's "definitely bullish about the future of cable," said all cable operators are

having a tough time raising money. He predicted that what he called this "cyclical situation" will end, and that private and institutional funding will return to the industry.

"What we need most is a demonstration of success—a demonstration that urban cable works," Dolan said, asserting that his operations in Boston and New York will help prove this.

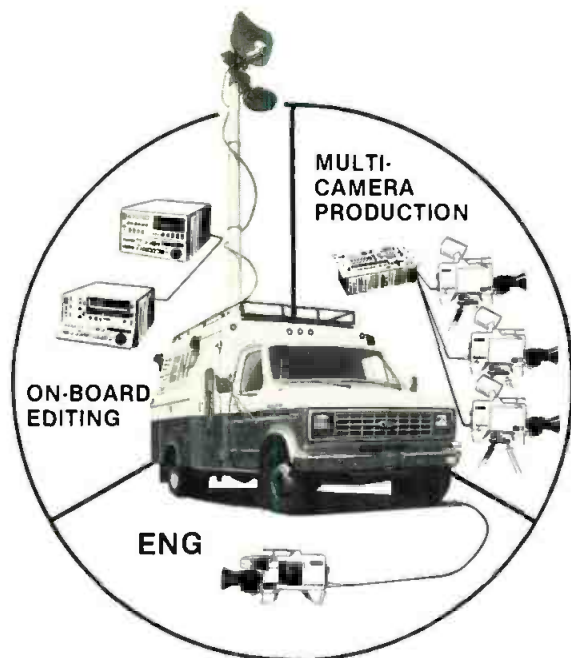
Dolan said Sportschannel, a regional sports service that his company, *The Washington Post* and CBS operate, will expand to national dimensions. "All three of us are interested in pursuing this area aggressively," he said. "The signs are there that a regional sports network is the way to go for local sports."

He told the broadcasters that the number of cable subscribers has "reached the critical mass" in New York and is nearing it in Boston so that a "new wave" of pay services will make cable offerings resemble a magazine stand. He said the number of pay and advertising-supported cable channels will double in the next 10 years, and that annual cable advertising revenue will jump from this year's estimated \$545 million to between \$5 billion and \$6 billion in 1995.

Dolan said cable's advertising appeal won't be cost per thousand, which he conceded the broadcasting networks can better, but in delivering a message to "targeted audiences."

Votes are in

C-SPAN production employees last week rejected representation of the National Association of Broadcast Employees & Technicians by a vote of 24 to 12. There were 37 employees eligible for the vote. "Now that this vote is behind us, we look forward to continuing our growth with this special group of people," said Brian Lamb, C-SPAN president. The union representative responsible for the organizing effort could not be reached for comment.



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TELEVISION. Cablecastings.

Physics on cable

The Learning Channel will air the Annenberg/CPB Project's 26-part telecourse, *The Mechanical Universe*, on cable next September as a complement to the Public Broadcasting Service schedule. "For the first time, we will be offering a much-needed science course to cable viewers nationwide who may not have had the opportunity to register for credit with a participating college or university in their area," said Mara Mayor, director of the Annenberg/CPB Project. Produced by the California Institute of Technology and the Southern California Consortium, the series explores classical mechanics, including the laws of motion and force.

Satellite static

A mysterious signal interfered with The Movie Channel's eastern feed on Hughes Communications' Galaxy I, transponder 10, for several hours on May 30, severely disrupting service to TMC's eastern affiliates and their subscribers. According to Lee Ullmann, manager of terrestrial operations, Hughes Communications, the interfering signal introduced noise to the point where the service was "unwatchable" on small dishes and "very objectionable" on large

ones. The signal first appeared at 9:22 a.m. NYT and didn't disappear until 10:03 p.m., nearly 13 hours later. To restore service, he said, TMC put up a second eastern feed on a backup Galaxy I transponder (transponder 16) at about 3 p.m. NYT. The interfering signal was "unmodulated," he said, making it particularly disruptive to TMC's video signal and virtually impossible to trace. It was also "very clean," he said, leading Hughes engineers to conclude that it came from an uplink with a large dish and a high-power amplifier aimed directly at Galaxy. He noted that the interference on the satellite is an increasing problem, but most cases are easily traced to "operational errors or hardware failures" by other satellite carriers or uplinkers. Little could be done, he acknowledged, if someone tried to maliciously jam the satellite signals with an unmodulated signal. "Luckily," he said, "it doesn't happen."

Sponsored by

C-SPAN has announced that General Instrument and Times Fiber Inc. have joined the public affairs network's corporate underwriters. Others are Centel Corp., DuPont Corp., M/A-Com Inc., Time Inc. and Gannett Foundations. Together, they contributed \$350,000.



River view. ABC Video Enterprises (ABCVE) has joined forces with China Central Television (CCTV) and Japan Broadcasting Corp. (NHK) to develop, finance and distribute what is expected to be a 10-hour international co-production, *The Yellow River*. Scheduled for completion in April 1986, the documentary will deal with the 3,600-mile river that the Chinese call "The Dragon," tracing the dynasties that grew to power along its banks and relating its contributions to the development of one of the world's four great civilizations.

ABCVE anticipates that the ABC-TV network may broadcast portions of the documentary in 1987 and is exploring the possibility that the full 10-hour version, being prepared for Japan's NHK network and for international distribution, could be carried later on public television in the U.S. and on the Arts & Entertainment Network cable service, according to Phil Boyer, ABCVE vice president, international development. China's CCTV network plans to carry 40 to 50 hours of documentary material collected by the *Yellow River* camera crew.

ABCVE, as a consultant to NHK, is also advising its Japanese and Chinese partners in the marketing and distribution of *The Yellow River* in TV markets throughout the world.

ABCVE's Boyer (r) met with CCTV Vice Chairman Zhang Shao Ji (l) and NHK Vice Chairman Keiji Shima (center) in Beijing last month in a ceremony finalizing the program agreement and marking the start of the Japanese-Chinese camera crew's journey. Accompanying Boyer in Beijing were Rex Granum, director of television news coverage, ABC News, and Ray Falk, ABC News correspondent in Tokyo. This was said to be only the second time the Chinese and Japanese networks have gotten together in a program co-production venture and the first in which an American TV network has participated with them.

Segments of the documentary will be filmed with high-definition television equipment developed by NHK.

Has NBC Reached the Promised Land?

Not Quite. But We're Getting There.

PRIMETIME PROGRAMMING/MAY SWEEPS 1985

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promised land.”*



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NBC Entertainment President
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Business Briefly

TV ONLY

Volume Shoe Co. □ Women's shoes will be spotlighted in two-week flight starting in late June in more than 90 markets. Commercials will be slotted in daytime, fringe and prime periods. Target: women, 18-34. Agency: Foote, Cone & Belding, Chicago.

Mead Data Central □ Four-week test began in San Francisco, Seattle and Hartford, Conn., last week for company's high-priced computer-generated data bases for American businesses. Decision will be made later on whether test is to continue and/or expand. Commercials will be carried on early morning and late night daily news shows of network-affiliated stations and on Cable News Network, Financial News Network and in *Business Times*. Target: adults, 25-54. Agency: Henderson Friedlich Graf & Doyle, New York.

Morton Thiocol □ Water softening product will be spotlighted in campaign in 37 markets, starting in mid-June for

four to six weeks. Markets are in Midwest and include Milwaukee, Indianapolis, Cleveland and Omaha. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Needham Harper Worldwide, Chicago.

Ricoh Copiers □ Four-week campaign will run during June at cost of about \$2 million, including sponsorship on network television sports and news programs and in spot television in 22 markets, including New York, Los Angeles and Chicago. Commercials will be placed in prime and on news and sports programs. Target: men, 25-54. Agency: Cunningham & Walsh, New York.

RADIO ONLY

Dial Soap □ Radio commercials for new year-long campaign feature Aretha Franklin, with Dial commercials carried on two-week-on/two-week-off basis, starting in early June. Commercials will be carried in morning and evening drive times on 10 major radio networks and



Locking it in. Tupperware U.S.A. is investing about \$20 million in advertising, primarily in network television, for the remainder of 1985 to promote its new Ultra 21 Ovenware. The seven-month network TV effort begins this week, with 66 showings of the commercial in June alone. The commercial will stress Ultra 21 product quality, versatility and lifetime warranty. It will be carried in daytime programming, early news, prime time and late night. Agency: Young & Rubicam, Chicago.

on five syndicated radio shows. Target: adult women. Agency: Needham Harper Worldwide, Chicago.

Sidari Corp. □ Imported Italian pasta will be introduced in New York via \$1-million advertising campaign starting in September and continuing through end of year, with expansion planned for

Attention: cable advertisers. A new book, titled "Advertising on Cable: A Practical Guide for Advertisers," covers considerable ground. Author David Samuel Barr, former manager of information services of the Cabletelevision Advertising Bureau, says he wrote the book as a reply to the frequently asked question: "How do I use cable?"

The book, published by Prentice-Hall, Englewood Cliffs, N.J. (\$24.95 cloth), provides an overview of research in cable, commercial creativity, co-op advertising, political advertising and national cable and local advertising. There is a section containing information on advertiser-supported cable networks and trade associations in the field, publications covering cable and a glossary of terms.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

PEOPLE IN THE NEWS—AP focuses on the personalities that make headline news—entertainers, politicians, athletes. This two-minute feature moves twice a day. Watch for it in the evening and before morning drive.

THE SPORTSMAN—Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature. This three-take feature runs about three minutes and moves on weekdays.

AIRCHECK: AP RADIO NETWORK

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.

HOW TO BE A BETTER CONSUMER—Cynthia Hecht offers advice on everything from finding a sweet deal on a major appliance to avoiding a souring experience with a lawyer in her 60-second feature show entitled, *Consumerwatch*. Features are fed 7 days a week at 6:32 and 10:32 a.m. ET.

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

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

LIKE, TOTALLY AWESOME COMEDY...

FER SURE!

*Square
Pegs*

Captivate your youth market with the outrageous, contagious
laughs of "Square Pegs." A package of 20 hysterical half hours,
it's the perfect tool for summer scheduling or fall freshening.
In fact, no matter where you fit it, "Square Pegs" delivers
comedy to the max!
Perfect for capturing your
youth market, like right now!

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EXCLUSIVELY THROUGH TELECOMMUNICATIONS®

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© 1985 EMBASSY TELECOMMUNICATIONS

AdVantage

Spot TV: apt messenger. Advertising executives have chosen spot television as medium in which they have most confidence for delivery of their advertising messages, according to survey appearing in spring issue of "Vitt Media Monitor," issued by Vitt Media International. Two-thirds of executives polled expressed confidence in national spot television, followed by national magazines, 62%; local television, 57%, and network television, 54%. Trailing were direct response, 22%; cable television, 20%, and outdoor, 14%. Local radio rated 34%. Asked to assess changes that have diluted effectiveness of advertising, respondents cited cost of media, 22%; increased creative costs, 14%; zapping of TV commercials, 10%, and decline in network TV audiences and popularity of VCR's, each 6%. Survey was conducted this past winter among 101 senior advertising executives.

□

15-second analysis. Use of 15-second television commercials for established brands was endorsed by George Fabian, executive vice president and director of research at SSC&B: Lintas USA, during talk before copy research workshop of Advertising Research Foundation in New York. He noted that for established brands, 15-second commercial is most appropriate to build awareness and communicate unique benefit or competitive claim. He added that recent tests indicate that "loss of viewership is less apt to be product of shorter length commercials than of inferior program material." He emphasized that networks have responsibility to provide programs that will attract and hold viewers. Fabian also urged that new and better ways be found of scheduling commercial pods.

□

Louisiana accord. Under consent agreement with Federal Trade Commission, Louisiana State Board of Dentistry has agreed not to prohibit dentists in that state from advertising or offering discount prices. Action settles charges made last October by FTC that board "illegally prohibited dentists from advertising discount prices, with the effect of suppressing competition in the sale of dental services in the state," and affects "all advertising," FTC said.

□

Buy and save. Villa Banfi USA, New York, importer of Riunite wine, will launch two-month network campaign in prime time in July and August to encourage consumers to "double up" on purchases of Riunite and benefit from substantial savings. Ten-second and 30-second commercials have been created for campaign, which will be carried on ABC, CBS and NBC and on ESPN and USA Network. Agency for Villa Banfi is Hicks & Greist, New York.

other markets throughout U.S. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Muller Jordan Weiss, New York.

American Page Co. □ Beepers will be advertised in four-week flight set to start in mid-June in three markets. Commercials will be placed in all time periods. Target: adults, 25-54. Agency: Wardrop, Murtaugh, Temple & Frank, Chicago.

RADIO AND TV

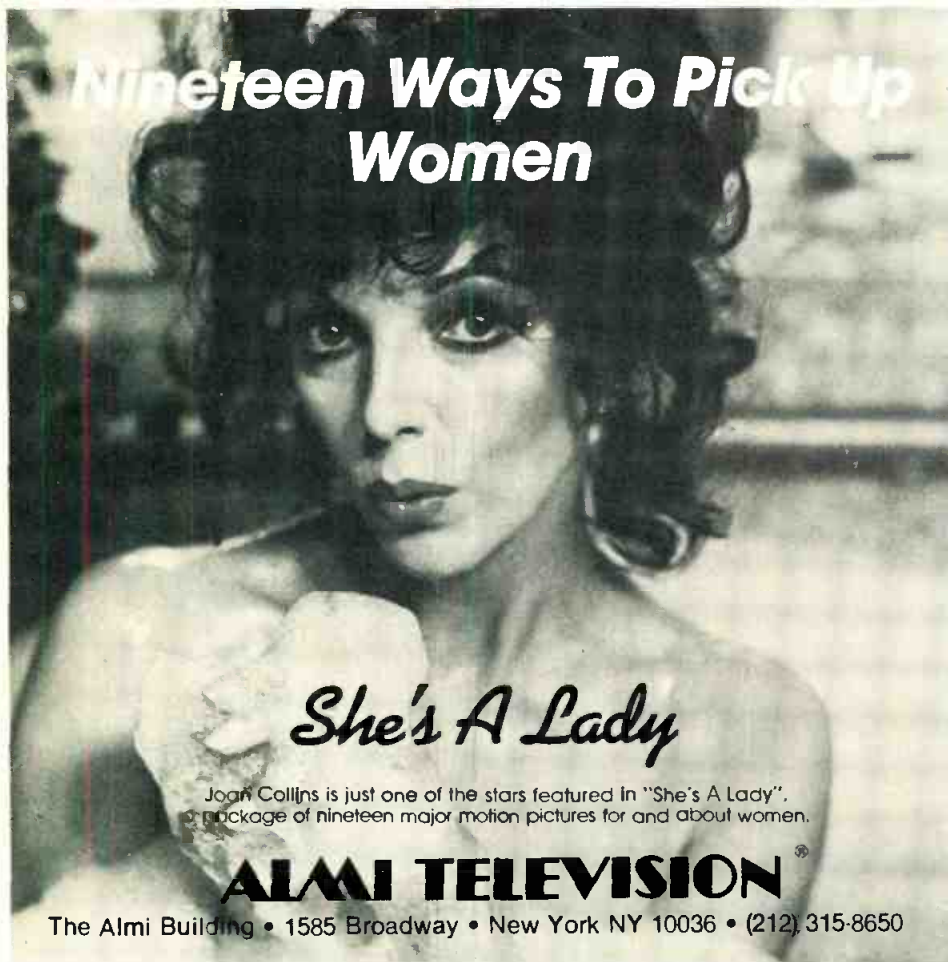
Bama Pie Co. □ Four-week flight is set for radio in mid-July in Denver and another four-week flight is scheduled for television in September in Kansas City, Mo., with other markets also considered. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Lowe Runkle Co., Dallas.

Chief Auto Parts □ Campaign to spur Fourth of July sales will begin for 10 days in late June in 13 radio and 10 television markets. Commercials on radio will be presented in all dayparts and on television in early fringe, prime and sports. Target: men, 18-49. Agency: Davis, Johnston, Mogul & Colombatto, Los Angeles.

Northwest Cherry Growers □ Flights of three to five weeks will begin in late June in 28 markets in television and two markets in radio. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Evans/Kraft, Seattle.

Car-X Service System □ Nine-week flight will be launched in early July in 12 television markets and few selected radio markets in support of advertiser's muffler shops. Commercials on TV will appear in fringe, news and sports segments and on radio in drive times. Target: men, 25-54. Agency: Dawson Johns & Black, Chicago.

Wisconsin Milk Board □ Cheese products will be spotlighted in four-week flight to begin in mid-June in nine Midwestern markets, including Chicago and Milwaukee. Commercials will be scheduled in daytime, news and prime slots. Target: women, adults, 25-54. Agency: D'Arcy MacManus Masius, Chicago.



Nineteen Ways To Pick Up Women

She's A Lady

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

ALMI TELEVISION

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



**RADIO FREE EUROPE
RADIO LIBERTY**

Rings bell. A new symbol has been adopted by Radio Free Europe/Radio Liberty. Included in the design is a rendering of the World Freedom Bell, which has been located in West Berlin since 1950 and remains a symbol of world freedom. The new design was created by Cato Yasumura Behaeghel, New York, a Young & Rubicam company.

Blast off! With the news that's really goin' places.

To break through the airwaves with news, you gotta' have the technology. Otherwise, you'll be left behind. At United Stations Radio Networks we take off daily with the most concise, informative, up-to-the-minute newscasts, carried by state-of-the-art technology.

At the helm, we've got Dave Cooke, the only network radio news director working on-air. Backed up by the largest radio-only news crew in Washington. Linked to a London News Center that's tapped into the very heart of the international scene.

And it's all brought back via satellite, on Satcom 1R, Transponder 19, over 6 live channels. Add to that the power of 250 wholly owned earth stations, and you're talkin' about the ability to broadcast to all of the people, all of the time.

You can't be a follower when you want to lead the largest audiences... US1's 18-49 year old listeners and US2's 25-54 year olds. That's why we took the news to new heights. And why we've got America by the ears!SM

UNITED
STATIONS

RADIO NETWORKSSM

UNITED
STATIONS

RADIO NETWORKS

UNITED
STATIONS

RADIO NETWORKS

TARGETING RADIO
TO AMERICA

NEW YORK
WASHINGTON
CHICAGO
DETROIT
DALLAS
LOS ANGELES
LONDON

Datebook

This week

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

June 8-11—*American Advertising Federation* national convention. Speakers include House Speaker Thomas (Tip) O'Neill, NBC News White House correspondent Chris Wallace and FTC Chairman James Miller. 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. Sportsmen'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: programing 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—*Women in Film and Video* special meeting. Speaker: Susan Seidelman, director of movie, "Desperately Seeking Susan." Harvard Graduate School of Design (Gund Hall), Cambridge, Mass. Information: (617) 489-1079.

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 14-16**—*National Radio Broadcasters Association* Radio Sales University. Holiday Inn City Centre, Chicago.

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

Also in June

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 devel-

Major Meetings

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

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

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

Aug. 8-Sept. 14—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

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

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

Sept. 11-14—"Radio '85: Management and Programing Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

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

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference

and equipment exhibit. Convention Center, Los Angeles.

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

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

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

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

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

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

Feb. 2-5, 1986—*National Religious Broadcasters* 43d annual convention. Sheraton Washington, Washington.

Feb. 7-8, 1986—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

Feb. 27-March 1, 1986—17th annual Country Ra-

dio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

March 16-19, 1986—*National Cable Television Association* annual convention, including National Cable Programing Conference. Dallas. Future conventions: May 17-20, 1987, Las Vegas.

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

April 27-30, 1986—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

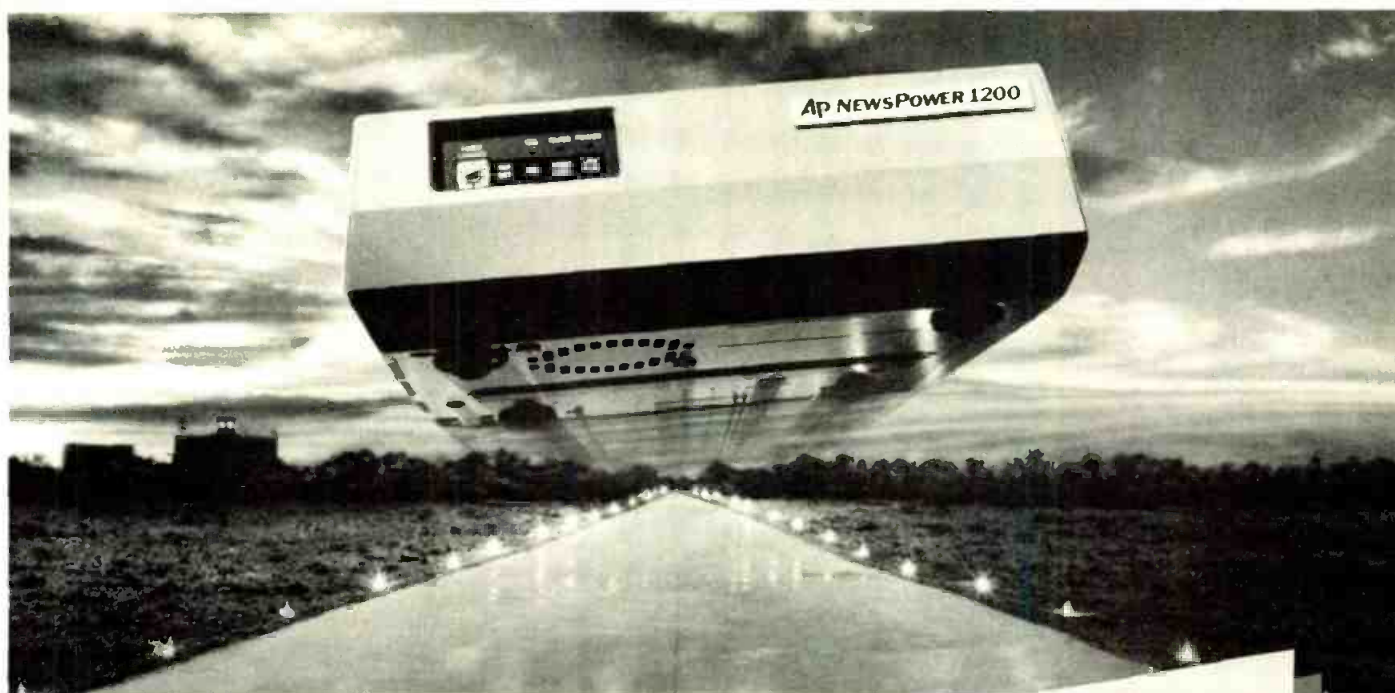
■ **April 29-30, 1986**—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbriar, White Sulphur Springs, W. Va.

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

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

June 11-15, 1986—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Loew's Anatole, Dallas. Future conventions: June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.



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

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

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

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

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

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

And when you consider all that, you realize something.

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

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

AP ASSOCIATED PRESS BROADCAST SERVICES WITHOUT A DOUBT.

opment workshop, "Politics and the Media: Mutual Manipulation." American University, Washington.

June 18—18th annual Radio Workshop, sponsored by Association of National Advertisers and Radio Advertising Bureau. Waldorf-Astoria, New York.

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 19-21—"Satcom '85: the Domestic Market," conference sponsored by Institute for Graphic Communication. Stouffer's hotel, Arlington, Va.

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. Speakers include Virginia Governor Charles Robb; Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand; Gert Schmidt, joint NAB board chairman, and William Pettit, NBC News.

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.

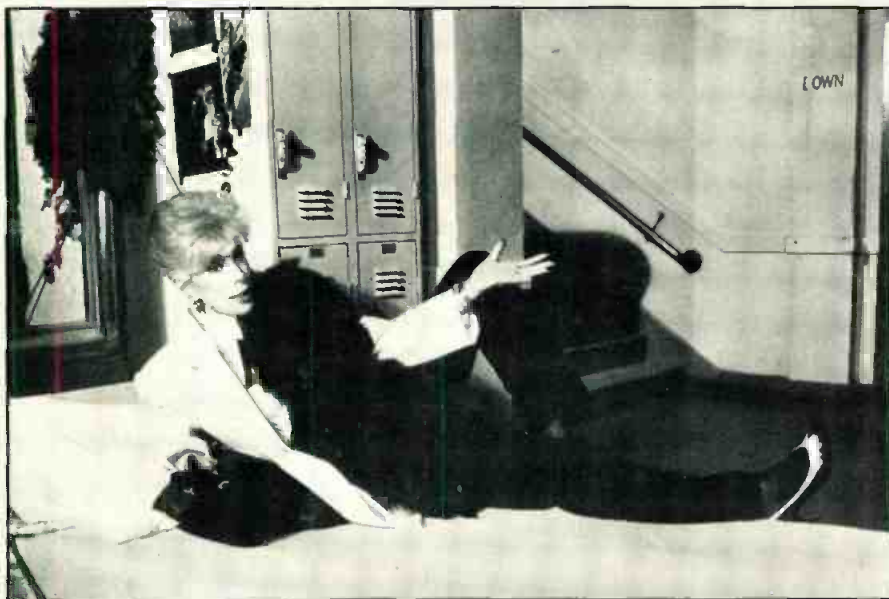
Stay Tuned

A professional's guide to the intermedia week (June 10-16)

Network television ☐ **ABC:** *Sam* (comedy), Tuesday 9:30-10 p.m. **CBS:** *The Kraft All-Star Salute to Ford's Theatre*, Wednesday 8-9 p.m.; *The John Madden Special* (sports interviews), Saturday 5:30-6 p.m.; *Fathers, Sons and Daughters* (sports family profiles), Sunday 4:30-5:30 p.m.; *CBS Sports Inside Out* (documentary), Sunday 5:30-6 p.m. **NBC:** *Michael Nesmith in Television Parts** (comedy series), Friday 8-8:30 p.m.; *A Portrait of the Press, Warts and All*, by John Chancellor, Saturday 10-11 p.m. **PBS** (check local times): *Three Sovereigns For Sarah* (three-part historical mini-series), concluding Monday 9-10 p.m.; *Great Confrontations at the Oxford Union* (debate), Monday 10-11 p.m.; *The Military and the News Media: The Correspondent Under Fire* (case study), Tuesday 9-10 p.m.; *Adam Smith's Money World* (documentary special), Wednesday 8-9 p.m.

Network radio ☐ **NBC Radio Network:** *Dying For Attention* (documentary), Sunday (check local times).

Cable ☐ **Arts & Entertainment:** *Video From Russia: The People Speak* (documentary), Wednesday 8-8:50 p.m.; *Idomeneo* (opera), Thursday 8-11 p.m.; "Emperor Jones" (drama), Saturday 8-9:15 p.m. **CNN:** *Iran: A Land Held Hostage** (four-part documentary), Saturdays through July 6 at 4:30-5 p.m., repeated Sundays through July 7 at 5:30-6 p.m. **HBO:** *World Championship Boxing: Pinklon Thomas vs. Mike Weaver*, Saturday 9-11 p.m.; "The Natural" (drama), Sunday 8-10:15 p.m. **Showtime:** *John Fogerty's All Stars* (concert), Friday 8-8:52 p.m.; *Joan Rivers and Friends Salute Heidi Abromowitz* (comedy special), Friday 9-10 p.m. **USA Network:** *Stroh's Circle of Sports** (magazine series), Sunday 9-11 p.m.



Joan Rivers on Showtime

Play It Again ☐ **PBS** (check local times): *The Life of Verdi* (six-part profile), Friday 9-11 p.m. and Fridays, through July 19, 9-10 p.m. **The Movie Channel:** "Testament" (drama), Wednesday 8:30-10 p.m.

Museum of Broadcasting (1 East 53d Street, New York) ☐ *Radio After Radio*, series "devoted to the art and business of modern radio," beginning with five seminars: "Radio in the 21st Century," Monday 1-3 p.m.; "The Great Music Radio DJ Reunion," Tuesday 12:30-2 p.m.; "Radio Formats," Wednesday 5:30-7 p.m.; "WOR Radio Personalities," Thursday 12:30-2 p.m., and "Talk Radio Today," Friday 12:30-2 p.m. *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11.

*Asterisk denotes series premiere

Errata

Sally Weston, account executive, Spot Time, New York, joins Avery-Knodel Television, New York, as account executive, not Katz Independent Television, as incorrectly reported in "Fates & Fortunes," June 3.

□

Contrary to information in May 27 "Syndication Marketplace" box, Curran-Victor is selling "six-hour mini-series, *Hemingway*," on cash-plus-barter basis with C-V withholding one minute each hour for first two runs and none in third and fourth runs.

□

In May 27 box score of Hollywood producers, Embassy Television's *Who's the Boss* was incorrectly listed as canceled.

□

In story on National Radio Broadcasters Association-sponsored radio group head meeting in May 27th issue, Dick Ferguson, president, Katz Broadcasting Corp., was inadvertently identified as NRBA board chairman. That title is held by Bill Clark, president of Shamrock Broadcasting's radio division.

"WILL THE REAL NO.1 PLEASE STAND UP?"



*Arbitron—M-S 6A-12 Mid MSA AQH, Spring '84

To tell the truth, the unwired network that's the real Number One leader in the top 100 markets is (pause) Supernet,* and that includes these important demos:

Adults 18-49
Adults 25-54
Adults 18-34
Persons 12-17

That's right, Supernet the

unwired network that includes Torbet, Masla, Selcom and Eastman, delivers the highest demographics in these crucial areas.

Right now, Supernet can give you immediate, accurate demo targeting through over 1000 stations that make up our unwired network. And, we can do it with the ease of network buying, plus a flexibility that even lets an

advertiser vary copy from market to market.

Supernet is the quickest and easiest way to get the most for your advertising expenditures. If you're looking for the real number 1, look at Supernet.

Supernet

TORBET RADIO, MASLA RADIO, SELCOM RADIO, EASTMAN RADIO.

Clutter concern

EDITOR: Nothing irritates me more than to watch a movie on TV which is interrupted every 10 minutes for five to seven minutes of commercial (it has happened). Furthermore, with certain exceptions, newspapers are grossly misnamed. "Adpapers" would be more like it. So it's heartening to read that, for the most part, radio is avoiding the oversaturation of commercial time suffered by television and newspapers ("Riding Gain," May 27).

But clutter does exist in radio. In my own experience, it was not unusual at one station in Oklahoma, for example, to have three to five minutes of commercials between each song. When we were involved in a remote promotion, it got completely out of hand. On many days, the term, "commercial station," was all too literal. Under such conditions, it was easy for a message to get lost: Most of our commercials were written and produced by station personnel, leading to such situations as one DJ, on separate cartridges, doing two or three commercials back-to-back.

What it boils down to is that broadcasters who oversell are not delivering what they promise. They are not delivering entertainment to the audience; they're not delivering an attentive audience to their sponsors.

To the oversellers of radio—and TV—I remind you of the words of the ancient philosopher who said, "Enough is enough!"—*Carl H. Weiner, New York.*

Not giving up

EDITOR: Much has been written about AM stereo and revitalization of the AM broadcast band. Speaking as a heavy radio listener in the Dallas-Fort Worth metroplex, I must ask this question: When are AM broadcasters, here and throughout the country, going to quit talking and start doing something with their stations?

In Dallas, only two AM stations manage to exceed a two share. I am convinced that the blame for this lies heavily with station management. Recently, I purchased a Sony AM stereo Walkman. The sound quality is quite good, but nonetheless, it doesn't get much use, because the available programming is poor. The only area AM music station with interesting programming is KIKM, a top 40 station in Sherman—75 miles to the north.

Meanwhile, AM stations in Dallas and Fort Worth with excellent facilities attract steadily shrinking audiences with stale, lackluster formats and close to nonexistent promotion. Almost any FM station would be looking to reverse this situation with a new or modified format and aggressive promo-

tion. But instead, the owners of these AM stations appear to have given up, blaming the AM band for all their problems. Many AM stations that haven't given up continue to do well. For example: WLS Chicago; KNBR and KFRC San Francisco; WJR Detroit; KGW Portland, Ore., and many others across the country.

Isn't it time that the other AM broadcasters—the ones who have given up on their stations—start pumping some life back into their stations, with programming that people want to hear and aggressive promotion to back it up?—*Thomas-Steven Desmond, Dallas.*

In defense of CPB

EDITOR: Your May 27 editorial, "Flag at half mast at CPB," accused "a partisan majority" of the CPB board of directors of sundering "18 years of independence from the administration in power." But to those who have followed the CPB story objectively, it is difficult to understand how the board's May 15 resolution destroyed CPB's alleged independence. The CPB board merely made a common-sense decision not to allow CPB to participate in the September 1985 "trade delegation" to the Soviet Union. Regardless of whether the six-person majority feared CPB participation in the trip would be viewed on Capitol Hill as a "junket," thus possibly jeopardizing future CPB funding, or felt it was improper for CPB to be a knowing accomplice in the Soviet propaganda and disinformation drive, the board's resolution was well within its powers.

Far from destroying CPB's independence, which former CPB President Edward J. Pfister, the four-person minority on the resolution, and BROADCASTING trumpet at every possible opportunity, CPB Chairman Sonia Landau and the board's majority helped maintain CPB's integrity. It is difficult to imagine how Pfister or anyone else at CPB could seriously expect to "learn" anything from a ruthless, totalitarian regime such as the Soviet Union, where the only broadcasting and reporting mediums allowed to exist are operated as the propaganda wing of the Soviet government.

Finally, your CPB editorial chose to discount Landau's explanation for her anger over Pfister's resignation speech. Instead you chastised her for comments she allegedly made after she was, in her estimation, double-crossed by Pfister. According to Landau, she had discussed the board's pending resolution on the Soviet trip with Pfister before the meeting, and she was not aware of the intensity of Pfister's feelings on the subject.

Far from being a black day for CPB, or a

cause for mourning, the board's May 15 resolution hopefully signaled the dawning of a new era in public broadcasting. One can only hope that the new CPB president will not consider it a defense of "editorial principle" to serve as a dupe of the Soviet propaganda machine.—*Jay H. Feaster, special assistant to the general counsel, American Legal Foundation.*

How you gonna keep 'em?

EDITOR: Some weeks ago a broadcaster wrote regarding the quality of personnel available for employment within the industry ("Open Mike," April 15). The insinuation, if not the direct intent of the comment, seemed to be that good people are not as readily available to radio station operators as previously.

I disagree.

My job as a "peddler" of barter-based radio programming takes me on the road for extended periods of time. As I travel from city to city throughout the South and Southwest, I listen to the radio. I'm here to assure broadcasters that there are a great number of excellent people employed at small and medium-market radio stations. They're on the air in markets such as Tifton, Ga.; Titusville, Fla.; Boaz, Ala.; and Lufkin, Tex. And what is more: They sound good.

I have the strong feeling that many small-market stations don't pay qualified staff people a "living wage." The lack of a good "above-the-poverty-line" income forces many excellent broadcasters out of the industry.

A great many radio station operators don't understand the need to build an organization on sales-oriented programming, be it syndicated or locally produced. The lack of financial resources "pushes" many good young men and women into other industries where they can make more than a minimum wage.—*Don Karnes, national sales manager, International Syndications, Port Charlotte, Fla.*

High standards

EDITOR: ABC-TV, in announcing its new series, *J.B. Culver*, said that "the series will contain strong pro-social and family values" (BROADCASTING, May 13). The significance of this announcement lies in the clear implication that antisocial and anti-family values have been the rule rather than the exception. What a sad commentary. *Culver*, in conjunction with *The Cosby Show*, should be sending out strong signals to TV executives that Americans are starved for programming that appeals to their higher instincts rather than their darkest recesses.—*Betty Wein, freelance writer, New York.*

A few words about your TV music licenses:

We Tried!

In 1978 the TV Music Licensing Committee decided to sue BMI for alleged antitrust violations. Six incredibly expensive years later, the Buffalo Broadcasting case finally came to an end in BMI's favor. That was in November of 1984 when the U.S. Supreme Court refused to hear the committee's request for a further review.

Since that time, BMI has bent over backwards to avoid seeming arbitrary about a new license agreement. Month after month, in spite of it placing us at a disadvantage, we voluntarily extended our old agreement with you—on an interim basis—in hopes that the committee would find time to sit down with us and work out a new blanket license arrangement.

We repeatedly reminded the committee—both orally and in writing—that this temporary arrangement was coming to an end. Our reminders had no effect. We even offered the committee an interim licensing arrangement and, in writing, *offered to have the final fee set by a panel of impartial arbitrators*. Again, we found no one willing to consider the proposal.

In simple fact, only within the past few weeks has the committee even begun to talk about a new blanket agreement. And then, unfortunately, the talks were fruitless.

As said at the outset, we tried! We gave it our best, but it must be clear to you that we could not continue to voluntarily extend this lop-sided licensing arrangement. It worked to no one's advantage—neither our BMI affiliates nor, in the long run, to yours. At the same time, though, we didn't want to leave you in a hole. Your audiences enjoy a great deal of BMI-licensed music and we believe that you will want to continue to have it available for them.

Under the circumstances, BMI was left with only one practical option—to come directly to each of you. Within the next several weeks, we will be mailing all of you new license forms. We think you'll find them fair, equitable and easy to administer. We hope you'll choose to remain BMI licensees.



Wherever there's music, there's BMI.

A separate satellite systems commentary from Chris Vizas, Orion Satellite Corp., Washington

Another answer to the separate systems question

Should the FCC grant Orion Satellite Corp. a license to build a condominium satellite communications system for the North Atlantic? Or, should the FCC reject the idea of private, user-owned facilities proposed by Orion and blessed by the President, and, instead, adopt a complex regulatory regime that would make Orion a quasi-carrier?

That, stripped of its sometimes inventive legal trappings, is the choice posed by the April 29 commentary in this space by a Boston College law student, Irwin Schwartz. It is also the choice that, in various guises, Intelsat and its advocates have been urging on the commission and Congress.

In its latest incarnation in these pages the recommended option was that the FCC practice cartel management—that it allocate traffic between Orion satellites and Intelsat satellites. Not only does such an approach promise a complex and burdensome regulatory regime, it ignores the realities of technology and commerce that distinguish Orion (and proposals that have followed it) from Intelsat.

The course consistently pursued by Orion and endorsed by the President is far better. It employs the economies of specialization inherent in satellite technology to protect Intelsat where it should be protected while permitting the real consumers of international communications facilities greater choice and efficiencies. It takes a first step toward minimizing government intrusion into an increasingly mature and complex communications marketplace. It recognizes the reality of change—in technology, in economies, in the communications policies of other nations—and takes a rational step in the direction of accommodating that reality. And, perhaps most important, it is a policy that benefits the users of international communications, rather than the providers.

To appreciate the benefits of the President's policy and the Orion approach, it is, as usual, best to go back to basics: what Orion proposed and the executive branch endorsed; what limits law imposes on that proposal; what effect the alternative systems will have on Intelsat, and what FCC policy regarding Orion, as well as future U.S. policy toward Intelsat, ought to be.

In March 1983, Orion filed an application with the FCC to establish a two-satellite communications system over the North Atlantic. Transponder capacity on the satellites would be sold to high-volume users, such as television networks and major multinational manufacturers, to meet their internal communications needs. In effect, the system is a hybrid of the Hughes Galaxy approach and



Chris Vizas is co-founder and managing director of Orion Satellite Corp., Washington. Before Orion's incorporation in 1982, he was counsel to the government information subcommittee in the House of Representatives. He has taught law and history and began his career in the Office of Telecommunications Policy in the Ford administration.

new concepts of customer premises service. Its technology design is targeted to video traffic and internal corporate networking between Europe and North America; slightly higher costs in the satellites and reduced geographic coverage are traded for greater flexibility and far lower ground segment costs.

Under the Communications Act of 1934, as amended by the Communications Satellite Act of 1962, the system is clearly permissible. The act contemplates multiple systems, as the domestic skies policy demonstrates (there is no legal distinction in the act between domestic and international satellite arrangements).

Within the terms of the Intelsat Agreement, there is no legal barrier to the proposed system. The agreement (an executive agreement, not a treaty) expressly contemplates non-Intelsat facilities, providing processes for coordinating them. Equally important, to the extent that the agreement provides Intelsat with a protected dominant position, it is only in providing facilities for global public services, not all international satellite facilities.

Under the law, alternative systems may be permitted. Moreover, as a matter of fact, what Orion seeks to provide are capacity and commercial arrangements not available from Intelsat and beyond the scope of Intelsat's obligations under its international charter. Orion will be committing transponder capacity for the life of the system to a specific end user for its private use—in effect, the Orion users will end up owning the Orion system. Intelsat can't do this; it is a public service provider, a carrier's carrier. In addition, Orion's technology design, while

more effective for private networking, is less efficient than Intelsat's for carrying public switched telephone service.

In short, Orion will affect only the margins of Intelsat's existing business, if it affects it at all. Indeed, even the most imaginative economic analyses prepared for Intelsat admit as much.

With its technical design, maximized to carry public telephone traffic and provide global connectivity, Intelsat cannot efficiently provide (in many cases, cannot provide at all) what Orion proposes. To be able to offer even marginal equivalents, Intelsat would need vast quantities of excess capacity for the next several years—so much excess capacity, in fact, that it could only possess it if Intelsat, Comsat and their combined management had systematically misled the U.S. government and the smaller member nations of Intelsat for years. But for Intelsat to have squandered the resources of its members in such a major way is unbelievable. And even if it had, the satellite capacity it has available would still be virtually useless for key Orion applications, such as cost-effective customer premise service.

In consequence, the lines drawn by the Orion proposal and elaborated by the President's policy decision are the proper policy limits for the FCC: First, permit alternatives to Intelsat where end users will control their own transponder capacity to meet their own communications needs; second, further protect Intelsat by restricting alternatives from carrying switched public telephone traffic.

The lines are not unclear; they are to a considerable degree the lines drawn by technology. And unlike proposals for cartel management, they demand no costly, burdensome regulation. At best, this policy will open a dynamic competitive market at the margins of Intelsat's public services, a market providing a wider range of choices and new possibilities to end users that communications are supposed to serve. At worst, the policy will cost some private investors, not the Intelsat consortium and not the public, a great deal of money.

Further delay is unnecessary, as is any Rube Goldberg regulatory "fix." Ample time exists for Intelsat to adjust to changes in the North Atlantic, if it needs to adjust. Indeed, the delay over the last two years already has given Intelsat time to adjust its plans and policies. Continued delay (which unnecessary regulatory complexity would bring) will only further erode U.S. leadership in satellite communications, ceding dominance to those who are planning, building and operating non-Intelsat international systems such as Japan in the Pacific and France in Europe and the Atlantic.

What the United States needs is not greater complexity in its policies, but greater resolve in pursuing U.S. interests.

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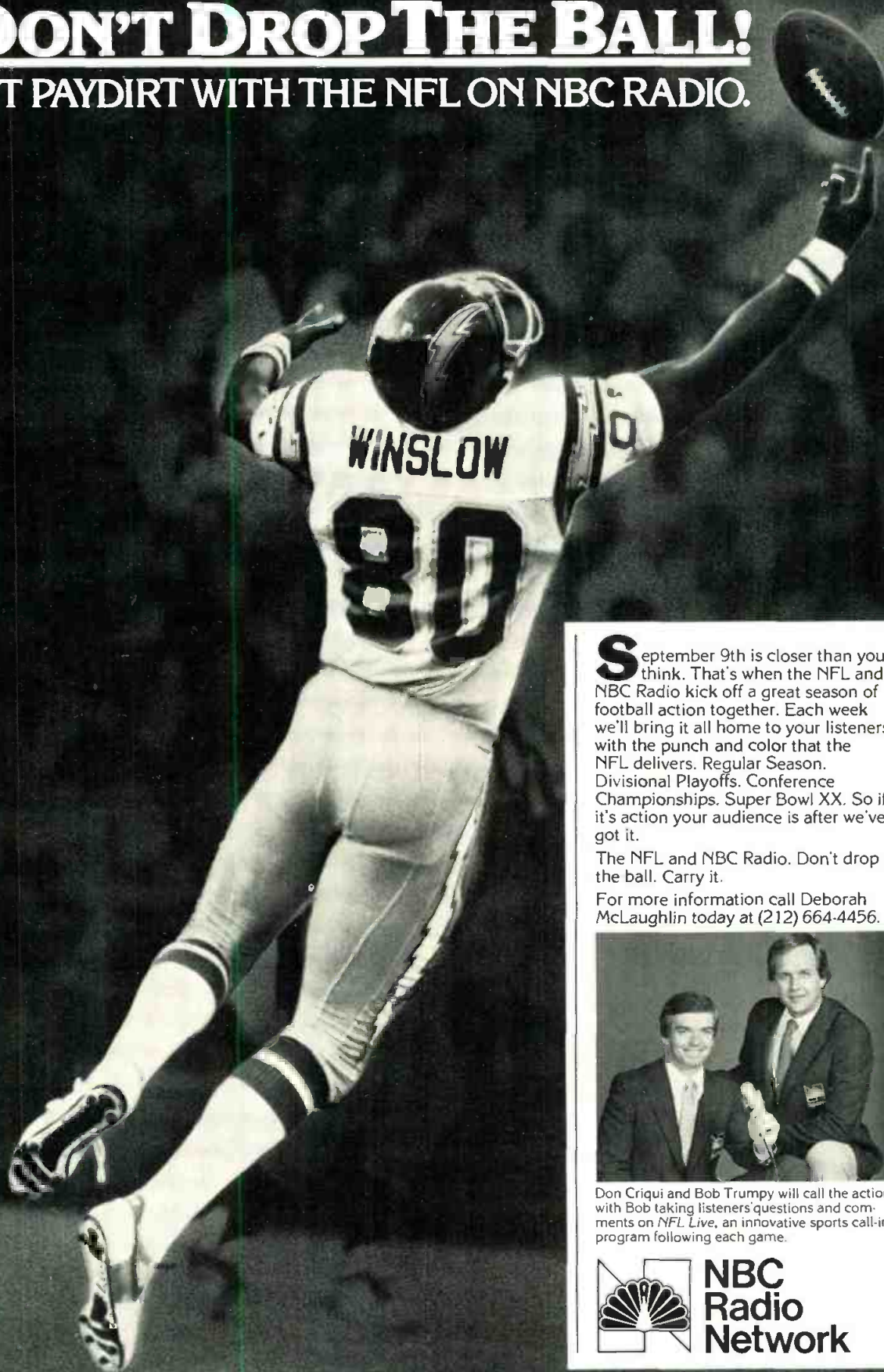
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TOP OF THE WEEK

Cable: growth industry searching for direction

NCTA convention, while hearing encouraging words for economic future, faces many questions over where industry is headed

A bullish report on the future of cable from Arthur D. Little Inc. concluded that the cable industry is entering its "second maturity," but, judging by talk at the National Cable Television Association's 34th annual convention in Las Vegas last week, the industry is still in its adolescence, still trying to find itself.

It doesn't know what its principal product is. Some say basic, some say pay-per-channel (that's what they're calling HBO and the like now) and some say pay-per-view. What's more, most cable operators haven't figured out whether they want to be in the data distribution, local advertising and C-band direct businesses.

It has trouble coping with its problems, each one a riddle and each one demanding attention and money. How do you crack down on signal piracy? How do keep SMATV operators from cream skimming? How do you increase penetration? How do you hook up a cable system to a VCR? How do you keep the customers satisfied?

It hasn't extended its cables into many important urban areas like Washington, Cleveland, Detroit, Chicago and the outer boroughs of New York. Although the bulk of the construction is behind the industry, much still lies ahead.

Adolescence is also a time for measuring potential, and the operators and programmers at the show felt they had plenty of it. According to the Little report (see page 32), the industry will realize a large portion of its potential—at least in the financial sense—by the end of this decade. Revenues will double, it said, and net income will triple.

With the help of satellite broadcasting, John Malone, president and chief executive officer of Tele-Communications Inc., believes cable can have it all. "The industry is moving into an era now where it is not only an economic opportunity for us to start thinking about our services as universal, but also a political and social obligation," he said at the convention's opening session. "We need to see that everything that can be cabled is cabled and that everything that can't be is served by some other technology. That really is the Holy Grail we should be pursuing over the next five years."

Adding to the sense that the industry has virtually unlimited potential is the growing realization that the Cable Communications Policy Act of 1984, which went into effect last December, is doing just what it was intended to do—getting the municipal regulators off the backs of cable operators. "When you move from the tightly controlled, publicly regulated environment into one that is free and open," said Ralph J. Roberts, chairman, Comcast Corp., "it's like stepping from a deep shadow into the sunshine. You begin to flex your muscles and look around at all the exciting things you can do."

There was also renewed hope at the convention that the copyright laws and the FCC's must-carry rules would soon be reformed in ways

favorable to the cable industry. What's more, there was the more remote hope that the courts would recognize the cable operators' First Amendment rights and further liberate the industry from crippling regulation.

The deregulation and the promise of more to come has improved American Television and Communications's outlook on the industry. "The future of the cable business is terrific," ATC's president, Trygve Myhren, told a group of media analysts at the show. "We are significantly more bullish about it than we were two years ago." That's evident from the fact that ATC (and its parent, Time Inc.) has agreed to spend hundreds of millions of dollars to join TCI in purchasing Warner Amex Cable Communications.

The convention focused on two important issues: scrambling of satellite feeds and pay-per-view.

The cable operators, fearful of losing subscribers to backyard dish dealers and pirating SMATV operators and, in some cases, wishing to enter the C-band direct business, want the satellite signals of the major cable programming services to be scrambled. It now appears

that the industry, working together under the aegis of the NCTA, will scramble the feeds within a year or so, if it can avoid troublesome legal and technical hazards.

Several companies, led by Showtime/The Movie Channel and the Playboy Channel, are moving into the pay-per-view business, but it seemed that they would have to drag some major operators along. Malone, speaking for the largest MSO, and Myhren, speaking for the second largest, dismissed pay-per-view as blue sky. (At an analyst meeting, Michael Fuchs, chairman and chief executive officer of HBO, which has no P-P-V ambitions, called P-P-V a Hollywood-devised "gimmick"

that could ultimately hurt the industry by "cannibalizing" pay-per-channel revenues.)

The show was the smallest since 1980. Attendance was 13,261, down from 14,802 last year and a high of 16,545 in 1982, while the number of exhibitors was 268, down from 329 last year and a high of around 400, also in 1982. NCTA offered several reasons for the slide, including shakeouts and mergers among industry suppliers and the absence of speculators and tire kickers. But one cable operator said declining attendance is due, in part, to an industrywide austerity program. The multiple system operators are not encouraging or not allowing system-level employees to attend the show. Some of the largest MSO's in the business sent only a handful of employees to Las Vegas, accounting for the poor attendance at some of the convention's how-to sessions.

The exhibitors on hand seemed to be pleased by the show, even those, like Packet Technologies, that took suites in the Las Vegas Hilton and paid NCTA \$3,000 to be an official part of the convention. Exhibitors on the floor said traffic was good and filled with the elusive "decision-makers."

It appears the NCTA convention will probably not be back to the



Las Vegas Convention Center for awhile. The show moves to Dallas next year (March 16-19), and now that the exhibition has dwindled to a manageable size, the NCTA is considering other cities for 1987 and beyond.

NCTA President Jim Mooney, presiding over his first convention, left the gathering urging the industry to fulfill its potential: "Now, more than ever, we've got the chance to make good on the promise of our medium. Let's seize that opportunity." □

Outlook for cable very bullish

Panel finds A.D. Little study's rosy view of cable's performance to end of decade not rosy enough

Even though the NCTA-commissioned Arthur D. Little study painted a glowing picture of cable's financial picture (see box below), a panel called together to comment on the study at the NCTA convention's opening session felt it was, all in all, too conservative.

The most conservative element of the study, said Ralph Roberts, chairman of Comcast Corp., was its predication that the industry will not be able to extract \$29 from each cable home until 1990. Basic services are the most "underpriced, undervalued en-

tertainment service in the country," he said. "This sunlit environment of deregulation will enable us to create packages that will make the service more valuable to everybody," he said. "A package of \$29.95 right now is a realistic target. A dollar a day for our best comprehensive service certainly seems to be worth the money."

Dennis Leibowitz, an analyst with Donaldson, Lufkin & Jenrette, said the study was particularly conservative in two areas. First of all, he said, basic rates will go up more than 8% after the rate cap comes off in 1987, adding another \$2 billion to the industry's total revenues and profits "since the flow through is almost 100%." Second, he said, if the extra cash is used to pay down the

debt, the industry could realize another \$2 billion in interest savings.

"Lurking behind the study is a redefinition of what the cable industry is," said John Malone, president and chief executive officer of Tele-Communications Inc. "We are going to emerge into a telepublisher-distributor... delivering information and entertainment to residences and businesses by coaxial cable and other distribution mechanisms."

Malone criticized the study for understating advertising revenues and overstating pay-per-view revenues.

As cable operators reach more homes by wiring major markets and offering services via satellite directly to the home, he said,

A.D. Little says cable will finish out the decade with a bang

It was just what the cable operators gathered in Las Vegas for the NCTA convention wanted to hear: Over the next six years, industry revenue will almost double, from \$8.4 billion in 1984 to \$16.5 billion in 1990, and, more important, after-tax net income will almost triple, from \$600 million in 1984 to \$1.7 billion in 1990. What's more, during the same period, the industry will be a net source of cash, generating \$7.7 billion, rather than a net user of cash, as it was in the 1979-84 period of heavy construction and capital investment.

The bearer of the good news was an Arthur D. Little Inc. study, "Prosperity for Cable TV: Outlook 1985-1990." The 46-page report was commissioned by the NCTA and distributed at the convention.

The cable industry is entering its second maturity, the study concluded. The first occurred in the mid-1970's before satellites and the proliferation of satellite-delivered programming services. But maturity does not mean the industry will stop growing, it said. Rather, it means that the "emphasis is now shifting to growth in financial measures... from an earlier focus on expansion of cable's physical plant and an increase in subscribers."

Among the study's other projections:

- The number of cable subscribers will grow 40%, from 34 million in 1984 to 48 million in 1990.

- The average price of basic service will jump 51% over the period, from \$9.15 per month to \$13.78 per month, while the average price of pay drops 5%, from \$10 to \$9.50.

- Basic revenue will grow 114%, from \$3.6 billion in 1984 to \$7.7 billion in 1990, while pay revenue will increase from \$3.3 billion to \$5.1 billion.

- Basic's share of total revenue will increase from 43.1% to 47.1% over the period, while pay's share will drop from 40% to 30.8%.

- Pay-per-view revenue will explode during the period, increasing from \$36 million in 1984 to \$1.1 billion (6.6% of total revenue) in 1990.

- Revenue from local advertising and other ancillary services will almost double, from \$1.1 billion in 1984 to \$2.1 billion in 1990.

The study tried to quantify the effect of deregulation—stemming primarily from the Cable Communications Policy Act of 1984—on the industry's financial future. It concluded that during

the 1985-1990 period, deregulation will contribute \$800 million to the industry's total revenue and \$500 million to its net income.

But the study saw three bearish signs for pay cable: (1) the duplication of programming by the different services; (2) the proliferation of videocassette recorders, and (3) the cable operator interest in pay-per-view. "The market may only be large enough to support several general-interest pay channel services. Differentiated services will grow, but by their very nature, will command smaller overall industry penetrations."

As a net producer rather than user of cash during the 1985-1990 period, the cable industry will, for the first time, have plenty of money "that can be used to pay dividends, acquire other cable companies or diversify into other industries."

Because cable is such a capital-intensive business, the study said, its financial health has traditionally been measured in terms of cash flow (operating income before depreciation, interest and taxes). While growth in cash flow over the past six years has been "impressive," it said, it will be even more so in the next six, reaching \$6.5 billion by 1990.

The study said the cable industry has little to fear from competitive multichannel distribution technologies. "The first generation of high-power DBS service applicants has withdrawn from the market, making such services unlikely before 1990," the study said, ignoring or unaware that United States Satellite Broadcasting, Dominion Video Satellite and Hughes Communications are trying to launch high-power systems before the end of the decade.

The market for backyard dishes will be dampened, it said, by the scrambling of "major pay TV satellite transmissions" over the next couple of years.

Low- or medium-power Ku-band satellite broadcasting services may appear, but because they will offer fewer channels than cable, they will not be competitive, the study said.

Multichannel MDS or wireless cable service is likely to emerge in a number of markets, but, the study predicted, will also be unable to compete with cable. "Even with their four- or eight-channel capacity, MMDS systems are no match for cable systems being introduced in the same urban markets. While consumers may have only a limited number of favorite channels, it is the aggregation of subscribers with different sets of preferred channels that produces over-all demand."



On the move. The focus of the NCTA convention's opening session was A.D. Little's bullish report on the future of the cable industry, commissioned

by NCTA and principally authored by Peter Shapiro. On hand (l-r): Myhren, Roberts, Leibowitz, Malone, Saeman, Harris, Shapiro and Topol.

advertising spots on national cable networks will become more valuable. And as the networks' programming improves as a result, he said, cable operators will be able to offer a more attractive basic package to subscribers and more attractive availabilities to local advertisers.

P-P-V, Malone said, is still a "will-o'-the-wisp" and has not demonstrated its economic viability. The industry does not need P-P-V to respond to the "malaise" in pay cable sales, he said. It already has basic cable, he said. "As we raise basic rates and make pay services a better bargain... we are going to see a renewed strength in subscription pay services."

Sid Topol, chairman of Scientific-Atlanta, agreed that cable has a future in one-way delivery of nonvideo services. "We may find one-way services that go well beyond what we now think revenue will be in 1990."

With its healthy cash flow, Topol said, the cable industry should move forward and wire the still lengthy list of unwired cities. "We are counting on you."

John V. Saeman, vice chairman and chief executive officer of Daniels & Associates, noted that in the years ahead cable operators will have more than the cash being generated by their systems to fuel their growth. The industry will have, he said, "a very refreshing and exciting abundance of capital." Lenders will be drawn to the industry and their interest rates will go down, he said. What's more, he added, new equity "players" such as insurance and pension funds will come into the industry. "The deregulation bill has a far greater impact on the equity side of our business than it does on the debt side."

"The health of the industry in 1990 is certainly going to be there," said Henry Harris, president of MetroVision Inc. But, he said, he hopes the industry can do a "better job" in

deriving revenues from basic services than the Little study anticipates.

The prices of cable systems will rise in the years ahead, Leibowitz said, although they might be dragged down temporarily by changes in the tax laws. Demand for systems will increase, he said, because of rate deregulation and franchise renewal assurances in

the Cable Act.

Saeman agreed with the study's assertion that the industry will be able to trace much of its future health to the Cable Act. "The study is a byproduct of the deregulation bill," he said. "Maybe for the first time we are in a position to take advantage of a marketplace rate of return." □

Cable programmers debate shape of things to come

Top executives discuss promise of original programming, P-P-V and need for promotion of services

Cable has been on a fast track for the last decade, the NCTA told its convention last week, since the launch of Satcom 1 in 1975. There were figures to prove it—proclaimed via taped presentations in the rotunda of the Las Vegas Convention Center. And, said the narrator, cable has become the "single most prolific creator of original programming."

On the dais to debate that point, and programming problems faced by cable now and in the future, were some of the industry's key executives: Ralph Baruch, chairman of Viacom International; Robert Wussler, executive vice president, Turner Broadcasting System, and president, WTBS(TV) Atlanta; Michael Fuchs, chairman and chief executive officer of HBO; Jack Wishard, vice president of Procter & Gamble Productions, and Diana Muldaur, president of the Academy of Television Arts and Sciences in Los Angeles.

Moderator William Hartley, news editor of *Business Times*, an ESPN program, directed the panel to talk about how cable can best exploit original programming and to discuss production costs, public opinion of

made-for-cable programs, the future of cable and pay-per-view.

"Cable was born in the promise of original programming," said Fuchs, but, he said, it takes money to produce good original programming. At the same time, he said, "I'm not sure I agree the *only* way to do original programming is with big stars and expensive budgets. A tremendous amount of creative programming has been done on cable that is not high-budget programming."

Wishard also said it's possible for cable to produce quality programming for less. "This may sound Pollyanish, but I think it starts with an attitude... You say to yourself, 'Here's what we can afford. Now let's do the best job we can with these dollars.'" He offered a P&G-produced program, *The Catlins*, as an example. "I'm not here to tell you it was exactly the same quality as *The Edge of Night*, but it was a pretty good quality show. It was produced for about a fifth—not 20% less, but 20% *of*—the budget of *The Edge of Night*."

Co-production and after-markets, said Fuchs, are other ways to acquire a larger budget for original programming. Baruch agreed, saying Viacom has placed programming into syndication after use on its Showtime/The Movie Channel. "There's a cross-



Discussing original programming for cable in the rotunda of the Las Vegas Convention Center last week were (l-r): Hartley, Baruch, Wussler, Fuchs, Wishard and Muldaur.

breeding here of product, which is very useful and beneficial to all of the media." TBS, said Wussler, has been involved with co-productions in Great Britain and Australia and has also "done very well" with syndication of its Jacques Cousteau programs and its series, *Portrait of America*.

But, said Fuchs, "sometimes you have to finance these things yourselves. We're a grown-up business. Consumers are paying for our business and we can put some of that money back into programming."

Moderator Hartley asked the panel about series programming on cable. Showtime's comedy series, *Brothers*, said Baruch, probably could not be put on broadcast television. "This is what we believe is good for the industry and good for the companies that distribute the product. I think as we go along, we will have more series and more original programming."

Muldaur said she feels series promote audience loyalty, which she called "very valuable." Cable, she said, "can help bring us back to that again."

Fuchs does not feel cable should pursue series. "Cable trying to build the traditional series franchise is, in a sense, betraying what we told the public we were going to be—and that is, something different... We purposely stay away from the networks and that includes the traditional series form." Instead, he feels cable programmers should build program franchises. "CNN is a news franchise. ESPN has a type of sports franchise. We're building a premiere films franchise, and we think we're building a major big event franchise."

Speaking for superstation WTBS, Wussler reminded Fuchs that "some of us have to be in favor of series. And that's one of the things that cable offers—a great deal of choice."

Hartley asked the cable program panel to comment on the soft pay market, an issue of great concern to the industry. Fuchs blamed construction. "We have built our business on laying new wire and that's slowed down to a bit of a walk." He also said the cable industry has been focused on basic cable, and that "the VCR has frightened operators a bit."

Baruch disagreed. "I cannot see that construction alone would be the cause of the slowdown of the growth of pay cable. It's

got to be the competition that pay TV, in subscription form, faces from VCR rentals. I believe the basic services are friendly to VCR's. VCR's and pay services do get along well, but when it comes to rentals, I think we face a danger."

The Viacom chairman said the answer to the VCR problem is pay-per-view, which he called "film cassette rental in the house." (Indeed, Showtime announced at NCTA that it would launch a P-P-V service in late summer [see page 74]). He said cable operators are afraid of P-P-V because they don't want to hurt their pay-per-channel business. Later, he said he remembered the days when cable operators said, "Who needs pay TV? It's going to cannibalize my basic service."

Fuchs did not show as much enthusiasm for P-P-V as Baruch, but then again, he disagreed that VCR rental is responsible for pay cable's problems. "Mature systems were net losing pay subs two years ago, before the

VCR had any real impact." As for P-P-V, he said he thinks "the motion picture cat is being skinned too many times. We live off the motion picture and it is all over the place right now. If you keep carving out windows, the impact on this business may surprise some people." Fuchs said if the cable business keeps holding up "this billion-dollar 1990 banana," there's a chance the industry will rush into it without careful planning, and could "potentially create great havoc."

Wishard said he felt there was no doubt "there's a terrific future out there for what I call the \$1.98 pay-per-view." Sports, such as the 1988 and 1992 Olympics, "could be a bonanza for PPV," Wishard said.

There was one issue on which all the panelists seemed to agree: Cable television needs more promotion. Said Wussler: "I think we've done a marvelous job of winning the war but a terrible job of promoting what we've done. Recently, the cable industry spent something like \$6 million in advertising time on ABC, CBS and NBC. Perhaps, we would have been better off if we had spent one of those million on a public relations campaign."

Baruch said cable should promote the way broadcasting does: networks and stations share in the promotion. The networks provide the promotional announcements and the stations promote—"very, very heavily. It's a joint effort. This is something our industry must learn for the future."

Fuchs called promotion "what's most important to the cable industry." Just like the record business, the movie business, the network television business and any other business, he said, it must be promoted. "We have to find a way to promote our wares more aggressively." □

Cable scrambles to scramble

Operators are united in their desire to stop free interception of programming by home dishes; NCTA is working on plan to scramble all signals with costs shared by programmers and operators

The message went out loud and clear from the National Cable Television Association convention in Las Vegas: No more free rides.

It became increasingly certain at the show that the cable industry will scramble the satellite feeds of major cable networks, forcing owners of backyard dishes and pirating SMATV operators to join cable operators and their subscribers in paying for the networks.

Scrambling is fundamental to the future of the cable business, said Larry Carlson, senior vice president, Home Box Office. "If we are asking someone to pay for something that other people can get for free," he said, "we don't have a business."

And taking the lead in making sure the networks are scrambled is the NCTA itself. At a post-convention meeting last Thursday, the board instructed the staff to come up with a plan next month for an industry cooperat-

ive that would scramble the signals and, presumably, oversee the marketing of them to dish owners, a service that has come to be called C-band direct. It's likely that the plan will call for the cable operators and programmers to share the enormous cost of scrambling.

Most of the pressure to scramble has come from the cable operators. They are concerned about dish dealers coming into their franchise areas and selling dishes to dissatisfied and would-be cable subscribers. Indeed, according to a study by First Communications Group, nearly one-third of all new dishes are being installed in cabled areas. And some cable operators (and programmers) are interested in the additional revenues that can be derived from the C-band direct.

Joe Gans, president, Cable TV Co., said that he now has to compete with dish dealers who advertise "that everything [on the satellite] is available for free, that you don't have to pay for these services and you never have to pay again."

An NCTA-commissioned study by Malarkey-Taylor Associates, which was distributed at the convention, quantified the benefits of scrambling to the cable industry. Assum-

ing that at least 20 services were scrambled and that a marketing infrastructure were in place by 1986, it said, operators and programmers would realize an estimated positive cash flow of \$400 million over the next five years.

"These direct financial benefits come from the sale of scrambled programming to backyard dishes (TVRO systems), inside and outside of cable franchises, and from recovering cable subscribers who would have switched to TVRO if they could receive cable programming for free," the study said.

John Sie, senior vice president, Telecommunications Inc., said: "There is only one primary reason for us to want the signals to be scrambled and that is to protect the integrity of the product we sell to the public... in our franchised areas. TCI is not really interested in chasing the 'pot of gold' described in the Malarkey study," he said.

Scrambling to protect product integrity is not unprecedented in the cable industry, Sie said. In the 1970's cable operators began scrambling HBO and other pay services on their systems to prevent nonsubscribers from receiving and watching them for free. When the industry scrambles the satellite feeds, he said, "it is really not doing anything revolutionary or different."

Most of the basic programmers have lined up in support of scrambling even though they have no real economic incentive to scramble. David Horowitz, president and chief executive officer, MTV Networks, was speaking for his company, but could have been speaking for most basic programmers when he said, "We strongly believe that piracy of our services and the resulting unfair competition to the cable operator must be stopped."

The programmers have been persuaded by the promise of cable operators to pick up the biggest cost of scrambling—the headend descramblers—and by not-so-veiled threats of economic reprisals. Said Trygve Myhren, chairman and chief executive officer, American Television and Communications: "I am not going to pay for [a programming service], if other people don't have to pay." If a service doesn't want to scramble, said Sie at the scrambling session, "then we certainly don't want to continue to support it on our systems."

If the NCTA steps in to scramble the services, others may have to step aside, namely Satellite Broadcasting Corp., a start-up company headed by former Warner Amex Cable Communications executive Holmes Harden, and Showtime/The Movie Channel. Both have tried to put together packages of scrambled services and enter the C-band direct business.

Harden said he has no problem with the cable industry paying for the scrambling system as long as the operators don't insist on exclusive distribution rights to the programming. "If they do that, then we are out," he said. "But I question whether they can do it" without violating the antitrust laws, he said.

Harden, who has promised to cover the cost of scrambling (between \$75 million and \$100 million) for more than a score of program services in exchange for their C-band

direct rights, met with programmer twice during the convention. To mitigate the programmers' concerns about cutting out the cable operators, Harden reiterated at the first meeting his plan to pay commissions to operators who sell the SBC service locally. At the second, Harden asked the programmers to put up \$75,000 for an evaluation of the various scrambling techniques. Although one programmer who attended both meetings said the programmers were not enthusiastic about Harden's scheme, the fact that they showed up in force indicated that they were still interested.

So far, only Home Box Office is equipped to scramble its services. According to HBO Inc. senior vice president, Larry Carlson, some 12,000 descramblers have been installed at the headends of HBO and Cinemax affiliates. HBO is now scrambling the West Coast feeds of the two services for 12 hours a day, he said, and it will scramble East Coast feeds soon.

HBO is using the M/A-Com Videocipher II scrambling system and thinks it should become the standard. "We think it is in everyone's best interest to utilize the same system," said Carlson. "It will mean far less expense for all programmers. It will greatly expedite the scrambling process which we feel is key. And, if the same technology is employed, we will avoid potential political and legal problems that will arise if the end-user is required to purchase separate descramblers to obtain different services."

M/A-Com is doing its best to insure the industrywide use of its system. According to

to M/A-Com Vice Chairman Frank Drendel, it is setting up a central computer on Long Island in New York that would authorize or deauthorize descramblers whether they are located at cable headend or in the homes of C-band direct subscribers. The computer, which should be ready for operation by the end of the year, will be set up as a "free-trade zone." Any programmer or provider of C-band direct service using the M/A-Com system will have access to the computer, he said.

Drendel and others believe producing the home descramblers in large quantities is critical to the entire scrambling effort. If the programmers scramble their signals before the one million dish owners are able to purchase descramblers, they said, the dish owners and dealers will raise a hue and cry that will be heard in Washington. "You can't scramble unless the consumer has some way to effectively descramble," he said. The dish owners won the right to receive unscrambled satellite signals in the Cable Communications Policy Act of 1984 that went into effect last December.

M/A-Com is trying to license the Videocipher II technology to several consumer electronic firms. But, so far, he said, the firms have balked, not believing that the cable programmers will really scramble. Said Drendel: "This is the greatest chicken and egg thing I've ever seen."

The rest of BROADCASTING's NCTA convention coverage appears on pages 61-91. Coverage of the National Cable Forum in Phoenix begins on page 92.

CRT moves on distribution pool

The Copyright Royalty Tribunal convened last week for a prehearing conference on the distribution of the nearly \$80-million 1983 cable royalty pool. Edward W. Ray, the CRT's acting chairman; Robert Cassler, chief counsel, and Commissioner Mario F. Aguero met with attorneys representing the various copyright holders competing for the funds and discussed objections raised by the parties concerning evidence used in making their claims. The commissioners are expected to rule on the objections by June 14 and hearings will commence June 19.

The CRT's decision to continue conducting its business with just two commissioners was also raised during the meeting. The CRT is operating with only two of the five commissioners called for in the Copyright Act. Last month it solicited comments from copyright lawyers concerning that decision and also asked the attorneys what they thought of allowing a commissioner appointed during or after the proceeding, to participate in the pool distribution.

Most of the parties agreed with the CRT's decision to continue to function with two commissioners. However, they voiced specific concern about a new commissioner's participation during or after a proceeding.

The National Association of Broadcasters, suggested the tribunal adopt a special procedure to provide that the new commissioner has an "opportunity to review the record and understand what has already occurred in the hearings." The Motion Picture Association of America asked that commissioners who take office during the proceeding should be permitted to participate in the final decision. However, they suggested "that such commissioners should not sit and participate in the hearing during oral presentation of those direct cases remaining to be heard after they assume office." Indeed, MPAA maintained that parties making earlier presentations would be "handicapped by having new commissioners read their testimony, while listening to and participating in other testimony." The professional sports interests also argued it would be unfair to have a newly-appointed commissioner sit in on direct cases and not others.

Representatives of the Canadian copyright holders, however, recommended the CRT hold off on hearings until a third member is seated. And religious broadcasters also expressed a concern over moving forward with only two commissioners.

ABC-TV juggles its fall lineup

Network pulls two new comedies, remakes Tuesday and Friday nights

ABC, in what it termed an "aggressive realignment," has made major changes in its 1985-86 prime time schedule only one month after it unveiled a first draft to advertisers and agency executives in New York (BROADCASTING, May 13). The changes, which include dropping two new comedy shows from next season's schedule, were made for "competitive reasons," said ABC Entertainment President Lewis H. Erlicht.

The two new shows that didn't make it to fall are *He's the Mayor* from Universal Television and *Mr. Sunshine*, a Winkler-Rich Production in association with Paramount Television. Both series were considered by the advertising community and ABC affiliates to be among the network's weakest. Erlicht said that both series will remain in development as possible back-ups for mid-season replacement.

The changes include an entire realignment of ABC's Tuesday night lineup and a partial adjustment of Friday night. On Tuesday, ABC moved *Diff'rent Strokes*, which it had put in the anchor position at 8 p.m. after picking it from NBC, to Friday at 9 p.m. It then moved *Who's the Boss?* from its previously scheduled 9 p.m. position to anchor the Tuesday night lineup at 8.

He's the Mayor, which was slated to follow *Diff'rent Strokes* at 8:30 p.m., has been replaced by *Growing Pains*, a new comedy originally scheduled at 9:30 p.m.

ABC has also moved up *Moonlighting*

from its 10 p.m. slot to 9 so that it will compete against the first half of the CBS *Tuesday Night Movie* and NBC's *Riptide*. At 10 p.m., ABC has scheduled *Our Family Honor*, originally titled *Family Honor* and scheduled for Friday at 10.

ABC kept *Webster* and *Mr. Belvedere* in their original slots during the Friday 8-9 time period. But it brought over *Diff'rent Strokes* to the 9 o'clock period and moved *Benson*, which was originally scheduled for 9 p.m., back to 9:30.

In place of *Family Honor* at 10, which has moved to the same time period on Tuesday, ABC has scheduled *Spenser: For Hire*. The series, which Erlicht announced a month ago as a possible midseason replacement, stars Robert Urich as a private investigator and former cop who has a penchant for reciting poetry and quoting the classics.

ABC's changes were generally applauded by advertising and agency executives. Said William Claggett, vice president and director of advertising and marketing services, Ralston Purina: "I think they improved themselves. In every case they will probably pick up one or two share points. They got rid of two weak comedies and did a better job at counterprogramming."

Erlicht told BROADCASTING that changes in the prime time schedule are often made by all three networks during the summer as the shows begin to come in and programming executives realize they aren't as good as the pilots. "But that's not the case here," he stressed. Erlicht said he had pointed out a month ago before advertisers and affiliates

that ABC had what it considered "excellent" series in development. After analysis of the competitive schedules, the network decided to fine tune its lineup. "We felt after analyzing the three-network schedule this was the best way to go."

Erlicht dismissed the idea that ABC was replacing what some advertisers and affiliates believed were its weaker series, *He's the Mayor* and *Mr. Sunshine*. "I've got to tell you I heard differently," he said in response. He said one reason *Mayor* and *Mr. Sunshine* will not premiere in September is that ABC had commitments for four returning comedies—*Webster*, *Mr. Belvedere*, *Who's the Boss?* and *Diff'rent Strokes*. Erlicht added that both *Mayor* and *Mr. Sunshine* will continue to go into production and be "on the bench" for possible reactivation in midseason.

Even the competition agreed that ABC might have done the right thing. Harvey Shephard, senior vice president of programs at CBS Entertainment, told reporters at the Consumer Press Tour in Phoenix: "I think it's a good change for ABC." He said the new schedule "adversely affects CBS" on Tuesday night, primarily at 8 p.m. against CBS's *Hometown*, while the impact on Friday night is more likely to hurt NBC.

Not surprisingly, the programmer most enthusiastic about the changes was Erlicht. "I'll say on the record this fourth quarter you're going to see the most competitive three-network race you've ever seen," Erlicht said, "and I generally don't make predictions." □

WCBS-TV ordered to pay \$1.25 million for invading privacy

Jury finds news report not libelous but awards damages to businessman

CBS's WCBS-TV New York has been ordered by a federal jury to pay \$1.25 million in damages to a New Jersey man who claimed that his privacy was invaded in an "ambush interview." WCBS-TV called the verdict "outrageous" and will appeal the decision, according to CBS Inc. associate general counsel, Ronald E. Guttman. CBS said the verdict will have "an incredibly chilling effect on the practice of journalism."

The award, to Irving Machleder, owner of Flexcraft Industries, was for \$250,000 in compensatory damages and \$1 million in punitive damages. The original suit, for \$42 million, contained charges of libel, slander, trespass, assault and invasion of privacy against the CBS O&O. Flexcraft produces adhesives and chemical products at its plant in Newark, N.J.

The case involved an interview in a report on the dumping of toxic wastes. The report was prepared by WCBS-TV reporter Arnold Diaz and appeared in the station's *Six O'Clock Report* that aired April 22, 1979. Acting on an anonymous tip, Diaz discovered what a CBS spokesman said were "100 bar-

rels" of toxic waste on a property adjacent to the Flexcraft operation. With a camera crew at his side, Diaz subsequently confronted Bruce Machleder, son of the Flexcraft owner, at the back of the Flexcraft building and was referred to Irving Machleder.

Upon finding the owner, Diaz, with a camera crew shooting behind him, was told to "get that damn camera out of here" by the owner who was leaving the building. After a brief exchange, Diaz and his crew left, but returned later to film a Newark deputy fire department chief's statement that the barrels presented a fire hazard.

The suit by Machleder claimed that Diaz made "accusatory statements" during the confrontation that gave the impression that Machleder was responsible for the barrels. According to Robert A. Machleder, son of the Flexcraft owner and the lawyer representing him, at one point in the exchange between Diaz and the elder Machleder, Diaz repeatedly asked: "Just tell me why" the barrels were adjacent to his plant. According to Robert Machleder, that could only give viewers the impression that Machleder was responsible for them.

That "creates a total misimpression," said Robert Machleder. The elder Machleder,

aged 71 at the time of the Diaz report, had reported the appearance of the barrels near his plant two years prior to the report to no avail. Diaz noted this in his report.

The suit claims that nearly an hour-and-a-half before the report was to air, Irving Machleder called WCBS-TV and spoke with a member of its legal department, asking that the piece not air since, he claimed, as did the suit, the piece "improperly implicated" him in the dumping.

Also named as a defendant in the suit, in addition to Diaz, the station, the network and three cameramen whose identities still remain unknown, was Diaz's researcher at the station, Ann Sorkowitz, who, according to the plaintiff, spoke of Flexcraft as being the cause of the toxic waste, prior to any confirmation of the allegations.

The Machleder suit claims that the confrontation with Diaz "was neither newsworthy nor legitimately related to any responsible and factual report on environmental pollution, and was devoid of informational content." Guttman, the CBS counsel in charge of litigation for the network, disagreed, saying that the encounter did not fit the definition of an ambush.

Guttman said that an ambush is a pursuit

of a "recalcitrant" subject who is known not to want to talk. "This was a hot story," said Guttman, who added that Diaz was only following instructions when he went to the front of the Flexcraft plant. Furthermore, he said, the report did not involve any "characterization," and was merely "cinema verite."

"What [Machleder] said was newsworthy," said Guttman. In the exchange as it appeared in the report, Diaz asked Irving Machleder, "Why are those chemicals dumped in the back?" Machleder replied: "We didn't dump 'em."

Guttman called the decision the result of a "runaway jury," and emphasized that despite the award of damages, the jury "found the report truthful" and "found Machleder had

not proved his innocence."

"Yet he was given \$1.25 million because they felt he was embarrassed," said Guttman. "So what can a broadcaster do?"

A WCBS-TV spokesman told BROADCASTING: "One reason WCBS-TV is the number-one news operation in New York is the investigative reporting we do. We will not be silenced by this or any other attacks on our newsgathering efforts." In an earlier statement, the station said that it "in no way portrayed Mr. Machleder in a false light, and we believe the jury's verdict and dollar damages to be a disservice to the public and its right to be informed." CBS also claimed that the Diaz piece helped eliminate the problem of the toxic waste. □

The TV side of the UPI story

Media service's two principal owners have, or are about to, put up for sale their interest in various TV's and CP's around country

Hidden behind recent headlines detailing the problems of United Press International is the sale of the television stations owned by UPI Media and other corporate entities controlled by Douglas Ruhe and William Geissler. This week the two Nashville-based media entrepreneurs are selling their controlling interest in WSTG(TV) Providence, R.I., and in a construction permit in Kalamazoo, Mich., to fellow investors. Several weeks ago they sold their interest in a construction permit in Norfolk, Va.

Ruhe and Geissler are also set to reduce their interest in WFBN(TV) Joliet (Chicago), Ill., the first station they put on the air. It started transmitting in September of 1981, just nine months before the two took over the news service from E.W. Scripps. An application is expected to be filed at the FCC in the next few weeks giving more information on a proposed transfer of control to veteran independent broadcaster, Milt Grant. It has been reported that the transaction includes assumption of responsibility for programming commitments valued at \$50 million.

A Murfreesboro (Nashville), Tenn., station, WFYZ(TV), majority owned by Ruhe, Geissler and their wives, is also slated for

sale as is a construction permit for WGGF(TV) Harrisburg, Pa. (100% owned by Geissler). A CP for WKAF(TV) Syracuse, N.Y., for which Ruhe is 70%-owner of the general partner, is reportedly near completion and will be sold soon.

There was no legal connection between the stations and the news service—United Press International has a 10% interest in WSTG as consideration for UPI Media's use of the news service's initials—but both almost certainly were a drain on the cash resources of Ruhe and Geissler. Furthermore, a source familiar with the station's finances said it became difficult to obtain bank financing for the start-up operations when the news service problems became public. WSTG is still establishing itself in the market and has yet to become profitable. WFYZ has done poorly, sign-on-to-sign-off, in recent ratings books for the Nashville market and WFBN is reportedly behind on payments to program suppliers.

What is less uncertain—according to documents on file with the FCC—is that, as with the news service, Ruhe and Geissler had disagreements with some of the station management. In particular, there was a falling out with the man they hired to run the stations, Steve Pruett, and the man who arranged limited partnership financing for some of Ruhe and Geissler's broadcasting operations, James Moore, president of At-

lanta-based Media Capital Group. Only four months after it was announced that Pruett had been made president of UPI Media, he resigned. A limited partnership that had been planned for the Syracuse CP was withdrawn.

One source said the falling out was over programming, with Pruett wanting to run the various stations as conventional UHF's and the two other owners attempting to establish a specialized programming service centered on "quality movies."

Ruhe told BROADCASTING that it was a "difficult concept but something that we are still interested in doing. In any given market, the good movie properties are broken up and spread among the existing stations. That makes it very difficult to assemble a programming package that is made up of high quality movies." □



Kurtis leaving 'Morning News'

CBS co-anchor for three years to return to WBBM-TV Chicago

Bill Kurtis, who has been co-anchor of the CBS *Morning News* since March 1982, will leave that program this Friday (June 14), CBS News President Edward M. Joyce confirmed at the network's press tour in Phoenix last Friday. Kurtis is in the final stages of negotiations to rejoin WBBM-TV Chicago as anchor or co-anchor of that station's 6 p.m. news and possibly the 10 p.m. edition as well.

The departure represents another obstacle in the network's strategy to stabilize its morning news program and turn it into a solid competitor with ABC's *Good Morning, America* and NBC's *Today* which have been engaged in a dog fight for first place in the ratings while *Morning News* remains a distant third. For the week ending May 31, *Today* and *GMA* were tied with a 4.6 rating with *Today* having a slight edge in share with a 23, compared to *GMA*'s 22. *Morning News* had a 3.2/15. For the first 10 weeks of the second quarter, the standings were: *GMA*, 5.0/23; *Today*, 4.9/22, and *Morning News*, 3.3/15.

The *Morning News* program format was altered considerably last winter, when Phyllis George was selected as the full time replacement for Diane Sawyer, who joined *60 Minutes* last fall. In addition, a number of feature segments and regular contributors



Ruhe



Geissler

were added to the program, giving it a much softer look. From the time those changes were made, Kurtis was critical of the new orientation and sent signals to top CBS news executives that his dissatisfaction might lead to a departure.

Pinch hitting as *Morning News* co-anchor with Phyllis George until a full-time replacement is found will be Bob Schieffer, anchor of the Saturday *CBS Evening News*. Joyce said last week there were presently no candi-

dates for the permanent position and denied reports that actor Ken Howard was being considered. He said Kurtis's successor would have a journalism background. Speculation focused immediately on the possibility that Forrest Sawyer, who will join the *CBS Early Morning News* soon as co-anchor with Faith Daniels, might also be tapped for the *Morning News* spot. "He was hired to anchor the *Early Morning News*," said a program spokeswoman last week.

"Anything beyond that is speculation."

Although Kurtis is leaving his full-time network post, Joyce said he could do documentaries and news breaks for the network.

At the Phoenix press conference last week, Joyce confirmed the possibility that *Morning News* executive producer, Jon Katz, would be replaced. CBS News has had "preliminary" talks with Susan Winston, former executive producer of *GMA*, about joining *Morning News* in some capacity. □

CBS briefs press on summer, fall program plans

Shephard, Grant, Pilson outline network's programing strategy

In remarks to reporters last Thursday (June 6) during the semiannual Consumer Press Tour, CBS Entertainment senior vice president for programs, Harvey Shephard, said the network will introduce at least four prime time series on a limited run this August and has ordered the production of one midseason back-up program, with decisions on about five other back-ups to be made "within the next two or three weeks."

Set for mid-August premieres are: *Hometown*, a previously announced, one-hour drama that will air initially at 10 p.m. NYT before being shifted to 8 p.m. for the fall season; *I Had Three Wives*, a half-hour comedy planned for 8 p.m. and considered a midseason possibility; *One Hogan Place* (tentative title), a half-hour comedy likely to be placed at 9 p.m. or later, and *57th Street*, a previously announced, one-hour information series from CBS News.

At an Arizona Biltmore hotel news conference, Shephard said that *Bridges to Cross*, a one-hour drama from Lorimar Productions, has been ordered for midseason. The program, which stars Suzanne Pleshette as an investigative reporter with a journalist husband, is set in Washington. Shephard said no other production orders have yet been placed for midseason programs.

Unlike last season, when *Crazy Like a Fox* was kept on the shelf for six months, Shephard said no strong-tested pilots have been held back due to lack of schedule room. The CBS executive also acknowledged that the network's decision to introduce entirely new programming on Wednesday nights next fall represents a sizable risk, but that "it's a gamble we're prepared to take."

Questioned about the ultimate fate of *Mickey Spillane's Mike Hammer*, which has been out of production since the jailing in London last December of series star Stacey Keach (who was released last week after serving his term for drug possession), Shephard strongly hinted that the drama would not be back next season.

CBS has perceived "oversaturation" in the production of mini-series and made-for-television motion pictures by the three networks, according to Shephard, prompting CBS to pull back slightly on both forms.

Shephard echoed the sentiment expressed earlier in the day by CBS Entertainment President B. Donald Grant that CBS would do well to cater to a slightly younger audi-

ence, particularly at 8 o'clock. "We go for a balanced audience," he emphasized, with variations dictated by competitive situations in individual dayparts. Movies on the network, for example, tend to attract a large female audience on Tuesdays when they deal with serious themes or issues, while lighter, escapist action-adventure films are perceived as suited for a Saturday-night male audience. Saturday, said Shephard, is an evening of stiff cable and VCR competition for all three networks.

As for late-night, the CBS programmer said co-production agreements are being discussed for original programming in that timeslot, which he said can support production costs of only about 25% of what is paid for prime time programming. Future co-productions might be modeled after the agreement CBS had with the Canadian Broadcasting Corp. for *Night Heat*, shown one night weekly on CBS and during prime time in Canada. "England is very interested in doing what the Canadians are doing" with the series, he said.

CBS-TV hopes to gradually introduce original programming during late-night, replacing repeats of prime time series currently seen in the 11:30 p.m.-1 a.m. NYT period. Grant called the five-night original lineup "a very attractive goal" and predicted that CBS would reduce repeats to two nights by fall 1986. The network currently airs original episodes of *Night Heat* one night each week and has recently ordered episodes of *Hooker* to begin late this year. Grant said action-oriented drama is the most likely genre for the period, noting that comedy has not performed as well for CBS in late-night.

Asked if comedienne Joan Rivers is being considered for such a series, as she has suggested (see "In Brief"), Grant said he knew of no such discussions with CBS executives.

Grant also said the network is concerned about prime time audience erosion during summer months and hopes to arrest it with four limited series over six weeks beginning in mid-August. "We'd like to get the audience back up, and so would our advertisers," Grant said. "We're getting nibbled to death by the competition," including cable, independent stations and videocassette recorders. VCR impact appears especially significant on Saturday night, Grant pointed out, when rental of theatrical films peaks. CBS will counterprogram both VCR's and ABC-TV on Saturday next fall with *Airwolf* and "male appeal" movies, he said.

Reacting to Home Box Office's produc-

tion of a television biography of the late CBS News correspondent, Edward R. Murrow (see story, page 92), Grant said he was sorry CBS was not ahead of the pay cable service in the effort, adding that CBS had commissioned a script for a Murrow drama several years ago but rejected it as inadequate.

Also on Thursday, CBS/Broadcast Group Executive Vice President Neal H. Pilson told the television writers he and representatives of ABC and NBC have agreed to meet in Lausanne, Switzerland, on or about July 24 with representatives of the International Olympics Committee and the Seoul Olympic Organizing Committee. Bids will be delivered and opened for television rights to the 1988 summer Olympic games in Seoul, with future meetings to be slated if no agreement can be reached at that time.

Pilson said speculation on rights fees has been reduced to "the more realistic area of \$300 million to \$400 million" (from as much as \$1 billion) and he predicted initial bids would be in that range. "CBS is very interested in obtaining U.S. broadcasting rights [to the summer games]," said Pilson, "but we look at the Olympics as a business opportunity with attendant risks and benefits that have to be evaluated. We await a final event schedule which will be the basis for our ratings and financial analysis. That schedule is being prepared by the Korean Organizing Committee and the IOC without, as far as I know, any input, direction or control by the American networks."

Pilson said "the possible banning of beer and wine commercials on television and radio remains an important concern, but [CBS] sees definite signs that national legislation is not desirable and will not be enacted."

"There is growing recognition that advertising is not the cause of alcohol abuse or drunk driving and that our society can better self-correct" and deal with the problem through other means.

By Pilson's estimate, the advertising revenue derived by CBS Sports from beer and wine advertising is \$75 million to \$100 million, representing between 15% and 20% of the division's income.

"It would have a very damaging impact," Pilson said of the proposed ban. "It would reduce [coverage] across the board."

As for sports programming overall, Pilson contended that total sports viewing is up, but that the increased number of outlets for such fare has grown to the point that individual ratings are lower in many cases. □

When Kalamazoo was looking for new ways to increase city revenues...



The City of Kalamazoo recently conducted a program to help increase revenues by offering members of their community a chance to sponsor paintings on the city's fleet of shiny new buses. WKZO Radio helped get the project underway.

The result was a beautiful moving billboard of Kalamazoo's skyline at dusk in honor of the city's centennial celebration.

The idea was a winner, and so was the bus. It is in constant use for regular routes as well as many public service and community activities. It also won first place at the American Public Transit Association's Fifth Annual Adwheel Competition.

Working with our city government to make Kalamazoo a better place to live is all part of the Fetzer tradition of total community involvement.

**...WKZO Radio
helped the
money roll in.**



The Fetzer Stations

WKZO
Kalamazoo,
Michigan

WKZO-TV
Kalamazoo-
Grand Rapids

KOLN-TV
Lincoln,
Nebraska

KGIN-TV
Grand Island,
Nebraska

WJFM
Grand Rapids,
Michigan

WKJF
Cadillac,
Michigan

WKJF-FM
Cadillac,
Michigan

KMEG-TV
Sioux City,
Iowa

GAYLORD: ON THE MOVE



Edward L. Gaylord, Chairman

Among major broadcasting groups, Gaylord Broadcasting Company is unique.

It is privately owned, and always has been. It has stayed close to its founding ideals. Although one of the largest groups, it nourishes a close family spirit. It is a place where people give their entire careers. Founded fifty-seven years ago with the first radio station west of the Mississippi, it is still very much on the move.

The Chairman is, of course, Edward L. Gaylord, the visionary pioneer who



E. W. "Bud" Wendell, President, Opryland U.S.A.

invested nationwide in broadcast properties before many people had any idea of what they would one day be worth. On January 1st, 1985, he again surprised some people by naming as the new company president a man from outside the industry — William S. Banowsky.

For fifteen years, Banowsky had been President of Pepperdine University and the University of Oklahoma. So, why would Ed Gaylord name an educator President of Gaylord Broadcasting Company? "I was looking for the strongest possible leadership," Gaylord plainly answers.

During the seven years Banowsky presided over the University of Oklahoma, he and Gaylord, Publisher of the State's powerful *Daily Oklahoman*, developed a deep friendship. "We believe in the same things," says Gaylord, "like excellence, free enterprise, family, patriotism, religion. Besides, Banowsky's no typical academic, but a tough executive with real-world experience."

A native Texan, Banowsky has been a director of major corporations like Litton Industries, National Medical Enterprises, Fleming Companies, Thrifty Corporation, and Coca Cola of Los Angeles.

During the 70's, he transformed tiny Pepperdine College near Watts into spectacular Pepperdine University at Malibu. As a result, in 1974 *Time* magazine named him one of America's 200 leaders of the future. Continuing this lead, his next job was described in the 1982 *Wall Street Journal* headline: "Oklahoma University's Unorthodox Chief Brings a Business Approach to Academics."

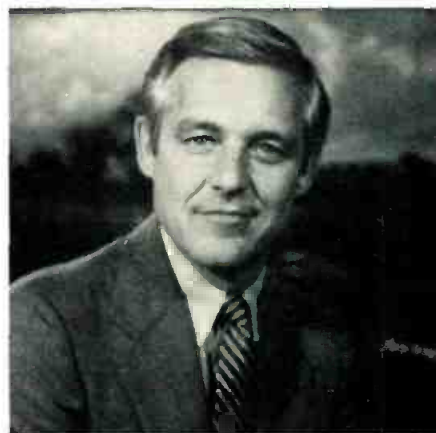
Along the way Banowsky acquired some broadcasting credentials. His Ph.D. from the University of Southern California is in communications. For fifteen years, he conducted popular interview shows at KNBC in Los Angeles and KTVY in Oklahoma City. He served on the Executive board at KCET in Los Angeles and as a director of the Public Broadcasting System.

So Ed Gaylord personally vacated the company's presidency in favor of Banowsky, while retaining the office of

**"It's all people.
Selecting, organizing,
motivating people."**

chairman and chief executive. "It was time to share the leadership and add strength at the top," explains Gaylord, "especially in this fiercely competitive climate. It is broadcasting's most volatile time. Business as usual won't do." For a quarter century Ed Gaylord quietly built the base for expansion. From the publishing company founded by his Father in 1903, he branched into real estate, energy and, with the 1956 purchase of Tampa's CBS affiliate, shrewdly began acquiring major-market stations. By 1977, he had the legal limit (see box) ranking among the top ten groups in households reached, and even higher in profitability.

By design, however, the company kept its profile low. Ed Gaylord believes



William S. Banowsky, President

that one of his greatest strengths is the control and maneuverability of privacy. "Watching these public companies scrambling to go back private, or wishing they could, I am glad we have stayed private all along!"

For Bill Banowsky's brand of leadership, no environment could be more hospitable. "We are free," explains Banowsky, "from so many of the bureaucratic hassles. It's a great opportunity to lead, to make a difference. But that depends upon teamwork. I believe in delegation and the collegial approach to management. It's all people. Selecting, organizing, and motivating people."

In addition to Gaylord and Banowsky, the company's senior management includes six other key executives. In Nashville it is E. W. "Bud" Wendell, president and chief executive officer of Opryland U.S.A. In 1983, in a move now praised as financially brilliant, Gaylord Broadcasting Company acquired one of America's largest hotels and convention centers, the Grand Ole Opry, a Production Company, an immensely popular amusement park, and WSM AM-FM.



Glenn R. Stinchcomb, Treasurer and Chief Financial Officer

Some said the deal's only loser was The Nashville Network, then reaching only seven million households. Gaylord thought differently. Subsequently, TNN has become the nation's fastest growing cable network with twenty-three million subscribers.

Wendell's career with Opryland stretches over thirty years. He recently took the lead in acquiring the Acuff-Rose Music Publishing Company, one of the world's largest in the country music field. "And this summer," reports Wendell, "we'll launch the General Jackson, the largest showboat in the country, to cruise the Cumberland River adjoining Opryland." Designed for major stage productions, the General Jackson Victorian Theater can accommodate 1000 people.

Glenn R. Stinchcomb, treasurer and chief financial officer, is a 25-year Gaylord veteran involved in all of the company's activities. He was the lead negotiator when Gaylord recently stunned the sports world by acquiring one-third of the American League's Texas Rangers, with an option for the rest. "What we got," explains Stinchcomb, who along with Banowsky sits on the Ranger's Board, "are valuable broadcast rights and a stronger position in our Dallas base."

Working closely with Banowsky and Stinchcomb in the Dallas headquarters is executive vice president James R. Terrell. Terrell began his career with Gaylord 34 years ago. During the 60's, he built KTVT Dallas/Fort Worth into the nation's number one independent station in both



James R. Terrell,
Executive Vice President

audience share and profitability. KTVT is now completing a new \$6.5 million station facility.

The two senior general managers are Charles L. Edwards, who currently runs KTVT and Harry Apel, who heads WTVT Tampa/St. Petersburg, one of the nation's top-rated CBS affiliates. Edwards has been with the company 22 years and Apel began as a Gaylord stagehand 35 years ago. In recognition of their distinctive service, both men were recently elected to the company's board of directors.

Apel recently took the lead in acquiring for both WTVT and WVUE in New Orleans affiliation with the CONUS Network, a state of the art satellite news gathering technology, including a completely portable Ku bank uplink.

Edwards heads the group's programming acquisitions. He urged the Rangers move as a strategic thrust, believing that "independent stations are ideally suited for sports programming. The affiliates can't clear the time," contends Edwards. "We now broadcast the Rangers and Southwest Conference football and basketball, the Mariners in Seattle, the Indians in Cleveland, the Bucks and Brewers in Milwaukee."

The programming cornerstone is Los Angeles-based Gaylord Production Company, headed by executive vice president Alan Courtney. Courtney formerly ran programming at MGM, NBC, and CBS. He joined Gaylord with the company's 1981 acquisition of "Hee Haw," television's longest-running syndicated show.

So it's onto this fast-moving track that Banowsky steps, and his colleagues welcome the new president and perspective he brings.

"He's a team player and a builder," says the veteran Terrell. "He's got fresh

ideas and the creative imagination to drive them." For his part, Banowsky says: "One of life's great fulfillments is to work intimately with a team, with mutual affection and respect. The human, personal relationships end up being more fun than even the money-making."

Gaylord Broadcasting Company

Television Stations

KTVT	Dallas/Fort Worth
WTVT	Tampa/St. Petersburg
KSTW-TV	Seattle/Tacoma
WUAB-TV	Cleveland/Lorain
KHTV	Houston
WVUE-TV	New Orleans
WVTV	Milwaukee

Radio Stations

WKY	Oklahoma City
WSM (AM-FM)	Nashville

Gaylord Production Company, Los Angeles
Gaylord Program Services, Inc. (Hee Haw)

Opryland U.S.A.
Opryland Theme Park
The Nashville Network (TNN)
Opryland Hotel
The Grand Ole Opry
Opryland Productions
The General Jackson Showboat
Acuff-Rose Music Publishing Company
The Country Music Radio Network

The Texas Rangers Baseball Team
(one-third ownership)



Charles L. Edwards, Vice President
and General Manager KTVT

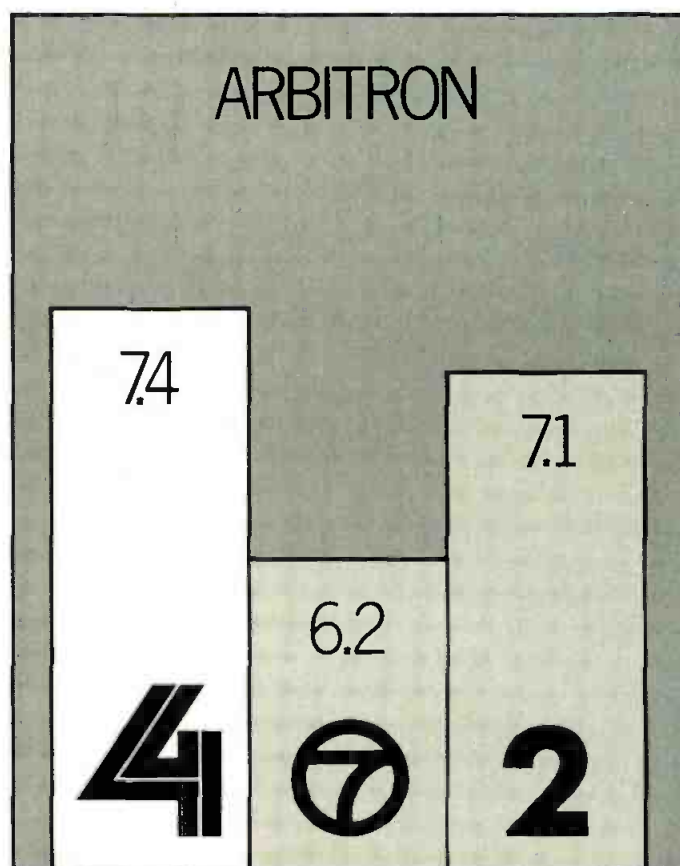
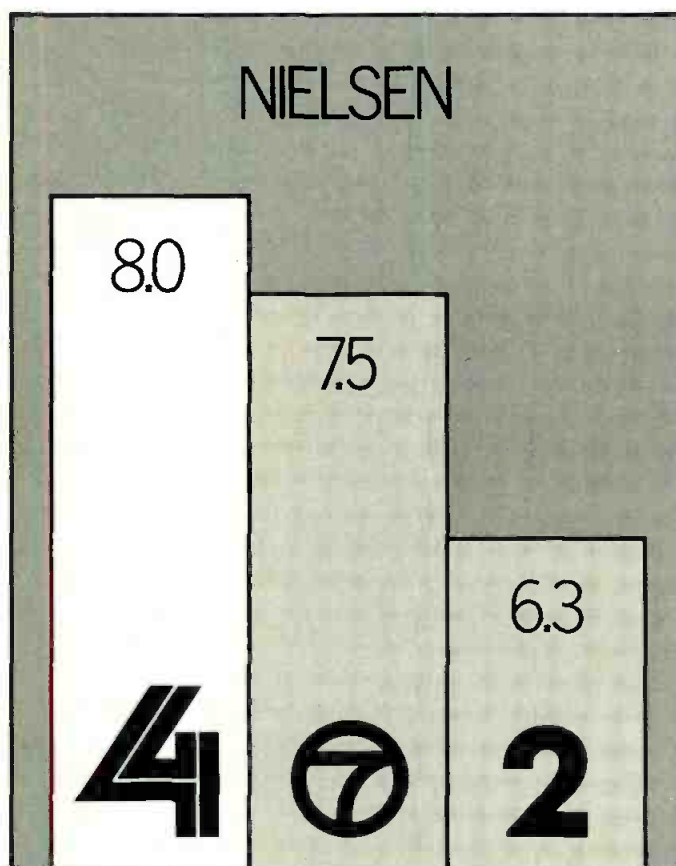


Harry Apel, Vice President
and General Manager WTVT



Alan Courtney, Executive Vice President,
Gaylord Production Company

Both of our
competitors
have
a shot at
second place.



Source: Weighted average ratings for 5, 6, and 11 PM newscasts based on New York overnights for May sweeps. Nielsen: May 2-29. Arbitron: May 1-28.

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WNBC-TV NEWS 4 NEW YORK

NAB's run for the roses

Six months ago, it was widely assumed that the organizational escalator of the National Association of Broadcasters would carry the incumbent chairman of the radio board up to the joint board chairmanship. Then first one candidate, and then another, and then another announced for the race, which will culminate a week from Friday (June 21) with balloting on the last day of the week-long June meeting of the joint board. BROADCASTING invited the three final candidates to participate in tape recorded interviews that would develop their views on the issues of the day. All candidates were asked the same basic set of questions; additionally, each was asked other questions tailored to the thrust of his individual campaign. The three interviews—edited to about half their original lengths—are presented herewith, in alphabetical order.



Edward T. Giller, 47, joined NAB's radio board in 1981 and was elected vice chairman in 1984. Giller is a former co-chairman of NAB's legislative liaison committee and co-chairman of NAB's convention committee. He is president of Gilcom stations, WFBG-AM-FM Altoona, Pa., and WLEE(AM) Richmond, Va.

His second term on the board ends this month.

This appears to be the most intense joint board election in recent NAB history. What is your motivation for seeking election now?

I chose to run because of what I sensed was the desire of the board for another candidate. And that was the result of the Gary Capps short race, if you will. I did not want to run for the sake of challenging Ted Snider, who had announced his candidacy, for any personal ego satisfaction reason. I didn't want to be a spoiler, if you will; I was not going to insert myself into a race gratuitously. I felt that way then and I feel that way now.

When Gary Capps announced his candidacy, there seemed to be a genuine swelling of support for Gary based upon what I observed was a desire for another candidate in the race. I felt that I was as well qualified as Ted, and if this desire for another candidate was genuine

ine—and I felt it was—then I should enter the race. And that was my motivation.

What do you perceive as the board's desire for another candidate?

I would have to say it was not a genuine support for Ted. I can't tell you why, because I think that's a very personal reason, but I sensed that there were enough members of the board, possibly the great majority of them, who were not happy with Ted becoming, if you will, the automatic heir apparent. And I think that was driven home when Gary announced his candidacy and seemed to get a great deal of support. I received phone calls from people at that time, saying, "You know, I'm glad to see another candidate in the race, but it really shouldn't be Gary because he has no executive committee experience. It should be you." And that was the basis for my really making

the decision. Had Gary not announced, I probably would not have gotten in the ring.

I'm not ego driven. There are those people who have aspired to board seats and officer seats for many years, and more power to them. There's nothing wrong with that. I just don't come from that background.

Have you enjoyed being in the race?

Sure. It's different. I'm not the political animal that some people are, but I enjoy talking to the other board members about our association, and that's what drives me. I'm committed to our industry. It's been very good to me, and I come from the school that says you've got to give something back. We're active in our communities, we're active in charities and civic things, and I think that likewise I should be active in my industry and if I can do some good for it, I want to do it.

What do you feel is the first priority facing the new joint board chairman and the executive committee?

The immediate challenges are external and I think that the question of beer and wine is one of the most significant challenges that our industry has ever faced. The question of must carry is very, very important. Once again, we don't know quite where it's going to be yet, but the indications are it's going to be a fight.

I think the First Amendment questions are very important, so in terms of the real challenges to the association, if you will, I think they're from without, as is normally the case, I think that those are the things that require a lot of attention.

You have no internal priorities?

Oh, sure, but I think the association is generally in good condition. There are people who say we've come through several rough years with the change in administration and I think that's probably true. I think that there are areas of our internal operation that need attention; it's a matter of honing and improving. I don't see our having any serious problems in the internal operation.

One problem is our perception by our membership. I think our association is far better than our members know, and I think that we have not done a good job in selling the value and accomplishments of the NAB to the broadcasting industry.

This is more than just tooting your own horn. We are guilty of not relating to our membership the way we should. The connection between constituents who have elected that board and the very board itself and the executive committee is lacking. It's not operating in a manner that is conducive to communication. For example, one of the things that I've proposed is a system wherein the executive committee members at least once a month should be responsible for going someplace in the country and meeting with board members and some local broadcasters, creating this dialogue on a more specific, direct basis: "Tell us what your problems are. Let me tell you what's happening in Washington." It seems like an awfully simple way to solve a problem, but it's a step in the right direction.

It's a one-on-one, personal relationship—no different, as I see it, to an elected official having local office hours in the district and having a chance to talk to the people who voted. You know, it's one thing to send newsletter out; it's another thing to get a lot of mail, and it's another thing to get the phone calls from those people who have a problem. But I'm saying, what about the people who don't have a problem? What about the people, you know, who are just out there? What have they got to say? What do they think? And I think that we need some effort to bridge that gap, and I think that that in and of itself will insure that the executive committee and the board are touched, which I wonder sometimes if we are. I hate to think that we're guilty of an inside-the-beltway mentality, but it can happen. You know, you get so tied up in the duties and operations of the association that you forget that you are there to serve a constituency, and you want to know what that constituency wants.

Will the executive committee members have the time to do that in addition to coming to Washington once a month?

I can only speak for myself. If you make a decision to be on the executive committee, I think you have to commit to what you have to

do to be on the executive committee. You've got to put in the time. And if you're not prepared to put in the time, then you shouldn't make the commitment to run. You can't make somebody do something, but if I'm the chairman that's what I'm going to tell the other directors to do and I expect to do it myself. It just is not that big a deal. With air travel the way it is, you can tell somebody who's in the Southwest, "I want you to make sure that you go to this state this month and that state that month, and then get the report back to me. Find out what's going on." It's just not that big a deal.

There has been some criticism that the executive committee intrudes too far into NAB operations. One of the explanations for that has been that close supervision was needed while NAB was breaking in a new president. Do you believe that the executive committee's presence can now be lessened?

I don't think that the executive committee has done that. We have very cautiously avoided getting involved in the management operations of the business, if you will. I think that we serve a very important purpose of supervising, from a policy point of view, the operation of our business, but it is our CEO's job to administer our association. I personally would find it very difficult to operate if I had somebody over my shoulder, telling me whom to hire and fire.

We have raised questions to him that we thought should be looked at. He's responded very well. The relationship has been very positive but it's not been a sweetheart situation. We're not afraid to raise things with him that are uncomfortable and he's not afraid to answer them. For example, the public affairs audit that has just taken place is an indication of that. We suggested to him that this is an area that we thought might need some attention and we might want to do some studies of it, and he was very responsive and said, "I agree with you." And he took it over from there. I think that's the way the relationship should be.

What is your evaluation of the present NAB staff? What adjustments might you recommend in its operation?

I would be presumptuous to recommend changes in staff, either personnel-wise or policy-wise, at this stage. I think that those problems we may have relate to our lack of communication with our constituency and I go back to the first effort. For example, if we were doing a job in communicating both ways with broadcasters in the field, then I think, for example, a one-on-one government relations legislative effort would be easier because we would find the broadcasters in the marketplace more responsive to the NAB when they call. I'm not suggesting that they're not responsive, but we're talking about degrees of improvement. I think, for example, we're working very hard on increasing our membership with our telephone blitzes and so on. I think that we would go a long way to make those membership efforts more productive if we had a presence in the industry because of this type of communication that I think is lacking.

So I think to say what I would change in the association is presumptuous. Sure, we can always do a better job in lobbying. Sure, we can always do a better job in public relations. Sure, we can always do a better job budgeting. But I don't think we have any glaring problems. I think we have attacked over the past couple of years some of our weaknesses and we've made tremendous improvements. And I think that the two departments that tend to get a lot of flak—government relations and public affairs—are the two public departments, if you will. The ones that are the biggest targets. Just because people are shooting at you doesn't mean you're doing something wrong, you know. You may be doing all the right things but not communicating to the public what you're doing.

Once again, I keep going back to if people out there really knew what our association was doing, then many of the criticisms that we receive would disappear. Because they're criticisms based not upon factual errors that the association is making but rather misconceptions based upon lack of knowledge. And I think that's our association's fault. I don't think we've done the job in telling our industry what we're doing. And I'm not talking about gratuitously patting ourselves on the back. I'm talking about the real things.



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Why do you think your candidacy deserves support above those of your opponents?

Because I think I'm best qualified. First of all, let me say that I think the association would not be ill-served regardless of which of the three of us were elected. I have a great deal of respect for both of the other candidates. And I think that without appearing egotistical, our association is not going to be hurt no matter who's elected. The differences between us are real, but I think they're differences of style and approach.

I think there are several reasons why I am best qualified. First of all, my background is the broadest. We must not forget that our association has a very diverse constituency. We're dealing with big markets and small markets. We're dealing with television and radio. We're dealing with independents and networks and U's, and we're dealing with the big groups and the small groups.

And in trying to be all things to all people, which of course is the goal—you don't want to become nothing to nobody—I think of all of the candidates, I, by my background and by my demeanor, am best able to understand the needs of this diverse constituency. I'm a big-city boy living in a small town. I've been in television, I've been in radio. I have worked for the biggest groups and I currently own my own company. And that's a diversity of background that has to teach you the way people think.

My strength is being a people person. I've always been a people person. And that's just something that you're gifted with. I'm oriented to what people think and what people feel and what people want and need. I think that the chairman of the board has to be diplomatically the man who can go out and talk to these various elements and bring them together. I'm not suggesting that they're apart, but the point is that when you run into a parochial issue—like must carry, for example—must carry is not a radio issue. It's a television issue. It's a vital television issue. You need somebody as joint board chairman who can look at that from the proper perspective. Not just, "Yes, I know it's an important issue for television, but I'm a radio man so it doesn't really mean anything to me." But from the point of view of saying, "This is a gut issue for television. I understand television, and I understand television broadcasters and I understand the big groups and the networks." I know what that means. I can genuinely identify and empathize with them and therefore I can lead this battle.

Are you identified as a hard-liner or a soft-liner on policy issues?

I'm a results-oriented-liner. I consider myself a very flexible person. To me, the line you take is premised upon the opposition you have. If you're in a fight to the death with people who are tough on the other side, then you have to fight tooth and nail and do what you have to do. My normal approach is to use a diplomatic way of getting what you want.

You can't bargain away your strength for the sake of making peace, so peace at any cost is not my approach. On the other hand, I've always believed that you can get a lot more by diplomatic, moderate negotiation than you can by walking in the door and starting out by pounding on the table.

What sort of personal commitment do you anticipate this might require of you?

A very heavy one. I told you that I would expect and would ask each of the members of the executive committee, in addition to everything else, to once a month go some place around the country. I'm prepared to make that kind of commitment. My business is in good order. I'm a two-and-a-half-hour drive from Washington. Very often, I will leave early in the morning to come down here for a meeting at 10 o'clock and still be able to have checked my mail before I come. If I had to be here every week, I'd be here every week.

Do you believe the chairman should be compensated and will you accept the present \$50,000-a-year stipend if elected?

Yes and yes.

As I said earlier, the association has a very broad constituency. If you work for a big company, it has to agree to give you the time

necessary to make that commitment, which only big companies, generally speaking, can afford to do, and they have to be prepared to work around you, which is an expensive proposition. If we could only expect people from big companies to become joint board chairman, I think we would significantly reduce our effectiveness as a constituent organization. And I think the value of this is to let a small broadcaster be able to do it without any financial harm done to his business. I think it's a very sound idea.

I would guess, although I've never tried to cost it out, that even at \$50,000 a year it costs someone to be joint board chairman. I know that even though directors are reimbursed, it costs directors to be directors of this association. As a member of the executive committee, I know it costs me money. I mean out-of-pocket money, even though we're reimbursed on our actual expenses. These things never quite come out right. And that's OK. You make that commitment when you choose to run. But I think the concept is sound. I would hope it would continue; it doesn't preclude anybody from seeking office. And I would accept it.

What do you think are the principal forces affecting the industry at this time?

It's obvious that the regulatory portion of our business is significant. If you accept my premise that the most serious challenge right now is the beer and wine issue, then Congress right now represents our biggest potential threat.

But I think that the greatest challenge we have is from ourselves. I think that our association has a tremendous opportunity to sensitize even more our own broadcasters to be proactive, to go out and avoid the battles by doing the defensive things before the attack comes. The broadcasting industry is a community-sensitive industry. Broadcasters themselves are highly community-sensitive and they're out there in the hinterlands doing the right things. They do the right things instinctively because they've been brought up that way.

I don't think, for example, that the average member of Congress recognizes the great things that his own local broadcasters are doing. I think when you sit down and lay it out to him, why your very own television station in your communities does this, this, and this, and your radio stations do this, this, and this, he says, "Gee, I didn't know that." But he'll remember immediately the first time, you know, that a news cameraman doesn't show up for one of his news conferences. I think our association can do something about this.

What would you hope to leave behind as the principal legacy of your chairmanship?

If the membership of the NAB were higher two years from now than it is today, I think that would indicate that during my administration we had made the NAB more important to the broadcasting industry, and I think that would be, probably, the sign that all the mechanical things that we'd done were the right things.

How do you feel about federation?

We are a federation. I mean, we are an association of diverse elements. We have a daytimers committee, we have a children's television committee, we have a radio allocations task force committee. We, in fact, are able to do all of the things that are necessary parochially that we have to do within the confines of a unified association. I don't see any benefit of changing our structure. I think changing our structure would weaken us.

So I think that by going to a federation—which, from what I understand, would have only the parochial interests involved in those areas of that parochial interest—I think we'd really lose the value of our association. The fact of the matter is that radio and television, although they're far different, are still broadcasters. We are still dealing with the concept of stations, local stations and local communities serving local people. And that is not going to change. And I don't see any reason to do away with what I consider the strength of our association. The problem you have on those few times when our own elements become in conflict does not outweigh the times we work together jointly. So the answer is I'm not in favor of

federation.

How do you feel about a merger with such organizations as NRBA?

I'm in favor of them. Obviously, the more we speak with one voice, the better off we are. I'm a radio broadcaster. I will honestly tell you that I think NAB is immensely responsive to the radio industry. At the same time, they're also immensely responsive to the television industry. If the time came when that would be a step worth exploring, I'd be in the lead to explore it.

What is your current estimate of the number of votes in your corner?

I've not even counted. My approach to this election is maybe a little bit different than the traditional approach. My style is not an aggressive style, demanding a commitment from my constituents. I have spent a lot of time talking to directors. When I do, I say, "I hope I can have your support. I'd very much like to have your vote. But I want you to vote for the person who you think will best serve this association." I don't push them for an answer.

Do you have any sense of your chances?

It's very hard. I think my chances are very good. I think that when it comes time for those members to vote, and they look at the three candidates, I think that I fall somewhere between the other two. But being a moderate and being a man in the middle doesn't mean you're vanilla. I think that I have a definite, moderate approach to my life. And I've been respected, I think, for my activities on the board in the past four years. I think I've been respected for my activities on the executive committee. I think in the final analysis that kind of candidate is probably the best guy, and that the association is best served with someone like that. I think I'm going to win.

If I took the vote count that I've heard both of my opponents have, that's more people than are on the board. And the problem with a hard-fought lobbying type of campaign is that the votes are not necessarily based upon who the best person is, but who the best campaigner is. And the best campaigner doesn't necessarily make the best office holder.

The members of our board are bright, capable, committed broadcasters who are going to vote their consciences. That's all I ask. And if they choose me, super. And if they choose somebody else, that's super too.

Are there other campaign points that you've been putting before your constituents?

When I talk about constituents, and about going out to the broadcasters in the field, I want to point out that I also think we've got to pay attention to the other constituencies.

Some of them tend to have more of a presence on the board. For example, the networks sit on the board, so you've got a strong relationship with the networks. One of the areas that needs some attention now is this question of major radio groups, and the ability of them to be players, if you will. I think that we have to make sure that we are giving a fair representation on the board and good communications with all of these constituencies.

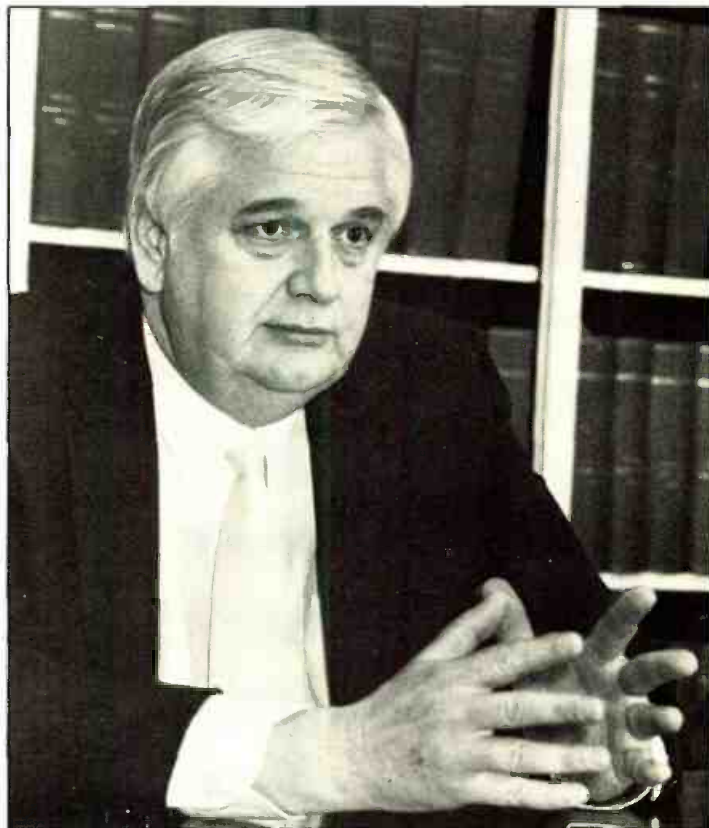
If I were a voter reading this, I would say that you seem not to have one agenda, but a number of agendas. You don't have one pressing problem that you want to deal with. Except that you want to communicate with the membership and with broadcasters across the country better. I would have to say that you are fairly satisfied with the NAB, on balance, and that you think the NAB is better than most people think it is.

I think that's accurate.

But it doesn't suggest that you want to do very much to change it.

I think "change" is a funny kind of word. It's a matter of being and becoming. I'm never going to be satisfied with the NAB's status, because I think we can always improve. On the other hand, we do not have a weak organization. We do not have serious problems at the NAB. Sure, we have problems. I've never seen any organization or any entity that doesn't have problems. But I am not going to sit here and try to create a problem that I can then say I'm going to come in and solve. I think that if it ain't broke, don't fix it. I think that we

need molding at the NAB, I think we need some course changes from time to time. I don't think this time is any different than others. I think we need improvements in some departments, more than we do in others. But I am pleased with the way our association is run in the four years that I've been on the board, and I've been here through the hard times, if you will. My first year was with Vince Wasilewski. Then we elected Eddie and we went through all of the inherent problems that come with a change of administration like that, as well as the nontraditional way I guess you could say we elected a president, and I've been supportive of the changes. I worked for Eddie's candidacy. I voted for him. I supported him then. I think, in retrospect, I'm glad that I did everything I did. I think the association is a far better and stronger association today than it was four years ago. I hope it'll be better two years from now than it is now, and would work to make it better.



Walter E. May, 48, is co-chairman of the NAB's legislative liaison committee and is a former radio board chairman (1978-79). He was re-elected to the board in 1981; his second term ends this month. He owns WPKE(AM)-WDHR(FM) Pikeville, Ky., and WTKQ(AM) Lexington, Ky.

This year's race for the joint board chairmanship is the most intense in recent history. What is your motivation for seeking election?

I really believe that I can make a difference in that job. I believe that the very reason we have an NAB is for representation of the industry. Our founding fathers said that; our long-range planning committee has said that. It's the reason we exist.

And I'm tired—and have been for some time—of hearing people criticize our lobbying efforts at NAB. This is the reason we're over there, and this is how the NAB is going to be judged regardless of how good the conventions we put on are or how great the services are to our membership. In the final analysis, how we represent our industry with Congress and how we represent it with the other groups—and we must—is how this organization will be judged. Whether or not people support the NAB should be based on how we're doing in that arena.

And I have made a pledge to anybody who might be considering my candidacy that when I'm elected joint board chairman I will

SEVEN'S *ON THE MOVE!*

TAKE A NEW LOOK AT THE STATION

ARB

RATINGS/SHARES
'83 '84 '85

MONDAY-FRIDAY

STATION

MAY

MAY

MAY

AM CHICAGO

#

RATING AND SHARE

9:00-10:00 AM

WLS

4/14

5/19

8/30

WBBM

6/26

5/21

5/18

WMAQ

6/25

5/21

4/15

1

3:30-4:00 PM

WLS

5/17

6/20

7/19

WBBM

7/23

7/22

7/20

WMAQ

4/14

4/11

4/10

1

JEOPARDY

#

RATING (TIE)

4:00-5:00 PM

WLS

6/16

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WBBM

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EYEWITNESS NEWS

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RATING (TIE)

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EYEWITNESS NEWS

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EYEWITNESS NEWS

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RATING AND SHARE

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7/15

WMAQ

10/21

7/14

5/9

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WHEEL OF FORTUNE

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RATING AND SHARE

10:00-10:30 PM

WLS

12/22

14/26

15/26

WBBM

15/27

15/27

15/26

WMAQ

13/24

11/21

12/20

1

EYEWITNESS NEWS

#

RATING AND SHARE (TIE)

MONDAY-SUNDAY

NSI

RATINGS/SHARES
'83 '84 '85

MONDAY-FRIDAY

STATION

MAY

MAY

MAY

AM CHICAGO

#

RATING AND SHARE

9:00-10:00 AM

WLS

4/16

6/22

9/33

WBBM

6/25

6/22

5/18

WMAQ

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5/20

3/12

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3:30-4:00 PM

WLS

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JEOPARDY

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RATING AND SHARE

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EYEWITNESS NEWS

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RATING AND SHARE

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11/25

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2

EYEWITNESS NEWS

#

UP 3 SHARE POINTS

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WMAQ

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EYEWITNESS NEWS

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RATING AND SHARE

6:30-7:00 PM

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WHEEL OF FORTUNE

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RATING AND SHARE

10:00-10:30 PM

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18/28

WMAQ

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11/18

12/19

2

EYEWITNESS NEWS

#

UP 1 RATING POINT

MONDAY-SUNDAY

ON THE MOVE. WLS-TV CHICAGO 

dedicate myself, in the next two years, to seeing that the NAB becomes the most effective lobbying group in Washington.

I've been told by one board member that I shouldn't say that. He said: "You can't do that." I said: "I don't know whether I can or not, but I believe I can." And I can tell you one thing for sure: If you don't have somebody in a position of leadership that believes that can happen, it won't happen.

Do you agree with what people have said in criticizing the lobbying efforts?

To some extent, yes. And I think it's time we did something about it. There are two types of lobbying. And primarily what I'm talking about and I think where we can be the most effective is in our grass-roots efforts with the broadcasters lobbying.

I'm not in a position, as I doubt very few of the board members would be, to really evaluate the NAB's government relations staff in terms of its effectiveness on the Hill. If I were here on the executive committee and working with them on a regular basis I would soon get in a position to evaluate that. But it's real easy to evaluate what the broadcasters have not been doing out in the country, and the NAB has to offer the leadership for that. And I think you've seen what we've been able to do with the beer and wine issue. That's just a start. If we had not had the organization that we have right now with our legislative liaison committee program, we'd be in trouble on that issue. But we're not today, as I see it. It's not won. It's not over. But I feel very good about what we've been able to do.

What do you feel is the first priority facing the new joint board chairman and the new executive committee?

I think the first priority is—and was when I was on the executive committee before—to meet and decide when you're going to have your meetings. We come up here once a month and we have to get together with those people and decide how our schedules will fit so we can all be here at the same time.

Next you go to forming your committees, and that's another area I'm real interested in—the committee work of the NAB. I think the committees in the past haven't been held as accountable for their work as they should have been. I plan on doing that. I will ask each committee chairman to give me a report on his activities and what he hopes to accomplish for that committee—what their goals are and what their timetables are. I will not assign them, I will ask them for them. And then I will ask them to report their progress as they go along.

Do you think there are too many committees?

I don't know that, although I've heard that said. It's sometimes easy to draw that conclusion when you have committees that are not meeting and may not be accomplishing anything. That does not necessarily mean we should not have the committees, but we need to have functioning committees.

What of the next two or three items in priority?

There's nothing that's going to be any more important to me than getting our grass-roots lobbying effort organized. That will be number one. What I was talking about before—setting the dates and forming the committees and seeing that they function—is sort of a housekeeping chore. You've got to do that, and I've been on the executive committee before and I know that's the first order of business. But my number-one priority is to keep concentrating and to expand on the plan that I already have in place for improving our lobbying program.

There has been criticism that the executive committee intrudes too far into NAB operations. The explanation has been that such close supervision was necessary because the organization was breaking in a new president. Do you believe the executive committee's presence can now be lessened?

I don't know. And I don't know that I've heard that criticism that they've been going too far. Maybe I could best answer that by giving you my theory of management and what I think the executive committee ought to be doing.

I believe the executive committee should be an extension of the board. The board cannot meet monthly, but the executive committee can think in terms of its representing the board. The chairman of the board or the chairman of the executive committee does not run the organization. The president runs the organization. We have stated goals and policies and directions we want to go in. And I don't think any member of the executive committee, including the chairman of the board, ought to be going door-to-door and trying to find out and direct NAB on a day-to-day basis. It's not going to be my job to see whether the doors are locked and the lights are turned out at night. That's Eddie Fritts's job.

But if we're getting behind on issues, if we're not making our points with whatever issue we happen to be dealing with at the time, if it's not working, then, yes, I think it's time for the chairman of the board and for the executive committee to go to the chief executive officer and find out why.

If the present executive committee has been doing more than that, then that's not what I would do. It's not what I would do and it's not what I plan to do. I believe in the chain of command. I believe that if you assign people tasks then I think you let them report back to you and let them do it.

It is widely assumed that an element in your candidacy is to get rid of John Summers as executive vice president for government relations. Is that true?

That's wrong, and those who say it know it's wrong. I've never said anything or indicated that that was the case.

It's not a surprise to you?

No, because I've heard it before. And I've discussed it with John Summers. John Summers knows it's not true. I tried to make it clear that there are two types of lobbying, and some people have trouble separating the two. They think that when I say that we have a long way to go, and that I have a plan to make us the best and we're not, then that automatically means that you have to change the government relations staff. That's not true. I think we'll win or lose on the great issues of the day on the basis of what broadcasters do about lobbying, not what we're doing here on the Hill. And that's what I'm talking about.

I don't know how many times you can deny something. Sometimes you feel like the man who is asked the question, "Have you stopped beating your wife?" The longer you deny it, it starts to add some credibility that you must be a wife-beater because people keep asking the question.

Do you believe that the joint board chairman should be compensated?

Let me give you what I consider the reason it's there; then I'll answer that question for you.

I wasn't on the board when that was instituted. The board voted for that when Eddie Fritts was radio board chairman and it was being asked around for joint board chairman and it was radio's turn, as it is this year. And Eddie said he could not serve unless he was compensated because he came from a small company and he couldn't afford to make that kind of contribution. He took that case to the board and the board voted on the \$50,000 to reimburse not the individual, but the company for the loss of the work of the individual. It didn't go to Eddie, it went to his company. Well, you may say he owned the company so it's all the same difference, and maybe it was.

But, as I understand it, that was put there to make it possible for small-market broadcasters to be able to make this kind of contribution to the industry. As long as it is there, and I am a small broadcaster, I will say that I would accept it, so I guess my answer is yes, I think he should be compensated. I will take it.

If there is any question about it, if it's brought up as a campaign issue—and it hasn't been—but if it is, I'll be glad to put it on the agenda and let the board vote on it again and if they vote it out, then I'll still serve. I don't want to see it become a campaign issue to where one fellow gets credit for saying: "I won't take it," and another gets a demerit because he says he will, because that's not the reason

it's there. We don't only want people from large, wealthy broadcasting companies to be able to serve with the NAB, and that's the reason it's there.

Why do you think your candidacy deserves support above the candidacies of your opponents?

I think we have three good people running; nobody questions that. I'm not going to sit here and tell you that if I'm not elected that NAB's in trouble; that's not the case. I just happen to believe that if I'm elected it's going to stand a little taller and it's going to move in a better direction.

I think it's a matter of record. I keep talking about what have we accomplished since we arrived at the NAB. I think they should look at the records of board service of myself, of Ed Giller and of Ted Snider, because what a man has done in the past is the best indication of what he will do in the future.

Not only that, I'm the only candidate that I'm aware of that is looking anybody in the eye and saying this is why I want to be, without some kind of philosophical reasons. I'm telling you what I want to accomplish and how I'm going to do it, and this is very appealing to the people that are voting. I'm not just coming on and saying, "I think this is important," or "That's interesting," or "We need this type of leadership." I'm telling you where I'm coming from, and it's making a difference. That's the reason I have the most votes committed to me right now. It's the reason I'm going to win. It's not complicated. I'm not very complicated.

You are definitely claiming 26 or more votes?

Or more. And if that's not the case, I'll be the most surprised man that ever walked out of a boardroom at the NAB.

Do you think then that the election is essentially settled now?

Yes, I do.

What would you hope to leave behind as the principal legacy of your chairmanship?

Just what I said I would accomplish, what I'm asking people to vote for me for—that when I left, the NAB would be considered one of the most if not the most effective lobbying group in Washington. If I accomplish that, I'll feel as if I will have accomplished a whole lot. I want to be remembered for that. It's important. And I've said I could do it, and I want to try it, and I believe I can.

What sort of personal commitment do you anticipate the current board chairmanship would require of you?

Well, I think that's probably like a lot of other things: You don't really know what it's going to be like until you get there. But I have worked with other joint board chairmen and observed them, and I've talked to them and asked them how much time they spent. And some say it takes a third of the time, some say it takes a half of the time, some say it takes more. I guess it would depend a lot on the issues at the time.

I can tell you this: I'm prepared to give whatever time that it takes to do the job. If I need to be here, or I need to be traveling somewhere for NAB, I'll be there. I don't think it's going to be necessary for me just to come up and hang around the office and maybe see if somebody needs me. I've always been more comfortable in life when I've

taken on a lot of projects and had a lot of things going on, and this happens to be a time when I think I have the time to do it.

What do you think are the principal forces reshaping the broadcasting industry in our time?

A lot of things. I can tell you this: I've never known of any advance to ever take place in broadcasting that was not associated with new technology. As the technology changes, our industry changes, our business changes.

The NAB's got to stay on the cutting edge of new technology. It stretches your mind to even try to think of where we're going to be with technology in a few years. Some of the things we accept as commonplace now were mind-boggling just a few years ago.

Outside of that arena, there are going to be a lot of changes in our business as we see it, with the mergers we're seeing and the acquisitions, with changing ownership, large groups changing ownership. I would think that if we had a list of what was going to take place, say, five years from now—and I don't know what they're going to be—I think we'd all be very surprised at how different the industry's going to look.

Look at the prices that are being paid for broadcast properties. If someone came in and offered me what my companies are really worth, it probably would scare me because I don't want to sell. But you may almost be obligated to do it, and I think some of these people may be finding themselves in that position. But that's not what I want. I want to stay in the business.

One question is whether or not this new breed are broadcasters or just money men who you never see at the station?

Well, I would contend that if they stay in it they'll become broadcasters. I like to remind the people who make those criticisms of these people that we weren't broadcasters when we started. I wasn't. You become a broadcaster. They may be money men, but they'll lose money unless they become broadcasters.

Are your weeknight numbers bringing up the rear?



See page 56



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How do you feel about a federation among trade associations?

It's a hard question to answer. I would be open to other organizations if they want to talk about areas of cooperation. You'd find me very open.

I was radio board chairman when the National Radio Broadcasters Association first started; primarily, before that, they had been just an FM organization. And I remember having the first meeting with those people about areas of cooperation even back then. Very little, if anything, came of it, but at least I was trying to do that. So what I've done is documented by my past. I would be the type of chairman who would be reaching out to them, saying, "What can we do to cooperate?"

Would you make that an active priority on your agenda? For a merger?

I think even to go out and say words like "merger" would probably eliminate your chance of getting it done. What you do is you go and you cooperate, and you get to know the people and you find out you have common goals, and then, if a merger is possible, it begins to evolve. But I think that if either organization—either major trade organization—started talking merger upfront, it wouldn't work. There are a thousand reasons why it wouldn't work, and there's always somebody ready to stop it.

But start cooperating, start finding out we're all just people trying to accomplish the same things, and if a merger makes sense then you begin to see how it would work. But, no, I wouldn't go out looking for a merger. But if one presented itself and it seemed to make sense, I would take a look at it.

Are there any other groups that NAB might need to reach out to?

I'm sure. I don't know that I'm in a position to identify them right now, but I'm sure there have to be. We are an organization that's there for representation and we have to be in a position to talk to the people who affect the interests we represent. Sometimes we get criticized for being a self-serving organization, but that's what we are. We're to serve the needs and the interests of broadcasting, and I'm not apologizing for that. It'd be like you folks being criticized for putting out a trade magazine. That's what you are. And there's no reason to apologize for it. We're a trade organization.

I don't understand why some people would have trouble dealing with that.

You want to strengthen grass-roots lobbying. Are there any other areas that need to be strengthened as well?

Yes. Primarily in how broadcasters are being perceived by the public. Which ties right back to our lobbying effort, because we sometimes forget that because a man serves over here on the Hill, he's still a member of the public and he has the same preconceived notions about what broadcasting is as does the general public.

I think we can do a whole lot in that area, through our public relations department. I think we can do more than we've been doing. And I think it's one of the important areas. I think it's one of the areas of representation that we have not done as well as we could. That's an area where we need some improvement.

Do you have specific ideas?

I think it's important that the public knows that broadcasting is not just what they see on the 6 o'clock news. It's not just the networks. I have sat in on meetings and I've met a lot of different organizations and boards and I've heard people start to criticize the media and they start talking about, "Well, those dirty so-and-so's" because of what they did and whatever the issue was and then somebody remembers that I'm the media and they say, "Well, we're not talking about you. We're talking about those other guys, you know."

Well, I felt like they were talking about me. I kind of feel that we're all together. Broadcasting is more than the three major networks. It's more than television. And too many times, I think, that is the perception that the public has—that that's all it is. Because that's what they see the most of. And it has a tremendous impact on their lives—the networks do, and television does. So anything that has

that much of an impact on you, it's pretty hard not to form some opinions.

But, anyway, I think we can do more to tell broadcasting's story than we do. I don't know of any other business that does as much for society as broadcasting does and still is a profit-making business. We're not nonprofit, we're not charitably run organizations. We're not the Red Cross or the Boy Scouts. But doggone it, stop and think about the things that broadcasters do for their communities day in and day out. A great deal of the public perception is that we have to do these things, that it's some kind of mandate. And I contended back when some of these things were mandated that we would continue to do them whether they were or not because they just made sense. It's a good way to run the business.

I think broadcasters, for the most part, are good citizens in the communities where they reside. And this is a story that I don't think the NAB has been able to tell and really get to be widely accepted by the people whom we have to go to and say, "Please pass this legislation" or "Don't pass that one." I don't think we're perceived that way.

If I'm right, then their getting to know us better and to know what we're doing ought to work. If I'm wrong and we're not the good people and honorable people that I think we are, in accomplishing the good things I think we are doing, we'll have to answer to that, too.

Are you suggesting specific campaigns? For example, an advertising campaign in magazines or spots on the air?

I'm not prepared at this time to say what we should do or how we should do it. I mean, that's a little bit out of my field anyway. But what I would like to do is to help identify the problem and where we would like to go with it and have some suggestions as to how we get there. But I think something needs to be done in that area to change the image of broadcasting in the public's mind.

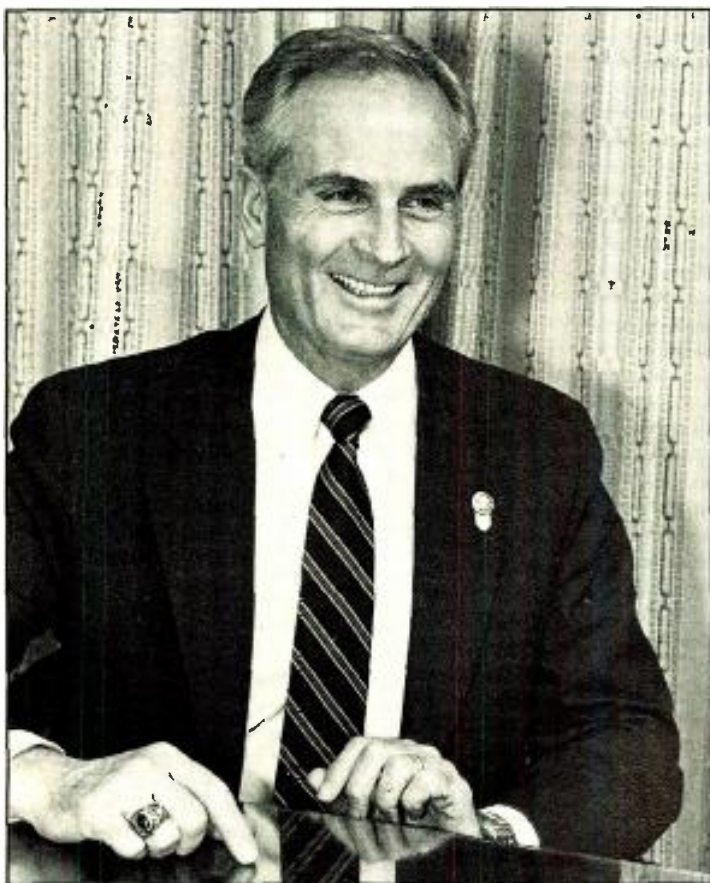
Too many times, we're portrayed by movies and by television as being that reporter who wants to get that next story regardless of whether the facts are right or irrelevant and who is contributing nothing and taking everything. I'm sure there might be some people out there like that. I just say that's not typical. Not to my experience, it hasn't been. I'm not sure the public looks on us any better than, say, used car salesmen. Maybe not as good. And that's wrong. We're better citizens than what we get credit for being. And I think the NAB can tell that story. And I think the networks are better than they get credit for being. They do some awfully good work.

Where does the TIO fit in this? They've been charged with the mission for a long time.

I know that and I'm sure that they have done some good work in that area, but I don't think they've done enough. I think there's more of a positive story to tell for radio and television than has been told. I just think we need to spend a little more of our time and our energy and our funds in that direction.

Image has almost become a bad word, as though it is always something that is not quite true. When I speak of image, that's not what I'm talking about. I'm saying tell the story of broadcasting and let people form their opinions based on the truth. Don't sit out here and say, "Well, this is where we want to be. Now, what lie do we have to tell to get there?" What I'm saying is, describe what we are and who we are and what we're doing and then let the public decide. Once you do that, it's pretty effective—if you've got a good story to tell, and I think we do. From the top to the bottom, I have no apologies to make for broadcasting. We're made up of people, and we've got some of the same problems in our industry that everybody else has. We may find we may be a notch above the rest of society. I'm sure there's a broadcaster somewhere doing something that's terrible right now—maybe killing somebody, I don't know—but there's also somebody out there raising money for the cancer fund right now, too, and raising money for the Independent College Fund, or for the Negro College Fund. It goes on and on and on.

I think we're an unusual group of people.



Ted L. Snider, 57, was elected chairman of the radio board in 1984 and vice chairman in 1983. He is president of Snider Corp. which includes: KARN(AM)-KKYK(FM) Little Rock, Ark.; the Arkansas Radio Network (with 80 affiliates); Business Music of Arkansas; Public Bench Ads (in Arizona, Louisiana, Arkansas, Mississippi and Texas); International Travel of Arkansas, and Starcom (FM SCA paging service). Snider's second term on the board ends this month.

The race for the joint board chairmanship is the most intense in recent history. What is your motivation in seeking election now?

Service to the industry. I love the industry; it's all I've ever done. And it's been good to me, and I want to put something back into it. And I enjoy the association and being where the action is. I like the involvement. It's exhilarating to me.

You were in the position of being the expected, uncontested front runner for this post, and now you find yourself in a very heated contest. Has that surprised you, to find such competition developing?

No, not really, because interest in the NAB board has increased tremendously in the past several years. There are just a lot more people that want to serve now—we've had so many problems that have cropped up in the industry. People are more aware of the need to come to Washington and be involved in industry affairs. We can't just sit back at home and solve our problems. We've got to get out from behind that desk. And the NAB, I feel, is the best way to attack that problem.

Have you changed your campaigning as a result of the new competition?

Oh, sure, of course I have. I made a commitment two years ago to run for joint board chairman when I ran for vice chairman of the radio board. Because, according to the steps, you would become

vice chairman of the radio board, then chairman, and it would be radio's time to be joint board chairman.

So all this time, I've been preparing myself to be that. I announced last November that I would officially be a candidate, and I began contacting everybody personally to ask if they had any questions. And I was going to let that be it, until the other candidates announced. And then, of course, I had to get busy and make sure that I wasn't out-campaigned.

It's given me an opportunity to get a lot better acquainted with the board members, especially the new board members, because I've spent a lot more time talking with them. And you just get acquainted faster, and get to know what their interests and concerns are. I think, as a result, it will make me a more effective joint board chairman, should I win.

What do you feel is the first priority facing the new joint chairman and the new executive committee?

Planning.

Can you elaborate on that?

Well, we'll have practically an entirely new executive committee. We'll have a new vice chairman and chairman of the radio board, a new joint board chairman, a new vice chairman of TV. And with all the new faces and new thoughts, we need to plan. The issues come and go. Every time I come up here there's a new issue. And it's hard to say what the most important issues are; it depends on whom you're talking to—the small-town broadcaster, the big-city television station owner.

The importance of those issues varies with the person you're talking to. The important thing is to prepare ourselves to deal with whatever comes up. And we have to deal really on two levels, on the long-range level, where we're trying to anticipate what might happen, and be prepared for it. To build bridges of understanding with the people that we might be dealing with, and that could be people on the Hill, it could be the FCC, it could be with other trade organizations, it could be with manufacturers. We deal with an awful lot of people.

If we can prepare ourselves and establish relationships with these people and get to know them and have a continuing dialogue with them, then when an issue comes up, we're in a position to negotiate, to deal, to talk things out and operate on a proactive basis.

The other thing is that we've got to be ready to react on a moment's notice if something comes out of left field that we didn't anticipate. And I think we do this by planning, by having goals and setting up our strategies and tactics for accomplishing these goals.

For instance, I think every member of the executive committee should spend a lot of time getting to know the key players on the Hill. So when something comes up, we know the chairmen of the subcommittees and we know the members of the respective subcommittees in the House and Senate, and have a working relationship with them. And we can only do that by preparing ourselves.

Do you have any priority items in line behind that one, behind the planning?

Yes. Making a lot more contacts with people on the Hill, working with state associations, working with all elements of the broadcast industry, making personal calls at the state associations, with group owners, with major markets, with small markets. Getting them involved.

And, finding out what the problems are, then pressing more board members into use. Use their expertise. We've got 50 board members now, 33 radio and 17 TV. There's a possibility that we'll be adding a couple more board seats; we've got a lot of talent on there. And every month our job gets bigger. And we need more help.

Does planning draw on a particular skill of yours?

Oh, yes. I'm very big on planning. In my own company, we plan one year in advance and five years in advance; we do an annual budget, line by line item, expenditures and income. And then we do six-month reviews and quarterly reviews. We plan our work and work our plan. That's one of our big mottoes. I'm a great believer in

preparation, because I don't like to be blind-sided. I like to anticipate.

Why do you think your candidacy deserves support above those of your opponents?

Because I've spent more time in the trenches preparing myself. Four years on the board and two years on the executive committee. Spending a lot of time in Washington, not only with congressmen and the FCC, but with all the people who are involved in the issues that we're struggling with. That preparation doesn't happen overnight.

Monday, I got a stack of materials that high to read for this executive committee meeting. And that happens all the time. And I can tick off 20 issues that we're working on right now, and I think it's important for the joint board chairman to be able to articulate those issues, to debate them if necessary, to stand toe to toe with anybody and talk about the issues, and know what he's talking about. Otherwise, he'll have egg on his face.

And these issues are complex. Take must carry. You don't just sit down and digest that overnight. Over a period of months and years, you learn what these things are all about. You've got to know what the background is, what has happened before, so you don't tread the same water.

If you had to single out one quality that you think is your strongest, what would that be?

I know how to pull people together, to get them working together. I don't polarize people. I recognize people and their strengths. I give credit to them for their positions. I don't cut them down: I don't belittle them or belittle their opinions. I think pulling people together is my strongest trait—delegating, outlining the task and explaining it, and getting them to do what I want them to do.

In terms of NAB's policy direction, do you think that's adequate, or would you put a different mark on it as the joint board chairman than has been put on it in the past? Different emphases, for example, in the

lobbying area? And in public affairs?

Yes, I would. But mainly it's because of my style. I would put more emphasis on long-range planning and long-range preparation to get ready to deal with the issues.

In public affairs, we need to communicate with our constituencies. I think there are a lot of reasons why we haven't done that, not the least of which are the size of the staff and the budget that we put on that. I would put more emphasis on public affairs, public relations, communications—whatever you want to call it. Not only with our own board members and our own membership and the Congress and the regulatory area, but the public at large. I don't think we do as good a job as we could do in keeping the public informed of what our positions are.

You've mentioned major-market involvement. I think that's an interesting point that we ought to get on the record.

I think we need to reach out to all elements in the broadcasting industry to make sure they're included. I want to make sure that the major-market managers feel included. I understand the difficulty they have in running for the board, because they're working—for the most part—for group owners. And they have budgets to meet, they have quotas to meet. They may be in the market for a year, two years, three years—they just get established in the district and get transferred. They don't have the same opportunity to get elected to the board that a station owner will have in a small or medium market.

Will you try to bring back the Television Operators Caucus?

Oh sure. I would want them to feel that they could work with the NAB, and together we could accomplish our goals. In radio, we have not had the major group operators, the major-market managers involved. Our bylaws committee is trying to work out a way to open up a couple of seats for those people. We need the involvement, and it's not happening. I don't think you can take a dogmatic attitude about this. You've got to look at the overriding need, which is involvement of all elements of our industry, and provide for it.

How do you think NAB is doing at the lobbying level?

We've learned a lot with new leadership at the NAB. Two years ago, we were able to get over 230 co-sponsors to the regulation bill. That took a lot of grass-roots lobbying. I think we did a super job on that. And I think we anticipated the beer and wine thing. We started a year and a half ago, laying the groundwork for that, with our on-the-air spots, public service announcements and campaigns. We started making our contacts. When things really began to heat up, we got busy and we got our people in gear. And I think the perception of what broadcasting has done on the beer and wine issue is pretty good. We're getting a lot of good comment on the way we conducted ourselves on that.

I think we have made some mistakes in the past in our lobbying by waiting too late to try to do something. And it's been reactive. And we find ourselves in an adversarial position with people where we didn't have to do that. We could have built some bridges of trust in advance. If we've been weak, that's where we've been weak. All of a sudden, we're in a fight with somebody, or we're in an adversarial position with somebody. We need to be more aware of the interests and needs of the congressmen, the committees, the various factions, what they're trying to accomplish, and let them know that we're understanding, where we can cooperate and help work it out. I think there's got to be a certain element of give and take. Now,

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See page 63



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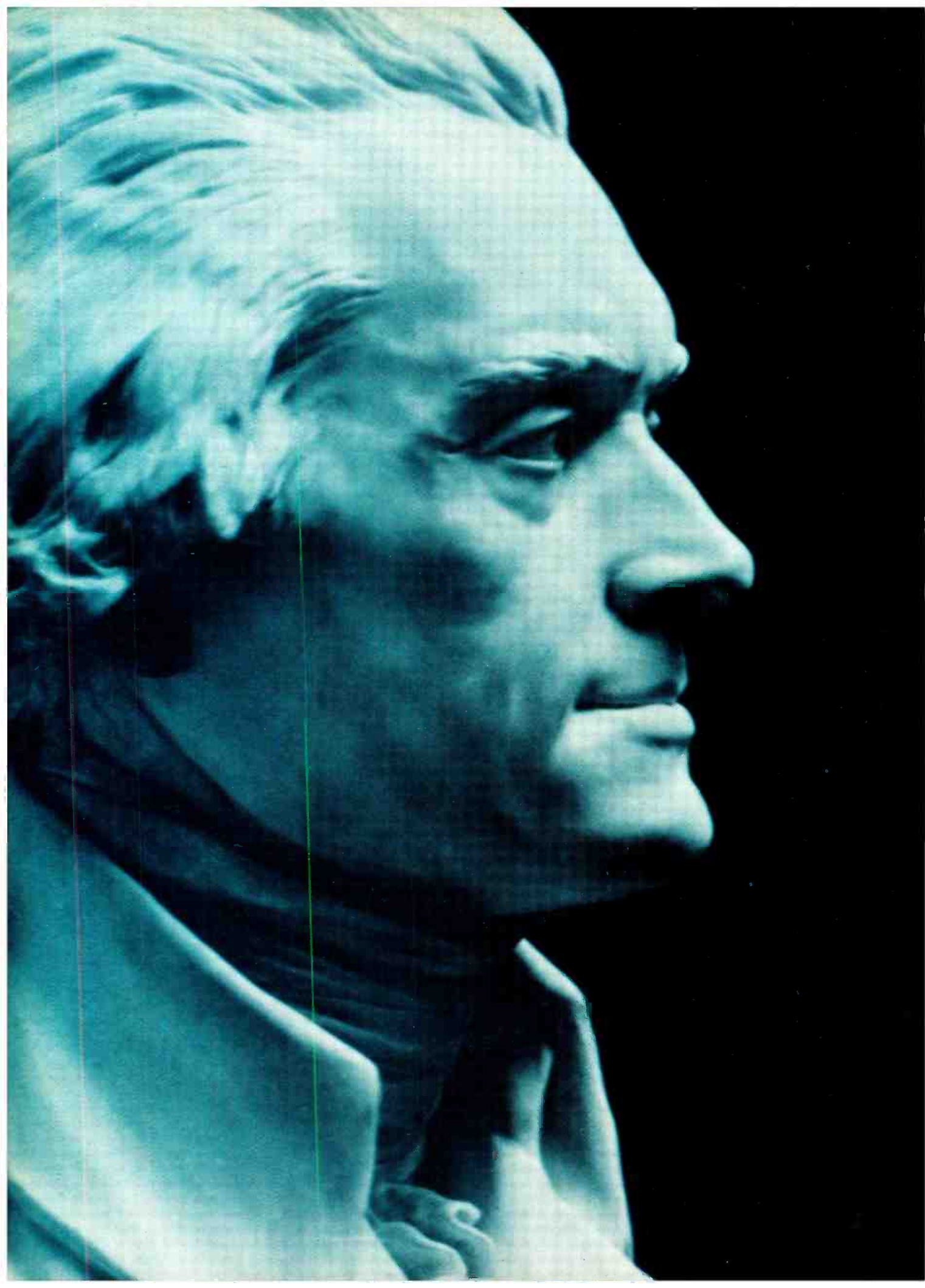
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some things we can't give on. Some things we're just going to have to stand up and say, "We just cannot live with that." But I think we need to find more ways to help people like Chairman Tim Wirth [D - Colo.], for instance, to realize some of his goals. He has some very laudable goals. He's very interested in some things that are really good, and we could help him do those things. At the same time, I think we expect him to help us and be understanding of some of our problems.

Do you think you would spend more time in Washington than previous joint board chairmen?

Yes. Not only is the joint board chairman going to have to spend more time, but I think board members are going to have to spend more time.

There has been some criticism that the executive committee intrudes too far into NAB operations, and that the executive committee may spend too much time in Washington.

I don't think we should spend too much time getting involved with the day-to-day operations of the NAB—personnel matters and that sort of thing. We hire people who are capable of handling that. But when it comes to the policy level—strategy, long-range planning—that's where we're going to have to spend more time. Not trying to tell the president how to run the NAB.

There are always people who are going to want to do that. There are always going to be people who feel that they have a particular strength, and they're going to want to exert that strength. Some people think they're experts in finance; others think they're experts in public relations, and others think they're experts in budgeting and that sort of thing. And they are. But I think we have to be very careful that we don't interject ourselves into those areas too much. I think it's fine to make observations through the president.

Do you think that the joint board chairman should be compensated, and if you are elected to that post will you accept the \$50,000 that is the present stipend?

I think if the person elected to the position needs the money, for whatever reason, yes, he should be compensated, because it is a very demanding job. I don't think that not having the time nor having the money to do it should ever come in the way of a good man serving. In my own case, I don't have to. I built my business; it's able to support me. I don't need to do that. And, no, I will not [accept compensation].

What do you think are the principal forces affecting the broadcasting industry at this time?

Societal. I think with the advent of the information age you hear bandied about quite a bit, people know more. They're more aware of what's going on and they have a lot more concerns. The various media have brought it to their attention. And so I think they're a lot more activist today. People who are expressing their concern and wanting something done about it. And I think that's having a major effect.

Now the other thing is deregulation, the marketplace. We are driven by market forces more than we have ever been before. We don't have near the security that we had under strict regulation. In a marketplace society, competitors are free to do more things. And I think that's affecting our industry tremendously.

Are you at all concerned by the marketplace developments in terms of the new entities coming into field?

Yes. One thing I'm concerned about is the small-town radio station: How is it going to survive? For instance, under Docket 80-90 and with the preference that daytimers are going to get. And yet, the requirements that they may have to divest themselves, under current thinking, they will have to divest themselves of their AM daytime over three years. If two small stations come into a small community, you may end up with two bankrupt operations. You won't have any station. I'm concerned about this.

There are a lot of things that I think are going to reflect in a negative way on certain parts of the industry. Another thing I'm very

concerned about is must carry. What's going to happen if cable systems don't have to carry local television? What's that going to do to the local television station? The A & B switch is not the answer.

How do you feel about a federation of industry associations?

I don't think we're ready for that. We might be at some point in the future. There are a lot of new things coming on.

For instance, it used to be the AM radio business. Then it became AM/FM. And then all of a sudden we got subcarriers and there was Muzak on the background. And then they allowed us to feed to other services. Data, and now paging, has come along and there's electronic mail and television. At first there was just television, and then there was teletext, and now there's stereo. And there's the blanking interval.

There are more and more opportunities coming along and the industry is becoming more fractionalized and more diversified. At some point in the future, there may have to be a federation. I think it's premature at this point. I think at the present time, the way we're organized is the best to get the job done.

How about the National Radio Broadcasters Association? How do you feel about a merger with that organization?

I think it would serve our industry much better if we were one organization and not two, so that we could speak with one voice and work together. We've come a long way in that, and we are cooperating more. I would like to see the two groups come together sometime in the future. I think it would be better for the industry.

Would it be a priority item for your agenda?

No, but it would be something that I would be constantly on the lookout for. I wouldn't want to force it. But when the time is right, open arms.

What is your current estimate of the number of votes committed to your candidacy?

Thirty-one.

Is it over then?

How many weeks is it to the election? We don't know what's going to come right out of left field that might cause a person to change his mind. And even though a person might feel one way today, next week he could feel another.

If the election were held today, I feel that I would win it. But I don't have a crystal ball. I don't intend to stub my toe, but I might.

What would you hope to leave behind as the principal legacy of your board chairmanship?

A greater improvement in the relationship with Congress. To me, relationships are everything—with your family, with your children, with the people that you work with, with your community.

I would hope to leave a legacy of greatly improved relationships and a feeling of trust between broadcasters and Congress.

Do you have any feeling for how that might be accomplished?

Dialogue. Talking. Better understanding of their problems. Letting them know what we're doing. We are the finest citizens in corporate America today. Broadcasters as an industry do more for their communities in the way of public service and education, in raising money, in all these things. Department stores can't compare, drug-stores can't, service stations can't; nobody does for its community as broadcasters do. Of course, we were forced into the public service mode by the Communications Act, but the public interest necessity continues. But I don't think we do nearly the job we could do of letting our congressmen and senators know what we do in our communities.

How would you characterize this race? Is this a race on issues or is it more a matter of leadership style?

Exactly: style. And the world is not going to come to an end regardless of who wins. The NAB will go right on and will be strong.



The exhibit floor at NCTA's 34th annual convention

Mooney talks of the promised land

Says cable act gives operators new freedoms, calls for cooperation in developing scrambling technology

The Cable Communications Policy Act of 1984 has put the cable industry at the threshold of an era of "economic freedom," NCTA President Jim Mooney said at the opening session of the association's convention in Las Vegas last week. "There will be no return to the bad old days of trial by ordeal in the city council and cable as a second-class citizen. Those days are gone forever."

In the new era, he said, all cable systems will be assured due process when they apply to renew their franchises, and most systems will be free of basic rate regulation.

And the freedom may be expanded by the courts as they begin to recognize the cable operator's First Amendment rights, he said. "This spring, in the space of just five weeks, three federal appeals courts affirmed the status of cable as a First Amendment player," he said. "Indeed, there are strong indications

that even the must-carry rule may fall to cable's rights under the First Amendment."

The loosening of regulatory constraints coincides with the slowing down in system construction and transformation of cable



Mooney

"from a cash user to a cash provider," he said. The industry's next challenge will be "not only to compete with other providers of video services, but to win that competition."

In the ever-changing world of cable television, Mooney said, there is one constant: "the appetite of consumers for diverse, quality programming... The market is there."

Mooney called on cable operators and programmers to work together to scramble the programmers' satellite feeds. "Pay television cannot fully prosper so long as the product we sell is effectively being given away," he said. Operators and programmers "must go forward now to put into place that additional technology needed to safeguard the integrity and the future of pay television. Talking about scrambling isn't enough; the phrase 'cable friendly' means doing it."

Among the things the cable industry has going for it, Mooney said, is that consumers want it to succeed. "Indeed, cable is the last best hope of television fulfilling its true potential." □

CCPA fallout: basic rates up, pay may fall

Panelists say restructuring of programing packages will occur as bill's provisions take effect in years ahead

What effect will the Cable Communications Policy Act of 1984 have on the pricing of cable services? According to a panel of cable operators and programmers at the NCTA convention, it will cause basic service fees to go up and pay fees to stabilize or, perhaps, come down.

The act, which went into effect last December, deregulates the pricing of basic rates. Under the act, said Todd Hardy, general counsel, Group W Cable, cable systems may increase fees up to 5% without the approval of municipal franchising authorities in 1985 and 1986. After that, he said, they may increase the fees to whatever the market will bear.

The cable operators on the panel made clear that they would take advantage of the basic rate deregulation to increase their rates. "We think it is very, very important to get into a more direct relationship with subscribers from a rate standpoint," said James Cownie, president, telecommunications group, Heritage Communications Inc. Basic rates have been "held down artificially" by municipal rate regulation.

With increases of basic revenues limited by rate regulation, Cownie said, cable operators have had to rely on increases in pay rates to improve the bottom line. The net result, he said, is that "pay rates are probably too high and basic rates are probably too low."

According to Cownie, Heritage plans to increase basic rates to the bill's limit, 5%, in 1985 and 1986. And, when the lid comes off in 1987, it will increase rates more than 10% in 1987 and 1988 and more than 7% in 1989 and 1990. After all is said and done, the price of basic service, on average, will have risen from \$9.46 in 1983 to \$14.98 in 1990. Over the same period, he said, Heritage will be able to hold increases in the price of pay services to a percentage point or two each year.

James Gray, president, national division, Warner Amex Cable Communications, said Warner Amex is considering basic-pay pricing schemes in which pay rates would go down, while basic and revenue-per-sub-

scriber go up. According to one model, he said, basic rates will increase from \$10 to \$15 over four years, while pay rates will drop from \$13 to \$9. The bottom line: revenue per subscriber will jump from \$17.30 to \$23.09.

Another effect of basic rate deregulation, according to Gray, will be a shift in the industry away from expanded basic tiers of service (between basic and pay) containing popular satellite-delivered services to basic tiers containing all nonpay services. The expanded basic tiers were created in many cases to avoid rate regulation, he said. In a deregulated world, he said, they are no longer as necessary. The move to basic will also reduce the per-channel cost of basic services, he added.

Arthur A. Kurtze, group vice president, Centel Video Services, said that Centel's average basic fee of around \$9 will go up in the years ahead and, perhaps, a little more quickly than that of other operators. According to the Arthur D. Little study (see "Top of the Week"), he said, the typical basic fee will be \$15 in 1990. "We would like to get there in 1987."

Cable operators will have to sell the increases to subscribers, he said. "We have to build value and, more significantly, build perception of that value." Operators should offer subscribers as many basic services as possible, he said, so that they can find a combination that justifies the \$15-a-month expenditure.

Also on the panel were two basic cable programmers, and their concern was getting a share of the new basic revenues. "What's in it for us?" asked Roger Werner, executive vice president, marketing, ESPN. The current per-sub, per-month fee that ESPN charges its affiliates was set when basic rates were "frozen fixed."

Terry McGuirk, vice president, special projects, Turner Broadcasting System, said TBS's CNN and CNN Headline News will continue to need revenue from affiliates' fees to sustain themselves. Advertising revenue has not grown as expected, he said. The cable advertising market is "getting softer and softer," he said. "There are too many availabilities chasing too few dollars." Although CNN is financially stable, McGuirk said, TBS is concerned that CNN is "not strong enough to make the impact

that the [broadcast] networks do." The network has a lot of "weaknesses," he said.

Werner and McGuirk were pleased that the industry is moving away from expanded basic. In some systems, ESPN, CNN and CNN Headline News are on such tiers, which, by their nature, reach fewer homes. And fewer homes translate to lower advertising and affiliate-fee revenues for the services.

But McGuirk said CNN could pick up between seven million and eight million homes if all its affiliates put the service on a more restricted basic service. Werner said ESPN would add between three and four million homes.

Hardy cautioned cable operators to consider the copyright implications of shifting basic services from one tier to another. As the Copyright Act is now applied, he said, copyright royalties for a distant broadcast signal are based on the total revenue of the tier that contains the signal.

But Hardy and McGuirk said the copyright problem may be mitigated soon by reforms in the copyright law. According to McGuirk, the Motion Picture Association of America is now advocating that the fees be based not on a percentage of the basic revenues, but on the number of subscribers reached by the distant signal.

Hardy had some other advice for cable operators contemplating basic rate increases. Operators should keep the process open, he said. Employees, consumers, the local government and the media, he said, should all be kept informed on why the rate increases are needed and how large they are going to be. □

CRT overhaul of major importance to Congress

Senators and representatives on panel say tribunal needs to be redesigned, perhaps eliminated

Key House and Senate members called for major reform of the Copyright Royalty Tribunal during an NCTA panel session last week and indicated Congress will take action soon. There was a consensus among the congressional panelists that the tribunal must be reworked. But the members voiced uncertainty over how to go about revamping it; some questioned whether it should be saved.

"Frankly I think the CRT is an agency that is broken and perhaps cannot be fixed, although I hope not," said House Copyright Subcommittee Chairman Representative Robert Kastenmeier (D-Wis.). The chairman also indicated a willingness to "entertain options other than the tribunal." Kastenmeier told cable operators he will hold legislative hearings on the CRT on June 19 and July 11 (BROADCASTING, June 3).

Kastenmeier's concern about the tribunal



Kurtze, Cownie, Hardy, Gray, Werner and McGuirk

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McC Mathias, Leahy, DeConcini, Kastenmeier, Moorhead and Synar

was echoed by Senator Charles McC. Mathias (R-Md.), chairman of the Senate Copyright Subcommittee. Mathias said the Senate also will conduct oversight hearings this summer. "We really are in a near crisis as far as the tribunal is concerned," said Mathias.

Congressional interest in reforming the CRT stems from the resignation of CRT Chairman Marianne Mele Hall last month, after it was discovered she worked on a book that many members of Congress considered racist (BROADCASTING, May 13.)

But where does Congress go from here, Mathias asked. "I know there are suggestions from time to time to do away with the CRT and leave it to the courts. But there are a lot of problems if we leave it to courts that are already moving too slowly and have a big backlog," Mathias said.

The senator also revealed that he has talked with White House chief of staff, Donald Regan, about the three remaining vacancies on the five-member tribunal. CRT commissioners are nominated by the White House and confirmed by the Senate and Mathias said he told Regan that "we have a crisis on our hands." He asked the White House to move rapidly on the nominations. "He promised me that within a matter of weeks he would do just that," the senator said.

In addition to discussing the fate of the CRT, the members also discussed copyright reform in general. There is some question, said Kastenmeier, as to whether Congress should link the two issues. If the changes in the CRT are sweeping and controversial, further revision of the cable provisions in the copyright law may be too much to include in one bill and still expect it to pass the House and Senate, he said. Kastenmeier concluded it may be preferable to address those issues separately.

Senator Patrick Leahy (D-Vt.), ranking minority member on the Senate Copyright Subcommittee, also expressed an interest in revamping the agency. "My concern," Leahy said, "is that the CRT has become a dumping ground for people who do not understand the industry." Leahy thinks Congress should revise the law to insure the tribunal has "better people and the staff they need." He also believes the subcommittee should hold its oversight hearings "now." If Congress waits until next year to examine the issue, Leahy feared, the matter may take

much longer to resolve.

Representative Carlos Moorhead (R-Calif.) agreed with the others. "I think the format of the CRT should be changed," said Moorhead. "I think there should be a permanent chairman who gets enough money to attract top people, at least \$100,000, and the President should pick qualified people with the skills that we need," Moorhead recommended.

Moorhead also thinks a better mechanism could be devised for cable to pay for its compulsory license. Perhaps, he said, a flat fee such as 50 cents a month per subscriber would be acceptable. But, the congressman said, "even if the system is simplified, you would need top level people, because just determining who's going to get that money is also a major job."

"We need to put in competent people with competent resources," said Senator Dennis DeConcini (D-Ariz.). DeConcini, who also sits on the subcommittee, said that around Labor day he will reintroduce the copyright legislation he offered in the last Congress. The bill, which reduced the size of the CRT from five to three commissioners, also revised the copyright laws to permit superstations to negotiate directly with copyright holders instead of paying fees set by the tribunal.

What Congress does with the CRT, said Representative Mike Synar (D-Okla.), will dictate what can be done with the law in general. He emphasized the importance of holding hearings to determine "what the parameters are and where we will go."

During the discussion, it became clear from the questions put to the panelists that cable operators fear Congress may only fix the CRT and that the inequities they see in the law will not be rectified. "We've got an obligation to address the whole matter, not just the CRT," DeConcini stated.

The members, however, also suggested that the cable industry and copyright holders (the Motion Picture Association of America, broadcasters and professional sports interests) try to settle some of the more substantive issues among themselves first and then go to Capitol Hill. "What I am trying to tell you," Synar said, "is to negotiate out." Congress, he stressed, "doesn't want to get into the rate-making business."

Kastenmeier also encouraged cable to negotiate with copyright holders. He noted that

the parties have held informal talks and urged that they continue.

(NCTA Chairman Ed Allen, president, Western Communications, later confirmed that "exploratory talks" with Hollywood have occurred but that NCTA has not "plugged in the sports people." Among the ideas broached as possible alternatives to the CRT, Allen said, was one floated separately by NCTA Director John Malone, chairman of NCTA's copyright subcommittee, and MPAA President Jack Valenti. It would institute a flat per-subscriber, per-signal, per-month fee.)

"If you come to us and say you've worked this out, it's an enormous incentive to move forward," Leahy noted. But the question remained: Is there time enough to bring this to a conclusion before the close of this congressional session? "If there is industry agreement and if it's patently fair to the consumer, I think Congress would leap at the opportunity to confirm it," Mathias said.

The subject of scrambling the satellite feeds of cable networks also came up during the session. Both Kastenmeier and Mathias think it is an issue that not only involves communications policy but copyright policy as well and they plan to examine it. □

First Amendment questions probably to be decided in courts, panelists say

Beer-wine, obscenity issues among topics debated

Five members of the House and Senate judiciary committees told an NCTA convention audience Monday (June 3) that resolution of First Amendment problems faced by the cable industry is more likely to come from federal court action than from legislation. In addition, members of a "Cable and the First Amendment" panel agreed that cable operators—along with broadcasters—must exercise discretion in alcohol-related programming and material with sexual themes if they hope to diminish the threat of legislation further limiting the nature of such transmissions.

Senator Strom Thurmond (R-S.C.), chairman of the Senate Judiciary Committee, predicted cable will probably wind up "somewhere in between" newspapers and broadcasting in First Amendment regulation. "Some regulation in the public interest is appropriate," Thurmond insisted, noting the use of public access by cable operators and the public interest obligations of broadcast stations distributed by them. He speculated that moves to grant cable greater First Amendment freedoms will likely come on a case-by-case basis.

In a reference to proposed legislation limiting advertising of alcohol-related products on television and radio, along with the move by Senator Jesse Helms (R-N.C.) to apply federal obscenity statutes to cable,

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"Wows" in Washington

Ratings UP 40% - #1 Independent in Time Period*

"Hoorays" in Houston

Ratings UP 200%*

"Praises" in Pittsburgh

Women viewers 18-49 UP 500%*

"Tributes" in Tampa

Ratings UP 50%*

"Magnificos" in Miami

Ratings UP 50%*

"Bravos" in Baltimore

Ratings UP 50%*

"Kudos" in Columbus

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*Source: A. C. Nielsen/Arbitron. Feb. '84-Feb. '85.



Thurmond, Heflin, Fish, Mazzoli, Schroeder and Quello

Thurmond called on industry managers to "do as much self-policing as you can" to avoid the imposition of stricter federal content controls. "I hope you will exercise restraint," urged the senator, adding: "Keep in mind that you've got a duty [to do] what is best for the public. . . . You don't realize the impact of television."

Although each of the panelists agreed that there is no immediate likelihood that legislation in either area will pass now, the consensus was that some version of antialcohol advertising or cable-oriented antiobscenity legislation could be approved in the future.

Voting against such bills might be political suicide, suggested Representative Pat Schroeder (D-Colo.), a member of the House Judiciary Committee.

"We have a mood in Washington that is very tough," Schroeder said. "You become pro-smut if you vote against such legislation as Helms is proposing," she said. "On the alcohol issue, it's the same thing. You are perceived as being in favor of drunken driving." She expressed concern that the First Amendment could be eroded through the action of legislators worried about their political futures.

Schroeder said she is also disturbed by a recent memorandum prepared by the Justice Department in response to the Helms proposal, S. 1090, suggesting that legal precedents based on transmission of allegedly obscene materials via electromagnetic frequencies should be applied to cable. The memo, according to Schroeder's interpretation, would encourage arguments justifying content regulation based on the pervasiveness of the medium and satellite distribution of programming. It's her understanding that Helms does not feel Justice's interpretation goes far enough and that the senator wants to move the legislation package along as quickly as possible.

"I think we are in for some tough political times" as a result of the memo, Schroeder said.

FCC Commissioner James Quello, also on the panel, warned that if cable content is to be governed by the same obscenity criteria as is broadcasting, a host of problems will emerge. The "namby-pamby" Carlin decision by the U.S. Supreme Court would be applicable, he predicted, and place cable operators in the position of having to determine in advance whether a program contained obscene material, based on community standards.

Senator Thurmond explained that the Helms bill would provide criminal penalties

for dissemination of obscene materials by cable operators but not pre-empt a state's authority to set its own regulatory framework on obscenity if it chose to. This prompted a cable operator in the audience to speculate that state legislators would be placed in the same position as federal lawmakers, possibly yielding to public pressure not to appear "pro-smut."

"I have no use for either bill," confessed Representative Hamilton Fish Jr. (R-N.Y.), referring to proposed legislation on obscenity and the beer-and-wine issue. The same sentiment was echoed by Representative Romano L. Mazzoli (D-Ky.), who said he and other House members are worried about the possible loss of sports programming if an alcoholic beverage advertising ban goes into effect.

Senator Howell Heflin (D-Ala.) said more evidence is needed before action is taken on the beer-and-wine issue, advising that there is no substantial support for such proposals at the present time. "We can stand some improvement by the media and the ad makers [on alcohol-related advertising]," said Heflin, urging self-restraint by broadcasters.

Heflin also predicted many First Amendment issues involving cable will ultimately be resolved in the courts, including the must-carry rule.

"I don't see many members of Congress voting to eliminate their appearances on cable systems," Heflin declared. "You are running against political reality." Politicians want to be seen on as many news and interview programs as possible, he said, and maintenance of the must-carry rules tends to favor that.

Quello said: "A majority of the FCC seem to feel must carry is necessary," including himself, "but it's a very close vote." Cable operators would be handed "unbelievable power" if they were given the authority to pre-empt local broadcasts that are governed by a set of public interest-oriented content regulations.

Quello also argued that "news-gathering and editorial judgments are made much more by broadcasters than by cable operators" and until the situation changes the industry does not have as strong a case as broadcasters and the print media regarding elimination of the fairness doctrine.

Schroeder agreed, saying she and other federal lawmakers feel strongly that there is a need for reply opportunity on key issues on cable systems, backed up by federal legislation. However, she said the increasing number of channels available to cable viewers

might justify some modification of the fairness doctrine for the industry. On must carry, Schroeder said, cable has "a very good case" for elimination "but it's probably more a Fifth than a First Amendment issue." □

Answers from M Street

FCC staffers spell out status of issues including must carry, fairness inquiry, obscenity, EEO, pole attachments, technical rules

A platoon of FCC staff members covered a waterfront of cable and related issues during an informal Q&A at the NCTA convention last week. The keynote may have been struck by Dan Brenner, senior adviser to FCC Chairman Mark Fowler, who said that the new cable act "enhances the FCC's involvement in cable." Calling the FCC "the court of middle resort," he noted that "we're in an enforcement business we weren't in before."

Brian Fontes, special assistant to Commissioner James Quello, noted his boss's concern over the pole attachment issue. The new act requires states to draw up regulation of attachments before certification, which may lead to time delay and added costs. In the future, he said, the new law could result in states having more specific regulations on the subject.

Diane Silberstein, senior adviser to Commissioner Dennis Patrick, addressed the fairness doctrine, saying that the reasons for having fairness apply to cable are less compelling than those involving broadcasting. The same scarcity considerations don't apply. And while the courts have held that the First Amendment rights of viewers, not broadcasters, are paramount, the movement is toward giving more First Amendment rights to cable.

Referring to the FCC's current fairness inquiry, Silberstein said Patrick had tentatively concluded the doctrine is codified and therefore beyond the FCC's reach for repeal. She said, however, that the FCC may conclude that the doctrine is subject to commission modification.

What will the FCC do about must carry? Rod Porter, deputy chief of the Mass Media Bureau, said that although there had been a number of discussions in the bureau, any action will be deferred until after the District of Columbia court rules in the pending Turner Broadcasting case—a decision widely expected to favor cable's interests on must carry.

In a similar vein, Stephen Ross, chief of the cable television branch, said that FCC policy was to deal with special relief petitions on a case-by-case basis, at the same time being "a little more cautious" on hyphenated-market cases. "I don't think the court will settle the issue but will throw it back to us. [The picture] will continue to be muddled," he said.

Bill Johnson, also a deputy chief of the Mass Media Bureau, said a "metaphysical" question has come into the cable EEO pro-

posal before the commission: If there are numbers, is it a quota system? Johnson indicated there was no practical way to implement the matter without numbers, but said that would only be a first consideration. "If the numbers aren't quite right we will look at programing" and other elements, he said, in dealing with annual certification and five-year investigation of cable systems. Johnson said the FCC's deadline was the end of September. On the same subject, Bruce Franca, chief of the policy analysis branch, said the FCC would "stay pretty close to a middle ground reading" of the statute. Two forms that had been designed for the proceeding have not been approved by the Office of Management and Budget.

Ralph Haller, assistant chief of the Policy and Rules Division, said the FCC would like to do away with its technical rules for cable insofar as quality control is concerned, although rules affecting interference would be retained. Quality control rules "would be like telling a publisher what ink to use," he said. If the recommendations go through, only interference rules would remain by next year. The cities, however, might move into the vacuum, he said.

Albert Halprin, chief of the Common Carrier Bureau, came in for the lion's share of the questioning by NCTA delegates. He spoke of the FCC's role in determining cable's eligibility to provide nonvideo services, noting that the states, at the behest of telephone companies, have said "no" to cable's providing intrastate services. Halprin expressed confidence the FCC could address the matter before its summer recess.

On pole attachments, Halprin said the FCC had devised a system "to let systems police it for us." Cable should work first with the states, then come to the commission if enforcement proves necessary. "But the FCC is not the National Pole Attachment Regulatory Agency," he said.

(A similar hands-off stance was indicated by Bill Johnson on the question of franchising. The FCC believes the new cable act "takes us out" of that area, he said.)

Other Halprinisms: Alternative satellite systems are clearly contemplated by the Intelsat Agreement (suggesting FCC approval of separate systems applications now before the agency). "Ultimately, the only thing the FCC is going to want to do is be a traffic cop." "Don't hitch your star to regulation by common carrier." The consent decree (AT&T divestiture) will take care of most issues involving telco entry into cable, with only an occasional issue dealing with independent telephone systems cropping up. "The FCC does not want and will not favor one technology over another—it wants to see a marketplace."

Tom Herwitz, legal assistant to Chairman Mark Fowler, characterized the FCC's new effective competition rules as "pretty straightforward," and said the decision "balances with must carry." The intent was "to maintain as much of the Nevada decision as the FCC possibly could," he said. (The Nevada ruling pre-empted local and state regulation of rates.)

John Wong, supervisory engineer in the Mass Media Bureau, reported progress on the signal leakage proceeding—but noted

ruefully that it had been pending since the late 1970's.

General Counsel Jack Smith concentrated on the subject of obscenity, noting that "at first we thought it would be easier but now you can go to jail for two years." (S. 66 mentions obscenity in four different provisions, he said.) While some court language says indecent speech is protected (the 11th circuit, for example), "that's not the Supreme Court," Smith said. "We had hoped the lock-box decision would solve the problem" but it hasn't, he continued.

Bill Russell, head of the office of congressional and public affairs, said that this Congress is not in the mood to deal with substan-

tive communications legislation and thus "this could be a clear year." But Senator Jesse Helms (R-N.C.) is serious about pushing his bill on pornography, Russell said. At another point, noting that his office tracks issues by computer, he said that public concern over satellite dishes and other communications paraphernalia in neighborhoods "is beginning to heat up."

Dan Brenner remarked that "at some point there will be a day of reckoning for other technologies. If a 3% franchise fee [is fair] for cable, why not for SMATV's?" and other program providers, he asked. "Cable has a case against the cherry pickers in the media world." □

Congress tells cable where it stands on beer-wine issue

Panel of representatives says evidence doesn't seem to be there for a ban, but counterads are a possibility and cable will come under same rule as broadcasting

The debate over whether to restrict or ban beer and wine advertising on the electronic media continued last week during an NCTA session examining the implications for cable. But the six congressmen featured on a panel did not actually debate. They were mostly in agreement with one another: There is not enough evidence connecting the advertising of alcoholic beverages to alcohol abuse to warrant congressional action, but if there were, cable would be treated no differently than TV or radio.

Even Representative Howard Nielson (R-Utah), who introduced a bill on the subject, does not favor Hill action. His bill directs the Bureau of Alcohol, Tobacco and Firearms to conduct a study of the effects of beer and wine advertising on the electronic media.

Representative Thomas Luken (D-Ohio) agreed. "We can always use the information," but he said he has problems with Nielson's approach. "This is something that cannot be measured on a slide rule or yardstick." Luken said he has "serious reservations about any legislation that would require a survey because I think it sets up a presumption that whatever the data comes up with, we're going to follow and I don't think that's necessarily the case."

Said Representative Norman Lent (R-N.Y.): "There's a lack of an evidentiary link between advertising and consumption. I

think Congress would be ill-advised to venture into this field." Lent reminded the audience that Congress is capable of acting quickly and decisively when public sentiment is high, as in the case of raising the drinking age to 21, nationwide. But on the subject of alcohol advertising, Lent said: "I think the heat is off." Even Mothers Against Drunk Driving, which pushed hard for raising the drinking age to 21, has not taken similar action on this issue, said Lent.

Representative Dennis Eckart (D-Ohio) agreed that public sentiment is not highly charged unless there is a "tragedy on prom night." As Representative Jim Bates (D-Calif.) expressed it: "People are interested in other issues, such as the deficit."

The issue is really a marketing problem, according to Representative Thomas Bliley (R-Va.), and might better be studied by the FTC. He noted that in Scandinavian countries and the Soviet Union, where no alcohol advertising is allowed, "alcoholism is higher than it is here." His suggestion: more voluntary public service announcements by broadcasters and cablecasters.

Eckart also favors PSA's and feels the electronic media are already doing a good job there. And although he said he does not think there is sufficient evidence to proceed with regulation, he is concerned that if a "bill gets beat, you will think the heat is off" and possibly do less in that area voluntarily.

Luken is not as impressed with PSA's. There's a contradiction, he said, in that "on the one hand, you're saying, 'These alcohol ads aren't really causing abuse, but we're going to counteract the abuse that it isn't



Bates, Bliley, Eckart, Lent, Luken and Nielson

causing.”

There was some discussion of counteradvertising, which, moderator Walter Threadgill, vice president, Storer Communications, pointed out has emerged as an alternative proposal to an outright ban on beer and wine spots. Bliley opposes counteradvertising and said he feels a ban would be preferable. As he sees it, forcing broadcasters and cable operators to give away free advertising time for opposing viewpoints is forcing “a man to give up his assets... and there’s no end to it.... We could force GM and car manufacturers to provide time for counteradvertising because of auto accidents.”

According to moderator Threadgill, annual beer and wine revenues derived by cable are close to \$30 million (\$20 million of that goes to superstation WTBS(TV) Atlanta, CNN, ESPN and USA Network), compared to \$500 million for broadcasting. □

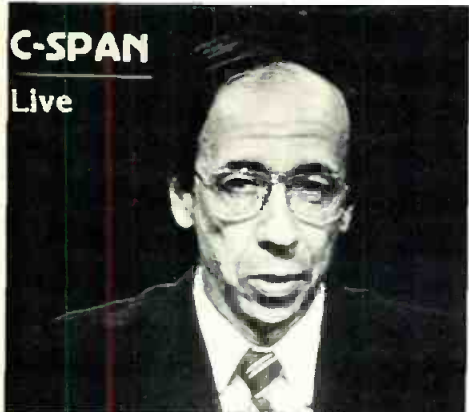
Fowler voices must-carry concerns in NCTA address

FCC chairman still believes compulsory license and must-carry rules should be linked

It looks as if the FCC is positioning itself to back down on must carry.

James McKinney, FCC Mass Media Bureau chief, already has publicly proclaimed that he has a plan to redraft the must-carry rules (into ones that would be “more technical than social”) if the Court of Appeals in Washington, which is currently considering the constitutionality of the rules, sends them back to the commission (BROADCASTING, May 27). And last week, FCC Chairman Mark Fowler, in a satellite address to the National Cable Television Association convention in Las Vegas, said he was “concerned” about “must-carry horrors” cropping up in markets like San Francisco.

“The FCC looks at three or four duplicate network signals all on the same system and says: ‘Must carry,’ ” Fowler said. “But reasonable people can look at this and ask, ‘Must you carry?’ Sometimes enough is too much.”



Fowler

Fowler added that he still believes there’s a link between the compulsory copyright licensing scheme and must carry. “Making fundamental changes to one side of the bargain without changes to the other side just doesn’t make sense,” Fowler said. “If the ideal—with open market negotiations for carriage and compensation—can be accomplished, so be it. But I don’t like my eggs half scrambled, half poached.”

Fowler also said that he was “concerned” about changes that might worsen the must-carry situation. “I hope the Copyright Office won’t slam distant signal payments for local signals created by new hyphenated markets,” Fowler said. “And I’m also concerned that the overall copyright burden may be too great. I’ve refused expansion of must carry by voting against mandatory TV stereo carriage and against imposing on-channel status for UHF stations. I’ve fought against entrenched interests inside—and outside—the FCC, some of whom, sunshine patriots that they are, now say they are all for repeal of must carry.” (Fowler didn’t name names.)

In a more abstract vein, Fowler asserted that it was now recognized that “marketplace competition” was “indispensable” in providing for the communications needs of the American people. “Entrepreneurs do it in the market, cable operators do it with few rules and deregulators don’t do it to anyone,” Fowler said.

Fowler also identified Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) “and the President he inspired, Ronald Reagan,” as part of a “team

of leaders that helped point this nation again in the direction that the framers of the Declaration of Independence and the Constitution intended—toward freedom, toward enterprise, and toward all of the rich and beautiful ideals that God intended for man.

“America is still beautiful,” Fowler added. “She is embodied by that lovely lady who stands in the face of all of the elements in New York harbor, her arms and her torch welcoming all who love justice, freedom and brotherhood.” □

Outlook on must-carry relief from Congress not optimistic

Congressmen tell cable operators action will probably come first from commission and courts

It is unlikely that Congress will move any time soon to initiate legislation directly addressing the controversial issue of the FCC’s must-carry rules, which require cable systems to retransmit all broadcast television signals in their markets. That was the word from congressmen who participated in a panel discussion on the subject last week.

Representative Dan Coats (R-Ind.) said it was his impression the FCC would act sometime to substantially narrow the scope of the current rules, so that perhaps cable systems would not have to carry duplicative network



Insiders preview. Washington’s “insiders” on copyright law were represented by key Senate staff members who presented their views during a Tuesday panel session on some of the more pressing copyright issues facing Congress. Pictured (l-r): moderator Edward Merlis, NCTA vice president, government relations; Ralph Oman, chief majority counsel, and John Podesta, chief minority counsel, Senate Copyright Subcommittee.

As was said at an earlier congressional panel on copyright, Oman and Podesta said the Copyright Royalty Tribunal is a broken agency. They predicted Congress will concentrate on making the agency functional, if it can.

Oman said the subcommittee is far from reaching “the point where it’s considering any alternatives to the CRT.” Podesta said that the Senate is focusing right now on filling the vacancies at the agency and scrutinizing the nominees selected by the White House for those seats.

As to what approach the reform might take, Podesta and Oman presented differing views. Podesta believes that all copyright issues, not just CRT reform, should be handled in one legislative package. Oman thinks the more pressing problem of the CRT should be dealt with first. “In terms of the larger issues of copyright inequities, they can be dealt with in time,” said Oman. Although Oman noted that the cable industry may be able to persuade the members to take a look at the larger issue of reform before “tinkering with the CRT,” he thinks revisions of the compulsory license will be raised during any copyright debate. “There probably will be an effort by your adversaries to raise that issue,” he said.

affiliate channels, or signals that are technically in a system's market but don't cover the system's geographical area, or channels that are not watched by the system's subscribers. Coats also noted that there are two pending cases in a Washington appeals court challenging the FCC rules. "Both [the commission and the court] will act before Congress gets into the act, I would suggest," he said.

Senator Charles K. Grassley (R-Iowa) agreed with that assessment. "We shouldn't get involved before they have acted," he said.

Said Representative Bill Richardson (D-N.M.): "Cable deregulation has been good to you people. There are only so many battles you can fight [in Congress]. Let the courts decide must carry."

The congressmen said that in discussions on Capitol Hill of how the commission might scale back the existing rules, talk has focused on such possibilities as imposing a maximum percentage of a system's channel capacity that would be subject to must carry, or perhaps excepting from must carry smaller systems with limited channel capacity. In any event, said Representative Michael Oxley (R-Ohio), the sense of Congress is that the must-carry rules in their current form are "on the way out." □

Malone offers insight into Warner Amex buy

TCI chairman explains possible financial structure of deal

In a meeting with analysts at last week's NCTA convention, Tele-Communications Inc. Chairman John Malone said the joint proposal between TCI and Time Inc. to purchase Warner Amex Cable Communications for \$1.2 billion in cash and debt assumptions may be leveraged with loans totaling about \$700 million, based on a projected 1985 WA cash flow of about \$110 million. The two partners, he said, would then each be responsible for bringing in another \$150 million in cash—or cash-flow equivalents in the form of outside cable properties—to the partnership.

Malone said it was likely that if the deal goes through, each partner would bring a combination of cash and properties to the venture. Malone noted that both partners have properties that fit well into the proposed venture, including TCI's properties in the Houston market and Time Inc.'s American Television and Communications system in the Columbus, Ohio, market. Bringing additional properties to the venture, he added, would give the two partners some tax breaks as well.

The sale of WA's Dallas system to Heritage Communications would reduce TCI's and Time's total payout for WA to about \$1 billion, said Malone. He said that WA's "metro" group of cable systems currently has a combined cash flow of approximately \$15 million (with the remaining systems in the WA group contributing about \$80 mil-

lion) and that the Dallas system has a "negative impact" on the metro group's cash flow of between \$5 million and \$10 million. If the deal goes through, said Malone, it will probably take six months to complete.

Warner Communications has about another week to decide whether to accept the proposed offer. Warner has a right of first refusal to buy out American Express. It was still unclear last week what would happen to the programming assets held by WA, which include a 19% interest in Showtime/The Movie Channel Inc. and two-thirds of MTV Networks Inc. But Malone told analysts last week that he was inclined to sell the whole lot. "We don't have ambitions to get into programming," he said, but acknowledged there has been no "prearrangement" to sell off the programming assets. He said, however, that if there were no takers for the Showtime interest, then TCI would acquire it.

TCI and Time decided to go the joint venture route in proposing to acquire WA, said Malone, so that the purchase would have minimum impact on the earnings statements of the parent companies.

Malone downplayed the possibility of any dramatic shift in the pay television alliances between the systems should the deal go through. Some have speculated that with Time's ownership of HBO and Cinemax, Showtime/TMC's strong presence within the systems (about 50% of WA systems offer Showtime or TMC and 50% offer HBO, while the split among TCI systems is about 60-40 in favor of HBO) would be severely diminished. "There may be a 10% swing," said Malone.

Malone also said that TCI had terminated its discussions with Storer Communications about submitting a proposal to buy that company's cable subsidiary. A successful bid would have to have been in the \$90-per-share range, he said, adding that "we can't make our way to that value."

The TCI president also reported that with United Cable's repurchase of two million outstanding shares, TCI now holds slightly less than 20% of that company, now ranked as the 12th largest MSO. Malone said TCI has the option to purchase up to 26% of United, which he said, "we intend to do." Once TCI holds 20% or more of United, he added, the latter will be entitled to "most" of the programming discounts that TCI receives

as the largest MSO.

Malone also called on all the cable program services to scramble signals to deter signal theft. In fact, he said, TCI would begin "discriminating" against those services that did not formulate plans to scramble their signals. The major pay services have announced scrambling plans, although a number of basic services have yet to do so. "It's not a revenue opportunity" for the cable operators, Malone said of his insistence on scrambling, "it's more a public interest, customer service type of investment." He said TCI would cover the cost of descramblers for subscribers if programmers would scramble their signals.

Malone also acknowledged that he was skeptical about pay per view as a viable business, in that PPV could serve to "deteriorate" the slowing growth of pay TV even further. If the TCI-Time bid for WA holds up, and Malone continues to believe that, it could be a setback for Showtime, which announced its plans last week to launch a new nationwide PPV satellite service. Currently Showtime is providing PPV events to four cable operators, the largest of which is WA (see story, page 74). □

Viacom's Goddard sees another good year ahead

Cable subsidiary president says pay subscriber erosion has been stemmed and that basic is growing

There was good news and bad news for Viacom Cable during a meeting of media analysts last week at the NCTA convention. Viacom officials revealed details of the company's financial condition for the first four months of 1985 and offered predictions for the future.

Viacom Cable President John Goddard noted that while the MSO had lost 26,500 pay subscribers during the first four months, it added 9,000 basic subscribers. He attributed the loss of pay subs to an increase in rates and predicted those losses would level off. Goddard noted that Viacom had only lost 1,600 pay subscribers in April. "We see that

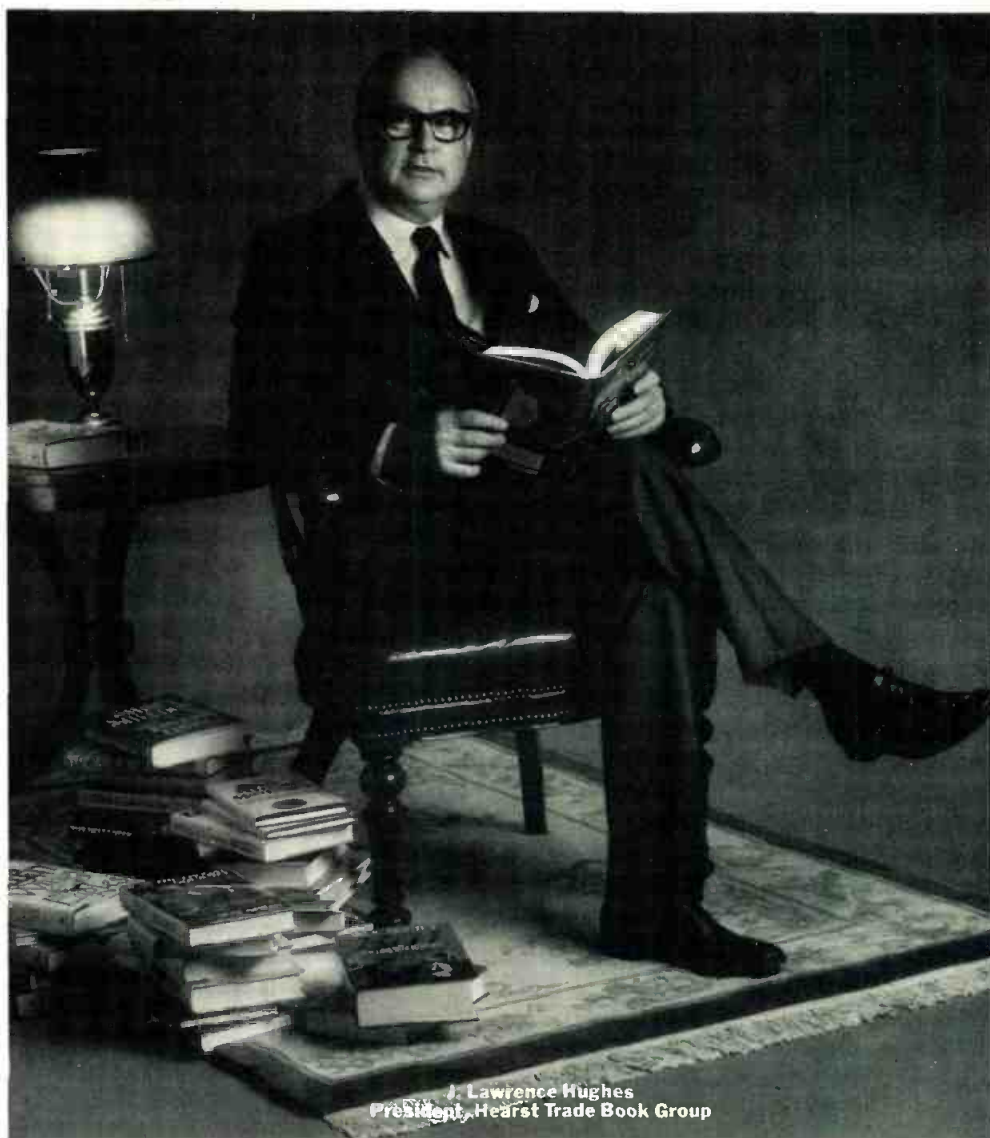
Dallas details. Heritage Communications President James Hoak said last week at an NCTA panel on cable finances that his company would buy Warner Amex's Dallas cable system "on balance sheet" (so that the cost of purchase would directly affect the earnings of the publicly traded company) but that subsequent to the acquisition, pieces of the system may be parceled off to outside investors in the form of limited partnerships or similar financing vehicles.

Hoak said that Heritage had the necessary commitments from lenders to finance the entire system by itself, but that the company wanted to "spread the risk" a little. He said that the limited partnerships would be "nontraditional," in line with proposed changes in the tax laws that may transform limited partnerships from tax-shelter-driven devices to earnings-driven instruments. With the proposed reductions in tax rates, said Hoak, "the whole need for tax shelters is lessened."

United Cable President Fred Vierra agreed, saying cable is an "asset appreciation business" that should fuel demand for investors looking for a return on limited partnerships. "A lot of things will drive better cash flow" in the cable business, he said, including the fact that the industry major construction effort is behind it and increasing attention to curbing signal theft.

According to Bernard Gallagher, vice president, treasurer, Comcast, the best financing is long-term, "reasonably priced" fixed rate debt. "There's no greater alternative," he said.

Larry Hughes of Hearst's William Morrow & Co. had the creative idea to put together the team that's batting 1.000.

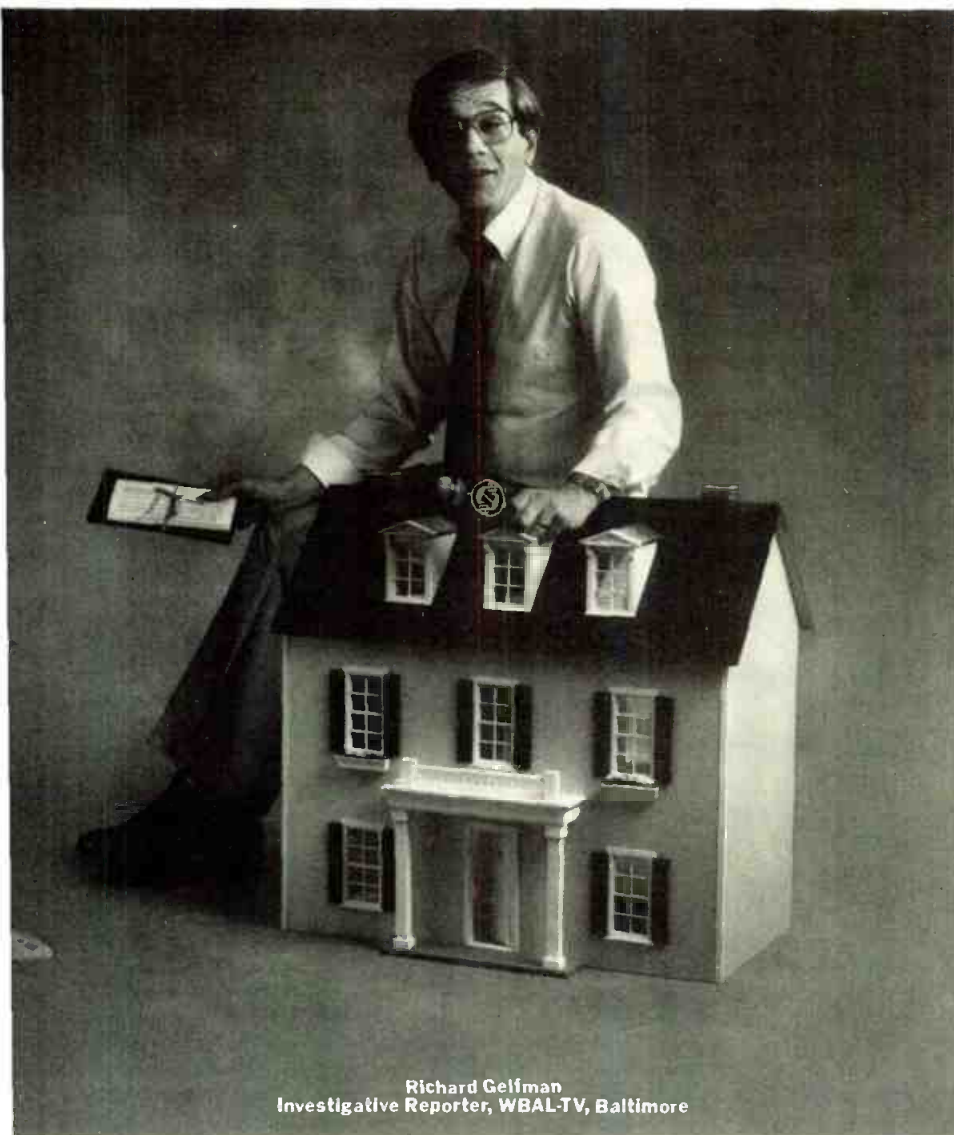


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Dick Gelfman of Hearst's WBAL-TV in Baltimore had the creative idea to put together a news series that helped strike out illegal mortgage brokers.



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United numbers. Although the final tabulations aren't in yet, United Cable executives told analysts in a meeting at the NCTA convention that the company probably earned about \$65 million in operating income on about \$165 million in revenues for fiscal 1985, which ended on May 31. United Chairman Gene Schneider said those figures were in line with projections he offered two years ago that by the end of the company's fiscal 1986, it would have operating income of about \$80 million on revenues exceeding \$200 million. "It's clear," said Schneider, "that we will exceed those projections."

United President Fred Vierra said that the company's operating margins had gone from about 38% in 1983 to 40% currently, and are "climbing." On the company's recent purchase of two million shares of its outstanding stock for \$80 million, Vierra said, "it's one of our best investments" because in effect it enabled the company to buy cable properties at a significant discount from the going rates in the private market.

Vierra endorsed pay-per-view, saying it was one of the directions the industry had to go to counter the declining growth rates in pay television. Other solutions, he said, include the use of more creative pay packaging, basic rate increases and "very aggressive targeted marketing."

Vierra said United would continue on a path of building "net asset value per share" by pursuing further cable acquisitions. It bought systems last year in four states passing a total of 214,000 homes with 104,000 basic subscribers.

In addition to the stock repurchase, United recently completed a \$100-million subordinated debenture offering and secured a \$250-million line of credit.

trend bottoming out as the year continues," Goddard said.

He thought the loss was due in part to the simultaneous availability of much of the product—appearing on all the services at the same time. "This gives us a credibility problem with our subscribers."

But despite the slowdown, Viacom remains optimistic about the future of its pay services, Showtime and the Movie Channel. He noted that pay profits have been constant since December 1984, despite the subscriber drop-off.

Viacom, Goddard continued, also has completed renegotiations at several of its franchises, among them Milwaukee. There, Goddard said, Viacom was able to get a rate increase of \$2 per month for basic, \$2 per month per pay service and an additional \$2 per month for basic next year. "This ultimately will put us this time next year at a \$13.50 basic rate in that system."

In San Francisco, he said, Viacom raised its basic rates \$2.50 to \$15. "This represents a 50% increase in rates in a little over one year, and during that period of time we haven't lost any basic subscribers on that system, and we have spent additional sums of money improving customer services. We're very pleased with the trend that we can raise rates substantially and also put some of that money back into quality customer service," Goddard said.

The company's cable cash flow margins for the first four months this year, compared to the first four months of 1984, were up 2%.

"We're pursuing a strategy of high basic rates and also a strategy of low-volume transactions from pay units," he explained. He noted that Viacom was also putting greater emphasis on subscriber retention. In terms of the MSO's cable deregulation strategy, Goddard said, Viacom would be implementing a 5% basic rate increase for most of its systems.

On the pay side, Showtime Chairman Neil Austrian said Showtime and the Movie Channel had lost subscribers for the first time, down at least 80,000. However, the services made gains in April, he said, and are "back positive again." He predicted the company would end the year with a 4% to

5% increase in pay subs.

Austrian said he expects Showtime to do significantly better this year than the \$32 million it earned before taxes last year.

A status report was also presented by Lifetime's Thomas Burchill. (Viacom is one-third owner of the channel.) He reported that Lifetime now reaches 25 million households and has reformatted many of its programs. Ratings for the service have also increased. "We've seen an overall 25% increase in our day-long ratings and almost doubling in the prime time ratings." Although Lifetime may report a loss in 1985, Burchill believes it will be profitable next year. □

Comcast looking for big fish to swallow

Acquiring a larger firm is part of MSO's growth plan for the future

"We think the cable industry is in a period of consolidation and that companies are eating each other up," observed Comcast Corp. Chairman and President Ralph J. Roberts last Monday. "Our plan is to be one of the eaters."

Advising that the 16th-ranked multiple system operator has a "delicate palate," Roberts told media analysts gathered in Las Vegas for an NCTA-related briefing that Comcast has been looking for a company that is several times larger than itself as an acquisition target. He disclosed that the Bala Cynwyd, Pa.-based company has been in "deep discussions" with many of the companies involved in recently announced cable deals but no suitable agreements have surfaced. Roberts and other company executives declined to specify names of such targets.

"We will not let what we perceive to be a good economic acquisition get away," added Julian Brodsky, Comcast's senior vice president and chief financial officer. "We'll

be more aggressive bidders in the future. We are probably too conservative; that certainly has been true of the past 36 months."

Brodsky said Comcast has been reluctant to make a major acquisition in the past partly because of a desire not to blemish its earnings performance of the past five years, during which income has risen consistently from quarter to quarter. Net earnings were \$3.1 million in 1980 and \$12.1 million last year. The cautious posture has left Comcast sitting on more than \$160 million in available cash, plus another \$33 million available off the balance sheet for expansion. The company claims little demand on its \$34 million in current annual earnings and no major debt repayments for several years. Revenues were up 22% last year, while profits climbed 35%. According to Brodsky, Comcast became a major generator of capital in 1984 and that trend is expected to continue as the MSO's systems mature.

On May 23, the Comcast board voted a three-for-two stock split in the form of a 50% stock dividend, payable June 27 to shareholders of record on June 6. It was the fifth such split for the firm in as many years.

Brodsky said Comcast is seriously considering further diversification within telecommunications, particularly in radio common carrier services such as paging systems and possibly including cellular radio.

Comcast currently owns and operates cable systems serving about 342,000 subscribers and manages systems for limited partnerships serving another 139,000 subscribers. The entity also owns the largest independent network of background music systems operating under the Muzak name and designs and installs commercial sound systems.

Both Roberts and Brodsky said future acquisitions might be kept off the balance sheet through merger agreements similar to that entered into by Comcast in early 1984 for acquisition of Calvert Telecommunications Corp. (Caltec). The system, serving about 92,000 subscribers in suburban Baltimore, operates under a limited partnership in which Comcast has a 38% interest.

Roberts predicted that partnerships would become more sophisticated in the future, involving utility companies and other major investors. Comcast is also looking at straight debt issues and convertibles for future acquisitions as well.

The Caltec purchase involved formation of a \$62.4-million limited partnership offering—the largest by a cable television company—known as Maryland Limited Partnership.

In Philadelphia, however, Comcast is constructing a portion of that city's urban system on its own.

Vice Chairman Dan Aaron told the analysts that Comcast is still negotiating with city officials on construction requirements but expects groundbreaking to begin within the next several months.

The 155,000-home Philadelphia system will be priced at \$2.50 per month for basic and \$9 for an expanded tier. Pay channels will not be rate controlled.

With Philadelphia and new acquisitions coming on line, Comcast executives predicted their company will soon pass the one million subscriber level. □

Pay-per-view the talk of the convention

It's premature to say that pay-per-view's time has come, but judging from the flurry of activity surrounding that medium at last week's NCTA convention, including announcements that three new national P-P-V services are planned for launch in the coming months, it's certainly fair to say that P-P-V believers are finally putting their money where their mouths have been for years. With announcements last week that three companies are planning P-P-V launches in the fall—Playboy, Showtime/The Movie Channel and The Choice Channel—in addition to two recently announced ventures—the New Pay Per Movie and The Exchange—the race to see if a national satellite-delivered P-P-V service can succeed has begun.

The outcome will, in large part, be determined by the kind of support the services receive from cable system operators who are sharply divided on the issue. Last week, the heads of the two largest MSO's, John Malone of Tele-Communications Inc. and Trygve Myhren of American Television and Communications, said they were skeptical about the long-term business prospects of P-P-V. Malone said it might contribute further to pay television's existing growth problems. Myhren dismissed P-P-V as so much "hype." But other MSO's such as Cox, Viacom and United have been actively exploring P-P-V in field tests. At the show last week, Viacom and Zenith announced a joint project to test Zenith's new Phonevision P-P-V order-entry system, based on AT&T's automatic number identification software (used to bill customers dialing 900 numbers, for example), which does not require a box in the subscriber's home. Viacom will also participate in Showtime/TMC's new national service. Cox has been experimenting with P-P-V baseball and other events in San Diego and Omaha, while United has been experimenting with P-P-V in Oakland, Mich. United President Fred Vierra said last week he believed P-P-V is an "extremely important revenue source for our industry."

The following package of stories spells out in detail the announcements and panel sessions that addressed P-P-V last week.

Competing points of view on pay-per-view

With all the attention that pay-per-view programming has been getting lately—sparked in part by a host of newly proposed P-P-V ventures and declining rates of growth of more conventional pay television services, such as HBO and Showtime—it was no surprise that last week's NCTA panel session seeking to sort out some of the P-P-V issues was filled to capacity, and then some. Panelists at the session included representatives of three companies that have recently announced plans for P-P-V ventures, including Scott Kurnit, vice president and general manager of Showtime/The Movie Channel's new venture, scheduled to launch in August or September; Rich Kulis, president of the Choice Channel, scheduled for November launch; and Jeffrey Reiss, president of The Exchange Network, due to launch in September or October.

While those three spent their time trying to establish separate identities for their services, two other panelists were added to the mix to provide some perspective from the standpoint of operators—Phil Lind, presi-

dent of Rogers U.S. Cablesystems—and the motion picture studios that will be supplying much of the P-P-V product—Frank Biondi, executive vice president, Coca-Cola Co., which owns Columbia Pictures.

Cable operators are not united on their position on P-P-V. Some see it as a direction cable operators must go while others doubt P-P-V will ever amount to much of a profit center. Rogers has been experimenting with P-P-V since 1982 and hasn't figured out which way to go. "I'm not sure the answer is out there yet," Lind said. "The industry needs some time to sort it all out." Lind said Rogers had four basic reasons, often cited by Lind's colleagues at other companies experimenting with the technology, for exploring P-P-V—to stem the drop-off in the conventional pay TV business, to stem the booming growth of the competing home video industry, to determine if P-P-V is a service valued by subscribers, and to determine if P-P-V will provide added profits to the cable business.

Lind said cable operators who embrace P-

P-V should take a hard stand when it comes to negotiating the revenue split with the program suppliers. "We need to protect our splits with a vengeance," he said, and insist on "no less than 50%" of the revenue taken from subscribers. He also said that cable operators must implement P-P-V in such a way that it does not "cannibalize" the existing pay television business.

As to Rogers's own P-P-V tests, Lind said the company's philosophy is that each P-P-V offering is a "special event" and should be promoted that way. "Good promotion is everything," he said. It's been Rogers's experience that most P-P-V orders are "impulse" buys that are placed at the last moment by telephone to a computer system at the cable headend that logs in the order. He said that the Rogers systems experimenting with P-P-V offered an average of six to eight titles a month, each repeated two to four times. He said each title averaged a 25% buy rate. He also said P-P-V titles are available "day and date" with home video titles.

For those in the audience (and on the panel



Reiss, Kulis, Biondi, Kurnit and Lind

for that matter) who hope that some day the studios might offer the P-P-V industry titles before home video, Coca-Cola's Biondi had some sobering remarks. From the studios' standpoint, he said, P-P-V and home video are simply two different vehicles for distributing motion picture product to the home. "The marketplace is the ultimate arbiter," he said. "It's not fair [for the studios] to discriminate between home video and pay-per-view." As to the economics of P-P-V—specifically, what percentage of the take the studios may want—Biondi said that was open to negotiation.

As for the three P-P-V hopefuls on the panel, Showtime/TMC's Kurnit said that that company's planned effort is a "line extension" of its existing business that could be packaged most effectively with that business. Reiss of The Exchange Network directly challenged the Showtime/TMC project, proclaiming P-P-V is an "event medium, not a package. There is no need for an expensive middleman." The Exchange Network concept is to provide the satellite and uplink facilities (and provide some marketing support) to program suppliers who would then deal directly with the system operators. Kulis of the Choice Channel positioned his proposed service as a turnkey operation. "We make pay-per-view easy for the operator, the subscriber and the program supplier," he said.

Of the three proposed services, Choice is the only network that has no firm commitments from studios. The Exchange and Showtime/TMC services have sealed some commitments but have refused to say with whom.

Asked if studios would prefer to sell P-P-V program product directly to the cable operator or through a middleman, Biondi responded, "There's not a substantial amount of difference. The question is can they provide a value added [service]?" Asked if the studios believed P-P-V would kill off their home video business, Biondi responded, "That's not a fear today," noting that it's expected that some 50 million or 60 million households will have VCR's by the late 1980's, which should stoke the demand for tape rentals.

Though it's likely that P-P-V and home video will have a simultaneous window in most instances, Biondi said it is quite unlikely that conventional pay television services

will ever receive product that soon. "I don't see that happening," he said. "It's a function of economics, whereby the pay services would have to pay an added premium to receive product earlier."

What about cannibalization? Said Lind: "It exists right now without pay-per-view. Multipay discounts are a problem." He said cable operators must avoid hurting their pay business with P-P-V, but, on the other hand, "we have to provide competition for home video."

No one expects P-P-V to be an overnight success. It may take "two to five years" for the business to become profitable as everyone involved learns by experience, said The Exchange's Reiss. "In 1975, pay penetration was 15% at about \$7 [per unit]," he said. "Today pay has 150% penetration at about \$10.95 [per unit]." As to P-P-V's future, Biondi said simply, it offers the "potential of making cable a principal player in the event business."

Will P-P-V kill off home video? Not even those planning to challenge that industry head-on believe that. "It's not going to force home video out of business," said Reiss. But P-P-V will, he hopes, "make home video more of a library business than an event business." □

Showtime sets late summer date for P-P-V launch

But possible sale of Warner Amex would place in jeopardy participation of its subscribers in new service

Confirming reports that have been circulating for months, Showtime/The Movie Channel Inc. went public at last week's NCTA convention with its plan to offer a national, satellite-delivered, pay-per-view program service. A launch date of August or September is the goal.

Showtime/TMC Chairman Neil Austrian said last week that while home video rental stores are the primary "target," the plan is not a defensive reaction to home video but rather an aggressive move that will give cable operators a return on their investment in

addressable cable hardware. "We really think there will be a business, and it will drive addressability," said Austrian. Addressability, he added, is essential to capturing revenues now being lost to signal piracy.

Many questions about the proposed offering remained unanswered last week, due in some measure to reticence on the part of Showtime/TMC executives who declined comment on start-up costs, which studios are providing programming product and how many subscribers purchasing how much product would be needed for the service to break even.

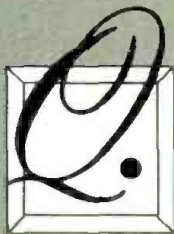
Some of the economics of the plan were revealed at a press conference last week in Las Vegas. In negotiations with studios, Austrian said, the company is proposing a revenue split, with studios and cable operators getting 40% each and Showtime/TMC 20%. The company is working with a model that suggests the average price of an event to the subscriber ought to be in the \$4.50-range.

The company, said Austrian, has sealed commitments from one or more program suppliers, which he refused to identify. Showtime/TMC has sought feedback from cable operators on the plan, but except for the four operators currently involved in what amounts to a seven-market test of the service—Cincinnati and Columbus, Ohio, Dallas, Houston, Chicago, St. Louis and Nashville—Austrian would not comment on commitments. The MSO's involved in the market testing include Warner Amex, Viacom, Cancom and American Cablesystems. In those markets, the P-P-V program tapes are being biked, but will convert to satellite when the service goes national.

Questions about WA's long-term commitment to the planned service were raised immediately last week, because of the possibility the company may be acquired by Time Inc. and Tele-Communications Inc. In a separate meeting with analysts last week, TCI Chairman John Malone was skeptical of the long-term viability of P-P-V, saying it might "deteriorate" even further an already worsening pay service situation. Malone characterized P-P-V as an "event service" and therefore a "hit or miss" proposition.

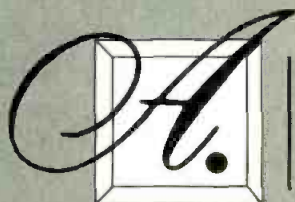
Of the 350,000 subscribers that the Showtime/TMC P-P-V project is currently serving on a stand-alone basis, WA accounts for 300,000 subscribers. That company's withdrawal from the service would have a substantial impact, at least on Showtime/TMC's current commitments. Austrian acknowledged that it would be a "hard sell" to keep WA in the fold if the company is sold to TCI and Time. But he argued that there appear to be as many MSO's in favor of pursuing P-P-V as there are nonbelievers and that a pullout by WA would not deter the company from proceeding with the project.

At the outset, the plan is to transmit one P-P-V channel to operators via Satcom III. There would be one film a week, fed three times daily, for a total for four titles a month. Scott Kurnit, newly named vice president and general manager of the P-P-V service (as yet unnamed), said it is the company's expectation to add a second channel to provide additional program selections some time down the road. Kurnit just joined



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Playboy's PPV. Playboy Enterprises' video division announced its new satellite-delivered pay-per-view service last week. The new service, Playboy Private Ticket, was described during a press conference at the NCTA convention.

Christie Hefner, president and chief operating officer, Playboy Enterprises, and Art Baer Jr., president of Rainbow Programming Services, distributor of the Playboy Channel, discussed the service which will debut July 1 on a Prime Cable system in Buffalo, N.Y.; a United system in Oakland county, Mich., and a Storer system in Beaverton, Ore. Hefner said the service will feature 90 minutes of original Playboy Channel product, along with a "quality" adult film feature. Rainbow will transmit a three-hour satellite feed to cable operators who can tape it for rebroadcast later, explained Que Spaulding, president of the Playboy Programming Distribution Co.

Hefner said the initial target will be systems that do not currently offer the Playboy Channel. She stressed, however, that efforts will be made to determine whether the PPV service in markets where the channel is carried create "cannibalization." He noted Playboy is recommending that operators sell the service for about \$3 to \$4. The revenue, he added, will be split equally with cable operators.

"By offering a different show every week of the year, available off the satellite to the operators on a national basis, we feel that both systems and the home viewer will be able to reap the immediate benefits of this technological revolution," Spaulding said. Rainbow officials reported they will promote the new venture with an "aggressive" marketing campaign including bill stuffers, local TV spots and tune-in ads. Among the highlights of the PPV service are: *Playboy Video Magazine*, *Playboy Comedy Theater*, *Sex In Cinema* and *Prime Cuts*, Playboy's short video presentations.

Showtime/TMC from WA where he also was in charge of P-P-V operation.

At the press conference last week, a promotional tape was shown, proclaiming that a "war" is being waged between the cable and home video industries. Acknowledging concerns that P-P-V could "cannibalize" cable's existing pay TV business, Kurnit said that would not happen if P-P-V is marketed properly, as the "perfect complement to your existing lineup" of pay offerings. "We are looking at a very, very, simple service," said Kurnit, where the subscriber has access to one P-P-V title a week which he can order by dialing a telephone number that is tied into the system operator's computer system and records the purchase. Showtime executives declined to detail what investments cable operators would incur in setting up a computer billing and access system. They said they would provide the descrambling units to operators free of charge.

Much of the marketing effort will be focused locally. The P-P-V service will not be promoted on either Showtime or the Movie Channel at the outset, company officials said. The new service will not be made available to the SMATV market, at least not initially.

Two factors appeared to give Showtime/TMC considerable encouragement that PPV will work as a business. The first is the growth and outlook for the home video industry. Kurnit noted that between 1980 and 1984, home video rentals rose from \$200 million to \$1.2 billion. Projected VCR penetration should further fuel that growth, said Kurnit, noting some estimates of 40% penetration by 1988. Current VCR penetration stands at a little more than 20%. According to Kurnit, in research conducted by Showtime/TMC, "twice as many people" indicated they would prefer PPV over home video as the vehicle for receiving entertainment product.

Although Austrian refused to indicate start-up costs, he said the project would "have an impact on earnings" and that it would take "several years" for the PPV project to break even.

On a national basis, the average buy rate for a PPV event is about 3% of the available universe. Kurnit said that at WA, the average was between 9% and 11%. He said the Showtime/TMC project should be able to "double the national 3% number overnight."

The company expects to get access to product at the same time home video gets it, said Kurnit. In addition to films, PPV offerings would include special musical events, perhaps Broadway events and live sports, such as boxing. And most of the product, said Austrian, would be marketed in such a way that it could be used again on Showtime or TMC at a later date.

Oldies featured in second P-P-V event from Choice

CC's Kulis estimates show will be available to some 3 million homes; program to be backed by heavy promotional campaign; suggested retail price to subscribers around \$10

The Los Angeles-based Choice Channel, a pay-per-view program service launched last October, has set Aug. 29 as the date for its second P-P-V event: a two-and-a-half-hour live presentation of *Fabian's Good Time Rock 'n' Roll Revival*, an oldies rock music revue. The concert will originate from Riverfront Plaza in Baton Rouge and be delivered via satellite to cable systems throughout the U.S. and to broadcast stations and closed circuit venues overseas. The event, produced for Choice Channel by singer-promoter Fabian Forte, will feature performances by Fabian, Chubby Checker, Lou Christie, Leslie Gore and other personalities.

In making the announcement at an NCTA news conference last Monday, the president of Choice Channel's event division, Rick Kulis, said 15 cable systems serving

300,000 subscribers have been signed for the P-P-V event. Kulis would not offer predictions on penetration for the show but estimated an available affiliate base of three million subscribers by the time of the broadcast.

"Choice Channel will provide operators with all the necessary marketing materials that will insure the success of the event," Kulis told reporters. These include free bill stuffers, ad slicks, promotional tapes, posters and sweepstakes.

He also disclosed that Choice Channel is planning to begin a full-time launch in November, offering first-run movies, concerts, plays and sporting events. The service's first offering was the Hagler-Hearns title boxing match April 15 from Las Vegas.

Kulis said more than \$200,000 will be spent on a national promotional campaign, which will also include print advertising and an FM simulcast network for the concert.

Choice Channel is suggesting a \$10 retail price for the P-P-V program, to be split on a 50/50 basis with the cable operator. No out-of-pocket expenses are required by the operator for advertising or promotion, but decoding equipment must be obtained from Choice.

The channel's co-founder and strategic planning division president, Robert S. Block, said the P-P-V system, which uses a microcomputer interface, is compatible with all existing encoding systems. There are no closed circuit restrictions.

Executive producer and Choice Channel consultant Sheldon Saltman estimated as many as 100 million viewers worldwide might tune in the televised concert, with up to 300,000 attending in person.

Forte, on hand for the announcement, said his touring group performs about 50 concerts each year, with an average auditorium size of 4,000 seats. He told BROADCASTING the P-P-V concert will be the revival's biggest venue to date. Forte said he expects the broadcast to "enhance" rather than hurt future attendance.

Choice Channel is planning concerts from England and Boston later this year and in early 1986.

The program service supplies to cable operators the MAASatellite decoding equipment for headend use, with no additional hardware required. The system allows subscribers to order automatically via touch-tone phone.

In other developments, the Choice Channel named entertainment industry analyst Anthony Hoffman and attorney Richard Morganstern as financial consultants, in preparation for the November launch as a full-time P-P-V network. Other appointments include: Eric Taub, former Los Angeles bureau chief, *Cablevision* magazine, event programming consultant; Skip Feintech former director of sales, 20th Century Fox Telecommunications, account manager, Eastern states; Judith Kulis, corporate director of marketing, Falcon Communications, event marketing consultant; David Block, former executive vice president, Computer Assisted Televideo, account manager, Midwestern states, and Matt Helreich, independent personal manager and publicist, publicity director. □

Cable looking good as an investment

Croll sees basic cable growth enhancing advertising possibilities pay also seen increasing

Participants in a Wednesday morning NCTA panel on the investment opportunities in cable television waxed bullish on the medium, with one predicting the industry will generate more than \$20 billion a year by 1990. The figure represents a 17% revenue growth over 1985, said David Croll, managing director of Boston-based TA Associates.

Croll acknowledged that his predictions are more rosy than those offered in the Little Report circulated by the NCTA during the convention, explaining that TA Associates sees enormous benefits to be reaped from cable in the deregulated environment.

According to Croll's forecast, basic cable will generate \$12.20 per average subscriber by 1990, compared with \$11.70 for pay services. The contributions of local advertising and pay-per-view will be minimal, he predicted, adding to a \$29-per-subscriber income average.

Croll sees 85% of television households passed by cable in 1990 (compared with 54% in 1980). He forecasts penetration of 68% for basic (versus 43% in 1980) and 58% for pay (up from 1980's 23%). He said the best news for the industry is basic cable's penetration into more than half of U.S. television households, allowing for significant national advertising potential. Pay cable services, on the other hand, will enjoy only modest growth in coming years, Croll said.

The result is that cable companies will perform extraordinarily well on Wall Street, significantly ahead of broadcast stocks.

He attributed the trend in part to an improved regulatory climate, a change in cable's product mix, lower inflation, lower taxes, a decreased rate of inflation and stable or improved profit margins.

"We see an extremely positive picture over the next five years for cable," Croll summarized. "Cable is going to become a darling of Wall Street." He sees financing going from a limited partnership to private equity mode, as new builds are completed and acquisitions increase.

J. Michael Saul, vice president of the Rhode Island Hospital Trust, based in Providence, sees the level of enthusiasm among banks for cable increasing rapidly. The acquisition posture of many MSO's is seen as a positive trend, he said.

As financing gets more creative, Saul continued, lenders are beginning to lend to cable more against future cash flow than against present or past earnings. The banks are looking at the ability to control interest rate risk in the cable systems, Saul said. They do not yet view local advertising or pay-per-view as significant cash flow contributors to systems.

"I think we are going to see a shifting revenue structure in the industry," declared Kathy Marien, vice president of the Bank of New England, a long-time cable lender. She sees pay growth staying at a low level, while basic rates increase. "There is a limit to what people will pay for a product," she cautioned, but agreed that basic cable has been generally underpriced.

Marien believes cable system performance will be evaluated in the future more by revenues per subscriber than by a pay-to-basic ratio.

"Cable franchise renewal is still going to be a political process to a certain extent," Marien predicted, even in a deregulated environment. For example, if a local authority feels a system is "raping" its customers by unjustified rate increases, it could threatened to deny franchise renewal.

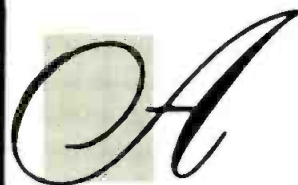
Panel reactor Steven Rosenberg, an analyst with Paul Kagan & Associates, said the industry is in "a rare, rare situation": Interest rates are favorable, deregulation is a reality, there is a lack of fear concerning franchise renewals, inflation has declined, and construction estimates are more reality-based.

"We think that pay will come back," he added, as the price discrepancy between pay and basic rates narrows. Rosenberg sees a \$1-per month per subscriber cash return as realistic by 1990. The analyst is more conservative on pay-per-view, feeling it will gradually grow but probably not be utilized by more than 10% to 15% of subscribers at a time.



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Rosenberg, Marien, Saul and Croll



Douglas, Gold, Sciortino and CAB's Bob Alter

Bulls on local advertising

NCTA panelists recite local ad successes

According to the Arthur D. Little Inc. study on the financial prospects of the cable industry, revenues from local advertising will shoot up over the next several years, from \$81 million in 1984 to more than \$550 million in 1990.

Lending credence to the projections were three cable operators on an NCTA convention panel who shared their experiences in

selling local advertising.

Multimedia Cablevision Inc. began selling the local availabilities in national cable services on its Wichita, Kan., system in 1981, said Ben Sciortino, senior vice president. Although revenue amounted to just \$43,000 that first year, he said, it has grown steadily and should be around \$1.4 million in 1985. For the Wichita system, he said, local advertising has proved to be "an excellent source of revenue."

According to Dan Gold, president, Com-

cast Cable Communications Inc., local advertising, which is sold at a majority of the MSO's 23 systems, is expected to generate between \$2.5 million and \$3 million this year. "The potential in metropolitan areas ... is vast," he said.

And George Douglas, senior vice president, marketing, advertising and programming, American Cablesystems Corp., said that the rapidly growing MSO will realize about \$1 million in local ad sales in 1985, about 1.5% of total revenues. "We are very bullish about it."

Gold and Douglas said they stick primarily to selling time on the major basic cable services like ESPN, USA Network, CNN and MTV. However, Gold said, Comcast will sell spots on other services like The Nashville Network in some markets.

Sciortino said the Wichita system sells avails in any of 12 different services, including the system's locally originated movie channel. But, if he had it to do over again, he said, he would "expose the market to no more than four or five services... and not confuse the advertisers."

According to the operators, regional sports networks are attractive to advertisers, even though they generally reach far fewer homes than the basic services do. Sciortino said the Wichita system offers a 15-game schedule of Wichita State basketball on a local channel. Although it reaches no more than 5% of the system's total homes, he said, advertisers are willing to pay up to \$900 a spot in the games. "It's almost sinful the amount of money they are willing to pay."

In one of its Massachusetts systems, Douglas said, American Cablesystems sells spots on two regional sports channels at "incredible rates" despite the low penetration.

The cable operators sell their availabilities in packages. "We sell very few individual spots," said Douglas. "Cable, like radio, is very much a frequency business."

Because the Wichita system offers spots on so many channels, Sciortino said it tailors packages for particular advertisers. It's difficult to sell ads on specific programs, he added, because many advertisers don't watch cable regularly and aren't familiar with individual programs.

The operators said they decide whether to become involved with regional hard or soft interconnects on a system-by-system basis. American Cablesystems has found that it's best to sign aboard an interconnect in some markets, said Douglas, but to go it alone in others. Gold said interconnects are "a fast and dirty way" for some systems to get into the advertising business and start earning additional revenues.

On the question of hiring sales personnel, Sciortino said he looks for men and women with "a bit of fire in their bellies." And they've have got to think positively, he said. "They've got to believe hamburger is a top piece of sirloin."

If some cable operators are so successful with advertising, Gold was asked, why do others hesitate in getting into it? Most cable operators are now preoccupied with their basic business—delivering video services and getting paid for it, he said, and many simply don't understand it and are reluctant to get involved in it. □



Making money. The cable industry's incessant search for extra revenue streams was the topic of discussion for this Monday morning session. Pictured (l-r): Jason Taylor, executive vice president, Studioline Cable Stereo; Mel Tinney, manager, information systems, ATC; Scott Campbell, vice president, marketing, Jones Intercable; James Dovey, general manager and president, United Cable of Colorado, and Roger Turner, president and chief operating officer, Cablevision Industries.

The panelists shared some of their ideas for developing supplemental revenue sources. Campbell, for example, discussed how his system is making money by selling VCR's as part of an entire cable package. It's a "unique way," Campbell said, to "go after new subscribers." The preliminary results? The initial response after two weeks, he reported, has been excellent.

Dovey's United Cable appears to have achieved success with its weekly cable guide. The guide is published in cooperation with the *Denver Post* and serves 130,000 subscribers. Tinney said his company has discovered that classified ads on cable are another valuable revenue source. ATC's "The Ad Channel," which is being test marketed in Fayetteville, N.C., and Austin, Tex., features real estate and automobile ads. Tinney said the channel broke even the first 12 months in Fayetteville.

Rating promotional activities

Various system and sales promotions are given the thumbs up or down by panelists at convention

In a lively panel session reminiscent of *The Price Is Right* game show, cable program executives took the stage last week in Las Vegas to be judged on promotion and marketing campaigns they have supplied to cable operators. Each program supplier described one campaign, which was then rated by two panelists representing cable systems.

Representing the Nashville Network was Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications, owner of the one-year-old network. He described the Nashville Network's "Country Card, what we modestly call cable television's most successful subscriber promotion." Viewers mail in a request for the card, which entitles them to participate in on-air, biweekly drawings for prizes such as a Winnebago, cruises and discounts on goods and services from local merchants.

The Country Card idea received high ratings from judges on the panel, John Charlton, senior vice president, marketing and sales, Warner Amex Cable Communications, New York, and Larry Miles, senior vice president, Times Mirror Cable Television, Irvine, Calif. Charlton said he felt "the prizes were what drove the card, not the usability with the merchants." Miles said it was one of the better promotions.

USA Network's "Superstar System" did not fare as well with the judges. USA sent out letters to all its affiliate managers offering them the opportunity to designate one of their marketing staff as a "USA Superstar." USA would send that person a package of information about the USA Network, which he would then disseminate to the cable system's customer service representatives. The packet included a sales training tape, a welcoming letter and information on the USA promotion guide, which he said was USA's most valuable marketing tool.

Miles felt the promotion was not "operational" and that USA was "trying to get a personal assistant to be your sales communicator assistant." Charlton agreed it was "operationally hard. People were thrilled to be chosen, but there's too much information constantly."

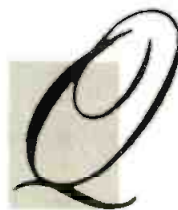
Lifetime designed a "match and win game," presented to the audience by Larry Rebich, vice president, marketing. Viewers matched a symbol on a game card with new programs on Lifetime. The program service offered prizes during the game and a grand prize at the end of the promotion—a European vacation. To reach nonsubscribers, Lifetime distributed game cards in *TV Guide* magazine. Rebich said 58 million cards were put into circulation.

Although Charlton said the promotion was a quality promotion in "cost, follow-through and prizes," he called it "a cannibalization program to gain viewership" from other networks. Miles called it a "comprehensive program."

For the Weather Channel, Sandy McGovern described what she said was the service's first acquisition campaign. She said Manhattan Cable TV asked the Weather Channel to participate in the promotion, designed to satisfy several needs: Manhattan's need for acquisition, the Weather Channel's need for awareness in the New York marketplace and retention. An insert was placed in the *New York Times* promoting a ski weekend in Vermont, a 30-second broadcast spot was placed on WABC-TV, WNBC-TV and WPIX-TV New York and it also ran as a "cross channel" spot on cable. McGovern admitted the cost of the promotion was extremely high—\$92,000—but she attributed that to the use of broadcast.

The judges liked the effort, mainly because it was "system specific." Charlton said "this type of promotion truly promotes cable."

The Christian Broadcasting Network's presentation featured several of the system's marketing efforts, including tune-in advertising placed in *TV Guide*, a giveaway of a trip to Australia and viewer-involved contests such as a Cary Grant impersonation contest and a trivia quiz. Thomas Hohman, CBN's vice president-affiliate sales, said cable operators receive monthly program inserts from CBN, a weekly satellite feed of promotional spots and features and 140 minutes of local commercial availabilities each week. The network also has a co-op program that provides up to \$10,000 per system for the first year, and for qualified systems, CBN buys up to \$5,000 in cross promotional availabilities. □



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Rebich, McGovern, Werner, Besch, Hohman, Charlton, Miles and Werner

A question of compatibility

Latest cable technology and home video equipment don't always work well together, causing consumers to get angry at cable operators

The incompatibility between cable systems and home video equipment is more than a "dilemma" for the cable industry, said Joseph Van Loan, vice president, engineering, Viacom, at an NCTA convention panel session on the subject. It's "better described as a damn mess."

And despite the best efforts of the NCTA and the Electronic Industries Association, according to Robert Rast, senior vice president, business and technology, American Television and Communications, a permanent solution is not imminent. "It took a long time to dig the hole," he said. "It will take a long time to fill it."

The long-festering problem is complex. Cable subscribers are having difficulties hooking up so-called cable-ready television sets, television sets with remote control and videocassette recorders (with or without remote control) to their cable systems without losing some of the equipment's features or operational convenience or degrading picture and sound quality.

Rast started off the panel discussion with videotapes of ATC-sponsored focus group sessions on the topic. The cable subscribers in the groups were not happy that their cable systems were not compatible with their expensive new home video gear and, for the most part, they blamed the cable systems for the problem.

The cable industry should be concerned, Van Loan said. It's competing with the videocassette rental business, and it may be easier for a consumer to rent a tape and pop it into the VCR than to subscribe to pay cable and time-shift movies on his VCR, he said.

Van Loan ran down some of the specific problems: Not all cable-ready sets can tune all the cable channels; many of the sets are not properly shielded, allowing off-air signals to interfere with cable signals; cable converters/descramblers render remote control systems on television sets and VCR's inoperable and make it difficult to program VCR's to record programs for time shifting.

According to Van Loan, consumers can preserve most of the functions of their equipment, but the required switch boxes, cables and connectors create a literal mess and severely diminish the quality of the pictures that find their way to the picture tube.

Unless something is done, the problem is likely to get worse, Van Loan said. "Wait till stereo comes along," he said. When it becomes pervasive in television, he said, audio cables will join the current tangle of RF cables.

According to Van Loan, one way of straightening out the mess is to standardize channelization of cable tuners so that cable-ready sets and VCR's would truly be cable-ready, and put a baseband input-output plug on the back of television sets and VCR's so



Van Loan, Hosfeldt, Hansen and Young

that tunerless, relatively inexpensive cable descramblers (decoders) could be plugged into them. The input-output or decoder plugs would eliminate many of the cables and allow consumers to use all the features that come with their sets and VCR's.

But the decoder plug is not a quick fix, Van Loan said. Assuming most set manufacturers began putting decoder plugs on the back of their sets today, he said, it would take between five to seven years before the plug-equipped sets were commonplace.

A joint committee of the EIA and the NCTA, of which Rast is chairman, has been working on the problem of cable-home video incompatibility. So far, Rast said, it has come up with standards for the channelization scheme and the RF cable interface. It is now waiting, he said, for a separate EIA committee to develop a standard for a decoder plug.

Rast said the EIA group has run into problems, however. Some elements of the committee favor an "everything plug" that could be used not only to hook up a cable decoder, but also other ancillary equipment like a computer, he said. However, Zenith, which is in both the consumer electronics and cable hardware businesses, wants a simpler, less expensive cable-only plug, he said.

Robert Hanson, executive vice president and group executive, Zenith, said the proposed everything plug has become too expensive. What's more, he said, Zenith television sets with cable-only plugs as well as compatible Zenith Base-TAC decoders are already available. He suggested that the Zenith plug should become the industry's de facto standard. According to Rast, the joint committee is testing the cable function of the everything plug, but is not prepared to endorse either the everything plug or the Zenith plug. And it won't be, he said, until more research is done to find out what consumers need and what they are willing to pay for.

Another group that is begin affected by the interface problems is the video equipment retailers. Representing them on the panel was Carson Young, president, Wisconsin Electronics Sales and Service Dealers Association. He called for cooperation between the retailers and the cable operators. "If we cooperate, we can reduce consumer suspicion and provide him with a much better... system."

With no real cure in sight, the cable opera-

tors will continue to offer their customers information on ways of jury-rigging their cable-driven home video systems. "We would like to have a [solution] next week," said Robert Hosfeldt, executive vice president, Gillcable. But, in the meantime, he said, "we'll have to take the Rube Goldberg approach."

Creech reports success with CCI campaign

Says viewers who saw ads see cable in more positive light

Consumers are developing a more positive attitude toward cable TV, according to a study sponsored by the Council for Cable Information. The change in attitude is attributed to a national television and radio campaign also sponsored by CCI that aired Feb. 17 through April 7.

Results of the study were unveiled during an NCTA press conference last week. The study, conducted by Opinion Research Corp., Princeton, N.J., "shows favorable change in 14 out of 19 consumer attitudes, and only one negative difference, among nonsubscribers of cable television who were



Creech

aware of the CCI campaign," explained CCI President Kathryn Creech.

It found, she said, that significant improvements in attitudes toward cable occurred in program offerings, family appeal and cable as an attractive medium for the discriminating viewer. The only negative response came from nonsubscribers concerning attitudes relating to the value of cable. They expressed the view that cable was too expensive.

CCI had hoped through the advertising campaign to "improve consumer attitudes toward cable TV and make those consumers who were aware of the campaign more receptive toward subscribing." The study, she continued, consisted of pre- and post-campaign surveys of a scientifically selected national sample of 1,000 heads of household in areas wired for cable; 40% were subscribers of cable and 60% were nonsubscribers, evenly split between male and female.

The survey showed that 54% of those aware of the campaign agreed that "cable shows more of the kinds of programs I personally like than regular TV." There was also a change in attitude toward sexual content on cable. The post-campaign survey found 55% of those unaware of the ads felt there was too much sexual content in cable programming. Only 44% of those aware of the campaign shared that attitude. In addition, the survey found that nonsubscribers aware of the council's campaign were 70% more likely to subscribe to cable than those unaware of the campaign.

CCI is planning to launch another ad campaign next fall for \$5 million. It also announced a promotional campaign aimed at children, featuring a character called Cosmic Cable. CCI's promotional character would be used by local operators as a "good-will ambassador" to increase positive awareness of their cable systems. □

Continuing fight for building access

Systems operators urged to work for state legislation admitting cable to multiple dwelling units

"How can you sell if you can't get in?"

That was the question addressed Monday afternoon during a panel session on the continuing problem of cable operators thwarted by property owners in attempts to gain access to such multiple-unit dwellings as apartment buildings and condominiums.

Moderator John D. Evans, president of Arlington Cable Partners, Arlington, Va., said only 10 of the 50 states have enacted legislation protecting the rights of tenants to obtain cable service over the objection of their landlords. The problem has the potential of posing significant economic harm to the cable industry, inasmuch as 24 million Americans lived in rented quarters during 1984. Evans argued that the personal whim or economic desires of landlords should not dictate whether a consumer receives cable television.

Others on the panel agreed with Evans and urged the industry to work together to enact or revise state legislation assuring access. A "working group" within NCTA has been dealing with the problem since last April, Evans said.

Thomas Ryan, a staff attorney with the House Committee on Energy and Commerce, said there is federal precedent on the side of cable operators, but he downplayed the possibility of congressional action on the

matter for at least another three years. Ryan explained that members of the House and Senate are reluctant to revisit an issue they have already discussed in a major piece of legislation, noting that the Cable Communications Policy Act of last year had initially included multiple-unit access, but the provision was ultimately omitted to improve the chances of the act's passage. In the meantime, said Ryan, state cable associations would do well to seek relief in their own legislatures.

Several panelists hinted that the marketplace may ultimately resolve the problem, as more apartment dwellers demand cable service from their landlords or express dissatisfaction with private cable or SMATV operators. In some cases, individual cable systems are arranging payments to apartment building owners in peaceful resolution of disputes.

The situation is more vague, said one observer in the audience, in the construction of new multiple-unit dwellings. In the Southwest, he estimated, as much as 25% of new housing falls under this category, and legislative guidelines would assure that cable operators have access before tenants move in.

Emmett F. White, vice president and general manager of Chicago's Continental Cablevision, said it was typical several years ago for landlords to demand access fees in return for the right to wire their buildings. A state bill guaranteeing consumer rights was signed into law, but the constitutionality of



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Moderator Evans, attorney Steven Durant, Becker, White, Gramlich, Ryan and reactor Don West. BROADCASTING

the measure is being challenged in a series of lawsuits filed by real estate and utility interests. Amended legislation is currently going through the statehouse and one or more of the suits are expected to be withdrawn when language clarifying the amount of payments landlords may expect is added. If not, the courts are expected to rule on the current law's constitutionality within the next year.

"I think the problem will decrease as systems are built," stressed Charles Gramlich, president and general manager of Warner Amex Cable in Dallas. "It might take care of itself as cable shows it can offer better service and more variety than its competitors in the market."

In the meantime, Gramlich estimated that his system is effectively shut out of 50,000 dwelling units within its franchise area already served by SMATV operators. In the past, he said, "they scraped the cream from us." In 1987, cable operators will seek relief during the biennial Texas state legislative session, while Warner Amex relies on an untested city ordinance in the meantime.

New Jersey cable operators confront a similar situation, reported Nancy Becker, executive director of the New Jersey Cable Television Association. The access law there, considered the best in the nation, is under court challenge and is expected to be a landmark case since it contains tough language concerning tenant rights. □

Fighting freeloaders

Panelists offer strategy in war against signal thieves

The title of "To Catch a Thief," an NCTA panel on theft of service, was phrased as though there were only one. In reality there are thousands, and together they cost cable as much as \$1 billion annually. Converting all those miscreants into paying customers is becoming a sub-business within the cable universe.

So said four cable industry veterans of the theft-of-service wars, led off by Richard K. Thomas, vice president for affiliate marketing of Home Box Office. Solutions to theft problems are generally marketing-based, as opposed to prosecutorial, he said. "The program must be designed to turn violators into paying customers." Thomas said HBO was the only programmer now scrambling at least some of its service, as well as the only programmer aggressively pursuing litigation against violators.

Sandi Wildman, director of affiliate public relations for Showtime/The Movie Channel Inc., said the majority of theft occurs between the headend and house, but that vigorous efforts by operators can seriously erode the practice; Storer Cable caught 14,000 cable thieves in Louisville, Ky., with a special program there. Wildman cited a proposed industry alliance—C.O.S.T., for Coalition Opposing Signal Theft—as representing unification of the industry on this issue.

Pat Tomaselli, manager of corporate security for Westinghouse Broadcasting & Cable, said that company ascribes a loss of \$70 million annually to theft. Cable operators



Thomas, Wildman, Tomaselli and Young

may be responsible for up to 50% of the loss due to internal laxity. Thousands of converters are unaccounted for in the industry, she said. In Manhattan, "if you don't get to a disconnecting home in an hour you will never see that converter again." She said employees will often trade converters for cocaine.

All together, operators are losing 20% to 30% of their revenues to theft. "It's like having a system within your system," Tomaselli said. If an operator could eliminate theft "it would be like adding a cluster at no cost."

Chris Young, vice president for operations of Arlington (Va.) Cable Partners, spoke highly of tap audits as a preferred method to eliminate theft of service. Consistent use of that technique "educates your market," he said, citing figures to show a drop in theft percentage against a rise in market penetration.

Amnesty campaigns, during which owners of illegal converters or other nonpaying viewers are invited to become legitimate on a no-questions-asked basis, were mentioned by all the panelists as a common and effective tool in the antitheft effort. □

Disney: P-P-V no, scrambling maybe

Jimirro says service will decide in next several weeks on whether it will transmit scrambled programing

The Disney Channel has no plans for pay-per-view service but expects to make a decision on scrambling its program service "in a matter of weeks," President Jim Jimirro told reporters during a Las Vegas Hilton hotel news conference last Tuesday (June 4). He said the pay service has "a healthy respect" for the complexities of scrambling and will probably join a partnership of other program providers in marketing its product to satellite dish owners.

"(Scrambling) is a very strong priority for us," Jimirro declared, noting that up to 20 million U.S. households will probably never have access to cable. "We hope to be in the DBS business by the end of 1986," he predicted.

Asked to explain The Disney Channel's rationale for cancelling its highly-rated *Still the Beaver* comedy series last month after an

initial 26-episode order, Jimirro repeated other comments by Disney spokesmen, claiming "a tremendous docket" of new programming compelled The Disney Channel to make room on its schedule through *Still the Beaver's* elimination. He stressed Disney's intention to repeat the program well into 1986, after which it will become available for syndication elsewhere.

Pressed on the subject, Jimirro said the expense of the Universal Pay Television production was also a factor. He estimated the series cost \$350,000 per half-hour episode and disclosed that Disney "has a strong equity position" in the show. According to Jimirro, the network stands to gain 50% of earnings on the show in perpetuity.

"We agonized over the (cancellation) decision," Jimirro conceded, adding that The Disney Channel was pleased with the show's content and performance. "It was a prudent decision," he insisted.

Jimirro estimated The Disney Channel is spending \$45 million on original programming, which makes up about 40% of its 19-hour daily schedule. He said research suggests that subscriber satisfaction has hovered at slightly more than 80%. "Home Box Office has a subscriber satisfaction problem," Jimirro said, "We don't."

The pay service executive claimed The Disney Channel has received 107,000 subscriber letters since its 1983 launch, "and only about two have been negative."

Jimirro revealed that his service will soon begin selling two two-hour samplers of Disney Channel programming in an effort to attract new subscribers. The videocassettes, one on children's programming and the other family-oriented, will retail for \$29.95 at stores and through direct mail sales. The tapes will include complete, unedited Disney shows and are expected to become available next fall. He said the samplers are expected to enhance the value of The Disney Channel and stem from results of an independent survey of VCR usage among current customers of the channel.

According to results of the ASI Market Research study, the sale or rental of pre-recorded programming on video cassettes does not have a negative effect on Disney Channel subscribers. The survey found that "the vast majority of VCR owners report the VCR is used to watch rental material and to tape programming from regular TV." In Disney

homes, according to the study, the VCR is used more for children's program taping or rental than in VCR homes in general.

In other announcements, Disney announced that *The Raccoons* is being added as a new weekday half-hour series beginning July 4 at 2:30 p.m. NYT. The animated program was developed from three Disney Channel specials created by Keven Gillis.

The Disney Channel is also scheduling a second fall subscriber acquisition campaign with a nationwide National Preview Week-end Sept. 5-8. More than 12 million basic

cable subscribers will be able to sample 76 hours of The Disney Channel at no charge.

Appointments at the Burbank, Calif.-based service include: Fred Simon, senior vice president of computer marketing, Atari Inc., named vice president of business development and programing; Ken Wales, independent programing consultant, joins as vice president of production, and Shelley Hutsler, manager of marketing and system development, Cox Cable of Santa Barbara, Calif., named manager of marketing and system development.

president of the Madison Square Garden Sports Network (whose parent company owns the New York Knicks basketball and Rangers hockey teams) said it was unlikely that professional teams would ever remove all of their games from broadcast television. "Free TV develops interest in our product," he said. To terminate that relationship would be like "cutting off our nose to spite our face."

Whether that reasoning will still hold when the vast majority of homes receives cable, Cohen wouldn't say, but for the next five years at least, he said, professional teams will continue to have a "major position" in local broadcast television.

As for the Olympics, Frank said if the Koreans don't receive what he termed a "reasonable offer," they will go home without making a deal. "There are viable alternatives to the networks," he said, but he refused to name them. The three broadcast networks will submit bids to the Seoul games on July 27. Frank agreed that he did not believe the U.S. broadcast rights to those games would fetch \$775 million, a figure that he is said to have floated last year.

Moreover, Anheuser Busch's Jerry Solomon said that advertisers would insist that the networks lower their advertising rates for sports events with declining ratings. "The rate has come down for *Monday Night Football*," he said.

Professional leagues whose teams play more games per season have better opportunities to explore multiple distribution outlets

The future of sports

The roles of the broadcast networks and cable services are changing

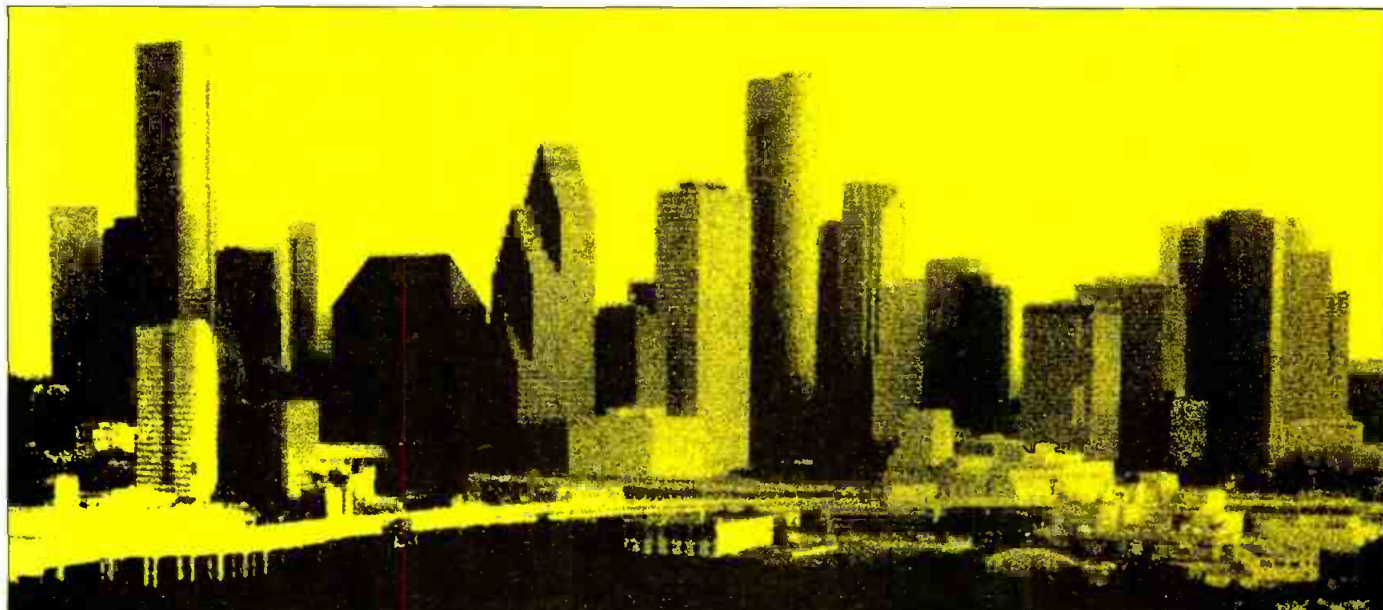
Panelists at a session on televised sports said that the sports audience, with ever increasing viewing choices (network, cable, syndication), is becoming increasingly fragmented, and that as a result, ratings for most events are on the decline. That in turn, they said, is putting more pressure on the advertising networks to hold down price increases which, in turn, is putting a downward pressure on the escalating costs of rights fees.

"The kinds of increases we've seen for rights fees in the last five years are not going to be paid in the next five years," said Neal Pilson, group executive vice president, CBS

Inc. The "big challenge for networks," said Pilson, is to "create a cost structure that does not force advertisers to take [their ad dollars] somewhere else."

Rights negotiator Barry Frank (who is representing the South Koreans in the bidding for the television rights to the 1988 summer Olympics in Seoul) countered that competition for the rights to sports events and not the ratings of those events is the key factor in determining rights fees. "Competition will spur rights increases," he said. Pilson countered that competition for rights is the "exception rather than the rule" and that most events are usually renewed in the renegotiation process by the existing rights holder.

On the cable sports scene, Joseph Cohen,



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Abraham, Pilson, Solomon, Cohen, Giles and Frank

for their games, said William Giles, owner of the Philadelphia Phillies. The Phillies and other baseball teams, he said, have enough inventory for a network game of the week, local broadcast television [away games], regional pay cable and pay-per-view. He acknowledged that the jury is still out for a lot of teams in successfully exploiting the cable options. A number of the cable sports channels tried by teams have failed.

Pilson said there would be "no major shift" in the presentation of sports on television. He said that in 10 years the broadcast networks will probably reach between 90 million and 100 million households, while "the largest cable service" will reach only 60 million homes. "The networks will continue to have the major dominant position," he said. HBO's Seth Abraham disagreed, noting that recently cable has been successful in capturing the major boxing events that used to be within the domain of network televi-

sion.

Are regional sports networks likely to be offered on basic cable in the future, because they cannot support themselves on a pay basis? MSGN's Cohen said that from his company's standpoint, it is "not all that big a concern. We try to deal with each franchise as a profit center." But the Phillies' Giles said, "From the baseball standpoint, I think more services will go basic," despite the fact that it will probably "hurt the gate."

If ABC wins the rights to the Seoul games, will its subsidiary, ESPN, participate? It's hard to gauge, said Frank. "Based on 1985 dollars I don't think they'd contribute enough to make it worth ABC giving up its exclusivity." He added that ESPN's advertising rate increases in the last six years have been "minimal" and suggested they would have to rise substantially to make a viable contribution to the Olympics. □

Singing the praises of original programming

Cable programmers explain how exclusive fare gives them an edge

No doubt about it. Cable television needs original programming. In fact, panelists representing services such as HBO, Showtime/The Movie Channel, the Disney Channel, Arts & Entertainment and CBN indicated the future of cable services may depend on it.

An NCTA session on "The True Value of Original Fare" featured cable programmers who said, in different ways, that original programming gives them an edge in the increasingly competitive environment of home television entertainment.

"We must give viewers something they've never seen before. That's the task cable has to perform," said Curtis Davis, vice president-programming, A&E. He called his network an "acquisition network," which means the service acquires programming, rather than producing it. "The viewer doesn't care who produces it. The viewer cares if he had a good experience. Is he coming back for more? That's the crux of the matter."

Davis told the audience that as an acquisition network, A&E operates on an "efficient economic model." He said original programming produced for cable generally costs three times as much as a co-production and 10 to 20 times as much as an acquisition.

Being an "active doer [acquiring programming] does not mean we have to go broke."

For HBO, "original programming has been a very big and important element in our programming mix," according to Bridget Potter, senior vice president, original programming. It accounts for 25% of HBO's fare, she said.

The traditional benefits of original programming, Potter said, are "differentiation, which is extremely important in a multipay environment; retention, which is important to any pay TV service, and the fact that original programming is extremely promot-

able."

But there are new reasons. Original programming helps cable compete with videotape rentals for VCR's. The tapes available in video stores do not qualify as original programming, which has been defined by the National Academy of Cable Programming as programming having initial U.S. exhibition through national cable distribution. Potter said cable's original programming is "as fresh as a daisy," compared to videotape rentals. Another new reason for original programming, said Potter, is that it helps the viewer get his money's worth on pay TV.

Showtime/The Movie Channel spends "one-third of our resources" on original programming, according to Allen Sabinson, senior vice president, original programming. "That's a commitment we want to keep and increase." He said original programming is important to Showtime because it builds loyalty, attracts new subscribers, provides quality programming and gives the service "a chance to do something different." For example, Showtime/TMC is committed to the production of "event programming, the kind of programming that makes people want to sign up for the service, and comedy," he said.

The Disney Channel's "commitment to original programming is one of the better-kept secrets," said Peggy Christianson, vice president, program development. The service has been on the air just over two years and claims 2,000 episodes of original programs, the production of nine feature films and 10 more in development, she said. Christianson added that total represents 30%-40% of Disney's lineup.

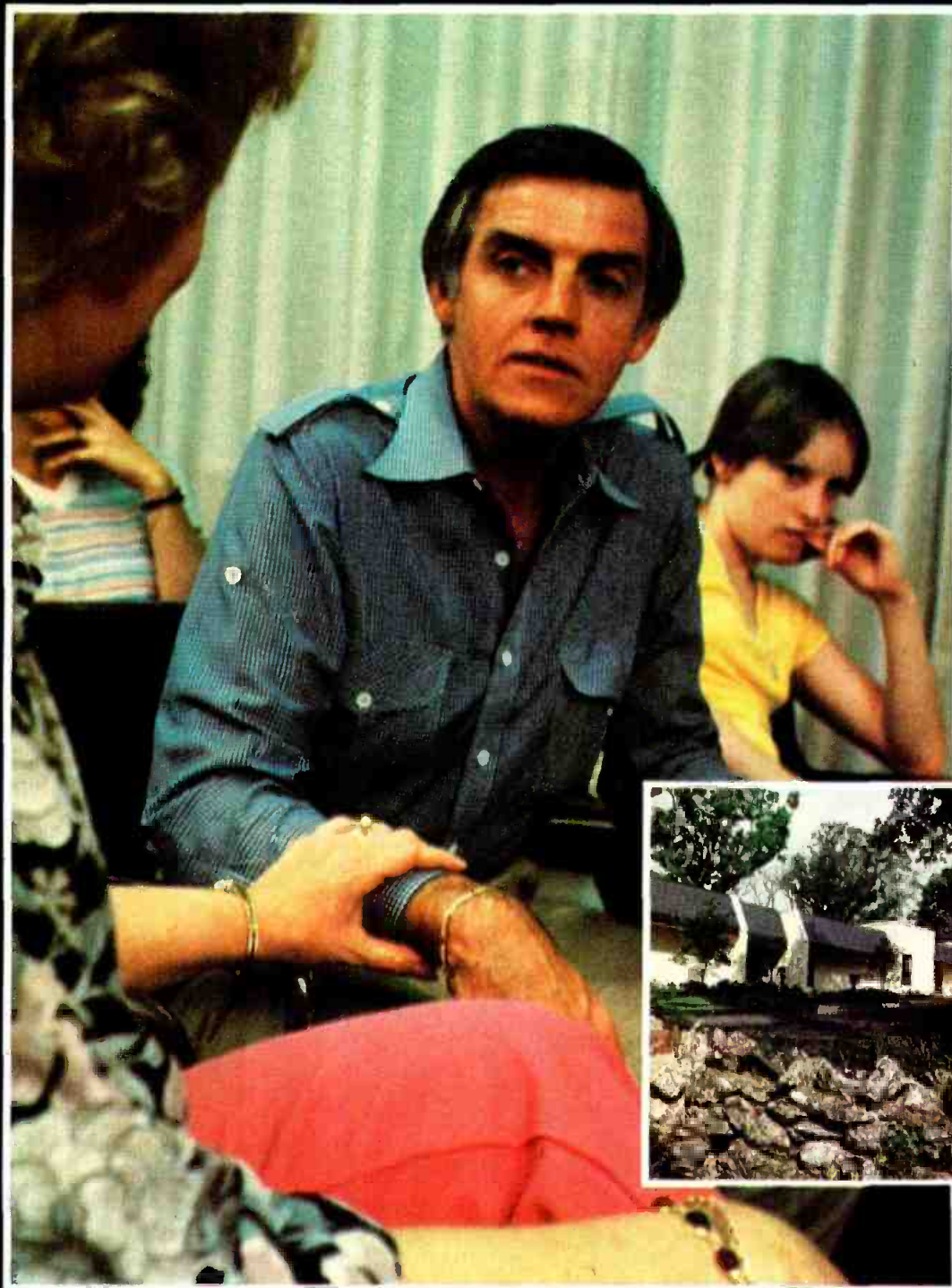
Although original programming is important to cable programmers because it helps differentiate the services, Disney hopes it will help "redefine the service." Christianson said the perception is that Disney is a children's channel; it would like to reach a new audience or expand its current one.

The Christian Broadcasting Network's Tim Robertson said his network looks at the value of original programming from "the perspective of the audience, first and foremost." But the cable operator is important to CBN, too. Robertson said CBN's original programming helps the operator reduce churn, acquire subscribers and sell advertising spots. "It's not easy for an operator to sell programs on CBN that are appearing on stations in the market. If we provide program-



Davis, Christianson, Sabinson, Robertson and Potter

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when all is not right
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ing that can't be gotten anywhere else, that adds a little sizzle to the sales effort of the cable operator."

Robertson said CBN's goal "over the next five years is to completely fill prime time with original programming." □

NCTA deals 28 ACE's

Continental Cablevision and Group W Cable took top honors among the winners of NCTA's ACE awards, presented last Monday night in Las Vegas. Continental's Elmhurst, Ill., system won for overall commitment to local programming while Group W Cable's Santa Monica, Calif., system won for programming for a special audience. Group W also received a special recognition award for its youth leadership program.

JVC Corp. won a special award for its donation of video equipment for use in the judging of the competition over the past three years. In all, 28 awards were handed out. There were 748 entries from 245 cable systems. The ACE award ceremony was taped and will be shown on the CBN Network on June 30 at 8 p.m. A list of the winners follows:

Excellence in local programming

Continental Cablevision, Elmhurst, Ill., Joseph Willoughby, regional program manager □ Overall commitment to local programming.

Group W Cable, Santa Monica, Calif., Mike Kempf, general manager □ Programming for a special audience.

Excellence in a single program

Viacom Cablevision, San Francisco, *From the Floor of the Convention*, Berry Minott, Doug Weihnacht, producers □ Documentary.

Cox Cable, El Cajon, Calif., *Speak Out! Victim Rights*, Moya Gollaher, program manager □ Public affairs.

Suburban Cablevision, East Orange, N.J., *Info, New Jersey's Newsmagazine*, Janet Shalestik, producer □ Magazine show.

Mile Hi Cablevision, Denver, *Center Stage Breakin*, Mile Hi Cablevision, Brad Stinsburg and Denver Center for the Performing Arts, Dirk Olsen, producers □ Community events coverage.

Cablevision of Baton Rouge, *LSU Football 1984: LSU vs. Ole Miss*, Brad Froman, producer □ Sports events coverage.

Group W of Buena Park, Buena Park, Calif., *The Great American Race 1984*, Lisa Yale, producer □ About sports.

Cox Cable, New Orleans, *All Alone with the Blues*, Jim Gabour, producer □ Music.

Oceanic Cablevision, Honolulu, *Break the Silence*, Sean McLaughlin, co-producer/director; Tremaine Tamayose, writer/producer □ Drama/dance.

Great Boston Cable, Woburn, Mass., *Nothing to Cheer About*, Steven Kostant, producer, and **Viacom Cablevision**, San Francisco, *Landmarks of the City: Fisherman's Wharf*, Joe Bernstein, producer □ Educational.

Times Mirror, Laguna Niguel, Calif., *Finding Home*, Maureen File, director of programming and community affairs; Michael Dixon, producer □ Children's programming.

Falcon Cable Television, Alhambra, Calif., *Vertical Interval*, Anna Marie Piersimoni, producer □ Innovative programming.

Excellence in a program series

Cablevision of Boston, *Neighborhoods*, Richard Kahn, Tug Yougrau, Howard Husock, WGBH Boston, producers □ Public affairs.

Suburban Cablevision, East Orange, N.J., *Info, New Jersey's Newsmagazine*, Janet Shalestik, producer □ Magazine show.

UA-Columbia Cablevision of New Jersey, Oakland, N.J., *Community Mirror*, Bob Mann, Celeste Fasone, producers □ Community events coverage.

Cablevision Systems, Woodbury, N.Y., *Cablevisionews*, John Hillis, producer □ News.

Suburban Cablevision, East Orange, N.J., *Action Arena*, Matt Loughlin, producer □ Sports events coverage.

Suburban Cablevision, East Orange, N.J., *Time In*, Matt Loughlin, producer □ About sports.

Cox Cable, New Orleans, *Music City*, Jim Gabour, producer □ Music.

Group W Cable, Dearborn, Mich., *Backporch Video*, Kurt Vinup, producer; Paul Streffon, co-producer □ Comedy/variety.

Continental Cablevision, Springfield, Mass., *By Their Own Hands*, Claudia Elferdink, producer □ Educational.

Syracuse NewsChannels, Syracuse, N.Y., *Kid Stuff*, Abby Lazar, producer □ Children's programming.

Excellence in promotional programming

Group W Cable Manhattan, *Cablesavers Commercial Campaign*, Neal Hecker, June Rifkin, producers □ Television commercials.

Cablevision of Long Island, Woodbury, N.Y., *Extra Help Testimonials*, Patricia Lombardi, producer □ Cable promotion (single spots/campaign).

Great Boston Cable, Woburn, Mass., *Mass Appeal*, Abby Casper, producer □ PSAs—single spots.

Falcon Cable Television, Alhambra, Calif., *Something for Everyone*, *Something for You*, A&G Productions, Alan McGlade, producers □ MSO promotions.



ACE award winners

FCC to hold hearing on Turner's CBS bid

Commission will schedule en banc meeting on takeover plan; network, affiliates and others raise questions and objections in petitions to deny; ALF, few others support move

Ted Turner's attempt to take over CBS has hit a snag.

In the wake of protests from the network, the CBS Television Network Affiliates Association, more than 50 individual CBS affiliates and a variety of others, FCC Chairman Mark Fowler has agreed to hold an en banc hearing on Turner's transfer application.

In petitions to deny and informal objections filed at the commission last week, CBS and the affiliates generally asked that the Turner Broadcasting System's applications to transfer control of CBS licenses be denied or that at the very least the commission hold a hearing on the proposed transfer. The network and the affiliates are generally contending that Turner lacks financial wherewithal and that under his takeover proposal the network and its affiliates may be doomed.

Jerald Fritz, chief of staff to Fowler, told BROADCASTING that no date had been scheduled for the hearing. The FCC first wants to review the comments and determine what issues have been raised. "It could be before the [August] break [which begins Aug. 9], or it could be after," Fritz said.

Fritz stressed that the planned hearing will serve a fact-finding function, much the way an additional round of comments would. That's not the same as designating a hearing before an FCC administrative law judge, Fritz said. Only after the commissioners complete their analysis of the comments submitted in the proceeding and of the oral arguments presented at the en banc hearing will they decide whether "substantial and material questions of fact requiring designa-

tion for hearing" before an ALJ have been raised, Fritz said.

If, after its review, the commission determines that no such questions have been raised, the applications could be approved. Fritz said he didn't know how long it would take the commission to make its determination after the hearing is held.

The decision to hold the hearing is "a recognition of the importance of this type of transaction, but it should not be a signal to either side that the commission is favoring either position," Fritz said. "We want to be scrupulously fair in approaching this issue. The chairman feels the addition of the en banc will help facilitate that."

CBS has found itself with one somewhat surprising ally. In comments, the Motion Picture Association of America, which has opposed CBS and other networks vehemently in other recent proceedings before the FCC, asked the commission at least to raise the regulatory hurdles over which Turner would have to leap to realize his plans.

One commenter said some nice things about Turner. The conservative American Legal Foundation went to his support. "ALF firmly believes that Mr. Turner possesses the requisite character qualifications called for by Congress and the FCC before granting a broadcasting license," ALF said.

Oppositions to the petitions are due June 13.

In its petition to deny, CBS alleged that TBS wasn't financially qualified and that the Turner proposal "seriously" threatened the financial stability of the network. CBS said the TBS proposal was based on a "high-risk, 'junk bond'" financial scheme that would burden the merged company with an added \$4.5 billion of debt. "Even if TBS were able to meet its debt obligations, this effort clearly would strip the CBS network of funds

required for program development and acquisition, and all of the other activities and efforts necessary to serve effectively the hundreds of CBS affiliates throughout the country and, more important, the audiences of these stations," CBS said.

The network also alleged that a CBS/TBS merger, in placing Cable News Network together with CBS's news operation, would "greatly" reduce diversity of program sources, "especially in the important area of national and international news." In addition, CBS alleged the merger would "substantially lessen" economic competition in the national and international television news business and in the national advertising market.

On another track, CBS contended that in each of the three network transfer cases previously considered by the FCC, the commission adopted special procedures, including the holding of evidentiary hearings. "The instant case presents issues of even greater policy significance . . . which threaten the vital interests of viewers and affiliated stations all across the country and which clearly warrant the utilization of special procedures," CBS said.

The CBS Television Network Affiliates Association also asked the commission to deny the TBS applications, or at least to designate them for evidentiary hearing. "It is clear that the affiliates' ability to attract audiences for their programming, including their local and other nonnetwork programming, is greatly affected by the generally perceived quality of the network's programming," the affiliates association said. "Any transfer which might potentially threaten the network or the affiliates' ability to provide quality programming or other service compels the commission's utmost attention."

The affiliates association thought the greatest threat might lie in Turner's financial proposal. "Even if TBS is found nominally qualified financially . . . the new entity would have to be more concerned with debt service than public service," the association said. "Under [the] proposed merger, the affiliates believe that the services provided to the public by the network, its owned-and-operated stations and the affiliates will be substantially impaired and clearly inferior to those provided today."

The affiliates said the merger would also harm the affiliates and the public by reducing media diversity and competition. "The commission is faced with a proposed combination between the CBS Network News and its only full-fledged nonbroadcast-network competitor in the provision of national and international video news, Cable News Network and CNN Headline News," the affiliates said. "The affiliates, in particular,

Reconsideration requested. The National Association of Broadcasters has asked the FCC to reconsider its order implementing the Cable Communications Policy Act of 1984 to specify that its amended definition of cable system does not apply to its must-carry rules. NAB said the commission, in adopting the act's definition of cable system, had modified the applicability of the must-carry rules in three ways. First, NAB said, the new rule defines a cable system as a facility that provides video programming, while the old rule required that a cable facility distribute the signals of one or more TV stations before being subject to must-carry requirements. The new rule, according to the NAB, therefore, would apply must-carry requirements for the first time to cable systems that don't carry any TV signals—"an incongruous departure from precedent not intended by Congress." NAB also said the new rule exempts from the definition of cable system those cable facilities that only retransmit broadcast signals. "These facilities have been subject to must-carry rules and have been precluded from discriminating anticompetitively among local signals, or against all local signals," NAB said. "Once again the must-carry rules are patently affected by the implementation order because those systems which only retransmit television broadcast signals would not be defined as 'cable systems' and for the first time be exempted from the mandatory signal carriage requirements." NAB also said the new rule would subject, for the first time, cable entities with fewer than 50 subscribers to must carry. "Under the prior rules, these facilities were exempt," NAB said.

would thereby be deprived of their only realistic alternative to the network news.

"Diversity considerations aside, the commission is also faced with a combination, in terms of audience and revenues, between the leading national broadcast network and two of the top six cable networks," the affiliates added. "The commission should not sanction either a reduction in media diversity or an increase in economic concentration of this magnitude."

The Motion Picture Association of America asked that evidentiary hearings be held. According to MPAA, the proposed merger raised "profound issues of national communications policy" because it contemplated a consolidation of ownership of television outlets and of independent sources of news and entertainment programming. MPAA contended that the acquisition would lead to TBS/CBS owning WTBS(TV) Atlanta and having a CBS affiliate in the same market. The combined entity also would own "at least" three major programming sources: the CBS network, superstation WTBS and CNN, MPAA said. "The commission has never formally considered the implications for diversity and competition either of consolidations of ownership of three of the major national broadcast sources or of common control of an owned and affiliated station,"

MPAA said. "The TBS application is silent on both of these issues, even though these are perhaps the most critical ones to be considered by the commission in these proceedings."

Among the other important questions the applications raise, none of which, according to MPAA, are adequately addressed by the current record, are whether TBS/CBS will continue to operate WTBS as a superstation or whether it will be eliminated or weakened to avoid competing with the over-the-air network. MPAA also questioned whether operation of both the CBS network and the superstation violated the FCC's chain broadcast rules.

MPAA said TBS has stated that the combination of CBS's broadcast audience and TBS's cable audience would result in increased revenue because of the "enhanced appeal to advertisers." MPAA raised the question of whether that meant the same programs would be shown by WTBS and CBS at the same time or whether advertisers would be required to buy time on both CBS and WTBS programs.

MPAA raised the additional question of whether WTBS would stop participating in ad hoc networks to avoid competing with CBS programming. Still another question concerns whether both CBS and TBS would continue

to produce programming and how CBS's consent decree with the Department of Justice—under which CBS, among other things, has agreed to restrict the amount of programming it produces—would be applied. "What will the combined entity do regarding internal production if the consent decree is allowed to expire?" MPAA said. "Will this increase in the combined entity's internal production further restrict competition to acquire programming and diversity of viewing options, and thereby further enhance the networks' market power?" Yet more food for thought is whether the FCC rule prohibiting one entity from operating more than one broadcast network, and the financial interest and syndication rules, would apply only to the existing CBS or to all of the operations of the merged company, MPAA said.

"The proposed transfer of CBS's licenses to TBS raises numerous difficult issues involving both diversity and competition in the television industry," MPAA said. "In essence, it contemplates consolidation between one of the three still-dominant 'gatekeepers' of national television and two of the emerging competitors for the networks, WTBS and CNN. Yet the TBS application offers little or no evidence or analysis concerning these critical issues. Accordingly, the MPAA urges the commission to conduct evidentiary hearings and thereafter to solicit further comments before taking any action on the TBS application."

In a joint filing, Bonneville International Corp., KIRO Inc., Fetzner Television Corp., Northern Television Inc., Cornhusker Television Corp., Rock Island Broadcasting Co. and New Mexico Broadcasting Co. said the factors the commission must consider when a change of ownership of a national network is sought are much broader and of much greater significance than the considerations applicable to normal transfers. "It is for this reason that the commission has mandated a hearing in every instance where consent has been sought for a network acquisition," they said. "Failure to follow this established and necessary procedure would constitute an abuse of agency discretion."

Among other things, the licensees said the commission must undertake a comparative evaluation on whether a grant of the Turner request would result in service to the public that would be inferior to the service currently offered by CBS. The licensees said the FCC should explore in the hearing whether Turner is financially qualified to operate CBS. It should also address whether the Turner applications should be denied "because its implementation will bring about the demise of the CBS radio network, the sale of CBS radio and television stations and injury to the ability of CBS and its affiliates to serve the public."

The licensees added that the hearing ought to be conducted as a comparative proceeding, as though Turner and CBS were rivals applying for the same facilities.

American Family Corp. said "much more" was involved here than the acquisition of several broadcast stations. "The commission has a duty to give Turner's proposal a hard look to determine not only whether Turner is qualified to operate the stations in the public interest, but also whether the

Washington Watch

Search begun. Corporation for Public Broadcasting board decided during six-hour meeting May 31, to appoint five of its board members to lead search for new CPB president (BROADCASTING, May 20, 27). Board search committee includes Republicans William Hanley and Harry O'Connor as co-chairmen; Republican board chairman, Sonia Landau, and independents Howard Gutin and Lloyd Kaiser (who represent public television and radio stations). Board committee will work with as yet unnamed executive search firm. In meantime, current CPB management team—David J. Brugger, vice president, telecommunications; Donald Ledwig, vice president-treasurer, and Paul Symczak, acting general counsel and secretary—will continue to run CPB. Symczak replaces Linda Dorian, who resigned May 19.

□

Alien ruling. FCC has ruled that alien ownership restrictions of Communications Act apply to limited partnership interests in broadcast licensees. As result, alien limited partners will be restricted to 20% of limited partnership that is licensee; they will be limited to holding 25% if limited partnership has interests in licensee through intervening corporate layer. Both sorts of participation assume alien is adequately insulated from licensee. Law firm of Wilner & Scheiner had sought ruling that would have permitted aliens to exceed statutory benchmarks.

□

New look. New methods of duplicating copyrighted works, including photocopiers, tape recorders and VCR's, require new approaches to protecting copyrights, according to newly formed American Copyright Council. "Copyright is the well-spring of a \$141-billion industry," said Stanley Gortikov, chairman of council, which was launched at breakfast in Washington last Wednesday (June 5) as "unified industry effort to educate the public on copyright issues." More than 150 attended event, including actress Loretta Swit; chairmen of copyright subcommittees on both sides of Hill, Senator Charles McC. Mathias Jr. (R-Md.), and Representative Robert Kastenmeier (D-Wis.), and Representative Thomas J. Downey (D-N.Y.), who chairs Congressional Arts Caucus.

□

Telephone talk. House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) called on Federal Trade Commission to investigate advertisers' use on television stations of "telephone scoop service." In letter to FTC dated May 28, Wirth expressed concern about use of service—900 numbers which typically provide recorded messages for flat charge of 50 cents to \$2—on children's programs. Wirth said such services "must be closely scrutinized to determine whether they comprise deceptive advertising." He asked for response from FTC by June 4.

transfer of the network would serve the public interest," American Family Corp. said. "The devastating economic consequences, inevitable deterioration in programing quality, disruption to network/affiliate relations and elimination of one of the most significant competitive programing voices all dictate the denial of Turner's applications."

WSEE-TV Erie, Pa., said that while the commission does not directly regulate television networks, "to ignore the public interest reality of the transaction proposed would render commission judgment chimerical."

Midwest Television Inc. said there was a "substantial and material question" as to whether WTBS had programed to meet the needs and interests of its community of license. Midwest said a review of WTBS's programing during the week of May 19-25 revealed that, between 6 a.m. and midnight, "WTBS is currently airing not one minute of local news and a mere 30 minutes a week of locally produced public affairs programing, which airs from 6:30 to 7 a.m. on Saturday."

"Moreover, a review of WTBS's quarterly problems/programs lists for the last three quarters... reveals that virtually none of the content of these regularly scheduled programs, nor WTBS's occasional informational special programs, concerned issues, persons or institutions of specific concern to the Atlanta community. Rather, as might be expected given WTBS's self-perception as 'America's station,' its public affairs programing concerns almost entirely matters of national, not specifically local, significance."

WCAX-TV Burlington, Vt., said the Turner proposal to cease offering CNN Headline News Service to broadcasters would "exacerbate rather than relieve the anticompetitive consequences of the acquisition and will place upward pressure on the price of national news services, to the detriment of small-market broadcasters generally and the public."

Tom Chauncey, licensee of KOOL-AM-FM Phoenix, said TBS's intention to divest the CBS radio stations and networks "threatens immediate and severe harm" to KOOL-AM-FM "and to the public interest as well."

Added Charles T. Jones Jr., vice president, Cosmos Broadcasting, and general manager of WIS(AM) Columbia, S.C.: "If Ted Turner were allowed to take over CBS, it would mean the end of the CBS Radio Network. As a broadcaster and a CBS affiliate, I can assure you that such an event would be a disaster to the listeners of WIS radio."

The International Brotherhood of Electrical Workers, AFL-CIO, which says it represented 2,000 employees of CBS, contended that the commission "should find that TBS's plan to take over and restructure CBS would disserve the public interest."

The International Alliance of Theatrical Stage Employees and Motion Picture Operators said it believed allowing "one individual or corporate holding to control a major part of broadcasting in this country would be detrimental."

The Office of Communication of the United Church of Christ; Communication Commission, National Council of Churches of Christ, USA; Consumers Union; Telecommunications Research and Action Center; Action for Children's Television, and the

National Organization for Women Legal Defense and Education Fund said they wouldn't object to the proposed merger if Turner agreed to sell off CNN, CNN Headline News and WTBS, and if the commission determined that the acquisition of the properties at such a large price with so much debt service is consistent with the public interest.

Carl Holman, president of the National Urban Coalition, said that what was known about Turner's views and behavior "raises grave doubts as to the direction of programing, management, policies and procedures under his management."

The Hispanic National Bar Association urged that Turner's applications be denied. It said the "activities and comment of TBS's owner, Ted Turner, have demonstrated an insensitivity (and at times disdain) for blacks, Hispanics, women and Jews."

The Hispanic Academy of Media Arts and Sciences supported CBS and "applauds" its contributions to the Hispanic community. "We believe that a takeover is not in the best interest of the Hispanic community," the group said.

The American Legal Foundation said that Turner had been a "constant critic" of network programing for focusing on sex, stu-

pidity and violence. Turner also, according to ALF, has been an "outspoken" critic of sensationalism in network news programs and has "avoided such shoddy journalism in operating CNN." In addition, Turner already has voiced his intention to change CBS's programing to make it more "family oriented," ALF said. "Superstation WTBS Atlanta is an indication of Turner's sincerity in this area, a model of more wholesome programing."

ALF added, however, that its support for Turner was "subject to modification if it is subsequently learned that Turner has capitulated to reported demands by various special interest groups, such as the National Organization for Women, the National Association for the Advancement of Colored People and the National Black Media Coalition or other special interest groups currently threatening to oppose the Turner takeover. ALF hopes and fully believes that Turner will be an equal employment opportunity employer at CBS, just as he is and has been at WTBS and CNN. But this would in no way justify giving into the demands of these groups for the institution of racial or sexual quotas in hiring and promotion at a Ted Turner-operated CBS." □

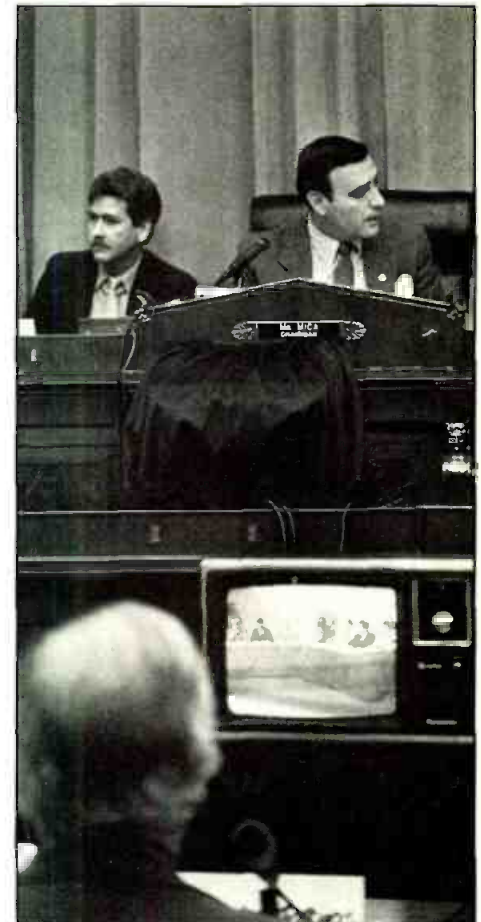
Worldnet brings witnesses for Hill hearing in from Panama

USIA sets up two-way video and audio arrangement for Mica hearing

"This," said Representative Dan Mica (D-Fla.), at a hearing of his House Foreign Affairs Subcommittee on International Operations, on Tuesday, "is the first high-tech hearing." His image and words were being transmitted by satellite from Washington to Panama City, Panama, where witnesses had assembled from other countries in the region to testify on legislation that would provide undergraduate educational exchanges with Latin American countries. The hearing—with its two-way video and audio—was a production of the U.S. Information Agency's global television network, Worldnet.

The historic nature of the occasion did not go unremarked by many among the subcommittee members and witnesses in Washington and Panama City. Representative Olympia J. Snowe (R-Me.), a member of the panel, said the inaugural congressional teleconferencing effort was "putting technology to work to expand the ability of individuals and nations to pursue peaceful goals." And Senator Charles McC. Mathias (R-Md.), one of the bill's sponsors said the technique "will open the doors of congressional hearing rooms to the whole world."

The subcommittee heard testimony from educators and government officials from a number of Latin American countries gathered in a television station studio in Panama City and from sponsors of the bill—Senator Jeff Bingaman (D-N.M.) and Representatives Jim Wright (D-Tex.) and Jack Kemp (R-N.Y.), as well as Mathias—in the subcommittee hearing room in Washington. Their remarks were translated simultaneous-



Mathias, head to camera, and Mica ly into Spanish and English. And for \$33,435—the cost of 150 minutes of satellite time that was borne by USIA—the signal

was transmitted to and from Washington by way of an earth station in Etam, W. Va., and another in Utibe, Panama, and by an Intelsat Major Path 2 satellite.

The idea for the teleconference-type hearing that would permit congressional committees to take testimony from witnesses not only outside Washington but outside the country, originated with Mica during hearings the subcommittee held on the administration's request for 1986 funding for the USIA. And he pursued the suggestion later while touring USIA's television facilities in Washington. The bill providing for the undergraduate exchange program between the U.S. and Latin American countries—a program that would be administered by the USIA—had been referred to Mica's subcommittee, and appeared to be a suitable subject for a hearing to demonstrate the ability of global television to permit congressional committees to take testimony from witnesses in many parts of the world. Several committees are said to have expressed an interest in conducting hearings-by-satellite, and an aide to Mica said the subcommittee will review tapes of the hearing with a view to making recommendations regarding such hearings in the future.

An irony in the episode is that it was Mica's subcommittee that recommended that \$3 million of an increase the administration had proposed for USIA's television service be transferred to the agency's international book program, a recommendation the House ultimately adopted. The subcommittee said it was not satisfied that USIA had a coherent plan for using the new service. "Where is it [Worldnet] going?" he asked. "We haven't seen where it is going. This," he added, referring to the use to which Worldnet was put as a means of extending a congressional subcommittee's reach, "is part of that process," of answering that question. □

"Warning labels" for TV programs?

Illinois senator says he'll put forward legislation requiring advisories for programs with violence, gratuitous sex

Senator Paul Simon (D-Ill.) plans to introduce legislation that could lead to "warning labels" on some television programs deemed to contain too much violence and sex. Testifying before a hearing sponsored by the National Council of Churches of Christ in Washington last week—the third in a series of NCCC hearings on sex and violence in film, television and cable—Simons said he will seek cooperation from the networks and the FCC in identifying violent programming that is harmful to children. "If we had a poll, I think the results would be overwhelming for a warning about violence on television," Simon said.

Under the senator's proposal, the FCC would "begin work on advisories that warn parents about the violence content in television programming." According to a Simon aide, a "warning label" could take the form of a "PG" logo or "a flashed signal of some kind" during a program. Simon has not yet

set a timetable for introducing the legislation, although he hopes the program can begin "during the next television season," his office said.

Senator Arlen Specter (R-Pa.) told the NCCC group that after having held hearings before the Senate Judiciary Subcommittee on Juvenile Justice and the Senate Children's Caucus, he believes there is a connection between violence in television programming and films and aggressive and violent behavior in children. Rather than censorship, which "causes more harm than good," Specter advocated "voluntary" restraints by the media to protect children from sex and violence in the television, cable and film industries. "The best solution insofar as TV is concerned," he said, "is for broadcasters and cable operators to exercise greater discretion and restraint in programming. I believe they have an obligation to act responsibly. They could allay any possible congressional con-

cerns by voluntary action," Specter said. He also advocated tax incentives to encourage the production of programs geared to children.

In addition to exploring public policy and legislative alternatives, last week's hearing by a special nine-member NCCC study committee discussed whether advertisers have a responsibility for reducing the "amount of gratuitous violence and sexually exploitative material in broadcast and cable television." The committee also will consider society's role when parents do not exercise their responsibilities.

The study committee, which is chaired by the Rev. James M. Wall, editor of the *Christian Century* magazine in Chicago, will prepare a position paper on the topic, including information from earlier meetings in New York and Los Angeles, to be presented to the NCCC governing board for adoption as NCCC policy. □

Hill disclosure statements released

Information on honoraria and personal finances made public

The National Cable Television Association and the National Association of Broadcasters and related organizations provide steady, if not overly lucrative, work for members of the House and Senate involved in communications matters. That is among the items of interest in the annual personal financial disclosure reports covering 1984 that members of the Senate and House were required to file by May 15. Others involve the broadcast ownerships of those Senate and House members whose legislative responsibilities involve communications.

And in that connection, the report of Senator John C. Danforth (R-Mo.), chairman of the Senate Commerce Committee and one of the Senate's multimillionaires—his family founded the Ralston Purina Co.—attracted some attention in that it included in his report a reference to stock in Capital Cities Communications—which is on its way to a friendly takeover of ABC—valued at between \$100,001 and \$250,000. (The Senate and House do not require detailed financial statements. Information on property owned, for instance, is required only in ranges—such as less than \$5,000 and from \$5,001 to \$15,000.)

But the stock, purchased on March 20, 1984, almost a year to the day before the proposed merger was announced, was acquired by a trust created by the senator's mother for the senator's five children. An aide said the senator has no beneficial interest in the trust and added that the children, who range in age from 14 to 23, will not benefit until they reach 35. The trustee is the Morgan Guaranty Trust Co. of New York. Thus, the aide said, the Capcities stock, does not represent "a conflict of interest under any reading."

The other ownership reported are the old-fashioned kind.

Representative Wayne Dowdy (D-Miss.), a member of the House Telecommunications Subcommittee, for instance, reported ownership worth between \$415,000 to

\$1,050,000, in seven AM and FM stations in Georgia, Mississippi and Arkansas. Dowdy reported dividend income ranging between \$10,000 and \$30,000 from three stations, WMLT(AM)-WQZY(FM) Dublin, Ga., and interest income of between \$2,501 and \$5,000 from WAKK(AM)-WAKH(FM) McComb, Miss. He also reported that his wife earned between \$5,000 and \$15,000 at WAKH(FM). And Senator Nancy Kassebaum (R-Kan.), a member of the Senate Commerce Committee, is part owner of five AM's and four FM's in Kansas and Colorado. Her principal broadcast holdings are KFH(AM) Wichita and WREN(AM) Topeka (the latter sold last week [see "Changing Hands," page 107]). She places her value in each of those stations at more than \$250,000.

As for the speaking assignments taken by members of the Senate and House, a more precise picture is possible, since exact amounts must be reported (though not reimbursements for expenses), and the total received may not exceed \$21,780, or 30% of the salary senators and House members receive. The rules also limit honoraria to \$2,000 an appearance. (Some members, like Representative Timothy Wirth [D-Colo.], chairman of the House Telecommunications Subcommittee, supplement their reports with copies of their income tax returns. Wirth's assets of \$325,000 are in a blind trust; his financial statement says the trust was created to avoid a possible conflict of interest that might arise because of the "complex and broad jurisdiction" of the subcommittee he heads.)

Both the NCTA and the NAB were careful to invite members of the Senate and House subcommittees involved in communications to their conventions last year. The NCTA invited 16 members of the House Telecommunications Subcommittee and two from the Senate Communications Subcommittee, paid them \$255,000, and reimbursed them for their—and in some cases, their wives'—travel expenses. The NAB paid \$223,000 to 14 members of the two subcommittees, and reimbursed them for travel expenses. But a number of other organizations are also pre-

pared to pay to hear members of the Senate and House who have a hand in shaping legislation affecting them.

For instance, Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, last year reported being paid \$2,000 each by AT&T, the Association of Independent Television Stations and the Association of National Advertisers, as well as by the NCTA (whose convention he addressed by satellite). He was also paid \$19,992 by the Cable News Network for commentary. The American Association of Advertising Agencies, AT&T, the Bell operating companies, MGM/UA and the Motion Picture Association of America also invited members of the subcommittees to speak. So did two of the networks—ABC paid Billy Tauzin (D-La.) \$1,000 for an appearance and NBC paid Hollings \$1,500 and Representative Thomas Tauke (R-Iowa) \$750. Representative John Dingell (D-Mich.), chairman of the Energy and Commerce Committee, earned \$2,500 for addressing the National League of Cities, the U.S. Telephone Association and the Association of Long Distance Telephone Companies.

Sometimes, a member is able to take advantage of an invitation to make a grip he would otherwise have paid for himself. Senator Ernest Hollings (D-S.C.) and his wife attended the Democratic national convention in San Francisco last July in connection with two invitations, one from MGM/UA Entertainment Co., in Los Angeles, and another from Pacific Televis, in San Francisco.

Wirth, who does not accept fees for speaking to groups over whose industries the subcommittee has legislative jurisdiction, reported only reimbursement of \$701 for airfare to attend the NCTA convention in Las Vegas last year. Tauke was as busy as many members of Congress in addressing various groups. He reported earning \$17,250 from that source, and \$12,000 from various broadcast and cable organizations. But he also reported donating the total amount to charity. □

State gets new bureau

Diana Lady Dougan to head International Communications and Information Policy bureau

The State Department last week finally won over skeptical members of the Senate and announced the establishment of a new Bureau of International Communications and Information Policy. The new bureau will combine the functions that had been assigned to the Office of Coordinator for International Communication and Information Policy and the Office of International Communications Policy, formerly in the Bureau of Economic and Business Affairs. And it will be headed by Ambassador Diana Lady Dougan, the coordinator for international communication and information policy.

Opposition that had blocked the merger for months began to break up two weeks ago, after the State Department described the proposed bureau in a letter to the Senate Appropriations Committee's subcommittee on Commerce, Justice, State and the Judiciary (BROADCASTING June 3). The letter

was in response to questions from Senator Ernest F. Hollings (D-S.C.), ranking minority member on the subcommittee, who had been worried about the proposed disappearance of the Office of International Communications Policy, headed by Earl Barbely, which he considered a competent shop, into Dougan's office, for which he had less regard. He also wanted to keep the political activities of Dougan's office separate from the operations work of Barbely's. His concern was based on an earlier version of the bureau that the department had provided.

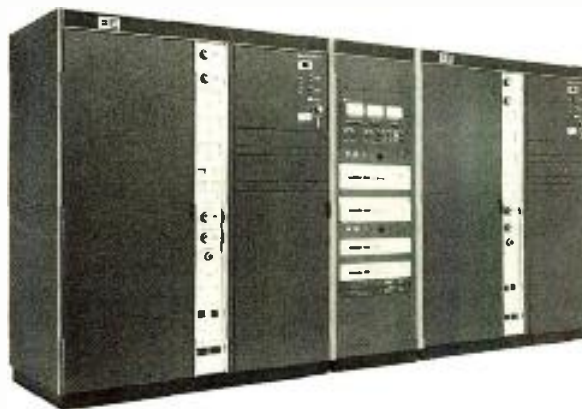
The State Department's letter, written by the assistant secretary of state for legislative and intergovernmental affairs, William L. Ball III, described a bureau that would be headed by a director, with rank equivalent to that of an assistant secretary of state, but would also have two deputy directors, with rank equivalent to that of deputy assistant secretaries of state. Those two would be "supervising two separate functions of the bureau"—one for policy and one for operations, according to the letter. Although no staffing plans were announced, the former is expected to be headed by Rush Taylor, who has been Dougan's deputy, and the latter, by Barbely. Taylor would supervise two offices—of Planning and Analysis and of Political Affairs—and Barbely, three—of Regulatory and Treaty Affairs, of International Radio Communications, and of Technical Standards and Development. The new bureau will have a staff of some 30, with a clear majority of them in the operations section.

The policy office would be responsible for "international political developments with

an impact on communications and information policy, development of political strategies for promoting U.S. positions at international conferences and for all long-range issues involving the impact of information, computer and communications technologies on national political and economic strategies, such as the important changes taking place in national governmental structures." The operations office will represent the bureau in "day-to-day matters" concerning the department's responses to the FCC and the International Telecommunication Union and its agencies, as well as in the technical and operational matters pending before Intelsat and Inmarsat.

The State Department last week described the bureau as having "primary responsibility for the formulation, coordination, implementation and oversight of international communications and information policy on behalf of the department."

The letter helped persuade Hollings. So, it is understood, did private assurances from the State Department that the restructuring would be carried out under the supervision of Dougan's superior, William Schneider, the Under Secretary of State for Security Assistance, Science and Technology. Nor was that all. Senator Richard Lugar (R-Ind.) had also had a "hold" on State's plans. His aides said he felt a bureau would be a larger structure than necessary to house the coordination function ("Closed Circuit," April 29). Lugar is said to have been won over by Secretary of State George Shultz, in a meeting last week called to discuss a number of issues, including the reorganization plan. □



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What to look forward to on cable

Second National Cable Forum gets June press tour under way with programing highlights

A preview of upcoming made-for-cable programing was offered the nation's press at the second annual National Cable Forum at the Arizona Biltmore in Phoenix, May 30-June 1. The event, a prelude to the National Cable Television Association's annual convention in Las Vegas (see "Top of the Week" and pages 61-86), was sponsored by a consortium of cable networks and kicked off the semiannual Consumer Press Tour, with PBS and CBS following the cable services in Phoenix. The other two networks are holding their tours at the Century Plaza in Los Angeles (NBC's on June 10-11 and ABC's on June 13-16).

More than 100 journalists from the U.S. and Canada gather for the June and January tours, which began a number of years ago as a means of introducing fall and midseason programing to the nation's television writers.

Summaries of the cable services' presentations follow:

HBO

Home Box Office Chairman and Chief Executive Officer Michael J. Fuchs has reiterated his company's previously stated plans to abandon "traditional" series production (BROADCASTING, May 27) in favor of more specialized programing.

"What we have decided to do is not totally pull out of the series business," Fuchs told the National Cable Forum in Phoenix May 31, "but we are not interested in capturing 8 o'clock on Tuesday night. We are an occasional-use medium and it is not an important part of our business" to cablecast network-like series. "We are probably very much out of the business of doing traditional, network-type weekly series" that are characterized and long running.

He said HBO will concentrate on short-order and limited-run series, comparing them to the specialized approach taken by British networks. Fuchs said better talent is available for such productions and there is greater opportunity to distinguish the service from over-the-air networks.

Fuchs cited as an example the 17-episode order HBO has placed for *First and Ten*, a new adult-oriented comedy series premiering next August and running concurrently with the National Football League season. The biweekly program, produced by Kushner-Locke Productions, concerns the adventures of a beleaguered California football team suddenly taken over by the previous owner's ex-wife in a divorce settlement.

Fuchs described *First and Ten* as a "movie" series in that it takes the form of a motion

picture stretched over three months.

The HBO executive also claimed credit for inspiring the broadcast networks to return to the anthology genre next fall based on the ratings success of HBO's *The Hitchhiker* series. "We know that the networks track us very carefully now," he declared. "I know that programing representatives of every single network are very much aware of the business that *The Hitchhiker* has done on HBO."

Fuchs distinguished HBO from Showtime, saying, "We'll let them do 50 episodes of *Brothers* while we do Madonna's concert tour."

As for HBO's companion pay service, Fuchs said Cinemax "did not intend to become a yuppie pay service, but I don't think it's the worst thing that could happen." He said that "Cinemax is doing well because Cinemax has never overpromised... HBO should be doing as well as Cinemax is."

On another programing subject, Fuchs said his company does not feel threatened by the move by Senator Jesse Helms (R-N.C.) to introduce legislation that would toughen obscenity restrictions on cable programers and operators. "HBO has fought a lot of First Amendment battles," Fuchs noted, and is prepared to fight more.

The Playboy Channel "has its hands full out there," he added, referring to the sex-oriented pay service, which has met resistance from local authorities in many cities. "They seem to have taken a lot of the lightning."

Fielding questions on other issues, Fuchs reiterated his view that pay per view "is as far from reality as anything" and not a threat to HBO's ability to attract "big event" programing.

HBO will eventually market its scrambled service to backyard dish owners, according to Fuchs, with plans to be worked out after scrambling takes place. "The dish owners represent a small business for us," he said. He also said that HBO does not plan to participate in the direct broadcast satellite marketing consortium being organized by John Sie of Tele-Communications Inc. and proposed last month.

Programing announcements by HBO included the following:

■ *Mussolini*, the first of two or three mini-series to be cablecast by HBO during the coming year, will be shown next fall, before the November airing of a Mussolini-theme mini-series on NBC-TV. Fuchs noted the six-hour program represents the first head-to-head conceptual competition between HBO and a broadcast network and predicted the pay service version would be more historical and "less Hollywood" than NBC's. He told BROADCASTING HBO is "a bit fond of doing things that are more historical, biographical and perhaps a little more

relevant and intelligent" than mini-series and made-for-television movies that might be seen on a broadcast network.

■ *Murrow* and *Act of Vengeance* have been scheduled for production by HBO Premiere Films for use in late 1985 or early 1986. *Murrow* is a biography of former CBS News correspondent Edward R. Murrow conceived and developed by HBO and starring Daniel J. Travanti in the title role, with Dabney Coleman playing CBS Chairman William Paley and Edward Herrman as former CBS News President Fred Friendly. John McMartin is cast as former CBS President Frank Stanton. Production began last month in London.

In his first television movie appearance, Charles Bronson is appearing as labor leader Jock Yablonski in *Act of Vengeance*, which concerns the 1969 assassination of Yablonski and members of his family by officials of the United Mine Workers of America. It is filming next September under the Telepictures Production banner.

Responding to a question, Fuchs said that CBS has had no involvement in *Murrow*, although the author of the screenplay has been in touch with CBS employees regarding the project.

Scheduled HBO Premiere Films include *Fortress*, *Blackout* and *The Park is Mine*.

■ Major music specials in the coming months include presentations involving Olivia Newton-John, Phil Collins, Harry Belafonte and Daryl Hall & John Oates. Previously announced were concerts by Tina Turner, Kenny Rogers and Dolly Parton.

■ Comedy specials disclosed for the last half of 1985 involve George Carlin, Rodney Dangerfield, Whoopi Goldberg and Steven Wright. The Carlin special, taped May 31 in Hollywood, is seen as a precursor to a possible HBO series.

Also premiering next fall is *The Ninth Annual Comedians Show*, with Rodney Dangerfield introducing promising stand-up comics. New editions of the *HBO Comedy Playhouse* series have also been ordered.

■ The third episode of *Ray Bradbury Theater*, an original half-hour drama series, has been scheduled for July 2. Bradbury, who has an exclusive agreement with HBO for pay television production, said he has written two more scripts for the program, with eight more recently ordered by the network. It's assumed that Atlantis Films Ltd., in association with Wilcox Productions, will continue to produce the series, based on Bradbury's previously published stories.

■ Five new documentaries will be shown on HBO's *America Undercover* series in coming months. Topics covered in the one-hour programs include the homeless, UFO's, the mental health of teen-agers, rape and life in a pediatric hospital.

■ Three major sports events have been

added to the HBO lineup next fall, including *Sports Illustrated Presents the Sportsman of the Year* and two world championship boxing matches.

Seth Abraham, senior vice president of programming operations for HBO, predicted "more Marvin Hagler [boxing] bouts in years ahead," adding: "That's certainly a franchise for us."

Abraham also said that more "big event" programs will be scheduled on Saturday nights, since HBO research has indicated that VCR usage is high on that evening and allows viewers to tape such events if they are otherwise occupied.

■ Cinemax programming introduced this summer and fall will accent original comedy and music presentations, headlined by Harry Shearer, the Manhattan Transfer, Jim Belushi, Al Jarreau, The Firesign Theater, Peter Townsend and Jaspas Cariott. These performers will be showcased in the continuing *Comedy Experiment* and *Album Flash* series.

Lee DeBoer, senior vice president of Cinemax programming, also said Cinemax is reducing movie repetition on the service and attempting more "innovative comedy and contemporary music programming," including a Beach Boys documentary, *An American Band*, next August.

Fuchs said HBO has scaled back its production of original motion pictures to "about nine to 12" a year. He said the network would like to produce as many as 24 or more annually, but that budget constraints dictate

that HBO "remain on a steady course for the time being."

Asked about the impact of home video on HBO, Abraham said: "We don't have enough information yet to know the full effect of the VCR, plus or minus." He noted that blockbuster movies still do well on the pay channel as does the first play of theatrical films.

Showtime

Showtime has reaffirmed its commitment to original comedy programming with a series of announcements of series, specials, movies and other features to be cablecast during 1985 and early 1986. The schedule is promoted as *Showtime Comedy Excitement*, according to Peter Chernin, executive vice president of programming for Showtime/The Movie Channel.

The lineup includes a showcase for comedy specials under the umbrella *Showtime Comedy Spotlight* banner. The series of one-hour specials begins in August and features song satirist "Wierd Al" Yankovic, followed by comedians Martin Short, Rich Hall, Harry Anderson, Garry Shendling and Richard Lewis in their own programs.

Promotion for *Showtime Comedy Excitement* will be kicked off June 14 with a Joan Rivers special, followed later in June by a new Gallagher special and *Jackie Gleason's Second Honeymoon* in August. David Stein-

berg will host a twice-monthly comedy news magazine series, *Showtime Comedy Close-Up*, also starting in June.

The pay network is including previously seen specials and films under the *Excitement* heading, plus original episodes of four comedy series currently on the schedule: *Brothers*, *The Honeymooners*, *Bizarre* and *Washington*. Original comedy films include "The Ratings Game" and "Top Secret," plus short films under a *Comedy Classics* heading.

"We now cover the entire breadth and range of the [comedy] genre," declared Chernin in announcing the programming slate. "This enables us to fully utilize an exclusive ability to develop and grow with new talent... and to support comedy at every level, from careers in progress to superstar performers."

In noncomedy developments, Showtime disclosed a three-episode initial order of *Shelley Duvall's Tall Tales*, a new anthology series from Platypus Productions and Gaylord Production Co. The program will premiere in 1986 on the channel as a one-hour production "dealing with heroes and heroines of legendary proportions from the annals of American folklore."

Like Duvall's current Showtime series, *Faerie Tale Theater*, the program will draw on well-known performers and directors from film, television, stage and music. *Tall Tales*, which begins filming this summer, will be slated during prime time, as well as Showtime's late afternoon and weekend

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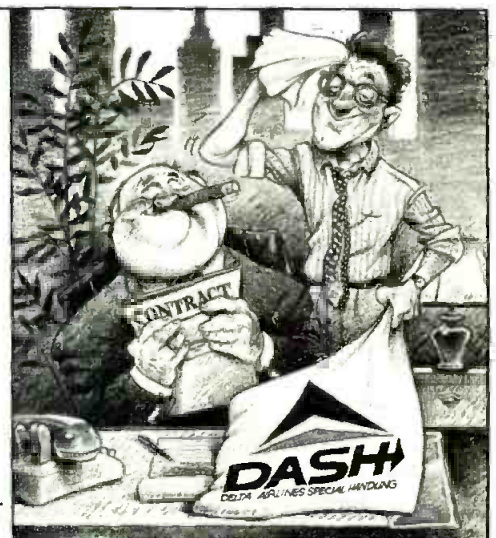
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Showtime's first-ever mini-series, F. Scott Fitzgerald's *Tender is the Night*, has been scheduled to premiere in October. It stars Peter Strauss and Mary Steenburgen. The six-hour program, a co-production of Showtime and the British Broadcasting Corp., was filmed in European locations described in the novel.

Albert Finney has been signed as director and star of the *The Biko Inquest*, a docudrama that will be the next production of the service's *Broadway on Showtime* series and will appear next September. The stage drama about the South African was taped in London during 1984.

Showtime's companion all-motion picture pay service, the Movie Channel, is diversifying with new original programs: *Dance Through the Decades*, a month-long salute to dance in the movies hosted by Gregory Hines next August and featuring six dance-oriented films, and *The Heart of Hollywood*, a twice-monthly program on news of the movie industry hosted by film journalist Robert Osbourne. A starting date for the latter series, which will run about 10 minutes per episode, has not been announced by the service.

Asked to react to HBO's announced plans to cut back on traditional series production, Chernin said Showtime will continue with weekly programs, adding: "We think there is more to original programming than that. We don't believe exclusively in big events," a reference to the genre HBO said it will stress in upcoming months.

Chernin also said Showtime has exclusive rights to domestic distribution of all its series for four to five years.

Brothers, for example, is currently being considered for use by at least one major broadcast station group, but Chernin said it would air no earlier than 1988.

Showtime/The Movie Channel will probably announce "very shortly" its plans for marketing to satellite dish owners, Chernin said, using a scrambling system developed by M/A-Com.

The announcement, expected within two weeks, may involve other program services, he said. Scrambling of the Showtime/The Movie Channel feed is anticipated during late 1985 or early 1986, according to Chernin.

Chernin said Showtime has been "surprised by the slowdown in growth" of pay cable, which he attributed primarily to sluggish system construction, pricing changes and—to a limited extent—increasing use of videocassette recorders.

Subscriber growth for the two services was flat during early 1985, said Chernin, but has started to climb since mid-March. Nonetheless, he claimed revenues and profits have grown, primarily as a result of better management.

Chernin accused HBO Chairman Michael J. Fuchs of "posturing" in the executive's dismissal of pay-per-view as a distraction backed by Hollywood as a means of increasing studio revenues, maintaining "our sense of it is that it is clearly a hot topic and we'd better look into it." But Chernin confessed he could not predict how pay-per-view would affect pay cable. □

TBS and CNN

Because of SEC restrictions on comment about the proposed takeover of CBS by Turner Broadcasting, its executives weren't talking much about that subject at the National Cable Forum. What they were talking about was moving a step closer to worldwide distribution of Cable News Network. The new accord with the Soviet Union's Committee for Television and Radio, Robert Wussler, TBS executive vice president, said, calls for the two to act "in the spirit of friendship and goodwill to further international television cooperation."

Wussler said he expects an exchange of news, entertainment and sports programming between TBS and the Soviet Union as a result of the pact, including an exchange of news programming between CNN and Intervention, the Eastern bloc news consortium. It's anticipated that entertainment and sports programming will also be traded, as well as journalists who will work on the air in both countries. TBS will also produce a six-hour documentary, *Portrait of the Soviet Union*, for use on WTBS and CNN and possibly Soviet television.

CNN will soon open additional bureaus in Frankfurt, Paris, New Delhi and Beijing, according to Ed Turner, executive vice president of the all-news network.

Turner also said that a new half-hour series, *This Week in Europe*, will be added to the CNN schedule in late August, shortly before the launching of the service's feed to Europe. He said that programs on individual European countries will be added in the future, drawing on the talent of 60 new employees added because of the European feed this summer. CNN recently began 24-hour live transmissions to Mexico, following entry into Canada, Japan, Australia and the Caribbean.

In another programming announcement, Turner said CNN and WTBS will soon present a special report on the internal situation in Iran based on dramatic footage gathered earlier this year by a six-man crew from an Australian production company. A 20-part series will run for the month on CNN beginning June 16, while WTBS will repack the material as a two-hour special in July. The 38 hours of footage were obtained last January and February and present a rare look inside Iran.

Responding to reporters' questions about the Soviet agreement, Wussler termed it "just one more notch in working our way around the world." Ted Turner, he said, "wants to be as effective an international broadcaster... as possible." Wussler conceded that some details of the arrangement need to be worked out, but said TBS anticipates no real problem with travel and content in the production of its six-hour documentary, which will be part of its ongoing national portrait series. He said segments from that series, as well as the 60-episode *Portrait of America* series, will probably be broadcast on Soviet television, and he is hopeful that they will be carried in unedited form. Turner has the right to approve the final version prepared for Soviet use, he said. The Soviet documentary will be presented on WTBS in late 1987.

"We hope at some point to swap some journalists," Wussler said. As soon as next fall, CNN and Gosteleradio may begin exchanging reporters for three-month stints. Soviet personnel appearing on CNN would be identified as "Soviet spokesmen."

Wussler also said TBS will have full access to all Soviet television programming, including news-related material. He characterized Soviet newscasts as "propaganda" and suggested that any material used on CNN or WTBS would be clearly identified as productions of the Soviet government.

Other new programs planned for CNN's fall lineup include *Media Watch*, a half-hour weekly analysis of network news coverage, and *Night of Reply* (working title), a citizen feedback program described as "a video version of *Newsweek's* 'My Turn' column."

Asked about the recent departure of two prominent CNN personalities, Sandi Freeman and commentator Daniel Schorr, Turner reiterated earlier explanations that CNN was unable to grant requests made in contract negotiations and dismissed the possibility that either would return to the network. "Requests had come up that made [their retention] untenable," he said, without elaborating.

Turner said CNN is not holding open for former *Crossfire* commentator Pat Buchanan his position on that debate series, pending solidification of his status in the Reagan administration. "We would be delighted if he came back," Turner said, but he said the reason the vacated position has not been filled permanently is because no one on CNN's working list of 100 candidates has been deemed adequate.

"I wish conservatives had more of a sense of humor," Turner quipped.

Jean Michel Cousteau, son of explorer Jacques Cousteau, disclosed details of the TBS-backed special, *Cousteau: The First 75 Years*, to air July 23 on WTBS. He said the program is essentially Cousteau's autobiography: "I know he will never write it in words, since film is his preferred way of expressing himself." The one-hour special includes material previously not seen and will be syndicated to broadcast stations after use by WTBS.

In development is a one-hour special on Cousteau's new ship and 20 one-hour specials based on a five-year, round-the-world trip the vessel will take.

ESPN

In a departure from format, the ESPN cable network next fall will present two sports-oriented dramas that highlight the lives of baseball legend Babe Ruth and famed football coach Vince Lombardi.

"These constitute a trial vehicle for us," conceded Roger Werner, executive vice president of marketing for ESPN. "Depending on how they go over with our audience, we will certainly consider others."

The 24-hour, advertiser-supported service cablecasts, with the exception of an early morning business news program, only sports related material.

The dramas scheduled for fall are *The Babe*, a one-man performance starring Max Gail, and *Lombardi, I Am Not a Legend*, a

two-man play co-starring Robert Knack and Dan Penrose. Dates for airing the two-hour plays will be announced. According to Werner, ESPN is also looking into the possibility of scheduling sports movies, biographies, documentaries and other programs with "a higher human interest content" that relate to sports themes.

ESPN has also announced it will present 175 hours of highlights of the 1984 summer Olympics over 16 days beginning June 29. The retrospective will include videotape not previously seen on U.S. television and original commentary recorded this spring by Olympic athletes participating in the games. Werner said the program draws heavily on the international feed originated by ABC during last summer's events but not carried on ABC-TV. *Spirit of Excellence: The 1984 Los Angeles Olympic Games* will include 25 events shown in their entirety plus segments of other events, including the opening and closing ceremonies.

Ohlmeyer Communications Companies completed the production after more than 500 hours of editing and the taping of new commentary by 14 sportscasters and 22 analysts. The presentation will begin each evening at 7:30 NYT and will be repeated at midnight. It will include 97 original hours and 78 repeats.

In other developments, Werner disclosed the following:

■ ESPN is "very close" to adding professional wrestling to its program roster and is currently talking to several promoters about exclusive coverage of their events. A decision will probably be announced "within the next 90 days," he said.

■ The network expects to move into the black next January and to break even during the current calendar year. More than 80% of ESPN's advertising availabilities are sold out, and revenue from cable systems has increased from zero to about 30% of the network's income during the past year, when per-subscriber fees were phased in. The service is now available to about 36 million households through more than 9,200 systems. The Bristol, Conn.-based network has been adding about 40,000 subscribers each month.

■ ESPN is continuing to look into pay-per-view programming, but has no immediate plans in that area. "It's a limited opportunity, but one that we're interested in," said Werner. "We intend to get back into it at some time in the future."

■ The unscrambled service plans to begin encrypting its signal in about a year, contingent on negotiations pending with "three or four" potential DBS retailers. Werner said he is hopeful that as many as half of the backyard dish owners now receiving ESPN will elect to continue receiving the scrambled signal "at a fair and equitable price." He said ESPN expects to have a marketing mechanism in place when it begins scrambling its signal, adding: "We think [the satellite dish] market is growing faster than anybody can put a handle on." Werner said ESPN does not intend to market a DBS service on its own, contending: "You ain't gonna have a business if you do it alone." He confirmed that his company is currently evaluating a proposal by Tele-Communications Inc. sen-

ior vice president, John Sie, for a national cooperative scrambling association.

■ Werner estimated ESPN's revenues from beer and wine advertisers constitute between 10% and 25% of the network's advertising revenues (topped only by automotive sponsors) and thus it would be seriously affected by any ban on such advertising. He said ESPN has had no conversations with brewers about the content of their ads, unlike several broadcast networks, and had no intention of doing so.

Nickelodeon

The first program "specifically designed for adults"—to be included in the child-oriented Nickelodeon basic cable service schedule—has stepped up its production and acquisition of original material for its three-hour weekly time slot. *Explorer*, produced by the National Geographic Society and a part of Nickelodeon's weekend lineup since last Aug. 7, has screened more than 2,000 documentary and nature programs in a continuing search for product and currently has five of its own crews in the field producing science or nature-oriented films. According to executive producer Tim Kelly, only one in 40 of the reviewed films has been selected for use in the program, sponsored by IBM, Chrysler and Ford. He estimated that during its first year, *Explorer* will present 135 hours of programming that is new to the U.S. television audience, including 98 unduplicated hours. Upcoming subjects include tornadoes, the

Everglades swamp, sharks, the Skycam video camera and Peru's Lake Titicaca.

Geraldine Laybourne, vice president of programming, said the network has ordered 300 12-minute segments of its previously announced, late-night series, *Turkey Television*, scheduled from 4:30 to 5:30 p.m., weekdays beginning June 3. The series, which combines live action and animation, is a comedy program repeated at 11 p.m. and again at 5 a.m. daily. Other components of *Nick at Nite* include repeats of *Dennis the Menace* and *Donna Reed Show* series from 8-9 p.m., a family-oriented movie block at 9-11 p.m., repeats of the off-network *Route 66* series from midnight to 1 a.m. and a reread of the entire *Nick at Nite* schedule at 1 a.m.

Laybourne acknowledged the service is trying to broaden its appeal to adults, estimating that about 20% of the channel's past audience has been "closet adult viewers." She predicted "classic dramas," such as *Route 66*, and vintage children's series, such as *Lassie*, would have nostalgic appeal for parents of Nickelodeon's child viewers. The service is negotiating for the acquisition of more off-network programs in these categories, she added. Laybourne told BROADCASTING the channel has not conducted research into the degree of cross-viewership between Nickelodeon and MTV: Music Television, a co-owned service, but suspects that it is significant, particularly among those aged 8 to 12.

The executive said Nickelodeon is seeking to create a programming environment in much the same manner as MTV and has even

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introduced a new slogan modeled after that used by the music video service: "Aren't you glad you've got your Nickelodeon." Older youngsters, she explained, have labeled Nickelodeon "the baby channel" in the past and her hope is that the revamped schedule "will appeal to the child in all of us."

Satellite Program Network

With more than 11 million subscribers reached by more than 500 cable systems, the Tulsa, Okla.-based Satellite Program Network is now marketing itself as a "counter-programmer" to other basic cable services and emphasizing a schedule composed almost entirely of programs placed on the network through the sale of time by outside producers. According to SPN's vice president of programing, sales and operations, Ray Klinge, the only nonbrokered time on the network is the early morning period.

"I'm a time broker," Klinge explained. "That's where the charm of our programing comes from." He said about 65% of SPN's time is currently sold out, generating about \$8 million a year in revenue. Klinge estimated the service has been profitable since December 1982, but was not specific about a profit figure. One source placed profits at slightly over \$1 million a year. Klinge estimated that about 125 programs are currently carried by SPN at a cost to producers of \$800 to \$2,250 per half hour. Three or four new shows are selected each week from among approximately 20 applicants.

"Instead of ratings we get feedback," Klinge said, conceding SPN's ratings are negligible. As an example, auctioneer Chuck Huggins estimated his *Telephone Auction* series is contributing about 12% or 13% of the \$250 million in revenue his company is generating this year from merchandise sales. The program airs four times weekly on SPN and allows viewers to order products shown on camera through an 800 number. Klinge cited a real estate program that has back orders of 1,300 as result of SPN response.

At least one SPN programmer has used the service as a starting point for international distribution. New York-based Yue-Sai Kan recently disclosed a production agreement with mainland China's television authority, China Central Television, for a new twice-weekly series, *One World*. Scheduled to air in late 1985, the series is an Asian version of Kan's SPN series, *Looking East*. Both half-hour programs include interviews, cooking demonstrations, documentaries and cultural segments. Kan told BROADCASTING two U.S. sponsors, Procter & Gamble and General Foods, have purchased advertising time on the Chinese series, which will be available to more than 300 million CCTV viewers. The agreement with China calls for production of 26 half-hour segments by the Chinese-born independent producer. Kan said the Chinese government expressed interest in *One World* after seeing portions of SPN's *Looking East* and a PBS documentary on China narrated by Kan last year.

Disney

The Dr. Joyce Brothers Show and *Return to Treasure Island* are being touted by the pay cable service as its major fall premieres. The channel announced last week it is now reaching 1.9 million subscribers on 2,450 cable systems.

Sixteen one-hour episodes of *The Joyce Brothers Show* will appear twice monthly beginning in November, focusing on family problems addressed in a discussion setting. The specials will be offered several times each month at times to be announced. The series, from Fred Tatasbore Productions, is described by Brothers as involving "the Cosby family in reality."

Return to Treasure Island is the channel's first 10-hour mini-series and follows a 1950 Disney theatrical feature based on the Robert Louis Stevenson classic. Produced by Great Britain's HTV Ltd., the multimillion-dollar mini-series is expected to run "in early 1986." It is being produced in Jamaica, England and Spain with a primarily British cast.

Also set to debut next season are fresh episodes of *Danger Bay*, a family-adventure series concerning a veterinarian who works in an aquarium. The series is currently broadcast in Canada.

Other original special programing premiering: a four-hour mini-series, *Eureka Stockade*, about Australian pioneers; a four-hour biography, *Mark Twain's America*; seven half-hour episodes of *The Raccoons*, a children's adventure series, and *Enchanted Musical Playhouse*, a half-hour children's literature drama starring singer Marie Osmond.

The schedule will also feature a made-for-Disney film exclusive, *The Blue Yonder*, starring Art Carney and Peter Cayote. The feature was made for \$2 million by writer-director Mark Rosman, who termed made-for-pay films "a nice comfortable way to make the transition between low-budget and high-budget theatrical films." Rosman previously wrote and directed "House on Sorority Row," a horror film, on a \$425,000 budget. The Disney-owned *Blue Yonder* will be released theatrically overseas and on home video.

According to a Disney Channel spokesman, the service is committed to a lineup of about 40% original programing, 40% material from Disney's existing inventory and about 20% acquired from outside producers.

MTV & VH-1

Like its co-owned Nickelodeon basic cable service, MTV now reaches about 26 million homes, according to Kevin Metheny, vice president of music and production for the two music video channels. He estimated that VH-1, launched last Jan. 1, now serves about seven million subscribers. The newer service is "very healthy," according to Metheny, who said the number of advertisers committing to VH-1 has grown from 21 at start-up to 66 today. He estimated that there is "about 20%" cross-over among viewers of the two channels, which Metheny said are both running ahead of projections in adver-

tiser and subscriber growth.

MTV departed from its traditional format to add a comedy series, the BBC's *The Young Ones*, starting June 5. Metheny said the move does not signal a trend.

"We are not going around looking for comedy series," he said, "but we are always interested in special programing that is 'different.'" Metheny said that "some basic long-form programing," primarily "major events," is planned for VH-1 as that service evolves. The latter is not likely to include any kind of annual music video award show, though, as is the case on MTV.

Metheny presented the results of research, conducted for VH-1 by The Street Pulse Group, an independent research company, that found some evidence that VH-1 has had an impact on adult contemporary music at the retail and radio broadcast levels. "It is affecting the listening and buying habits of its 25-54 target audience," he said. Among those recording artists said to have benefited in the form of higher album sales are Sade, Kool and the Gang, Dan Fogelberg, the Mary Jane Girls and Anne Murray. The survey of major-market record retailers and radio stations was conducted in April.

In MTV developments, Metheny said the channel is conducting its "most ambitious contest to date" in the form of a million-dollar giveaway of cash and prizes. The contest runs on the channel through Dec. 29. In addition, MTV has scheduled 14 summer music specials during June and July, plus the second annual MTV Video Music Awards, to be held Sept. 13.

Arts & Entertainment

Curtis Davis, vice president of programing for the advertiser-supported Arts & Entertainment Network, announced the acquisition of *The Borgias*, a 10-part BBC mini-series on the Italian dynasty that controlled the Vatican during the late 15th century. The program will premiere on Sept. 4 at 9 p.m. NYT with an original introduction by former NBC News correspondent Edwin Newman. Newman will narrate the mini-series, which is having its exclusive North American television premiere on A&E.

Davis also disclosed that the New York-based service will feature Academy Award-winning actors Gregory Peck and F. Murray Abraham as hosts for an opera series debuting July 11 at 8:30 p.m. NYT. Peck and Abraham will each introduce two operas airing this summer and next fall and provide commentary during the performances.

Davis estimated that A&E in 1985 will introduce 450 hours of programing that is new to U.S. television viewers. He said the network currently reaches 14 million subscribers via about 2,100 cable systems with a 20-hour daily feed. He emphasized the increasing acceptance of A&E as an advertising vehicle by major sponsors, including IBM, AT&T and Ralston Purina. IBM, for example, is underwriting production of a series of documentaries on America's ethnic minorities.

In an attempt to encourage local production by cable companies, Davis reported that

A&E has invited 17 major system operators to produce documentary programs on why their cities have been judged "most livable" by an outside panel. One or more of the completed programs will eventually be shown on the network, he said, based on the quality of the completed productions.

Arts & Entertainment is now being promoted as "basic cable's premium service," Davis said, with an emphasis on exclusive programming in a wide variety of genres.

USA Network

Available to more than 30 million homes served by about 4,000 cable systems, the USA Network is adding *Stroh's Circle of Sports* to its Sunday night lineup beginning June 16 at 9 p.m. The weekly, two-hour series will focus "on the diverse spectrum of people, places and events that compose the American sports scene." Actor Robert Conrad will host the magazine show, which is fully sponsored by the Stroh Brewery Co. Ohlmeyer Communications is producer, with distribution to broadcast stations in markets with low cable penetration by King World Enterprises. The fan-oriented program will include as many as 20 segments in a fast-paced format.

The network also has disclosed it has reached an agreement with CBS Sports for joint coverage of the U.S. Open tennis tournament from Flushing Meadows, N.Y., late this summer. The pact allows the cable service to cover 12 sessions of the event, including 10 consecutive evenings (Aug. 27-Sept. 5) of both men's and women's competition. USA's coverage is up from eight tournament segments last year.

A network spokesman said the basic service will maintain and possibly expand its three weekly wrestling programs—*Wrestling TNT*, *All American Wrestling* and *Prime Time Wrestling*—in view of the growing popularity of the sport.

Nashville Network

The Nashville Network is not yet profitable but expects to become so "in the next couple of years," according to David Hall, general manager of the Nashville-based basic service. Hall told reporters last week the service is meeting growth predictions made in its initial business plan and is now available to 22.2 million subscribers in the U.S. via 3,700 systems and is seen in Canada as a pay service. The 18-hour daily service is currently producing 26 series, at least some of which it eventually hopes to syndicate to television stations, said C. Paul Corbin, TNN's director of programming.

Corbin cited a study of viewer attitudes conducted for the network by ASI Research indicating that 62% of TNN's subscribers wanted to see more country music videos on the channel. In response, he said, the service has increased its video component to three and a half hours per week based on an inventory of about 180 clips, up from 50 a year ago. He also described separate research

finding that half of all Nashville visitors were aware of TNN and that 27% were current subscribers.

The Nashville Network, according to Corbin, is also increasing its volume of live music event programming, including a half-hour Saturday-night feed from the Grand Ole Opry and upcoming concert specials featuring George Strait, Willie Nelson and Ray Charles. This summer, concert specials will emanate from Madison Square Garden, the Washington Monument grounds and the Cheyenne Saloon and Opera House in Orlando, Fla. The Nashville Network has also renewed its live bluegrass series, *Fire on the Mountain*, hosted by David Wolf.

CBN Cable Network

Billing itself as "the family entertainer," the CBN Cable Network next fall will introduce original programming that programming vice president Tom Rogeberg believes will reflect "a return of Americans to traditional, pro-family values."

CBN's fall lineup includes *Doris Day's Best Friends*, a new half-hour magazine series taped at Day's northern California home and capturing the actress's fondness for pets; *Butterfly Island*, a mini-series co-produced with an Australian production company, and *The Campbells*, a weekly family drama co-produced with entities in Canada and Great Britain.

The Virginia Beach, Va.-based network will also introduce a half-hour, prime time news program next fall, *The CBN World News Report*, which will deal with one or two issues each night. The focus, said Rogeberg, will be on call-ins, in-depth interviews and analysis, and investigative journalism.

Rogeberg said CBN is recommitting itself to classic, family-oriented, off-network programming and is adding vintage episodes of *The Carol Burnett Show* to its fall schedule. Other off-network series include *The Patty Duke Show* and *The Farmer's Daughter*. Twenty-two programs are being added to the fall lineup, Rogeberg said.

Lifetime

The Lifetime basic cable service plans to add "another two or three" daily talk programs next fall, according to Mary Alice Dwyer-Dobbins, programming vice president for the network. She told BROADCASTING the new series probably will not be announced until late summer for inclusion in the fall schedule.

"Talent is the key," she said, referring to Lifetime's previously-stated goal of building talk programming around high-profile personalities like sex therapist Ruth Westheimer and comedian Richard Belzer. Dwyer-Dobbins said Lifetime would like at least four nights of its new fall programming to air live to promote audience interaction and topicality. The network is considering financial and consumer advice programs, as well as daytime talk series. The network hopes to have as many as seven hours of live programming per day by fall, she said.

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Christensen justifies AIM's response to 'Vietnam' series

PBS president says presentation of other points of view important to public television service

Public Broadcasting Service President Bruce L. Christensen vigorously defended the decision by the noncommercial television network to present a response produced by Accuracy in Media to the *Vietnam* series, contending that the rebuttal represents "an important step" for PBS.

"This [response form] may not be the ideal vehicle for us to use," Christensen said during a Consumer Press Tour news conference in Phoenix, "but it's as close as we think we can get at this point in time. We look to refine that opportunity for people to criticize our programs and to say what they choose to say about public television, because we think in the long run it's healthy for society and it's healthy for public television."

The AIM-backed program will be shown on public stations later this month as part of the public affairs series, *Inside Story*. The special will include a panel discussion of material contained in both the AIM program and the original series, produced in 1983 under the auspices of noncommercial WGBH-TV Boston. AIM had charged that the producers of *Vietnam: A Television History* distorted events and implications of those events in their program.

"PBS did not cave in on this issue," Christensen said of AIM's effort to obtain reply time for its rebuttal, funded in part by a National Endowment of the Humanities grant. The executive also said he is "very disappointed" that producers of the original series elected not to appear on camera in the discussion that will air this month. Instead, they have distributed a written response to the claims raised by AIM in the organization's rebuttal. A representative of WGBH-TV, however, will appear in the *Inside Story* segment.

Christensen said the fundamental issue at stake in the response is a commitment to keep diverse points of view on the air. "I am proud of that (*Vietnam*) series," he emphasized. "I stand behind it and I support it... I feel equally strongly that we ought to have as many points of view on the air as we can."

He said PBS has drawn up no guidelines on access to response time, explaining that such decisions are made through the program department on a case-by-case basis.

Asked about the potential impact of the Reagan administration's tax reform proposal, Christensen said there is "some concern" at PBS, although the package has not yet been studied in detail.

"We're very concerned that philanthropic giving not decrease as a result of the tax law changes," he said. Christensen conceded that the administration is probably less interested in the "intrinsic value" of public televi-

sion than in the fact that Senator Barry Goldwater (R-Ariz.), a major supporter of public broadcasting, is in a key political position as chairman of the Armed Services Committee.

"Our stations must now come to grips with putting in place a funding mechanism that will insure that we will have major domestically produced program series to replace current programs," he said, calling the issue "a key concern" in public broadcasting.

Christensen expressed anxiety about proposals by several VHF public stations to swap their channel positions with UHF commercial outlets, speculating such moves represent "financial desperation" that will result in short-term gain and long-term loss. Underwriting of the industry as a whole might suffer if the trend were to continue, he said. The executive also warned about the possible consequences of advertising on noncommercial stations, supporting current guidelines that limit "enhanced underwriting" to a supplementary role.

Channel swapping poses no immediate threat, he said, because "it will be a long time before the FCC makes up its mind [on the issue] and because it's clear Congress has its own ideas about whether or not this is an appropriate thing to happen in the public broadcasting arena... I think that there is a fairly strong feeling on the Hill that they do not want to see the FCC allow this kind of activity to proceed absent some kind of public hearing process that would allow the public interest to be measured and weighed."

In confirming previously announced plans by PBS to sponsor a trade delegation to the Soviet Union next September (BROADCASTING, June 3), Christensen estimated about \$5,000 will be spent on sending PBS Chairman Alfred Stern and Suzanne Weil, senior vice president of programming, to Moscow. The trip, which assures public television representation at a program fair after CPB withdrew funds for the trip last month, is expected to include the participation of about 10 station representatives.

Asked about CPB's withdrawal, Christensen said he had seen no evidence that the White House "applied any pressure or was in any way responsible for the CPB decision. I think that decision reflects the feeling of the board members."

Christensen praised outgoing CPB President Ed Pfister, who resigned in the wake of the board's decision, as "a good friend to



Christensen

public broadcasting." He said he is hopeful that PBS will have a smooth relationship with the three-person management team set in place May 31 to handle CPB affairs pending selection of a successor to Pfister.

The PBS head was optimistic about public television's future, terming it "stronger than ever" in programming and funding. He cited an increase in subscribers to public stations, after a plateau of several years, as a healthy sign.

In separate remarks, Weil said there has never been so much range in public television programming despite the lack of a domestically produced blockbuster series for the fall. Weil said the 1985-86 lineup is bolstered by major specials and acquisitions from several countries, notably Canada and Great Britain. □

More local sweeps

The following are reports of the May sweeps in two more major metered markets. BROADCASTING reported on sweeps results in New York, Los Angeles, Chicago, Philadelphia, San Francisco and Detroit in the June 3 issue. Ratings cited in the following reports are not the final tabulations of Nielsen and Arbitron but are station-compiled averages of the overnight metered ratings provided to the stations by both services. Final results—"the book"—should begin going to stations early this week, but will not be available for all markets until at least a month, when BROADCASTING will publish a complete market-by-market breakdown.

Boston

Discrepancies between Nielsen and Arbitron were evident in the early local news races at 6-7 p.m. in the Boston market. According to Nielsen, CBS affiliate WNEV-TV climbed from third place in February to first place last month, with a 10.5/22. In Arbitron's ratings, however, NBC affiliate WBZ-TV was first with a 11.9/25 and WNEV-TV third with a 7.3/16. Nielsen ranked WBZ-TV third, with an 8.9/18. The ABC affiliate, WCVB-TV, was second in both services, receiving a 10.3/21 from Nielsen and a 10.4/22 from Arbitron.

Ratings were more consistent in the 11-11:30 late news slot. WBZ-TV held onto first place with a 12.9/29 Nielsen and an 11.2/28 Arbitron. WCVB-TV was second in both services, with a 10.2/23 Nielsen, 10.5/26 Arbitron, and WNEV-TV was third with an 8.3/19 Nielsen and 7.1/18 Arbitron.

Among Boston's independent stations, reruns of *Three's Company* on WLVI-TV dominated the 6-6:30 slot with a 4.0/8 Nielsen and 3.6/8 Arbitron. *Diff'rent Strokes* on WXNE-TV had a 3.0/6 Nielsen and 3.1/7 Arbitron during that time, while *One Day at a Time* on WSBK-TV showed a 2.3/5 in both services. *The Mary Tyler Moore Show* on WQTV(TV) followed with a 1.1/2 in Nielsen and .8/2 in Arbitron.

From 6:30 to 7, WLVI-TV counterpro-

gramed the second half hour of the affiliates' local news with *Laverne & Shirley*, which tied with WSBK-TV's *The Jeffersons* with a 3.8/8 Nielsen. In Arbitron, *The Jeffersons* received a 4.1/9, edging out L&S's 3.7/8. *Mork & Mindy* on WXNE-TV averaged a 2.4/5 in both services.

In early fringe, CBS's WNEV-TV's block of game shows remained strong from 4 to 6, beginning with *Let's Make a Deal* (4-4:30), which emerged on top with a 5.1/18 Nielsen and a 5.2/18 Arbitron. It was followed by *The Match Game*, which won the 4:30-5 period, registering a 5.8/19 Nielsen and 6.3/20 Arbitron. WBZ-TV's first half-hour of *Love*

Boat had a 3.9/14 Nielsen and 4.8/16 Arbitron (4-4:30), just edging WCVB-TV's *Rituals*, which received a 3.7/13 Nielsen and a 4.6/16 Arbitron. *Love Boat*'s second half-hour was a strong second (a 4.8/15 Nielsen and 6.2/19 Arbitron) against WCVB-TV's *Rhoda*, with a 3.8/12 Nielsen and 4.0/12 Arbitron at 4:30-5. WBZ-TV's *People's Court* (5-5:30) remained ahead in the Nielsen sweeps with an 8.2/21. WNEV-TV's *The New \$100,000 Name That Tune* had a 7.2/19, and WCVB-TV's *Too Close for Comfort* a 5.4/14. According to Arbitron, however, *Name That Tune* took the time period with a 7.3/19, followed by *People's Court* (6.8/18) and *Too*

Close for Comfort (6.7/18).

Wheel of Fortune on WNEV-TV once again dominated the 5:30-6 slot in both Nielsen and Arbitron, with an 11.2/25 and 9.9/23, respectively. WBZ-TV's local news broadcast, *Live on 4*, was second with an 8.8/20 Nielsen and 8.8/21 Arbitron, compared to WCVB-TV's *All in the Family* (7.1/16 Nielsen and 7.0/17 Arbitron).

In prime access (7:30-8), WBZ-TV's *Evening Magazine* remained the leader in Nielsen (10.5/21) and Arbitron (9.2/18). WCVB-TV's local news magazine, *Chronicle*, was second in both services with an 8.3/17 Nielsen and 8.5/17 Arbitron, followed by WNEV-TV's

Syndication Marketplace

■ **Telepictures** announced last week in New York that it has acquired exclusive worldwide off-network syndication rights to *Alvin and the Chipmunks* from its producers, Ross Bagdasarian, Janice Karman and Ruby-Spears Entertainment. In making the announcement, Dick Robertson, executive vice president, said that Telepictures "hopes the series will be around as long as *M*A*S*H* and *I Love Lucy*." The show is currently the number-one rated children's program in households among all Saturday morning children's shows. It is in its third season on NBC-TV. The agreement calls for production of additional episodes, beyond the 65 half-hours now available in the package, regardless of whether NBC continues the series. The show will be available for stripping in syndication no later than the fall of 1988, and has been sold for a three-year commitment to WNEV-TV New York, WFLD-TV Chicago, WCVB-TV Boston, WTTG-TV Washington, KRDL-TV Dallas-Fort Worth and KRIV-TV Houston, all Metromedia stations, which cover 20% of the country. The terms of sale for the 65 episodes, with production of additional episodes possible, are barter, with Telepictures getting two-and-a-half minutes and stations getting three-and-a-half minutes in the first three quarters of the year. In the fourth quarter, Telepictures will get two minutes and stations will get four minutes. All deals are for a minimum of three years, and episodes are run four times a year. Telepictures has also cleared 65 half-hours of *Thundercats*, a first-run animated series in 110 markets, or 85% of the country, under the same terms of sale as the *Chipmunks*. All stations have committed to a three-year agreement, and will air episodes of the strip four times a year. ■ **Multimedia Entertainment** says that *Sally Jessy Raphael* is now in 57 markets, or more than 47% of the country. Among the new markets, according to Multimedia's Marsha Greenberg, are WAGA-TV Atlanta, KVVU-TV Las Vegas and WKTR-TV Norfolk, Va. *Sally* is sold on a cash basis and went into syndication in May 1984. Since January, the half-hour strip has been picked up in 25 markets. Sale of the show is for 45 weeks of first-run episodes and seven weeks of repeats. Among the stations carrying the show are WNBC-TV New York, WCVB-TV Boston, WPXI-TV Pittsburgh, KTZO-TV San Francisco and KUSA-TV Denver. ■ **Inday**, a two-hour joint project of **Tribune Broadcasting**, **LBS Communications** and **Columbia Pictures Television** has announced that *Inday News* will open the daily strip. The show will be hosted by Donna Hanover, co-anchor of the *INN: Midday Edition*, and Brad Holbrook, a frequent anchor on the *INN* and *Midday* editions. There are 88 stations which have cleared *Inday*, or 77% of the country. The package, which premieres Sept. 30, is sold on a barter basis with stations getting four-and-a-half minutes, and LBS, the distributor, getting three-and-a-half minutes per half hour. The other three half hours of *Inday* are *What's Hot—What's Not*, a popular phenomena show, hosted by Fred Willard and Melanie Chartoff; *All About Us*, a personality magazine hosted by Ron Hendren, and *It's a Great Life*, a look at exotic people and places, hosted by Robert and Rosemarie Stack. The target audience for the four half hours is primarily women, 25-54, and secondarily, women, 18-49. Stations carrying *Inday* include WPXI-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WWSG-TV Philadelphia and KTZO-TV San Francisco. ■ **Satori Television** is selling three film packages on a cash basis. The films are available for five years, with runs and scheduling depending on the individual deals. The "Dimension" package includes 15 titles, such as "Tim," "Lion of the Desert" and "The Catholics," and has been cleared in 15 of an expected 100



Chipmunks with Metromedia's Bob Bennett (l) and Telepictures' Dick Robertson

markets. "Shock Theater" includes eight titles, among them "The Persecution" and "The Shout." In addition, there is a package titled "Family Entertainment," which includes 13 films. "Family Entertainment" and the other two packages have been cleared in 15 markets, including KBHK-TV San Francisco, WLVI-TV Boston, KTVI-TV Dallas-Fort Worth, WDLZ-TV Miami and WATL-TV Atlanta. ■ **SFM Entertainment** has cleared 65 half hours of a new animated strip, *Jayce and Wheeled Warriors*, on 72 stations or 78% of the country. The show is produced by WWP and premieres Sept. 16. Episodes are available for eight runs over two years. The shows are not "bicycled" but are fed to stations via satellite or by mailed tape. Sale is on a barter basis with stations keeping four minutes and SFM two. All national commercial minutes have been sold. Stations carrying the show include WNEV-TV New York, KTTV-TV Los Angeles, WFLD-TV Chicago, WPHL-TV Philadelphia and KBHK-TV San Francisco. SFM is also distributing a separate introductory hour of *Jayce*, to air Sept. 19, under barter terms that allows the station seven minutes and SFM five minutes. Under the same terms, it is also selling *Time Travel: Fact, Fiction, Fantasy*, a production of Steven Spielberg's Amblin Asta Co. in association with Universal. The show deals with the "fourth dimension" and features clips of old films, such as "It's a Wonderful Life." *Time Travel* is available for July 12-28 and is currently cleared by WNEV-TV New York, KTTV-TV Los Angeles, WFLD-TV Chicago, KVVU-TV Philadelphia and KPXI-TV San Francisco. ■ **Orbis Communications** has cleared its "Metroprime" package of mini-series in 115 markets. The second of the three minis, *Jamaica Inn*, posted a 13.2/20 its first night in New York, Monday, June 3, according to Nielsen overnights. The show has a window that ends June 16. The third mini-series is "Far Pavilions," and has a window of late September and October. Terms of the sale are not disclosed. New stations cleared, in addition to a list that includes all the Metromedia stations, are KENS-TV San Antonio, Tex.; WHUF-TV Rochester N.Y.; WICZ-TV Binghamton, N.Y.; WOLF-TV Scranton Pa., and WGTU-TV Traverse City, Mich.

Entertainment Tonight with a 7.9/16 Nielsen and 7.2/14 Arbitron. Of the independent stations' programming during that time, WSBK-TV's *Barney Miller* drew a 5.4/11 Nielsen and a 5.7/11 Arbitron, while WLVI-TV's *Taxi* received a 4.8/9 Nielsen and a 4.2/8 Arbitron. WXNE-TV's *WKRP in Cincinnati* received a 2.5/5 Nielsen and a 2.8/5 Arbitron, followed by WQTV(TV)'s *The Joker is Wild*, with a 1.0/2 Nielsen and .9/2 Arbitron.

The 10 p.m. news half-hour on independent WLVI-TV pulled a 2.5/4 Nielsen. In the Arbitron ratings, it took a 3.0/5. The program competes against a half-hour news program produced by noncommercial WGBH-TV, which Nielsen gave a 1.7/3 and Arbitron a 2.1/4.

Washington

The five-station battle for Arbitron and Nielsen ratings in Washington went to WDVMTV, the CBS affiliate, with second place awarded to independent WTTG(TV) and third to ABC affiliate WJLA-TV. BROADCASTING's Washington standings are based on four time periods: early fringe, 4-5 p.m.; early local news, 5-7 p.m.; prime access, 7:30-8 p.m., and late local news, 11-11:30 p.m. Discrepancies between the Nielsen and Arbitron figures again were common in the market, prompting some stations to renew claims that Nielsen skews toward an older audience.

In early fringe, WJLA-TV's *Love Connection* (7.7/25 Arbitron, 7.2/21 Nielsen) and WTTG's *He-Man & Masters of the Universe* (7.1/23 Arbitron, 7.6/22 Nielsen) were contested winners in the 4-4:30 p.m. time slot. The first half-hour of WDVMTV's *Hour Magazine* was third in Nielsen, with an average 6.0/18. WDVMTV was first in Nielsen at 4:30-5 with a 7.3/21 when up against WTTG's *Batman* (second at 6.5/19) and WJLA-TV's *Anything for Money* (third at 5.4/15). In Arbitron at 4:30-5 p.m., however, *Anything for Money* tied for first with *Batman* (both 6.4/20) and WRC-TV's *People's Court* came in third with 5.6/17, while *Hour Magazine* came in fourth with a 4.8/15.

The early local news period was dominated by WDVMTV in Nielsen. Its *Eyewitness News* at 5-6 earned a 9.6/24 compared to the 7.4/19 earned by *Love Boat* on WTTG and the 5.5/14 for local news on WRC-TV. WJLA-TV was close behind with a 5.2/14 for *Every Second Counts* in the first half-hour and a 5.3/13 for the first half-hour of its local news. Independent WDCA-TV, which replaced *Dukes of Hazzard* with *Bugs Bunny and Friends* and *Laverne and Shirley* after the last book, garnered 3.5/9 and 3.9/10, respectively, for those shows. At 6-6:30, WDVMTV beat WTTG's *WKRP in Cincinnati* (10.8/24 to 9.6/22) and *Taxi* (10.9/24 to 10.3/22). WRC-TV came in third with 7.0/16 and 7.1/15.

Arbitron saw the early local news period from a different perspective. At 5-6 it listed *Love Boat* first with 7.4/20, WDVMTV's news second with 7.1/19, and WRC-TV's news third with 6.3/17. At 6-6:30, the first half of WDVMTV's *Eyewitness News* (9.1/21) beat WTTG's *WKRP in Cincinnati* (8.9/

21) and the first half of WRC-TV's news (6.9/16). At 6:30-7, WTTG came in first with *Taxi* (9.6/22), followed by the conclusions of the news programs on WDVMTV (9.0/20) and WRC-TV (6.1/14).

In prime access, *Wheel of Fortune* on WDVMTV (11.8/25 Arbitron, 12.3/24 Nielsen) battled with *M*A*S*H* on WTTG (10.5/22 Arbitron, 12.8/25 Nielsen). *Entertainment Tonight* on WJLA-TV (8.8/18 Arbitron, 8.0/16 Nielsen) claimed third, while *Sanford and Son* on WDCA-TV (4.8/10 Arbitron,

4.1/8 Nielsen) and *Name That Tune* on WRC-TV (4.5/10 Arbitron, 5.1/10 Nielsen) were a distant fourth and fifth.

The late local news period was again a contest among the network affiliates. In Arbitron, WDVMTV won with an 11.0/25, followed by WJLA-TV and WRC-TV, tied for second at 10.0/24. In Nielsen, WDVMTV scored an 11.9/27 to WRC-TV's 10.7/25 and WJLA-TV's 10.5/24. In its late evening news period, 10-11 p.m., WTTG received a 6.6/13 (Arbitron) and a 5.7/10 (Nielsen).

NCI: getting stronger every day

Captioning institute for hearing impaired, despite setbacks of recent years, remains hopeful that it will be a major part of nation's television medium

There's a black-and-white logo that's turning up in more and more places—a tiny cartoonist's balloon in the shape of a television set. The logo belongs to the National Captioning Institute and its presence with a program listing or promo means that NCI has produced captions for that program that can be seen on sets equipped with special decoders.

NCI, a nonprofit corporation based in the Washington suburb of Falls Church, Va., has just passed its fifth anniversary with renewed confidence that closed-captioning for the nation's hearing impaired will become a permanent and prominent fixture on the television scene.

Today, NCI says, more than 96,000 homes are equipped with decoders and enjoying the more than 70 hours a week of closed-captioned programming broadcast by network-affiliate and independent stations. And with the support of a wide variety of private and public entities, it says, it can help boost the number of decoder-homes to 500,000 and the amount of broadcast captioned programming to 100 hours a week by the end of the decade.

To achieve its 1990 goal, however, NCI, which promotes as well as produces the captions, will have to do better in its second five years than it did in its first. When the service was launched in March 1980 with the support of ABC, NBC, the Public Broadcasting Service and the Carter administration, NCI anticipated that the estimated 14 million hearing-impaired Americans would snap up the decoders (built into television sets or into set-top adapters) at a rate of 100,000 a year, and that the amount of captioned programming would increase at a commensurate rate.

But it didn't work out that way. After an initial flurry of sales in 1980, demand for decoders fell off precipitously. Instead of 100,000 decoders a year, the hearing impaired purchased only 15,000. NCI and closed captioning were vexed by the chicken-or-the-egg conundrum. The hearing impaired weren't willing to buy decoders, which cost at least \$250 in set-top adapters, until there was a sufficient quantity of captioned programming. And the broadcast networks, which were paying NCI hundreds of thousands of dollars a year to caption a smattering of programs, weren't willing to pay

more to increase the amount of captioned programming until the number of decoders increased.

"If the early projections of 100,000 decoders a year had actually transpired, we probably would have had at least a half a million households today and people would have been knocking at our door asking that we do their captioning," said NCI President John Ball, "and we probably would have had one or two commercial outfits set up to be in competition with us."

For a long time, NCI also blamed CBS for many of its troubles. NCI's captions are broadcast on line 21 of a television signal's vertical blanking interval. CBS had refused to participate with NCI and the other networks in line 21 captioning, arguing that captioning should be incorporated in a comprehensive teletext service which also uses the blanking interval. Indeed, CBS pays noncommercial WGBH(TV) Boston to produce captions and broadcast them as part of CBS's Extravision teletext service. NCI charged that CBS's refusal to play along discouraged the hearing impaired from buying decoders.

In October 1984, CBS had a partial change of heart—caused, perhaps, by the failure of Extravision to make much of a dent in the marketplace. It agreed to broadcast captions on line 21 as well as in its teletext service, giving the owners of line 21 decoders a chance to watch CBS programming with captions for the first time. The network, however, still refuses to pay NCI for the captioning of any of its programming.

A major setback for NCI came in March 1982 when NBC, one of the original supporters of NCI, withdrew its financial support, citing the poor decoder sales. But NBC said it would continue broadcasting captions if others would pay for them.

In the dark days after NBC's abandonment, NCI recognized that its original strategy wasn't going to work. "We were not going to get that increase [in captioned programming] from the networks because the audience wasn't there," said Ball. "So we changed our strategy in terms of spreading the cost [of captioning] around as much as possible." NCI called on advertisers, program producers and syndicators, the government, corporations and charitable groups and foundations to increase or to begin funding of captioning.

Picking up the lion's share of the cost has been the U.S. Department of Education. NCI got its start in 1979 with a four-year

\$6.9 million grant from the federal government. NCI had hoped that its dependence of the government would end with the final installment of the \$6.9 million in 1982. But, because of its early trouble, it has had to keep returning to the federal well. Over the past three years, the Department of Education has been giving NCI more and more money for captioning. Its grants have grown from \$900,000 in 1983 to \$3.3 million in 1985, fully half of NCI's revenues for the year. NCI hopes for a federal contribution of \$6 million for 1986.

Supplementing the funds from the government and from ABC and PBS, NCI's two longest and most faithful supporters, are dozens of groups and companies, ranging from Aaron Spelling Productions to Xerox Corp. Included is the NCI Caption Club, a group of regular caption viewers. According to NCI spokesman Don Thieme, the club anted up more than \$80,000 in 1984 and is well on its way toward meeting its goal of

\$100,000 in 1985.

Other media have also proved to be an important new source of revenue to NCI and captioned programming for the hearing impaired. NCI has captioned some 250 movies for the home video industry. And Home Box Office, Showtime/The Movie Channel and the Disney Channel telecast about 15 hours a week of NCI-captioned movies and series.

Ever since NCI adopted its current funding strategy, it has been increasingly difficult to say who is funding the captioning of what program. Money for the captioning of NBC's *Highway to Heaven*, for instance, Thieme said, comes from Michael Landon, the producer; Pew Memorial Trust, Shell Companies Foundation, Grace Foundation and the NCI Caption Club.

NCI is also working to make decoders more affordable. According to Ball, NCI is expecting a \$1.5-million federal grant for the development of a new "decoder module." The module, Ball said, would permit

the manufacture of set-top adapters retailing for less than \$200. Decoders in set-top adapters are now sold by several retailers, primarily Sears, for around \$280.

If NCI can convince half a million households to buy decoders by the end of the decade by helping to bring down the price and continuing to increase the amount of captioned programming, it feels the participation in captioning by the three commercial networks will no longer be a matter of altruism, but of sound business.

Despite the optimism, Ball is not without his worries. "One thing that scares me a little is what happens to ABC, our dearest, longest client, now that Capital Cities is taking over," he said. "Every time I read BROADCASTING, you guys are always talking about how careful Capital Cities is with the money. It will be interesting to see what will happen there. I hope we are doing a good job for ABC and that the new management will continue to feel its a worthwhile endeavor." □

NBC dominates prime time ratings

For the week ending June 2, NBC convincingly trounced its network competition, demonstrating how well its regular series can do during the heavy repeat summer schedule. NBC captured eight of the top 10 slots, six of which were repeats, and 13 of the top 20. ABC and CBS had only one program each in the top 10, and four and three, respectively, in the top 20.

NBC's winning average rating was a 14.7, and its share 26, according to Nielsen's National Television Index. Second-place ABC had a 12/21, leaving CBS in the unfamiliar position of third with an 11.4/20.

HUT levels for the week were up from last year's 56.5 at 56.8. The combined rating/share for the three networks was a 38.1/67.4. Among the week's schedule of 62 programs, there were 45 repeats and 11 specials.

The only night NBC lost was Sunday, won by CBS.

■ The *NBC Monday Night Movie*, the second part of "Deceptions" (21.8/35), the second-ranked program of the week, carried the night for NBC. *TV Bloopers and Practical Jokes* combined with the movie to make Monday the highest-rated night of the week. The "Rape of Richard Beck" on the *ABC Monday Night Movie* scored a 14.4/23. For its two nights, "Deceptions" had an average of 20.9/35.

■ Tuesday night featured the sixth- and eighth-ranked shows of the week on NBC, the *A Team* and *Bob Hope's Happy Birthday Homecoming—A Royal London Gala* (17.6/29).

■ On Wednesday, a traditional ABC stronghold, NBC just edged ABC for the night, 14.4/25 to 14.2/25. At 9 p.m., ABC's *Barbara Walters Special* (16.9/27), ranked 10th for the week, and it was followed by

Hotel (15.1/27), which ranked 15th. *Fall Guy* (10.5/19) could not top NBC's *Highway to Heaven* (15.5/28) as a lead-in, however, at 8 p.m.

■ Thursday night on NBC featured the number-one, three, four and five shows of the week, in that order of broadcast, from the regular Thursday night schedule. The night's closest competition came from the second game of the NBA championship series between Los Angeles and Boston (14.3/25) from 9 to 11 p.m. on CBS, and *20/20* (15.1/26) from 10 to 11 on ABC. Thursday was the also the highest night of the week for combined share for any network, with the NBC schedule garnering a 32.2.

■ Friday was the lowest-rated night of the week for the networks. *Miami Vice*, the seventh ranked show of the week, helped NBC to victory. Only three of the night's nine programs made it into double figures in ratings. In addition to *Miami Vice*, the other two were *Webster* and *Benson*, running at 8-9 p.m. on ABC. They scored an 11/24 and a 10.2/22, respectively.

■ CBS gave NBC a run for its money on Saturday with strong showings of *Airwolf* (11.4/22) and *Mickey Spillane's Mike Hammer* (11.3/22).

■ Although it only got an 11.9/21 for the 39th annual *Tony Awards*, CBS had a Sunday night win on the strength of the ninth and 11th place shows of the week, *60 Minutes* (17.3/35) and *Murder, She Wrote* (16.3/28). ABC got an unusually strong performance out of a theatrical movie from 9 to 11 p.m. with "The Shining." The *NBC Sunday Night Movie*, "Gus Brown and Midnight Brewster," scored a 15.8/26 from 9 to 11 p.m.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	22.7/41
2.	Deceptions, pt. 2	NBC	21.8/35
3.	Family Ties	NBC	20.8/37
4.	Cheers	NBC	19.3/33
5.	Night Court	NBC	18.8/31
6.	A Team	NBC	18.6/29
7.	Miami Vice	NBC	17.9/33
8.	Bob Hope Special	NBC	17.6/29
9.	60 Minutes	CBS	17.3/35
10.	Barbara Walters Special	ABC	16.9/27
11.	Murder, She Wrote	CBS	16.3/28
12.	Midnite Brewster	NBC	16.8/28
13.	Highway to Heaven	NBC	16.5/28
14.	Facts of Life	NBC	15.5/25
15.	Hotel	ABC	15.1/27
16.	20/20	ABC	15.1/26
17.	Hill Street Blues	NBC	14.8/26
18.	Scene of the Crime	NBC	14.4/26
19.	Rape of Richard Beck	ABC	14.4/23
20.	Basketball, L.A. vs. Boston	CBS	14.3/25
21.	The Shining	ABC	14.1/24
22.	America Censored	CBS	14.0/22

Rank □ Show □ Network □ Rating/Share

23.	TV Bloopers and Prac. Jokes	NBC	13.8/25
24.	Brotherly Love	CBS	13.5/22
25.	Sara	NBC	13.4/22
26.	St. Elsewhere	NBC	13.3/23
27.	Hardcastle & McCormick	ABC	12.8/23
28.	When Dreams Come True	ABC	12.8/21
29.	Kate & Allie	CBS	12.7/20
30.	Newhart	CBS	12.5/19
31.	Three's a Crowd	ABC	12.4/20
32.	Tony Awards	CBS	11.9/21
33.	Airwolf	CBS	11.4/22
34.	Mike Hammer	CBS	11.3/22
35.	Scarecrow & Mrs. King	CBS	11.3/20
36.	Hunter	NBC	11.2/21
37.	Webster	ABC	11.0/24
38.	Magnum, P.I.	CBS	11.0/20
39.	Finder of Lost Loves	ABC	10.6/20
40.	Fall Guy	ABC	10.5/19
41.	Benson	ABC	10.2/22
42.	Knight Rider	NBC	10.2/18
43.	Gimme a Break	NBC	10.1/19
44.	Listen to Your Heart	CBS	9.9/19

Rank □ Show □ Network □ Rating/Share

45.	Mama's Family	NBC	9.8/18
46.	It's Your Move	NBC	9.8/20
47.	I, Desire	ABC	9.6/17
48.	T.J. Hooker	ABC	9.5/21
49.	Love Boat	ABC	9.5/18
50.	V	NBC	9.4/18
51.	Diff'rent Strokes	NBC	9.3/21
52.	Ripley's Believe It Or Not	ABC	9.2/18
53.	Arch of Triumph	CBS	9.2/16
54.	Cagney & Lacey	CBS	8.8/14
55.	Best Times	NBC	8.4/18
56.	Silver Spoons	NBC	8.2/16
57.	Seduction of Joe Tynan	ABC	7.9/15
58.	Cover-Up	CBS	7.7/17
59.	Aftermath	CBS	7.1/16
60.	Democratic paid political	CBS	7.1/13
61.	Now to Be a Man	CBS	6.8/12
62.	Punky Brewster	NBC	6.3/13

*Indicates premiere episode

Good ratings follow good journalism

Thirty-one journalists are told secrets of success at seminar on television news

"Audience will trail quality product" was the consensus of panelists at the second annual BROADCASTING-Taishoff seminar, held June 1 at the studios of Chicago's WBBM-TV. Designed to "identify and inspire future leaders of television news," the seminar was sponsored by the Sigma Delta Chi Foundation with a grant from the BROADCASTING-Taishoff Foundation, which honors the memory of Sol Taishoff, BROADCASTING magazine's founder and editor. The audience comprised 31 journalists "with at least five years' experience who have demonstrated excellence in television news."

Keynote speaker Linda Ellerbee, an NBC News correspondent, focused on "good writing." "Good writing is the basis of what television is about. And when I say good writing I don't necessarily mean words, because good writing is good editing," she said. "Good writing is not insulting your audience. Good writing is not talking down to your audience. Good writing is not being arrogant." She claimed television news today is "terribly arrogant," saying that a story discussed by colleagues in the newsroom is seen an hour later "on the air, and it's been reduced to Dick and Jane." She continued: "We don't have time to be *Sesame Street*. We've got to be able to start, not at square one every night, but at square two, and for that you have to presume intelligence on the part of the audience."

Ellerbee also discussed aspects of television journalism that bother her. "I am so tired—and you as a viewer are—of people who act the news," she said. "The more serious the story, the flatter your words. Let the words tell it." She criticized anchors who "chit-chat," saying: "I am always insulted that people are talking to each other and not me. They can talk to each other later." She claimed the role of an anchor is to give news a frame and a context. And she said that "good writing is no more than good sense... There is no such thing as an argument

that 'good' won't succeed."

The first of four panel sessions, "Controlling the High Tech," featured discussion of the Colorgraphics Art Star II computer graphics system, computerized newsrooms, and the effect of live coverage of events on television news.

Valerie Jones, national sales manager for Colorgraphics, gave a video presentation of some uses of the Art Star II system. She then talked about some problems she encounters when trying to sell the system: artists at stations are sometimes afraid the system will render their jobs obsolete; managers don't always understand the capabilities and limitations of the system; the system can be used only by one person working on one project at a time, and many stations are unable or unwilling to set aside the time to train their employees.

Similarly, computers in the newsroom have met with resistance, the panel agreed. "The computerized newsroom has had a hard time selling," said Ken Tiven, producer, *American Almanac*, NBC News, Washington. "Given a choice between computers, which won't do anything for my news show, and better cameras, which will be obvious to the audience, I'll always choose better cameras," he said. But Tiven also acknowledged that computers can be an important tool in the search for facts. "The whole reason for information technology as opposed to video technology is to speed up the ability to find the information and turn it into news," he said.

The third panelist, Kenny Boles, executive producer, news, WBBM-TV Chicago, stressed the need to control high technology, especially in the live reporting of news. "We can deliver our message faster than the viewers can comprehend and analyze it. And quite often faster than we can comprehend and analyze it," he said. Boles pointed out that the spoken word cannot be edited and that, in the rush to deliver the news first, facts often go unchecked and stories often go unbalanced. "Many people in the business believe that high technology has made our job easier," he said. "I believe that, to the

contrary, it's made our jobs much more difficult and our responsibilities much greater." Linda Ellerbee, commenting from the audience, put live news into perspective: "It's not live, it's television." For the reporter on the scene it is live, she said, but for the viewer at home it is not.

Live news coverage was also discussed by members of the second panel, "Ethics and Conflicts." Often, said Joel Weisman, a Chicago media and political critic, the availability of live news tape leads a station to spend minutes on a story that otherwise "would only have qualified for a one-line reading." Should that news be aired at all, he asked, and what other stories is that news keeping off?

Much of the session focused on recent media coverage of the Gary Dotson rape case in which a Chicago man who had served six years of a sentence was released after the woman who had accused him claimed the rape had never taken place. CBS-owned WBBM-TV pre-empted much of its regular programming to air live coverage of the ensuing investigation, a decision that took "thoughtful consideration and courage," said Ron Tindiglia, vice president, news, CBS-Owned Stations, because it was made before the station was aware that public interest in the story would be so strong. (Some audience members, however, cited the soap opera qualities of the story as good indicators that the station's ratings would not suffer.)

Another subject discussed in depth by the panel was the growing trend toward "kidnapping" news subjects in order to get an exclusive story. Are offers of free plane trips, helicopter rides or hotel stays legitimate? "It seems to me you're altering the news. You're not reporting it any more," said WBBM-TV reporter Phil Walters. "We have gone from distant observer to participant and now I wonder if we risk... actually shaping the story," he said.

Other dilemmas presented: Should the comments of an interviewee be reported if they were made off the air? Should rumors be mentioned in a report? Are political polls



Ethics and conflicts. Phil Walters, Joel Weisman and Ron Tindiglia.



What's hot in ratings. Gary Cummings, Paul Davis and Arnold Reymer.

self-fulfilling prophecies? Is it valid to run special stories during the sweeps periods? How do you cover news in which you may have a stake? Should an anchorperson also be a commentator? Should television be able to dictate when an event, such as a baseball game, occurs? What can you accept—a free meal, a cab ride—from sources? And should parallel journalism—soliciting a rebuttal only from a person of the same level of importance—be a matter of course?

The role of television is “to bear witness and to tell what we see,” said Ron Tindiglia, “and we have the added ability to show it. That’s the role. The goal is certainly to maintain the public trust and to develop a public appetite to continue to come and trust us.” He echoed the words of Ellerbee: “I still believe that if the television news program is rejected, it’s because it’s not a good one.”

The luncheon speech was delivered by P.J. Bednarski, entertainment business reporter for the *Chicago Sun-Times*, who addressed the 31 conference attendees on the subject of fairness. Bednarski questioned whether there isn’t “some real intent to ‘get’ the President” on the part of journalists, and whether it’s right for stations to use selective statistics when claiming in advertisements that they are the choice of the market.

At the third panel session, “Ratings—What’s Hot, What’s Not?”, the three panelists discussed the public’s attitudes toward news, research and improving news coverage. “News is no longer required viewing,” said Paul Davis, news director, independent WGN-TV Chicago, and past president of the Radio-Television News Directors Association. He claimed that many viewers are opting for competing nonnews programming. Arnold Reymer, president of Reymer & Gersin Associates, a Southfield, Mich.-based research consulting firm, offered another perspective. Eighteen years ago, he said, “viewers were generally bored with local news. They were watching because it was the right thing to do—kind of like taking castor oil.” Today, he said, viewers understand and retain more information. But journalists, he said, try so hard to communicate that they oversimplify. Gary Cummings, vice president and general manager, WBBM-TV, said he sees a much greater interest in positive news.

But Cummings questioned “whether we, as journalists in our electronic tower, truly know what young people or people in general today are interested in.” He suggested using a number of methods for divining that interest, including keeping an ear to the ground, talking to people, research, and paying attention to mail. Reymer described his job as interpreting data and then going to a general manager with recommendations. And Davis shared a number of tapes comparing newscasts before and after recommended changes were made (an anchor with a new hair style, a weatherman who looked at his audience, a reporter on location in a helicopter). Subsequent research showed the changes had been received positively by the audience.

What are some specific measures to take to improve news programs? Davis said: “If you don’t have stories that cause people to either cry or laugh or have fear or hope, you

have failed... What works is what people can relate to.” Cummings suggested that discretionary stories be picked more carefully, with special attention paid to providing coverage of subjects such as health, fitness, science, entertainment, recreation and personal finance, in which there seem to be great public interest. “I think we have to do as journalists a better job of listening to our audience,” he said. “We should not worry about the ratings; we should worry about doing good journalism.” Reymer agreed. “The quality of a newscast does directly relate to the ratings,” he said.

Discussion at the final session of the seminar, “Developing Future Leaders of Television News,” covered training journalism students, trends in the job-seeking process and being a good manager. Bob Furnad, senior executive producer and vice president, Cable News Network, offered advice for industry members who are developing new journalists: “We need to pay more attention to intern programs where interns are paid a salary that means something.” Education should stress nonbroadcast majors (history, political science) with a minor in journalism, so that students gain a knowledge of what has happened historically. The importance of attribution and caution against misuse of video should be taught. Students should learn the basics of management.

Bill Slatter, manager, news personnel recruitment, NBC Owned Stations, gave the audience his perspective on changes in the recruitment. Before the introduction of tape for news (in 1957), he said, young broadcasters knocked on doors when looking for a job. Videocassettes have revolutionized not only newsgathering but also job-hunting,

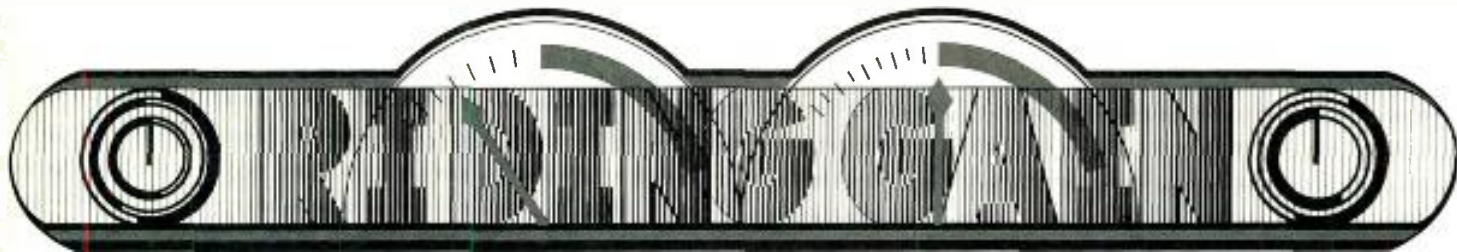
said Slatter, and today some news directors “hire almost entirely on the basis of what you see on the videocassette,” especially in the smaller markets where there is little room in the budget for bringing in candidates.

Terrence Connelly, vice president, news, Taft Broadcasting, said part of his role at Taft is to evaluate news directors for promotion from within or for hiring from outside the company. He began by reminding the audience “how important it is to develop leaders for this industry.” Television news is the primary source of news for a majority of the public, he said, and “that’s a hell of a responsibility that all of us have.” And not only do broadcasters have a social responsibility, he pointed out, but the managers of news operations also have a business responsibility because “local news accounts for a minimum of 40%-45% of the profit of a typical local station.” To be a good manager—and a good news director—he said, “you have to be a leader, you have to motivate people and you have to offer guidance.” Employees who want to become managers or producers should be assertive, he said, and to develop the needed managerial skills, he recommended that news people attend seminars, ask for feedback from department heads, and watch other managers to “pick up what works.” At the same time, managers should listen to their employees’ suggestions. “Nobody has a monopoly on brains,” said Connelly. “We encourage the collegial atmosphere... Photographers, editors, producers, reporters—they’re all a part of it. And if you build that esprit de corps, if you let people feel that their voice is worth being heard,” the station will be better run, he said. □

NewsBeat

Grenada suit. U.S. Court of Appeals in Washington has affirmed lower court action dismissing as moot constitutional question of U.S. military barring press from covering invasion of Grenada during its first two days, in October 1983. But three-judge panel, in its brief, unsigned ruling on appeal of Larry Flynt, owner of *Hustler* magazine, and separate opinion by one of judges left open possibility court would find similar action by military in future unconstitutional. Court said that since ban on coverage has been lifted and press has had unlimited access to island, U.S. District Judge Oliver Gasch was correct in holding that Flynt’s suit seeking removal of ban was moot. But court expressed concern that Gasch—who found no violation of Constitution—had “improperly considered and offered judgments on the underlying merits of the dispute.” Court noted that trial on merits had not been held. And Judge Harry Edwards, in concurring opinion, said, “We have had no occasion to consider whether it is unconstitutional for the government to ban the press from covering military actions where the sole or principal justification offered by the government is the safety of the press (and especially where an allegation is made that the government’s actual motivation is to prevent unfavorable press coverage which might influence public opinion).” He added that he has “no doubt” that question raises “potentially important issue of constitutional law” but that issue was not encompassed within complaint before district court. □

Pornography panel. Eleven-member panel has been established to study effects of pornography on public and to recommend measures to control its production and distribution. Attorney General Edwin Meese III, who named panel, said “re-examination of pornography is long overdue.” He said its effect on society was last studied 15 years ago, when presidential commission concluded pornography was not serious problem. Since then, Meese said, content of pornography has changed, “with more and more emphasis upon extreme violence.” He also said that, with advent of cable television and videorecorders, “pornography is now available at home to almost anyone—regardless of age—at the mere touch of a button.” Meese said panel might recommend legislation to restrict production and distribution of pornography, new law enforcement techniques or guidelines on how to conduct pornography investigations without infringing upon First Amendment rights.



The week's worth of news and comment about radio

Spot increases

Ten leading advertiser categories increased their spending in spot radio during the first quarter of 1985 by 19.5% to 43.5% over the same period of 1984, according to a new Radio Advertising Bureau analysis of estimates compiled by Radio Expenditure Reports (RER).

Kenneth J. Costa, RAB vice president for marketing information, said the biggest percentage gain, 43.5%, was registered by the soft drinks and bottled water category, which increased its spot radio outlays to \$5 million from \$3.5 million in the first quarter a year earlier. Consumer services/communications increased 41%, going from \$20.5 million in first-quarter 1984 to \$28.9 million in first-quarter 1985. Household furnishings and appliances had the third highest percentage increase, 36.3%, on a rise to \$4.4 million from \$3.2 million.

Other categories with big percentage gains for spot radio in the first quarter included automotive, up 33.6% to \$30.8 million; travel and shipping, up 27.6% to \$45.5 million; cosmetics and toiletries, up 27.5% to \$6.4 million; entertainment, up 27.2% to \$6 million; food products, up 26.9% to \$54.4 million; agricultural, up 22.3% to \$9.4 million; and drugs and proprietaries, up 19.5% to \$6 million.

Biggest dollar gains were scored by the food-products category, which added \$11.6 million to its 1984 first-quarter total; travel and shipping, which increased its outlays by \$9.8 million; consumer services/communications, which added \$8.4 million, and automotive, which added \$7.8 million.

The biggest spot radio category among the 10 was food products, which accounted for \$54.4 million in spot radio billings. Other double-digit spenders in the group were travel and shipping, \$45.5 million; automotive, \$30.8 million, and consumer services/communications, \$28.9 million.

RKO hearing

Ken Harris, former vice president and director of affiliate relations for RKO Radio Networks (now United Stations Radio Networks One & Two Inc.), has testified that, under the direction of Thomas Burchill, the former networks' head, Harris falsified affiliate clearance reports "to enhance our clearance performance" during a semiannual RADAR measurement week. Harris also claimed Burchill had asked him to "sweeten" reports on two occasions. In subsequent testimony, Burchill, now president and chief executive officer of Hearst/ABC-Viacom's Lifetime cable network, said he had never instructed Harris or anyone else to alter the figures. Burchill also said he had no knowledge that

any such practices occurred. Testimony was presented in FCC administrative law hearings into RKO General Inc.'s general qualifications to remain licensee (BROADCASTING, May 20).

In response to Harris's statement, Statistical Research Inc. (SRI) President Gale Metzger, whose company produces the RADAR audience measurement service, sent a letter to all advertising agency and network radio clients noting that "if this occurred [falsifying affiliate clearance reports], we do not know when or how often it occurred or the extent to which it affected the data used for RADAR audience estimates for RKO." Metzger continued: "It would appear that the admitted alterations would have affected prior RADAR bases, not the current Fall 1984 RADAR 30 report. The full extent of the problem is not yet known." According to Metzger, RKO General, which owned the networks during the time in question, has agreed to investigate the matter further.

Asked whether SRI would take any extra precautions to prevent that type of situation from recurring, Metzger said RADAR "is a good system with safeguards already built in." Metzger said the company receives signed affidavits from networks certifying station clearances during a given period. There are also clauses in the RADAR contract related to the accuracy of network clearances, he said.

Nathaniel Emmons, attorney for Fidelity Television Inc., a challenger for RKO's KJL-TV Los Angeles, said challengers and the FCC Mass Media Bureau would file a request with the ALJ June 17 seeking permission to call additional witnesses to explore the issue in more depth.

Packed house

NBC Radio expects an affiliation base of over 400 stations for its National Football League coverage next season, according to Kevin Cox, vice president/sales for the NBC Radio Networks.

As part of its station clearances, NBC will offer the 37-game package—27 regular season contests (including 16 Monday night games) and 10 post-season games—to affiliates of the Washington Redskins and Dallas Cowboys radio networks through agreements with WMAL(AM) Washington and KRLD(AM) Dallas, respectively. (KLIF(AM), however, will carry NBC's NFL football in Dallas).

Among the major advertisers for NBC's 1985 football season, which kicks off Sept. 9, are Anheuser-Busch—the exclusive beer sponsor—Big A Auto Parts and Prestone antifreeze. Sources say the average cost for 30-second spots is in the \$7,000-range.

The primary announcer team for NFL football will be NBC sportscasters Don Criqui

and Bob Trumphy ("In Brief," April 15). Trumphy will also host a national, call-in, post-game talk show, *NFL Live*.

NBC is said to have paid \$11 million for a two-year radio rights agreement with the NFL ("Riding Gain," March 11). CBS had held the NFL radio rights package for the past seven years. Mutual airs NFL Sunday afternoon doubleheaders through individual contracts with 21 teams.

Turning it over

The Radio Advertising Bureau's All-Industry Radio Ratings Committee, a working group formed in 1981 to seek government antitrust waivers for industrywide negotiations with rating services, is ceasing operation and turning its files over to the newly-formed National Association of Broadcasters' ratings task force, said Group W Radio President Dick Harris, president of the RAB committee.

According to Harris, the RAB committee's attorney, Alan Weinschel of the New York-based law firm of Weil, Gotshal & Manges, will prepare a "comprehensive report" of the committee's activities for the NAB task force and NAB President Eddie Fritts. Extensive files and research data will also be shared with the NAB's new unit.

The NAB committee was created at the association's joint board of directors meeting in Palm Springs, Calif., last January to examine establishing a nonprofit, industry-operated rating service ("Top of the Week," Jan. 21).

Letter campaign

"The sexually explicit and violent nature of some of today's songs raises difficult issues of selectivity for those broadcasters [radio and television] who program rock and other contemporary music," said National Association of Broadcasters President Eddie Fritts in a May 31 letter to the heads of 45 major record companies. Fritts asked that all recordings sent to broadcasters be accompanied by copies of the song's lyrics.

"The sheer volume of new records (and videos) made available to broadcasters as well as the recording techniques sometimes used make it extremely difficult for broadcast owners, managers and program directors to be fully aware of the lyrics of all the music their stations are being asked to air," Fritts said he wrote the letter at the request of NAB's executive committee, which met in Washington on May 16-17.

This latest move followed a May 13 letter Fritts sent to 805 radio and television group heads noting that "the lyrics of some recent rock records and the tone of their related music videos are fast becoming a matter of public debate" ("Riding Gain," May 27). That letter was prompted by the newly

formed Parents Music Resource Center, composed of prominent women including Susan Baker, wife of Treasury Secretary James A. Baker III, and Tipper Gore, wife of Senator Al Gore (D-Tenn.), who wrote Fritts saying that rock music has become "pornographic and sexually explicit."

As for the NAB, Fritts, in his most recent correspondence with the record company executives, said the association has "neither the ability nor desire to place itself in any way in the role of censor of the music that broadcasters are presenting to the public." He noted that, through the help of the record industry, the association can play a constructive role by assisting broadcasters in making "reasoned programing choices."

Metro concerns

The NAB Metro Market Committee, at a June 3 meeting in New York, passed a resolution commending the NAB bylaws and executive committees for their efforts to resolve the "underrepresentation" of metro-market radio broadcasters on the NAB board, but the committee said those efforts "fell short of assuring major-market group representation."

The committee was referring to the bylaws committee suggestion that two new, "at-large" seats be established on the radio board for major-market broadcasters. The executive committee, however, wanted to eliminate two district seats rather than expand the radio board.

The committee asked the NAB board to "review the issue of representation on its board of directors, including major-market groups and station sales representatives."

In other actions, the committee passed a resolution asking the NAB to encourage radio equipment manufacturers to produce AM stereo receivers capable of receiving multiple (Motorola and Kahn) AM stereo systems.

Music commentary

The Mutual Radio Network, beginning Aug. 5, will offer country and adult contemporary stations two new daily (Monday through Sunday) services that will center on recording artists' comments about their music and lives. The new features are called *Country Comments* and *Adult Contemporary Comments*.

"The programs will be provided in a flexible format, allowing them to be easily integrated into a radio station's local programming mix... and create the impression that the features originated with the station or its personalities," said Dick Carr, vice president of programming for Mutual. Each feature will include 20 to 30 seconds of artist comments, accompanying hit records and fact sheets/scripts that can be read by the local on-air personality. A 60-second network availability will also be included with the programming. Producing both the country and adult contemporary series, in cooperation with Mutual, will be Provo, Utah-based Broadcast International.

In a separate development, Mutual correspondent Jim Bohannon, host of *America in the Morning*, the weekly *Jim Bohannon Show* and the network's life-style reports, signed a new two-year agreement with Mutual on May 28. Bohannon has been with Mutual since 1983.

April showers. National spot business for April reached \$70,230,900, down 15.4% from April 1984, when expenditures totaled \$83,037,100, according to Larchmont, N.Y.-based Radio Expenditure Reports Inc. (RER), which confidentially collects financial data each month from 15 leading rep companies. However, when RER adjusts the April 1984 figure to \$66,429,700, to compensate for a five-week standard billing month last year compared with four weeks this year, April 1985 experiences a 5.7% increase. (RER notes that spot billings in individual markets or areas may differ substantially from the national spot figures reported to the company.)

Staying alive

Following a request by National Public Radio's member stations, NPR last week was devising two separate purchasing options for the individual stations to directly buy NPR's *Weekend All Things Considered* news program and its arts and performance programming service. Unless NPR can supplement its recently approved \$22 million FY 1986 basic operating budget by \$1.2 million, WATC and the radio network's performance programming service will be canceled. (According to NPR, WATC is the "fourth most-listened-to program" in the noncommercial system, with 800,000 listeners each week. Also, about 1,000 hours—"a record"—of performance programming has been distributed to the noncommercial system this

year.) NPR is currently trying to cost-out the two programs. NPR's director of performance programming, Dean Boal, said he favors a flat fee for the arts and performance programming service. He added that NPR is trying to set a fee "low enough so all stations can use the service."

In other budget-related action, NPR said that at least 10 (and as many as 30) positions will be eliminated following NPR's reduced FY 1986 budget (down from \$21.3 million in FY 1985.) Norman Sherman, special assistant to NPR President Douglas Bennet, and David Harris, acting vice president of engineering have already left.

Historic radio

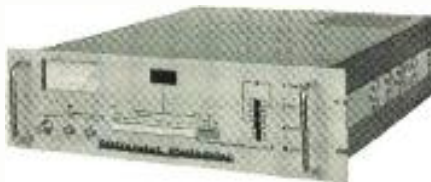
The Museum of Broadcasting in New York this week (June 10-14) is presenting its first program of seminars devoted to the radio industry titled "Radio After Radio." Kicking off the event at 1 p.m. today is a workshop that will explore the future direction and career opportunities of the aural medium.

The week-long series will also examine the development of radio since the early 1950's when it had to compete with television for its audience.

IRF honors

The fourth annual International Radio Festival of New York awards ceremony will be held on Wednesday evening (June 12) at New York's Sheraton Center hotel. Entries are competing for awards in several categories including: commercials, campaigns, public service announcements, promotion spots, news, entertainment and information programs, and editorials.

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WHTZ	WCKN	KNYN	WWVA
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BMI instituting new rates

But broadcasters/shareholders fighting back with special meeting

Whether broadcasters like it or not the likelihood that they soon will be required to pay more for licensing music is fast becoming reality. After more than seven years of litigation between the All-Industry Television Station Music License Committee and two major music licensing organizations—which ended in defeat for broadcasters when the U.S. Supreme Court let stand a 1984 appeals court decision finding that blanket music licenses for television stations did not violate antitrust laws—Broadcast Music Inc. is preparing to send out new license agreements to stations this week. The agreements are expected to include a rate hike.

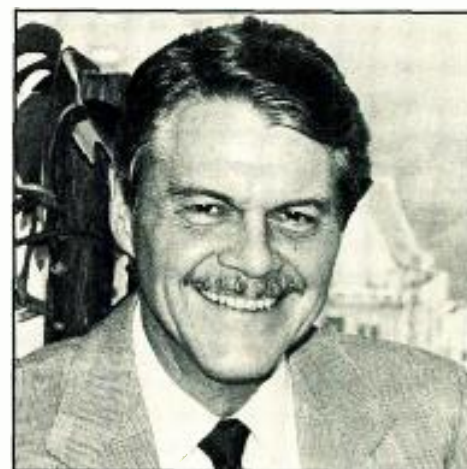
At the same time, five broadcasters/shareholders who own more than 10% of BMI's stock have called for a special shareholders' meeting in New York on June 20 to "consider and vote upon" three proposed amendments to BMI's by-laws and two shareholder resolutions ("In Brief," June 3). "Our action



Cramer

has been precipitated by what we believe to be consistently unresponsive conduct of BMI's management vis-a-vis the needs of BMI's shareholders," the five broadcasters/shareholders explained in a joint statement. The five are Taft Broadcasting, WGN Continental Broadcasting, King Broadcasting, Meredith Corp. and Stauffer Communications.

The three by-law amendments include re-



Arries

ducing the number of BMI directors from 16 to 12; requiring a 75% or "supermajority" approval by the board on all license agreements and renewals that come before it, and a safeguard on the issuing of additional stock without approval by a majority of shareholders. The two resolutions proposed include the establishment of a "rate court" to settle the terms of disputed license agreements—similar to the mechanism broadcasters have with the American Society of Composers, Authors and Publishers—and maintenance of the status quo between BMI and television broadcasters, the latter continuing to pay BMI 58% of the annual license fee payment made to ASCAP until both sides are able to come to terms on a new rate-setting mechanism.

The five broadcasters/shareholders who called the special meeting said that BMI "has refused to address the industry's legitimate concerns about obtaining a meaningful per program license format and licenses which are not tied to a station's revenues, [and] has refused to consent to an impartial judicial tribunal patterned after the ASCAP rate court for the resolution of licensing impasses." The group said it has "the full support of the committee" in calling the special shareholders' meeting.

The group also made plain it is not seeking to "dictate license terms or conditions to BMI." Rather, the group claimed, "we are requesting that licensing disputes between BMI and its broadcast licensees be determined by good-faith negotiation or, failing that, by impartial judicial resolution."

BMI President Edward M. Cramer said that he has called a special board meeting for today (June 10) in Atlanta "to review the matter in its entirety" and "formulate an official response to this request." Cramer said that while some of the proposals "may pose serious legal problems" others appeared "legally innocuous." Regarding those proposals Cramer thought posed problems, he advised: "I think anyone voting for these should consult their legal counsel before go-

Early Spring Sales*

WCKS (FM)	Cocoa Beach, Florida	\$ 3,500,000
WPDE-TV	Florence -	14,500,000
	Myrtle Beach, South Carolina	
WHAL/WYCQ (FM)	Shelbyville, Tennessee	850,000
WSVI (TV)	St. Croix, U.S. Virgin Islands	4,350,000
WGUS AM-FM	Augusta, Georgia - North	2,000,000
	Augusta, South Carolina	
WIOU/WZWZ (FM)	Kokomo, Indiana	2,100,000
WREX-TV	Rockford, Illinois	21,000,000
WJAX AM-FM	Jacksonville, Florida	5,200,000

* Subject to FCC approval.

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ing along with any such proposals."

Although Cramer declined elaboration, observers noted that the group's proposed amendments could drive BMI right into the hands of its critics who say that the organization, since it was created and is owned by broadcasters, seeks to keep music license payments artificially depressed. Of particular concern, observers continued, should be the reaction of BMI's approximately 77,000 writer and publisher affiliates who might be concerned if it appeared that BMI's board were acting in other than its best interests.

And with the blanket license antitrust issue out of the way because of the Supreme Court's decision not to hear the case, the spotlight has now shifted to the money BMI claims it is owed for the 22 months between February 1983 and November 1984 when U.S. District Court Judge Lee P. Gagliardi rolled back the fees broadcasters were paying to the major music licensing organizations to 1980 levels while the antitrust case brought by Buffalo Broadcasting was on appeal.

The money is considerable. Since February 1983, broadcasters have been paying at 1980 rates, which in 1984 totaled about \$57 million to both ASCAP and BMI, according to committee estimates. The committee also estimates that, under the old so-called *Shenandoah* rates, 1984 payments to ASCAP and BMI would have totaled \$80 million in 1984. Sources claim that in 1984 BMI received about \$20 million in license payments from broadcasters while ASCAP received the balance.

Another factor to emerge in the new rate structure will likely be a revision of the base upon which BMI's payments are calculated. Heretofore broadcasters have been paying BMI 58% of what they pay ASCAP—a ratio that was originally established to reflect industrywide use of BMI's repertoire as compared to ASCAP's. Committee representatives and BMI have been negotiating a new ratio, and although specific terms were not released, it is understood to be a graduated scale with an increasing ratio paid to BMI over the next few years.

Since the Supreme Court's refusal to hear the case, negotiations between BMI and the committee have been marked by a series of increasingly acrimonious letters from both parties to television broadcasters. Each side has accused the other of inflexibility, remoteness, bad faith and, in the end, breaking off the negotiations. In what might be representative of the exasperation both sides are feeling with each other, in a June 3 letter to television stations, BMI's Cramer noted that after BMI representatives flew to San Francisco to meet with committee representatives during the CBS affiliates meeting, committee representatives quickly adjourned a negotiating session because of a boat ride CBS was hosting for affiliates around San Francisco Bay.

Committee Chairman Leslie G. Arries Jr.'s account of the events differs from Cramer's, however, and he noted that he made it clear no agreement could have been reached at that time without consulting the full committee—which he said he told Cramer and BMI representatives at the time.

The issue of repaying BMI the retroactive

fees caught the broadcasters by surprise because, committee officials said, the order came out without a hearing and was reached on the basis of an April 24 "status conference" among the parties and on a series of follow-up letters relating simply to "procedural matters." On May 13, Judge Gagliardi issued a memorandum decision stating that broadcasters must "promptly" pay BMI "the difference between the actual payments made and the payments that would have been due under the *Shenandoah* formula." BMI estimates that local television broadcasters owe BMI a total of \$30 million in retroactive payments.

The committee and its attorneys immediately asked Gagliardi for a stay of his order and reargument on the grounds that the court had no authority to grant BMI "preliminary relief."

In a counterfiling, attorneys for BMI argued that "all that BMI sought was an interim adjustment of the interim fee, previously

imposed by the court, to reflect the rejection of [the committee's] antitrust claims. And in granting BMI's application, [the] court did nothing more than exercise its equitable powers to shift the burden of the loss of use of money onto plaintiffs while they continue to prolong the life of this litigation." And in response to the committee's assertion that no value can yet be assigned to BMI's repertoire during the period when license fees were rolled back, BMI cited testimony by committee counsel made during the hearings to roll back the fees stating broadcasters would repay the difference if they lost."

Late last week, Judge Gagliardi agreed to hold a hearing tomorrow (June 11) in White Plains, N.Y., to hear arguments from committee attorneys as to why he should reverse his memorandum decision of May 13 ordering local television stations to promptly pay BMI the \$30 million it says it is due. Attorneys for BMI are also expected to argue why Gagliardi should let his decision stand.

Changing Hands

PROPOSED

WFTV(TV) Orlando, Fla. Sold by SFN Companies Inc. to Cox Communications for \$185 million (see story, page 113). WFTV is ABC affiliate on channel 9 with 316 kw visual, 31.6 kw aural and antenna 1,570 feet above average terrain.

WDHO-TV Toledo, Ohio Sold by First National Bank of Boston to Toledo Television

Investors Inc. for approximately \$20 million. **Seller** is owned by Bank of Boston, with D.L. Overmeyer Telecasting debtor-in-possession. Overmeyer attempted to start fourth television network, United Network, based in Las Vegas, in 1966. Network folded after one month of operations. Overmeyer has no other broadcast interests. **Buyer** is subsidiary of Television Station Partners, New York-based station group of five TV's,

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Appraisals

owned by Martin Pompadur and Ralph Becker. WDHO is ABC affiliate on channel 24 with 1,410 kw visual, 141 kw aural and antenna 1,380 feet above average terrain.

WNIC-AM-FM Detroit □ Sold by Josephson International to Price Communications Corp. for \$18.2 million. Seller is publicly traded, New York-based talent and management firm and station group of three AM's and five FM's, headed by Marvin Josephson, chairman. It purchased stations in 1977 for \$4 million (BROADCASTING, April 11, 1977). Buyer is publicly owned, New York-based station group of four AM's and three FM's headed by Robert Price. It has also recently purchased WIBA-AM-FM Madison, Wis. ("Changing Hands," March 11) and WZZM-TV Grand Rapids, Mich. ("Changing Hands," May 6). WNIC is on 1310 full time with 5 kw. WNIC-FM is on 100.3 mhz with 50 kw and antenna 600 feet above average terrain. *Broker: Kalil & Co.*

WJBR-AM-FM Wilmington, Del. □ Sold by WJRB Inc. to CRB Broadcasting of Delaware for \$4.3 million. Seller is owned by John B. Reynolds, who has no other broad-

cast interests. Buyer is subsidiary of CRB Broadcasting, New York-based station group of two AM's and two FM's, owned by Carter Burden, Edward G. Rogoff and Robert P. Connor. WJBR is daytimer on 1290 khz with 1 kw. WJBR-FM is on 99.5 with 50 kw and antenna 500 feet above average terrain. *Broker: Blackburn & Co.*

KHMO(AM) Hannibal, Mo. □ Sold by Mark Twain Media to Frank and James Bick for \$1,350,000 cash, including \$100,000 consultation agreement. Seller is principally owned by Don C. Dailey, chairman. It has no other broadcast interests. Buyers owns KIDS(FM) Palmyra, N.Y. KHMO is on 1070 with 5 kw day and 1 kw night. *Broker: Ralph E. Meador, Media Broker.*

WREN(AM) Topeka, Kan. □ Sold by The Radio Station WREN Co. to WREN/Paton-Cramer Inc. for \$1,250,000, comprising \$950,000 cash and remainder note at one half point above prime over five years. Seller is owned by John P. Kassebaum, who also owns KFH(AM)-KLZS(FM) Wichita, Kan. Buyer is owned by N.E. (Pat) Paton (35%); and his wife, Sharon (10%); their son, Russell

(20%), and Theodore Cramer (35%). It is subsidiary of Paton and Associates, Kansas City, Kan.-based advertising and marketing firm. Cramer is president of broadcast consulting division. WREN is on 1250 khz full time with 5 kw.

KTTT-AM-FM Columbus, Neb. □ Sold by City & Farm Broadcasting Inc. to Columbus Broadcasting Systems Inc. for \$792,000 cash. Seller is principally owned by Donald L. Robson, who has no other broadcast interests. Buyer is equally owned by Ronald L. Kruse, Timothy A. Cumberland and Charles W. Sand. Kruse is publisher of Agricultural Communications, Columbus-based business response card service for farmers. Kruse was formerly station's sales manager. Sand is president and Cumberland is financial officer for Sand Livestock systems, Columbus-based manufacturer of hog confinement systems. KTTT(AM) is daytimer on 1510 khz with 500 w. KTTT-FM is on 93.5 mhz with 3 kw and antenna 250 feet above average terrain.

WSLW(AM) White Sulphur Springs and WJKC(FM) Lewisburg, both West Virginia □ Sold by, respectively, commonly owned Regional Radio Inc. and Lewisburg FM Broadcasters Inc. to Seneca Broadcasting Inc. for \$400,000, comprising \$75,000 cash and remainder note at 11% over 10 years, with no payment of principal for first year. Sellers are principally owned by Claude F. Jones and Woodrow Taylor. They have no other broadcast interests. Buyer is equally owned by Frank A. Robertson, president, William B. Zimmerman, Richard L. Bryant and his father, Kenneth L. Bryant. Kenneth Bryant is station manager of WKEY(AM)-WQO-FM Covington, Va. Robertson owns pharmacy in Covington. Zimmerman is employed by TAP, government-run employment agency in Covington. WSLW is daytimer on 1310 khz with 5 kw. WJKC is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 114.



Minority acquisitions. The National Association of Broadcasters held a half-day seminar May 31 at its Washington headquarters for minorities interested in "How to Acquire a Major-Market Station." Sessions were designed to "assist minority entrepreneurs wishing to take advantage of the new opportunities arising out of recent broadcast company mergers," the NAB said, and covered such topics as the role of the broker, pricing the property, determining the financing package and securing financing. Sessions were conducted by John E. Oxendine, president of Broadcap, the NAB's Broadcast Capital Fund Inc., and Herb Wilkens, president, Syndicated Communications Inc.

Pictured l-r: Zelda Zeldin, ZZ Communications; Wilkins; Oxendine; Edward Hayes of Baker & Hostetler; Early Monroe, EDMA Associates. (Man with back to camera unidentified.)

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On your marks. The National Academy of Television Arts and Sciences is now accepting submissions from university and college students for its seventh annual Frank O'Connor Memorial Student Television Awards. O'Connor was a television executive who was among the founders of the student competition. Prizes totaling \$27,000 are made to 36 students in six programming categories. Information programs are divided into investigative, magazine format and instructional work, while entertainment programs are divided into original, adaptation and musical. First-place winners receive \$2,000, second-place, \$1,000. Entries cannot be longer than 60 minutes, must be submitted in three-quarter-inch VCR form and must have been created in fulfillment of college course requirements between July 1, 1984, and June 30, 1985. The deadline for entry is July 15.

Footprint grows

Seven new TV stations, including three in the top 40 markets, have joined Conus Communications' national, Ku-band, satellite news gathering (SNG) venture, bringing the number of participating broadcasters to 21. The new stations are: KCNC-TV Denver; WVUE(TV) New Orleans; KWTW(TV) Oklahoma City; KUTV(TV) Salt Lake City; KSNF(TV) Joplin, Mo.; KSNW(TV) Wichita Falls, Kan., and KSNT(TV) Topeka, Kan.

The company attributes the growth, in part, to its plans for using at least four (and potentially up to 10) transponders on the Ku-band K-2 satellite scheduled for launch by RCA Americom next December. The satellite is slated to become part of NBC's Ku-band interconnection system, and, accordingly, five of the seven new Conus members are NBC affiliates. Also a factor, Conus noted, is its offer with RCA to provide free Ku-band downlinks to stations for receiving the news service feeds. Each participating Conus station purchases 22-foot SNG vans and transportable uplinks for nearly \$300,000.

Because Conus is a cooperative news network with only a single station per market, said Charles H. Dutcher III, Conus vice president and general manager, competition for membership has been intense, especially in Denver, New Orleans and Salt Lake City. "Suddenly, it's become a foot race among local broadcasters to be the first in their markets with SNG capabilities and cooperative news gathering relationships," Dutcher said.

ABC-union talks recess

The second-round of talks between ABC and the National Association of Broadcast Employees and Technicians have recessed after two-and-a-half weeks in Washington, with hardly any change registered in previous positions of either side.

The final week of negotiations between the network and the union, which represents approximately 3,100 of ABC's technical and other employees, focused on a new engineering contract, and included issues such as jurisdiction in maintenance, electronic graphics and radio, as well as daily hiring proposals affecting studios, post-production, remotes, sports and ENG pickups and special events.

Also on the table was the union's program origination jurisdiction. According to NABET, the company's proposals reduce limitations on outside companies originating live or tape programing, and would "impact greatly on NABET jobs." Negotiations will resume July 23 in Washington.

HDTV converter tested

The quality of standards conversion from NHK's 1125-line, 60 hz high-definition television system to Europe's current 625-line, 50 hz systems, will be investigated this summer in a series of subjective evaluations

conducted by the European Broadcasting Union. The conversion issue is one of the main obstacles to achieving international agreement on a world standard HDTV production and program exchange system (BROADCASTING, June 3).

Tapes of conversions from the Japanese HDTV downconverter first demonstrated last January will be used in the tests. Earlier evaluations had been conducted by several European laboratories, and despite positive appraisal of the new downconverter technology developed by Japan's national broadcasting company, NHK, several of the labs, in examining motion image reproduction, found that the conversions fell below the quality of current European broadcast systems.

Objections were raised, however, that the tests should have reviewed overall picture quality, rather than motion conversion alone. According to one source, those arguments will be considered by EBU in setting procedure for the upcoming subjective evaluations.

The standards discussions will culminate in meetings of the International Radio Consultative Committee (CCIR) next fall. Meetings of a CCIR interim working group on high-definition television, set for May and June, were recently rescheduled for just prior to the main October CCIR meeting.

Digital directions

The professional recording studio will be virtually digitalized by 1993 because of both the increased pressure from artists and producers to digitally master songs and the decreased cost of conversion, according to Ed Engberg, Ampex Magnetic Tape Division audio marketing manager.

Although less than 5% of the studios are currently digitally equipped, with 650 systems installed by the end of 1985, Engberg said he believes the percentage will increase to 80 within eight years. Conversely, he added, the number of analog multitrack recorders, estimated at 4,000, will fall to 1,000 by 1993. A similar reduction applies to two-track and four-track systems, which Engberg predicted will fall from 8,000 to 2,000.

The number of digital multitrack systems will meanwhile grow to 2,000 units, he said, with two-track and four-track digital installations increasing to 5,000. But analog equipment, because it will likely remain less expensive to purchase and install than digital gear, will remain a market force, he acknowledged.

Ampex manufactures both analog and digital audio mastering tape, and has recently introduced a new digital tape, Ampex 467, that will be available this month.

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Fifth Estaters sort out tax proposal

Many agree that changes will help their company's bottom lines

Although the ink on the President's 450-page tax proposal had barely dried last week, a few provisions were already eliciting comments from Fifth Estate financial executives and other experts contacted by BROADCASTING. Broadcasters and advertising agencies at first glance saw benefits in the proposal, whereas cable operators and programing production companies seem worried about the possible impact.

Perhaps most important among the changes proposed by the administration is the elimination of investment tax credits (ITC's) that, simply put, allow companies to subtract from their tax bills 6% to 10% of the sum that they have spent during the year on certain types of assets.

Program producers have been among those whose net income has been increased substantially through use of the ITC. A hypothetical company that provided five hours of serial programing to the networks at a cost of \$1 million per hour would have gained \$4.3 million a year from the ITC—6.67% of \$5 million times 13 episodes.

Film and television production companies which "recognized" sizable ITC's in 1984 (the credits can also be deferred and applied against taxes paid in future) include MCA (\$34 million) and MGM/UA (\$9 million). Similarly, annual financial reports show that the ITC alone reduced the 1984 effective tax rate of Lorimar by 61% and that of Telepictures by 24%.

A number of Fifth Estate companies have been in court recently trying to obtain permission to use ITC's. Depositions begin next month in a complaint brought by NBC and ABC. The suit says, among other assertions, that the networks, and not the studios, bear the financial risk of program production and therefore should have been the beneficiaries

of ITC's. Scheduled for trial in February, the complaint covers more than 20 years of tax returns and tens of millions of dollars.

The administration's proposal to end ITC use by all companies was seen as ominous by the director of taxes for one of the major producers: "Network license fees fund the production costs, so therefore, in a significant sense the profit we made was on the investment tax credit which could be used to offset taxes on other income, assuming there was other income. Because taxes would go

pressure on the production industry to reduce costs.

Most of the programing produced in-house by the networks (mainly sports and news) is currently ineligible for the ITC because the Internal Revenue Service considers that material to be of only current interest, rather than of long-term value. The IRS said that rationale also excluded game shows from eligibility for the ITC, but a court ruling several months ago gave Goodson-Todman the right to claim ITC's for *To Tell the Truth*, a decision that may pave the way for other shows of the genre.

Fortunately for the cable industry, the proposed elimination of the investment tax credit would come after the greatest part of its building program and asset purchases had been made. And the proposed reduction in the maximum tax rate—from 46% to 33%—would also come as some of them are beginning to show income. The elimination of ITC's, however, would still be significant in the near term.

United Cable TV recognized \$3.7 million worth of ITC's in 1984, Tele-Communications Inc. \$9.7 million and TCA Cable TV \$750,000. Alton C. Rye, treasurer of TCA Cable TV, said that all the headend equipment, computerized receiving equipment and converter boxes have ITC's available to them: "The ITC benefits are considerable, particularly when converting to an addressable system," Rye said. A million-subscriber MSO could hypothetically reduce its taxes by \$12 million when switching to addressable converters—10% ITC, multiplied by \$120 per addressable converter, multiplied by one million.

Many broadcasters and advertising agencies may have their tax rates reduced if the maximum corporate tax rate is lowered, as proposed, from 46% to 33%. In general, they cannot avail themselves of as many tax breaks as other industries.

One area where some of them might be negatively affected relates to a rule on recording income. Several years ago, the IRS temporarily loosened its procedures and allowed a number of corporations to switch from accrual to cash accounting—in the case where a \$3,000 payment for a 30-second spot is not received until 90 days after the ad runs, "cash accounting" would record the payment when it is actually received, whereas "accrual accounting" would enter it at the time the ad ran.

The switch to cash accounting benefitted a company with a large amount of receivables (money owed it) outstanding at the time taxes were filed because that money would not yet have been recorded as income. As an example, when Cox Communications bought WKBD-TV in Detroit, it was able to deduct roughly \$7 million in receivables for

Sampling of 1984 effective tax rates* for Fifth Estate corporations

Doyle Dane Bernbach	59%
Interpublic Group	55%
United Television	51%
Capital Cities	50%
BBDO	47%
ABC	47%
CBS	46%
Cox Communications	43%
Chyron	42%
Foote, Cone & Belding	38%
Telepictures	38%
Tele-Communications	37%
TCA Cable TV	35%
M/A-Com	33%
Storer	25%
Lorimar	18%
MCA	7%

*Effective tax rate is not necessarily what company paid in taxes but shows difference from statutory rate (46%) according to deductions and credits used by company. It often includes state and local taxes net of federal tax benefit (usually 3%-5%) and foreign taxes.

up without the credits, there is effectively a greater cost of production. And I don't think the change could be passed on to the networks in the form of increased license fees." Instead, he said, operating profit margins would be tighter and there would be more

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the station from its taxable income (it was able to use cash accounting under special rules for a recently purchased asset).

If, as is often the case, the value of accounts receivable is greater for the current year end than that of the preceding year, the company can continue to get a tax benefit from the cash accounting method. Vincent Lubrano, vice president of taxes for The Interpublic Group of Companies—which has been on what is known as modified cash basis since 1981—said that many medium size and smaller agencies could be affected: “We have acquired some smaller agencies that because of their accounting and for other reasons had not paid any taxes for 10 or 15 years.” Small companies (with gross receipts under \$5 million) meeting certain conditions would still use cash accounting.

The bottom line of the tax proposals, said the Interpublic executive, is: “We feel our tax rate is going to drop.” Among the positive changes that might come about, he noted, were the proposed deduction for public companies of 10% of their dividend payments to shareholders.

As for the proposed elimination of business entertainment deductions and the restrictions on meal and travel write-offs, Lubrano said there were differing opinions: “One school of thought said that our entertainment will be reduced, so that the net effect may even be positive. The other opinion is that people won’t change style so quickly and that increased taxes will hurt net income.”

Also wondering how much effect the change in entertainment and meal deductions would have was Arthur Angstreich, vice president of tax administration for NBC: “Entertainment is a function of any service business, ‘people industries’ if you will. There has always been a fair amount of entertainment to develop client relationships and make presentations. I think you will continue to have these kinds of ongoing business meetings.”

Group owner and MSO Cox Communications might benefit from the proposal, guessed Preston Barnett, tax manager: “We did a calculation under the earlier Treasury proposal and there was a positive change in rate, particularly on the broadcast side. For our cable operations, a substantial proportion of it has run out of depreciation benefits anyway and so we are at the point there of having to pay taxes.”

Because cable is a capital-intensive industry, the rate at which it can depreciate (reducing the currently listed value to account for use and age) assets is important because depreciation is treated as an expense of business and thereby reduces taxable income. The amount per year that a company can claim as depreciation varies by the type of asset, which is usually categorized by the IRS in one of a number of classes.

Last week controllers and tax officers of the MSO’s were studying the administration’s newly proposed classes to see which would be applicable to underground cables, taps and other property and equipment. “Distribution plant for communications services” falls in the fifth class, and if that is meant to include the better part of cable assets, as most of those commenting initially

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
Birdview Satellite	Year	\$54,980	152	\$3,830	2179	\$0.46
Cetec	First	\$15,903	-20	\$313	-4	\$0.14
Chyron	Third	\$9,064	69	\$806	-12	\$0.09
Clear Channel	First	\$5,319	98	\$198	-53	\$0.07
Doyle Dane Bernbach	First	\$51,180	10	\$1,106	-15	\$0.21
Gulf Broadcast	First	\$32,163	77	(\$755)	NM	\$0.02
Jacor Commun.	Year	\$3,412	72	(\$305)	NM	(\$0.05)
Times Fiber	First	\$22,725	-23	\$1,212	28	\$0.13
M/A-COM	Second	\$210,233	12	\$9,900	30	\$0.23
Maclean Hunter	First	\$224,469	8	\$9,676	32	\$0.27
MCA	First	\$431,569	10	\$18,377	-13	\$0.38
Motorola	First	\$1,322,000	5	\$41,000	-47	\$0.35
Movielab	Year	\$4,307	30	(\$4,565)	NM	(\$2.80)
Playboy	Third	\$44,995	--	(\$346)	NM	-\$0.03
Reeves Satellite	Third	\$47,756	-21	(\$4,303)	NM	(\$0.35)
Syndicated Systems	First	\$8,300	24	\$1,230	1	\$0.21
Scripps-Howard	First	\$28,533	12	\$2,035	-24	\$0.20
Tele-Communications	First	\$139,386	38	\$364	-97	\$0.01
Telepictures	First	\$32,002	52	\$2,031	72	\$0.24
Times Mirror	First	\$695,020	4	\$44,235	2	\$0.64
United Artists	Second	\$115,703	32	\$2,503	20	\$0.12
Westinghouse	First	\$2,314,100	2	\$129,700	11	\$0.74

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

Birdview Satellite net income includes \$1.5-million loss carry-forward tax benefit. ■ Results of **Chyron** include figures from 39.5%-owned CMX Corp. on consolidated basis as of Jan. 1 and 51%-owned Digital Services Corp. on consolidated basis as of Feb. 1. ■ In previous first quarter, **Gulf Broadcast** had income of \$1.8 million. ■ For 1983 **Jacor** registered loss of \$563,512. ■ Within **MCA’s** filmed entertainment division, television revenue rose 27% from previous first quarter to \$127.5 million while home video and pay television revenue rose 55% to \$59.4 million. Company’s operating income declined 8% to \$21.6 million. ■ Results for **Maclean Hunter** stated in Canadian dollars. ■ **Movielab** posted loss in previous year of \$3.1 million. Loss in year ending Dec. 29 includes \$2.9-million loss from disposal of discontinued operations. ■ In third quarter of 1984, **Playboy** earned \$22.8 million. Of that, \$16 million came from sale of certain assets and \$6.8 million from loss-carried-forward tax benefit. Operating income for third quarter declined from \$2.4 million last year to loss of \$2.4 million in just completed quarter. Contributing to problem was video division, which posted lower earnings: “The quarter-to-quarter variance is due largely to positive royalty adjustments made a year ago in Playboy’s home video business.” Company also said that subscriber growth for The Playboy Channel was “less than what had been projected by the distributor... Rainbow Programming Services Co.” ■ **Reeves** had income of \$1.5 million in previous third quarter. ■ Cash flow for **Tele-Communications Inc.** increased 30% to \$55.8 million for first quarter of 1984. Operating income (cash flow minus depreciation and amortization) increased 19% to \$29.1 million. To explain sharp drop in net income, company cited increase in interest expense (from \$23.7 million to \$32.6 million) and decrease in gain from sale of assets (from \$14.9 million to \$812,000). ■ **Telepictures** said increase in revenue came from most of company’s activities. Improved earnings were partly attributable to investment tax credits from increased production, reducing effective tax rate from 47% in first quarter of 1984 to 30%.

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404 956-0673 Hal Gore, V.P.

Stock Index

	Closing Wed Jun 5	Closing Wed May 29	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)		Closing Wed Jun 5	Closing Wed May 29	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)		
BROADCASTING							SERVICE								
N ABC	111 1/8	111 1/4	-	1/8 -	0.11	17	3,213	O BBDO Inc.	50 3/4	51	-	1/4 -	0.49	14	320
N Capital Cities	222	212 1/2	9 1/2	4.47	22	2,851	O Compact Video	4 1/8	4 1/8					18	
N CBS	113 1/4	115 1/8	- 1 7/8	- 1.63	13	3,365	N Comsat	32 1/2	31 3/4	3/4	2.36	13	587		
O Clear Channel	17 1/2	17 3/8		1/8	0.72	20	51	O Doyle Dane B.	24 1/2	24	1/2	2.08	20	130	
N Cox	74 1/2	75	-	1/2 -	0.67	25	2,103	N Foote Cone & B.	54	55 3/4	- 1 3/4	- 3.14	10	185	
O Gulf Broadcasting	15 1/8	14 7/8	1/4	1.68	63	662	O Grey Advertising	182	183	- 1	- 0.55	12	108		
O Jacor Commun.	4 1/4	4 3/8	-	1/8 -	2.86	24		N Interpublic Group	42 5/8	42 1/4	3/8	0.89	14	461	
O LIN	30 7/8	30	7/8	2.92	27	813	N JWT Group	33 7/8	32	1 7/8	5.86	10	203		
O Malrite Commun.	17 1/4	16 7/8	3/8	2.22	21	144	A Movielab	8 7/8	8 3/8	1/2	5.97	14	14		
O Orion Broadcast	1/32	0 1/32				2		O Ogilvy & Mather	45 3/4	44 1/2	1 1/4	2.81	20	419	
O Price Commun.	10 1/8	9 7/8	1/4	2.53	51		O Sat. Syn. Syst.	7 1/2	7 3/8	1/8	1.69	11	43		
O Scripps-Howard	38 1/2	39	-	1/2 -	1.28	23	398	O Telemation	5 1/4	5 1/4			5	6	
N Storer	75 1/4	74 3/4	1/2	0.67	45	1,234	O TPC Commun.	3/8	0 5/16	1/16	19.81		1		
O Sungroup Inc.	3 1/2	3 1/2				2		A Unitel Video	6 1/8	6 1/8			11	13	
N Taft	74 1/2	74 3/4	-	1/4 -	0.33	16	675	N Western Union	11	10 5/8	3/8	3.53		265	
O United Television	22 5/8	22 5/8				37	249								
BROADCASTING WITH OTHER MAJOR INTERESTS							CABLE								
A Adams Russell	28 7/8	28 7/8				23	176	A Acton Corp.	3 5/8	3 5/8					21
A Affiliated Pubs	49 1/4	46 3/8	2 7/8	6.20	15	400	O AM Cable TV	2 1/2	2	1/2	25.00		9		
N American Family	21 7/8	31 5/8	- 9 3/4	- 30.83	11	431	N American Express	46 3/4	46	3/4	1.63	24	10,069		
O Assoc. Commun.	27 1/4	26 3/4	1/2	1.87		130	N Amstar Brothers	15 1/8	14 1/2	5/8	4.31	18	275		
N A.H. Belo	56 3/4	54 7/8	1 7/8	3.42	21	656	O Burnup & Sims	7 3/8	8 3/8	- 1	- 11.94	105	66		
N John Blair	21 3/4	20	1 3/4	8.75	13	174	O Cardiff Commun.	15/16	7/8	1/16	7.20	94	4		
N Chris-Craft	51 1/4	50	1 1/4	2.50		328	O Comcast	30	28 5/8	1 3/8	4.80	34	370		
N Gannett Co.	62	60 1/4	1 3/4	2.90	25	4,969	N Gen. Instrument	14 3/4	16 3/4	- 2	- 11.94	15	477		
N GenCorp	44 1/2	44 1/4	1/4	0.56	12	955	N Heritage Commun.	18 1/2	17	1 1/2	8.82	35	140		
O General Commun.	88	87	1	1.15	19	44	O Jones Intercable	7	6 7/8	1/8	1.82	22	62		
N Jefferson-Pilot	42 3/4	44	- 1 1/4	- 2.84	12	1,368	T Maclean Hunter X	14 3/4	13 1/2	1 1/4	9.26	20	544		
O Josephson Intl.	9 1/2	9	1/2	5.56	73	46	A Pico Products	4	4 1/8	- 1/8	- 3.03	18	14		
N Knight-Ridder	38 3/8	36 3/4	1 5/8	4.42	19	2,484	O Rogers Cable	8 5/16	8 1/8	3/16	2.31		186		
N Lee Enterprises	40 3/8	39 5/8	3/4	1.89	23	538	O TCA Cable TV	22 1/2	23	- 1/2	- 2.17	43	150		
N Liberty	32	31 5/8	3/8	1.19	15	321	O Tele-Commun.	33 1/2	30 1/8	3 3/8	11.20	108	1,401		
N McGraw-Hill	50 3/4	49 5/8	1 1/8	2.27	19	2,547	N Time Inc.	57 3/4	52 5/8	5 1/8	9.74	20	3,504		
A Media General	85 1/4	84 1/2	3/4	0.89	16	595	N United Cable TV	43	40	3	7.50	72	473		
N Meredith	75 1/2	72 1/4	3 1/4	4.50	19	711	N Viacom	47 3/8	44 1/4	3 1/8	7.06	19	641		
O Multimedia	57 1/2	56 3/4	3/4	1.32	25	960									
A New York Times	47 3/4	47 5/8	1/8	0.26	21	1,887									
O Park Commun.	36 1/2	35 1/4	1 1/4	3.55	26	336									
N Rollins	24 3/4	24 1/2	1/4	1.02	36	362									
T Selkirk	25	25			54	203									
O Stauffer Commun.	64	64			11	64									
A Tech Operations	56 1/4	55 3/8	7/8	1.58	19	52									
N Times Mirror	53	52 1/2	1/2	0.95	16	3,641									
N Tribune	47 5/8	44 5/8	3	6.72	21	1,924									
O Turner Bcstg.	22 3/4	22	3/4	3.41	455	464									
A Washington Post	128	120	8	6.67	23	1,791									
PROGRAMING							ELECTRONICS/MANUFACTURING								
O American Nat. Ent.	1 3/16	1 9/16	-	3/8 -	23.99	6	3	N Arvin Industries	22 1/2	22	1/2	2.27	7	169	
O Barris Indus	21	18	3	16.67	350	120	O C-Cor Electronics	8	7 1/4	3/4	10.34	114	24		
N Coca-Cola	71 5/8	66 3/4	4 7/8	7.30	15	9,485	O Cable TV Indus.	4 1/8	4 3/8	-	1/4 -	5.71	24	12	
N Disney	86 1/2	84 3/4	1 3/4	2.06	142	2,918	A Cetec	6 1/4	6 1/2	- 1/4	- 3.85	7	14		
N Dow Jones & Co.	48 3/8	46 3/4	1 5/8	3.48	24	3,110	O Chyron	7 1/4	7 3/8	- 1/8	- 1.69	13	67		
O Four Star	6 3/4	5 1/2	1 1/4	22.73	7	5	A Cohu	9 1/4	9 1/2	- 1/4	- 2.63	10	16		
A Fries Entertain.	10	8 5/8	1 3/8	15.94	18	34	N Conrac	13 1/4	13 1/2	- 1/4	- 1.85	13	81		
N Gulf + Western	38 3/4	36 5/8	2 1/8	5.80	11	2,711	N Eastman Kodak	44 1/8	43 1/4	7/8	2.02	9	7,274		
O King World	29 1/4	27	2 1/4	8.33	40	146	O Elec Mis & Comm.	11	10 3/8	5/8	6.02		32		
O Robert Halmi	2 3/8	2 5/16	1/16	2.68	48	40	N General Electric	62 5/8	60 1/2	2 1/8	3.51	13	28,350		
A Lorimar	35	34 7/8	1/8	0.36	17	248	O Geotel-Telemet	1 3/4	1 3/4			19	5		
MCA	53	52 3/8	5/8	1.19	23	2,569	N Harris Corp.	25 7/8	26 7/8	- 1	- 3.72	13	1,033		
MGM/UA	14 7/8	14 1/2	3/8	2.59	17	739	N M/A Com. Inc.	19 3/4	20	- 1/4	- 1.25	24	855		
N Orion	10 3/8	10 7/8	-	1/2 -	4.60	23	O Microdyne	6 1/4	6 5/8	- 3/8	- 5.66	18	28		
O Reeves Commun.	10 1/2	10	1/2	5.00	39	130	N 3M	76 3/4	76 1/2	1/4	0.33	13	8,984		
O Sat. Music Net.	9 1/2	9	1/2	5.56		65	N Motorola	30 3/4	32 7/8	- 2 1/8	- 6.46	11	3,640		
O Telepictures	24 1/2	23 1/8	1 3/8	5.95	22	189	N N.A. Philips	42 7/8	40 3/4	2 1/8	5.21	11	1,231		
N Warner	29 1/4	28 7/8	3/8	1.30		1,773	N Oak Industries	1 1/4	1 1/4				20		
A Wrather	19 3/8	20	-	5/8 -	3.13	132	A CMX Corp.	2 3/8	2 1/4	1/8	5.56		5		
							N RCA	45 3/8	42 1/2	2 7/8	6.76	14	3,717		
							N Rockwell Intl.	37 7/8	36 1/2	1 3/8	3.77	13	5,633		
							N Sci-Atlanta	11 1/4	11 3/8	- 1/8	- 1.10	22	261		
							N Signal Co.s	41 1/4	40 1/2	3/4	1.85	17	4,498		
							N Sony Corp.	16	16 5/8	- 5/8	- 3.76	16	3,694		
							N Tektronix	58 7/8	57 3/4	1 1/8	1.95	10	1,133		
							A Texscan	3	2 3/4	1/4	9.09	4	20		
							N Varian Assoc.	29 3/4	31 1/2	- 1 3/4	- 5.56	12	642		
							N Westinghouse	34 5/8	34 1/8	1/2	1.47	12	6,061		
							N Zenith	22 1/4	22 3/8	- 1/8	- 0.56	8	491		
							Standard & Poor's 400	210.03	207.950	2.08		1.00			

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: * 3-2 split, June 4.

guessed was the case, it would reduce the rate at which assets could be depreciated.

Under the current "accelerated" depreciation system, most cable assets are written down in five years. Under class five of the proposed Capital Cost Recovery System many, and perhaps most, of those same assets would instead be written down over 10 years. One balancing feature of the proposed change is that companies could revalue those assets to account for inflation, thereby increasing the sum that could be depreciated. But even assuming 10% inflation, the amount that could be expensed to depreciation in the first five years for the newly proposed class five would still be less than two-thirds of that currently allowable for most cable assets.

Programing comprises a large part of the assets held by broadcasters, but at least one of the special methods used by many of them to depreciate those assets, called the "income forecast method," would not be affected by the administration's proposals.

Changes suggested for the individual income tax are likely to have a potentially large impact on Fifth Estate companies. One of the links in the chain effect is the suggested end of deducting state and local income taxes (individual, not corporate) from taxable income for federal purposes. That might raise the costs of employee compensation—especially since a disproportionate number of Fifth Estate companies have employees living in New York, California and New Jersey, which rank among the top six states with per capita tax deductions. That would be countered by lower tax rates for individuals.

The lowering of the top individual tax rate from 50% to 35% would have the effect of reducing the benefits wealthy individuals would get from tax-oriented limited partnerships. Elimination of the investment tax credit and lengthier depreciation periods would also reduce the losses that would flow through to the partners.

Steven J. Haupt, vice president of the communications division at Shearson Lehman Brothers, said limited partnerships for cable would not end if the tax proposals were enacted but would instead change emphasis: "What we will probably see is that partnerships will pay cash in the earlier years instead of tax benefits." Haupt foresees a change in the capital structure of limited partnership deals: "In a typical deal, 65% to 85% of the financing comes from debt, and most of the cash flow, goes to amortize that debt. In future deals, what you might see is a slightly lower leverage factor." Other possible changes, he said, include a greater amount of money contributed by the general partner. He also saw a change in the "flip-flop" arrangement of partnerships—where limited partners participate to a high degree in the early losses and the general partner obtains more participation when the system becomes profitable.

The change to income-producing partnerships would be beneficial to broadcasters, said Jim Moore, president of Atlanta-based Media Capital Group. He noted that real estate partnerships appear to be greatly hurt by the administration's proposal and money may be more available to other industries:

"In our partnerships, we are going for upside and appreciation. Reagan is effectively sanctifying the upside and the entrepreneur and going after the tax shelter game, which we are not in." Moore also noted that the proposed reduction in the effective capital gains rate for individuals also makes "upside" investments more attractive.

There are a variety of other important changes in the administration's proposal. Numbers that will have to be juggled as financial departments begin doing studies of the tax proposal's impact include changes in the credit given to companies that pay foreign taxes—very important to cable product suppliers, many of which have moved manufacturing operations abroad in recent years. Also to be considered are changes affecting

ESOP's (employee stock ownership plans); a proposed minimum corporate tax, and a proposed three-year "windfall" tax that would prevent companies from getting the benefit of a lower maximum tax rate before tax breaks due for elimination have fully wound down.

Like any political football, the two-week-old proposal could well change shape as it passes through the hands of Congress. But whatever its final form, the resulting new tax code will undoubtedly alter the profit standings of most Fifth Estate companies. In addition to the direct impact it may have on corporate income, a change in tax payments could also affect the money available to advertisers and the discretionary incomes of individuals. □

The \$60-million turnaround

Fifteen months ago, SFN bought an Orlando, Fla., VHF for \$125 million; last week it sold it to Cox Communications for \$185 million

SFN Chairman and President John Purcell felt redeemed after selling WFTV(TV) Orlando, Fla., last week to Cox Communications for \$185 million. When SFN bought the station, just 451 days ago for \$125 million, "There were a lot of people whom I respect telling me I had paid too much," he told BROADCASTING.

Three weeks ago, Purcell said SFN hadn't even thought about selling the station: "Some people had previously told us we could probably sell the station for \$150 million but that wasn't enough to make us want to leave the market. But then we had these overtures."

SFN also announced last week the purchase of a minority interest in the construction permit for channel 58 in Sacramento, Calif., and Purcell made clear the Glenview, Ill.-based publishing and information services company was not getting out of the broadcasting business—it also owns three other television stations, a production studio in Puerto Rico, and two AM's and one FM. But the quick turnover of its major property at least raised a few eyebrows.

All four Fifth Estate companies that have

undertaken leveraged buyouts—Harte Hanks, Wometco, Metromedia and SFN—have now divested all or a sizable portion of their broadcasting assets. The SFN chairman and president said the decision to sell WFTV(TV) was unrelated to any financial pressure the company was under from the LBO.

"The offers came at a time in our life when we really wanted to redeploy our assets," he said. "We were tied to certain loan covenants and restrictions by the banks that did not provide enough flexibility." (SFN currently has about \$300 million in bank debt.) Purcell said that SFN in the future would take advantage of the production facility in San Juan, Puerto Rico. That might include increasing the company's distribution of Spanish-language product: "We might in the future want to take positions in Hispanic TV stations in major markets."

The minority position SFN Communications will take in the Sacramento UHF, majority owned by Schuyler Communications, could be expanded to a majority position. Purcell said that when the station goes on the air next January, it would not need too large a slice of the market to make a return on the several-million-dollar start-up costs. He also noted that although the growth rate of Orlando (the 30th ranked market) was one of the highest in the nation, the growth rate of Sacramento (the 20th ranked market) is also good and, because of the state capital, stable.

But the big news last week was the \$185 million. There were several others who considered buying the station, and one person who saw the financial statements said WFTV went for about 16 times cash flow, a higher multiple than SFN paid when it bought the station.

The purchase now gives Cox eight television stations: KTVU(TV) Oakland, Calif. (ch. 2, independent); WSB-TV Atlanta (ch. 2, ABC); WKBD-TV Detroit (ch. 50, independent); KDNL-TV St. Louis (ch. 30, independent); WSOC-TV Charlotte, N.C. (ch. 9, ABC); WHIO-TV Dayton, Ohio (ch. 7, CBS), and WPXI(TV) Pittsburgh (ch. 11, NBC). WFTV, an ABC affiliate, is on ch. 9 with 31.6 kw vis., 31.6 kw aur. and antenna 1,570 feet above average terrain. □

Preserving moving images. Another step has been taken toward the preservation of America's film and television heritage. The first meeting of a newly founded Board of Advisers of the National Center for Film and Video Preservation at The American Film Institute—dedicated to saving endangered national production of film, television and video—was held in Los Angeles, bringing together top studio and network executives, museum directors, educators and government officials. The Preservation Center, which was jointly begun by the National Endowment for the Arts and the American Film Institute, was designed "to coordinate American preservation activities on a national scale," the NEA and AFI said.

For the Record

As compiled by BROADCASTING, May 29 through June 5, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ WJAF(AM) Decatur. WFIX(AM) Huntsville. WRAB(AM) Arab. WSHF(AM) Sheffield, all Alabama (WJAF: 1490 khz; 1 kw-D; 250 w-N; WFIX: 1450 khz; 1 kw-D; 250 w-N; WRAB: 1380 khz; 1 kw-D; WSHF: 1290 khz; 1 kw-D)—Seeks assignment of license from Falt Broadcasting Co. to Comco Inc. for \$1.5 million. There is contour overlap between stations WFIX and WJAF and if FCC does not allow continuance of waiver, Comco will purchase all stations except WJAF for \$1.2 million. Seller is owned by Joseph B. Falt and his son, J.B. Falt III, who will have no other broadcast interests. Buyer is owned by James C. Robinson, chairman; Wal-

ter M. Windsor; Joel H. Sharp, and 21 others. It also owns WRYO(AM) Crystal River. WKIQ(AM) Inverness and WAMR(AM)-WRAV(FM) Venice, all Florida. Windsor is consultant to SFN Companies, which owns four TV's, one AM and two FM's. Filed May 30.

■ WCOV-TV Montgomery, Ala. (ch. 20; CBS; ERP vis. 550 kw, aur. 112 kw; HAAT: 740 ft.; ant. height above ground: 793 ft.)—Seeks assignment of license from WCOV Inc. to David D. Woods for approximately \$4 million. Station is losing CBS affiliation. Seller is owned by Harry Barfield, who also owns WLEX(TV) Lexington, Ky. Buyer is general manager of KARD(TV) West Monroe, La. Filed May 24.

■ KGHX(AM)-KRKR(FM) Fairbanks, Alaska (AM: 1300 khz; 1 kw-U; FM: 95.9 mhz; 3 kw; HAAT: minus 1.6 ft.)—Seeks assignment of license from The Great Alaska Electric Radio Co. to Pacific Rim Broadcasters for \$225,000. Seller is owned by Dean M. Gottehrer and eight others. It has no other broadcast interests. Buyer is principally owned by Gregg K. Clapper and Howard S. Trickey. It also owns KVOK(AM)-KJJZ(FM) Kodiak, Alaska, and KKGR(FM) Anchorage. Filed May 28.

■ KBSC-TV Corona, Calif. (ch. 52; ERP vis. 2,630 kw, aur. 262 kw; HAAT: 2,890 ft.; ant. height above ground: 199 ft.)—Seeks assignment of license from Oak Broadcasting Systems Inc. to Estrella Communications Inc. for \$30 million cash. Seller is publicly-traded, Rancho Bernardo, Calif.-based cable and satellite decoder manufacturer headed by E.L. McNelly, chairman and CEO. It owns 49% of WSNS(TV) Chicago. Buyer is principally owned by Saul P. Steinberg. It also owns WKRZ-AM-FM Wilkes-Barre, Pa. It is headed by Joseph Wallach, former executive director of Globo TV Network of Brazil. Current STV operation will be phased out. Filed May 24.

■ KENZ(AM)-KSAC(FM) Sacramento and

KSJQ(FM) Manteca, both California (KENZ: 1270 khz; 1 kw-D; 250 w-N; KSAC: 96.9 mhz; 50 kw; HAAT: 500 ft.; KSJQ: 96.7 mhz; 3 kw; HAAT: 320 ft.)—Seeks assignment of license from Jonsson Communications Corp. to Commonwealth Broadcasting Co. of Northern Calif. for \$12 million, comprising \$4 million cash and remainder note. Seller is Santa Monica, Calif.-based station group of two AM's and three FM's, principally owned by Kenneth A. Jonsson and family. It also owns Sacramento magazine. Buyer is owned by Dex Allen, Michael Thorsnes, Vincent Bartolotta, John McGuire and Michael Padilla. It also owns KMEN(AM)-KGGI(FM) San Bernardino, Calif. Filed May 24.

■ KGEN(AM) Tulare, Calif. (1370 khz; 1 kw-D)—Seeks assignment of license from Pappas Electronics Inc. to KGEN Inc. for \$210,000 in note at 9%. Seller is owned by Harry J. Pappas, who also owns WHNS-TV Asheville, N.C., and KMPH-TV Visalia-Fresno, Calif. He also owns new TV in Omaha, Neb. Buyer is principally owned by Emanuel S. Alfieris, who also has interest in KLPF(AM) Murray, Utah. Alfieris is Pappas' brother-in-law. Filed May 24.

■ WSUN(AM)-WYNF(FM) St. Petersburg, Fla., KLTR(FM) Houston. KTXQ(FM) Fort Worth, and WLTT(FM) Bethesda, Md. (WSUN: 620 khz; 5 kw-U; WYNF: 94.9 mhz; 100 kw; HAAT: 1,290 ft.; KLTR: 93.7 mhz; 100 kw; HAAT: 1,779 ft.; KTXQ: 102.1 mhz; 100 kw; HAAT: 1,420 ft.; WLTT: 94.7 mhz; 22.5 kw; HAAT: 780 ft.)—Seeks assignment of license from Taft Television and Radio Company to CBS Inc. for \$107.5 million cash. Seller is Cincinnati-based station group which recently purchased Gulf Broadcasting Co. (BROADCASTING, Feb. 4). Buyer is television network owner of six AM's, seven FM's and five TV's. Filed May 28.

■ KCCN(AM) Honolulu (1420 khz; 5 kw-U)—Seeks assignment of license from Lee Optical & Associated Companies Pension Plan Trust to B.J. Glascock for \$695,840. Seller is headed by Oscar Lindemann and has no other broadcast interests. Buyer owns KFJZ(AM) Fort Worth and KSEY-AM-FM Seymour, both Texas, and KNTS(AM) Mesa, Ariz. Filed May 21.

■ WREN(AM) Topeka, Kans. (1250 khz; 5 kw-U)—Seeks assignment of license from The Radio Station WREN Co. to WREN/Paton/Cramer Inc. for \$1,250,000, comprising \$950,000 cash and remainder note at one half point above prime over five years. Seller is owned by John P. Kassebaum, who also owns KFHM(AM)-KLZS(FM) Wichita, Kan. Buyer is owned by N.E. (Pat) Paton (35%) and his wife, Sharon (10%); their son, Russell (20%), and Theodore Cramer (35%). It is subsidiary of Paton and Associates, Kansas City, Kan.-based advertising and marketing firm. Cramer is president of broadcast consulting division. Filed May 24.

■ WSLK(AM) Hyden, Ky. (1600 khz; 500 w-D; CP for 1 kw-D)—Seeks assignment of license from Ayers Shortt Sales Inc. to Southeast Broadcasting Co. for \$125,000, comprising \$25,000 cash and remainder note at no apparent interest. Seller is owned by Ayers Shortt, who has no other broadcast interests. Buyer is owned by D.L. Lobbs, who has no other broadcast interests. Filed May 28.

■ KCMT-TV Alexandria, Minn. (ch. 7; CBS; ERP vis. 316 kw, aur. 63.1 kw; HAAT: 1,120 ft.; ant. height above ground: 1,133 ft.)—Seeks assignment of license from Central Minnesota Television Co. to Lusk Broadcasting Inc. for \$350,000 cash. Seller is owned by the state of Thomas K. Barnstable. It is Alexandria, Minn.-based station group of one FM and three TV's. Buyer is owned by Richard B. Lusk (60%) and his wife, Marilyn. Lusk has interest in KMHL(AM) Marshall, Minn. Filed May 28.

■ KTTT-AM-FM Columbus, Neb. (1510 khz; 500 w-D; FM: 93.5 mhz; 3 kw; HAAT: 250 ft.)—Seeks assignment of license from City & Farm Broadcasting Inc. to Columbus Broadcasting Systems Inc. for \$792,000 cash. Seller is principally owned by Donald L. Robson, who has no other broadcast interests. Buyer is equally owned by Ronald L. Kruse, Timothy A. Cumberland and Charles W. Sand. Kruse is publisher of Agricultural Communications, Columbus-based business response card service for farmers. Kruse was formerly station's sales manager. Sand is president and Cumberland is fi-

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nancial officer for Sand Livestock systems, manufacturer of hog confinement systems also from Columbus. Filed May 31.

■ **KSVF(AM)-KTZA(FM)** Artesia, N.M. (AM: 990 kHz; 1 kw-D; 250 w-N; FM: 92.9 mhz; 50 kw; HAAT: 1,090 ft.)—Seeks assignment of license from Artesia Broadcasting Inc. to Carl M. Adams and Sam F. Beard for \$600,000. Seller is owned by Martin Yates and family, who have no other broadcast interests. Buyer, Adams, owns KNCY-AM-FM Nebraska City, Neb., and WHAP(AM) Hopewell, Va. Buyer, Beard, owns KLVF(AM) Wichita Falls, Tex. Filed May 28.

■ **WSBL(AM)** Sanford, N.C. (1290 kHz; 1 kw-D)—Seeks assignment of license from Simmons Broadcasting Co. to Radio Sanford Inc. for \$225,000, comprising \$7,000 cash and remainder note at 9% over 15 years. Seller is owned by T. Lamar Simmons, who also has interest in WTYC(AM) Rock Hill, S.C. Buyer is owned by Joseph L. Cusaac (30%), Bill Walls (30%), Gordon J. Cantey (20%) and Claude H. Radley (20%). They have no other broadcast interests. Filed May 31.

■ **KTJS(AM)-KQTZ(FM)** Hobart, Okla. (1420 kHz; 1 kw-D; FM: 105.9 mhz; 100 kw; HAAT: 1,020 ft.)—Seeks transfer of control of Fuchs Broadcasting Co. from Alfred Ray Fuchs (60% before; 4.5% after) to Wayne Maurice Fuchs (15% before; 50.5% after) for \$40,800, comprising \$800 cash and remainder note at 10% over five years. Seller has no other broadcast interests. Buyer is son of seller and also has no other broadcast interests. Filed May 31.

■ **WBDX(AM)** White Bluff, Tenn. (1030 kHz; 1 kw-D; 250 w-N)—Seeks transfer of control of Dickson County Radio Inc. from Richard Albright (51% before; none after) to Robert Littleton (49% before; 100% after) for \$10, plus assumption of liabilities. Neither has other broadcast interests. Filed May 20.

■ **KBAL-AM-FM** San Saba, Tex. (AM: 1410 kHz; 500 w-D; FM: 96.7 mhz)—Seeks assignment of license from Pecan Valley Communications to C. Winsett Reddoch for \$75,000. FM is not on air. Stations were originally sold to Cross Country Communications; however, Reddoch purchased their right to buy stations for \$35,000. Seller is owned by Robert W. Baker, who has no other broadcast interests. Buyer has no other broadcast interests. Filed May 31.

■ **WIVE(AM)** Ashland, Va. (1430 kHz; 1 kw-D; CP for 5 kw-U)—Seeks assignment of license from Christian Enterprises Inc. to Blue Ridge Broadcasting Inc. for \$350,000, comprising \$75,000 cash and remainder note at 11% over 10 years. Seller is headed by James N. Birkitt. It also owns WGEC(AM) Springfield, Ga. Buyer is owned by Alan J. Carter. It also owns WLNK(AM) Churchville, Va. Filed May 24.

■ **WWZD(FM)** Buena Vista, Va. (96.7 mhz; 3 kw; HAAT: minus 296 ft.)—Seeks assignment of license from Shenandoah Broadcasting Inc. to Equus Communications Inc. for \$158,000 cash. Seller is owned by John A. Parry, who also has interest in KFIM(FM) El Paso and KTXF(FM) Brownsville, both Texas. Buyer is principally owned by James L. Putbrese (45%) and his brother, Keith. James has interest in WDZ(AM)-WDZQ(FM) Decatur, Ill. Keith Putbrese is partner in Washington area communications law firm of Putbrese & Hunsaker. Filed May 30.

■ **WIBS(FM)** St. Thomas, V.I. (97.9 mhz; 50 kw; HAAT: 295 ft.)—Seeks assignment of license from Arroyo and Figueroa Associates to Three Angels Corp. for \$800,000, comprising \$100,000 cash and remainder note at 10% over 10 years. Seller is owned by George M. Arroyo and Jose A. Figueroa. Arroyo has interest in WBRQ-FM Cidra, P.R., and WONQ(AM) Pine Hills, Fla. Buyer is equally owned by Reynald Charles, John T. Williams and Charles Saunders. It has no other broadcast interests. Filed May 23.

■ **WSLV(AM)** White Sulphur Springs and WKCJ(FM) Lewisburg, both West Virginia (AM: 1310 kHz; 5 kw-D; FM: 105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from, respectively, Regional Radio Inc. and Lewisburg FM Broadcasters Inc. to Seneca Broadcasting Inc. for \$400,000, comprising \$75,000 cash and remainder note at 11% over 10 years, with no payment of principal for first year. Seller is principally owned by Claude F. Jones and Woodrow Taylor. They have no other broadcast interests. Buyer is equally owned by Frank A. Robertson, president; William B. Zimmerman; Richard L. Bryant, and his father, Kenneth L. Bryant. They have no other broadcast interests. Kenneth Bryant is station manager of WKEY(AM)-WQO-FM Covington, Va. Robertson owns pharmacy in Covington. Zimmerman is employed by TAP, government-run employment agency in Covington. Filed May 29.

Actions

■ **KKAL(AM)** Arroyo Grande (Santa Maria) and KZOZ(FM) San Luis Obispo (Santa Maria), both California (AM: 1280 kHz; 5 kw-D; 2.5 kw-N. FM: 93.3 mhz; 29.5 kw; HAAT: 1,430 ft.)—Granted assignment of license from Kal Coast Radio Corp. to The Tattersall Corp. for \$3,050,000, comprising \$500,000 cash and remainder note. Seller is owned by subsidiary of American General Media Inc., Arroyo Grande, Calif.-based station group of four AM's and three FM's, owned by Lawrence Brandon and his sons, Anthony and Rogers Brandon. Buyer is owned by Martin Hawke and James Barker. Hawke is former owner of KSYC(AM) Yreka, Calif., and KMED(AM) Medford, Ore. Barker was formerly vice president of RKO Radio Inc. and general manager of WFYR(FM) Chicago. Action May 23.

■ **KHTT(AM)-KSJO(FM)** San Jose, Calif. (AM: 1500 kHz; 10 kw-D; 5 kw-N; FM: 92.3 mhz; 50 kw; HAAT: minus 68 ft.)—Granted assignment of license from Sterling Recreation Organization Co. to Narragansett Broadcasting Co. for \$6,250,000 cash. Seller of KHTT is Bellevue, Wash.-based station group of three AM's and one FM, principally owned by Frederick A. Danz, chairman. Seller of KSJO is Columbia Theatre Association, owned by Jessie Danz, and trusts of Jessie Danz, (50% each), and voted by Frederick Danz. It owns two AM's and three FM's. Frederick Danz is also sole owner of KBFW(AM) Bellingham-Ferndale, Washington. Buyer is owned by subsidiary of Narragansett Capitol Corp., Providence, R.I.-based publicly owned venture capital firm headed by William P. Considine, chairman. Assignee is headed by Gregory P. Barber, chairman, and John E. Franks, president and 20% owner. Narragansett Capitol Corp. has interest in nine cable systems. Action May 23.

■ **KCMP(AM)-KBUL(FM)** Brush, Colo. (AM: 1010 kHz; 5 kw-D; FM: 107.1 mhz; 3 kw; HAAT: 91 ft.)—Granted assignment of license from Brush-Morgan Broadcasting Corp. to G-Z Broadcasting Inc. for \$462,500, comprising \$105,000 cash, \$275,000 note at 11% over 15 years and noncomplete agreement of \$82,500. Seller is owned by James P. Peterson and Russell G. Hilliard, who also have interest in KOLT(AM) Scottsbluff, Neb. Peterson's wife, Clara, has interest in KOLT(AM). She also has interest in KPNY(FM) Alliance, Neb., and is owner of KIQZ(FM) Rawlins, Wyo. Buyer is equally owned by Dan L. Gittings and Dwight L. Johnson. Gittings is currently general manager of KLMR(AM)-KSEC(FM) Lamar, Colo. Johnson is owner of Sturgeon Associates, Denver-based investment firm. He has no other broadcast interests. Action May 23.

■ **KTUS(FM)** Snowmass Village, Colo. (103.9 mhz; 3 kw; HAAT: minus 84 ft.)—Granted assignment of license from Sno-Mass Communications Inc. to Albert W. Vontz for \$725,000, comprising \$200,000 cash and remainder note at 10% until paid. Seller is principally owned by Robert M. Richmond, who also has interest in app. for new TV in Tulsa, Okla. Buyer owns KSNO(AM) Aspen, Colo., and WNOP(AM) Newport, Ky. Action May 28.

■ **WGGG(AM)** Gainesville, Fla. (1230 kHz; 1 kw-D; 250 w-N)—Granted assignment of license from U.S. Broadcasting Inc. to Micanopy Broadcasting Co. Inc. for \$500,000 cash plus 700,000 shares of stock in buyer. Seller, debtor-in-possession, is principally owned by Frederick C. Mezey, who also owns KQAK(FM) San Francisco, which has been sold, pending FCC approval. Buyer is owned by American Communications and Television Inc., Gainesville-based station group of one FM and three TV's and owner of SMATV systems in Florida, principally owned by Mark K. Goldstein, Harvey M. Budd and Thomas G. Sonsini. It owns two LPTV's, is app. for seven LPTV's and is app. for new TV's in Gainesville and Palatka, both Florida. Action May 23.

■ **WREM(AM)** Pine Castle-Sky Lake, Fla. (1190 kHz; 1 kw-D)—Granted assignment of license from Sundtime Radio Inc. to Comco Inc. for \$425,000 cash plus 85% of accounts receivable. Seller is owned by Alphonse J. Donahue, Robert A. Graham and Charles Schwartz. Donahue and Graham also own WSTC(AM)-WYRS(FM) Stamford, Conn. Schwartz is vice president, radio division of NEWSsystems Group, Philadelphia-based station group of two AM's and three FM's, principally owned by Ragan Henry. Buyer is owned by group of 26, headed by Walter M. Windsor (4.8%), James C. Robinson (8%) and Joel Sharp (4%). Windsor is former general manager of WFTV-TV Orlando, Fla., and is consultant to SFN Companies. It owns WAMR(AM)-WRAV(FM) Venice, Fla., and WKIQ(AM) Inverness, Fla. Action May 23.

■ **WCOP(AM)** Warner Robbins, Ga. (1350 kHz; 5 kw-D; CP for 500 w-N)—Granted assignment of license from Michelle Anne Callahan to Toccoa Falls College for \$140,000 cash. Seller has no other broadcast interests. Buyer is nonprofit college headed by Wilmer D. Mizell, chairman, and Dr. Paul Alford, president. It owns WRAF(AM) Toccoa Falls, Ga. Action May 23.

■ **WYNX(AM)** Smyrna, Ga. (1550 kHz; 50 kw-D; 500 w-

N)—Seeks assignment of license from Jonquil Broadcasting Co. to Hoffman Media Inc. for \$1 million cash. Seller is owned by Laurence N. Polk, who has no other broadcast interests. Buyer is owned by Hubert H. Hoffman, who also owns WGGM(AM)-WDYL(FM) Chester, Va. Action May 22.

■ **WTAQ(AM)** La Grange, Ill. (1300 kHz; 5 kw-D; 500 w-N)—Granted assignment of license from WTAQ Inc. to Illinois Lotus Corp. for \$1,650,000, comprising \$650,000 cash and \$1 million note at 10% over 10 years. Seller is owned by William H. Wardle and Ralph Faucher, who have no other broadcast interests. Buyer is owned by Hollywood-based station group of seven AM's and six FM's. It is headed by Howard A. Kalmenson, president. Action May 22.

■ **WGEL(FM)** Greenville, Ill. (101.7 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Marlene G. Page to Bond Broadcasting for \$170,000, comprising \$70,000 cash and remainder note at 11% over 10 years. Seller has no other broadcast interests. Buyer is owned by John T. Kennedy (86%), his brother, James (2%), and William I. Bond (12%). Action May 22.

■ **KJAN-AM-FM** Atlantic, Iowa (AM: 1220 kHz; 250 w-D; FM: 103.7 mhz; 100 kw; HAAT 400 ft.)—Granted assignment of license from Nishna Valley Broadcasting Co. to Valley Broadcasting Inc. for \$1.1 million plus 80% of accounts receivable at closing. Price comprises \$400,000 cash and \$700,000 note. Seller is owned by E.G. Faust, who has no other broadcast interests. Buyer is equally owned by John Carl, president; Robert Selden; Brent Slay, and Robert Bebensee. Carl, Selden and Slay have interest in KCOB(AM)-KLVN(FM) Newton, Iowa; KARE(AM) Atchinson, Kan., and WKLK-AM-FM Cloquet, Minn. Bebensee has no other broadcast interests. Action May 22.

■ **WKYH-TV** Hazard, Ky. (ch. 57; ERP: 214 kw vis., 28.9 kw aur.; HAAT: 800 ft.; ant. height above ground: 442.2 ft.)—Granted assignment of license from Hazard Television Co. Inc. to Kentucky Central Television Inc. for \$1-million note. Seller is wholly owned by William D. Gorman, president, who has no other broadcast interests. Buyer is owned by Kentucky Central Life Insurance Co., headed by H. Hart Hagan Jr., president and chairman. Buyer also owns WVLK-AM-FM Lexington, Ky.; WKYT-TV Lexington, Ky.; WHOO-AM-FM Orlando, Fla., and WTOC-AM-FM Savannah, Ga. Action May 22.

■ **WAKY(AM)-WVEZ(FM)** Louisville, Ky. (WAKY: 790 kHz; 5 kw-D; 1 kw-N; WVEZ: 106.9 mhz; 24.5 kw; HAAT: 670 ft.)—Granted assignment of license from Multimedia Radio Inc. to Federal Communications Corp. for \$3,150,000 cash. Seller is publicly owned, Greenville, S.C.-based, cable MSO, publisher and station group of six AM's, six FM's and five TV's. It owns 13 daily and 30 nondaily newspapers in Southeast, and over 100 cable systems in four states. Broadcast division is headed by Walter E. Bartlett, president and CEO, who is based in Cincinnati. Buyer is owned by Robert E. Fish and Janet R. Karger. It also owns WHJJ(AM)-WHJY(FM) Providence, R.I. Action May 22.

■ **WLBK(AM)-WLSK(FM)** Lebanon, Ky. (AM: 1590 kHz; 1 kw-D; FM: 100.9 mhz; 3 kw; HAAT: 200 ft.)—Granted assignment of license from Lebanon Springfield Broadcasting Co. to Lebanon Springfield Broadcasting Co. Inc. for \$300,000, comprising \$87,000 cash and \$213,000 note at 10% over five years. Seller is owned by estate of Stokley Bowling, estate of Horace E. Tabb, and Gladys Hodges. With Moninda D. Cole, it also owns WIEL(AM)-WKMO(FM) Elizabethtown, Ky. Buyer is equally owned by J.T. Whitlock, J.B. Crawley and Cherry M. Gibson. Crawley's wife, Elizabeth, has interest in WLCK-AM-FM Scottsville, Ky., and with his children, Jim and Janie, and his brothers, Sam and Dennis, owns WMJL(AM) Marion, Ky. Whitlock is general manager and Gibson is operations manager at station. Action May 22.

■ **KDLH(TV)** Duluth, Minn. (ch. 3; CBS; ERP vis. 100 kw; aur. 20 kw; HAAT: 990 ft.)—Granted assignment of license from KDLH-TV Associates to Benedak Broadcasting for \$9.5 million cash. Seller is owned by Bonnie J. McCloskey, Vickie A. Miller and Jenny W. Sutton, daughters of the late D.D. Palmer, founder of Palmer Communications. It has no other broadcast interests. Buyer is principally owned by Richard Benedek, who also owns WBKO(TV) Bowling Green, Ky. and WYCU(TV) Youngstown, Ohio. Action May 22.

■ **KFMO(AM)** Flat River, Mo. (1240 kHz; 1 kw-D; 250 w-N)—Granted assignment of license from Greater Missouri Broadcasting Inc. to Simon Broadcasting Co. for \$350,000, comprising \$100,000 cash, \$38,801 note at 12% over six years, and assumption of \$212,000 debt. Seller is owned by Randel Boesen and his wife, Joan. It also owns KMMJ(AM) Grand Island, Neb. Buyer is owned by William Simon, his wife, Ann, and his son, William Scott Simon. Action May 22.

■ **WLXI-TV** Greensboro, N.C. (ch. 61; independent; ERP vis. 500 kw, aur. 50 kw; HAAT: 573 ft.; ant. height above

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ground: 499 ft.)—Granted transfer of control of Consolidated Broadcasting Corp. from Gary A. Smithwick (25.5% before; none after) and Harry Powell (25.5% before; none after) to Billy R. Satterfield (49% before; 100% after) for \$40,000, comprising \$10,000 cash and remainder note. Neither seller nor buyer has other broadcast interests. Action May 23.

■ **KLXX(AM)** Bismarck-Mandan, N.D. (1270 kHz; 1 kw-D; 250 w-N)—Granted transfer of control of Bismarck-Mandan Communications Inc. from shareholders (95% before; none after) to Capitol City Communications for approximately \$194,000, comprising \$100,000 payment to sellers Odney and Krahn, comprising \$60,000 cash and remainder note at 12% over 10 years with balloon payment at end of fifth year, and remainder assumption of note. Sellers will also trade option of Krahn and Odney to purchase stock in buyer to Nybo and Atkinson. Seller is owned by Hank Nybo (30%); Myron Atkinson (30%); Gary Krahn (17.5%) and James D. Odney (17.5%). Odney and Krahn also have interest in KBYZ(FM) Bismarck, N.D. Buyer is owned by Kim Rudrud, who with James Lakoduk owns KQBR(AM) Brainerd, Minn. It recently purchased KBYZ(FM) Bismarck, N.D. ("For the Record," April 15) subject to FCC approval. Action May 22.

■ **WWWE(AM)-WDOK(FM)** Cleveland (WWNE: 1100 kHz; 50 kw-U; WDOK: 102.1 mhz; 50 kw HAAT: 370 ft.)—Granted assignment of license from Gannett Co. to Lake Erie Radio Co. for \$9.5 million cash. Seller is Houston-based station group of eight AM's, eight FM's and seven TV's and newspaper publisher, headed by Allen Neuharth, president. Buyer is equally owned by Alfred B. Modell and Alfred Lerner. It also owns WJW(AM) Cleveland, which has been sold to Booth American (see below). Modell is owner of Cleveland Browns, professional football team. Action May 24.

■ **WJW(AM)** Cleveland (850 kHz; 10 kw-D; 5 kw-N)—Granted assignment of license from Lake Erie Radio Co. to Booth American Co. for \$2,100,000 cash. Seller is purchasing WWWE(AM)-WDOK(FM) Cleveland (see above). Buyer is Detroit-based station group of three AM's and six FM's and operator of cable systems in Michigan, Virginia, South Dakota, South Carolina, North Carolina, Florida and California. Booth American also has 3.7% interest in Evening News Association (ENA), Austin, Tex.-based station group of one AM, one FM and five TV's and publisher of eight daily and weekly newspapers. Booth has announced its intention to purchase 25% of ENA, but suit has been filed by ENA to block that purchase. Buyer is owned by John L. Booth (55.38%); his wife, Louise (16.078%), and their sons John II (14.181%) and Ralph (14.181%). Action May 24.

■ **WWBR(AM)** Windber, Pa. (1350 kHz; 2.5 kw-D)—Granted assignment of license from WWBR Inc. to Baughman Media Inc. for \$180,000, comprising \$40,000 cash and \$140,000 note at 10% over 10 years. If billings exceed \$150,000 in second and third years after closing, buyer must pay additional \$10,000. Seller is owned by Louis Popp, who has no other broadcast interests. Buyer is owned by Hank Baughman (80%) and Andy Hall (20%). They are, respectively, news anchor and account executive at WPXI-TV Pittsburgh. Action May 23.

■ **WTMA(AM)-WSSX-FM** Charleston, S.C. (AM: 1250 kHz; 5 kw-D; 1 kw-N; FM: 95.1 mhz; 100 kw; HAAT: 350 ft.)—Granted assignment of license from Sconnix Broadcasting of South Carolina Inc. to Faircom Charleston Inc. for \$6.4 million cash. Seller is owned by subsidiary of Sconnix Broadcasting Co., Gilford, N.H.-based station group of five AM's and six FM's equally owned by Scott R. McQueen, Randall T. Odental and Theodore E. Nixon. Buyer is principally owned by Joel Fairman. It recently purchased WSBH-FM Southampton, N.Y. Action May 28.

■ **KKER(AM)** Spokane, Wash. (1230 kHz; 1 kw-D; 250 w-N)—Granted assignment of license from Andrew P. McClure, receiver, to Tiner Broadcasting Co. for \$85,000 cash. Seller is receiver for World Pacific Radio Inc., which is owned by F. Van Dorn Moller. It has no other broadcast interests. McClure is broker with San Rafael, Calif., media brokerage firm, William A. Exline Inc. Buyer is equally owned by Kenneth W. Tiner and his son, Richard. It also owns KTNR-FM Kennedy, Tex. Action May 22.

New Stations

AM's

■ **Callahan, Fla.**—JP Radio seeks 1160 kHz; 50 kw-D; 500 w-N. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal is owned by Jane A. Filler, who is also app. for new AM in Bridge City, Tex., and app. for LPTV in Palermo, Calif. Filed May 31.

■ **Hastings, Fla.**—Hastings Radio seeks 1170 kHz; 5 kw-

D. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is owned by Marvin B. Clapp, who has interest in five AM's, one FM and app. for five new AM's and six LPTV's. Clapp is chief engineer at KEBR(AM) Sacramento. Filed May 31.

■ St. Augustine Beach, Fla.—First City Broadcasting Inc. seeks 1170 khz; 2.5 kw-D. Address: 99 Arapaho Ave., 32084. Principal is owned by Marshall W. Roland (45%), his wife, Carol (45%), and his son, Marshall (10%). It owns WSOS(FM) St. Augustine, Fla. Filed May 31.

■ Woodville, Fla.—Tallahassee Radio seeks 1160 khz; 5 kw-D; 250 w-N. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by Carl J. Auel, who has interest in six AM's, one FM and app. for five new AM's and six LPTV's. Filed May 31.

■ Carmel Valley, Calif.—Terry J. Collins seeks 540 khz; 500 w-D. Address: c/o WKKQ(AM) P.O. Box 1060, West Town Line Rd., Hibbing, Minn. 55746. Principal owns WKKQ(AM)-WTBX(FM) Hibbing, Minn. It also owns CP for new AM in Pine Island Center, Fla., and is app. for new AM's in Brandon, Royal Palm Beach and Lynn Haven, all Florida. Filed May 31.

■ Camdentown, Mo.—Osage Broadcasting seeks 1520 khz; 2.5 kw-D. Address: Route 2, P.O. Box 289 FF, Eldon, Mo. 65026. Principal is owned by Cheryl Benne (40%) and her husband, Dennis (10%), and Linda Kuenzies (40%) and her husband, Kenneth (10%). Kuenzies and Kenneth's parents own KSLQ(AM) Washington, Mo. Filed May 31.

■ Kinsey, Mont.—Miles City Broadcasting Corp. seeks 1050 khz; 5 kw-D. Address: 60 W. 4th St., St. Paul, Minn. 55102. Principal is owned by William J. O'Brien, who also owns KMCM-FM Miles City, Mont. Filed May 31.

■ Sun Valley, Nev.—Sun Valley Radio seeks 550 khz; 500 w-D. Address: 716 S. 7th Ave., La Grange, Ill. 60525. Principal is owned by Janice L. O'Brien, who has no other broadcast interests. Filed May 31.

■ Dishman, Wash.—Classical Music Broadcasters seeks 740 khz; 500 w-D. Address: P.O. Box 130, Medical Lake, Wash. 99022. Principal is owned by Jim L. Key, who owns FM translator in Ellensburg, Wash. Filed May 30.

Facilities Changes

Applications

AM's

Tendered

- KDLG (670 khz) Dillingham, Alaska—Seeks CP to increase day and night power to 10 kw. App. May 30.
- WINZ (940 khz) Miami—Seeks CP to changes in daytime directional pattern. App. May 29.

Accepted

- KCNO (570 khz) Alturas, Calif.—Seeks CP to change TL. App. May 29.
- WOCN (1450 khz) Miami—Seeks CP to make changes in ant. sys. and change TL. App. May 29.
- WCEG (1530 khz) Middleborough, Mass.—Seeks CP to change TL and make changes in ant. sys. App. May 29.
- WQCC (1540 khz) Charlotte, N.C.—Seeks MP to change TL. App. May 29.
- WRIG (1390 khz) Schofield, Wis.—Seeks mod. of lic. to operate transmitter by remote control. App. May 29.

FM's

Accepted

- WJAL (ch. 68) Hagerstown, Md.—Seeks MP to move main SL outside community of lic. App. June 3.
- *WKAR-FM (90.5 mhz) East Lansing, Mich.—Seeks CP to change ERP to 87.9 kw and change HAAT to 896.5 ft. App. May 29.
- *KEMC (91.7 mhz) Billings, Mont.—Seeks CP to change ERP to 72 kw; change HAAT to 663.75 ft. and change TL. App. May 29.

TV's

Accepted

- *WNEQ-TV (ch. 23) Buffalo, N.Y.—Seeks MP to change

ERP to vis. 971 kw, aur. 97.1 kw; change HAAT to 992 ft., and change TL. App. May 29.

■ *WNED-TV (ch. 17) Buffalo, N.Y.—Seeks MP to change ERP to vis. 2,500 kw, aur. 250 kw; change HAAT to 1,076 ft., and change TL. App. May 20.

Actions

AM's

■ WVGB (1490 khz) Beaufort, S.C.—Granted app. to increase nighttime power to 1 kw. Action May 22.

■ WYKR (1490 khz) Wells River, Vt.—Returned app. to change hours of operation to daytime only with 5 kw; change freq. to 840 khz, and make changes in ant. sys. Action May 23.

FM's

■ KXVR (99.5 mhz) Mountain Pass, Calif.—Granted app. to change ERP to 10 kw. Action May 22.

■ WAXT (96.7 mhz) Alexandria, Ind.—Granted app. to change TL; change ERP to 2.3 kw, and change HAAT to 370 ft. Action May 22.

■ WXJY (96.3 mhz) Nantucket, Mass.—Dismissed app. to change TL; change ERP to 50 kw, and change HAAT to 492 ft. Action May 22.

■ WOOR (97.5 mhz) Oxford, Miss.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 980 ft. Action April 22.

■ KEZS-FM (102.9 mhz) Cape Girardeau, Mo.—Granted app. to change ERP to 100 kw and change HAAT to 2,226.99 ft. Action May 24.

■ WAZZ (101.9 mhz) New Bern, N.C.—Granted app. to change TL; change HAAT to 984 ft., and make changes in ant. sys. Action May 24.

■ KBYZ (96.5 mhz) Bismarck, N.D.—Granted app. to change SL to 4303 West Memorial Highway, Mandan, N.D. Action May 24.

■ WCNV (107.9 mhz) Amherst, Va.—Granted app. to change TL. Action May 23.

TV's

■ KLXV-TV (ch. 65) San Jose, Calif.—Dismissed app. to change ERP to vis. 2,840 kw, aur. 284 kw; change HAAT to 2,710 ft., and change TL. Action May 24.

■ KSHO-TV (ch. 26) Honolulu—Granted app. to change ERP to vis. 75.9 kw, aur. 7.59; change HAAT to 2,120 ft., and replace ant. Action May 28.

■ WKYH-TV (ch. 57) Hazard, Ky.—Granted app. to change ERP to vis. 1,310 kw, aur. 131 kw; change HAAT to 1,580 ft.; replace ant., and change TL. Action May 22.

■ KFOM-TV (ch. 10) Thief River Falls, Minn.—Granted app. to change ERP to vis. 240 kw, aur. 24 kw; change HAAT to 600 ft.; replace ant., and change TL. Action May 24.

■ KNLJ (ch. 25) Jefferson, Mo.—Granted app. to change ERP to vis. 2,042 kw, aur. 204.2 kw; change HAAT to 1,028 ft.; replace ant., and change TL. Action May 28.

■ WSJU (ch. 18) San Juan, P.R.—Granted app. to move SL outside community of lic. Action May 23.

■ KIAB-TV (ch. 23) Garland, Tex.—Granted app. to vis. 5,000 kw, aur. 1,000 kw; change HAAT to 1,141.8 ft., and change TL. Action May 24.

Call Letters

Applications

Call	Sought by
New AM	
KUBR	Chapman Broadcasting Co., San Juan, Tex.
New FM's	
KTLM	Mann Broadcasting Co., Taft, Calif.
KOLA	Ogden Broadcasting Service Inc., Ogden, Kan.
Existing FM	
WGLU	WCRO-FM Hamilton Communications Inc., Johnstown, Pa.
Existing TV	
WXIN-TV	WPDS-TV Outlet Communications Inc., Indianapolis

Grants

Call	Assigned to
New AM's	
KHTH	Dillon Broadcasting Co., Dillon, Colo.
WHOF	Sumter County Broadcasting Inc., Coleman, Fla.
WZOM	Samuel K. Stratemeyer, Brookport, Ill.
KROL	Laughlin Roughrider Broadcasting Inc., Laughlin, Nev.
New FM	
KFXZ	Maurice Broadcasting, Maurice, La.
Existing AM's	
KDSI	KOPY Jefco Enterprises Inc., Alice, Tex.
KAMG	KCWM Independence Broadcasting Co., Victoria, Tex.
KUTR	KLQT Sunrise-UTAH Inc., Salt Lake City
Existing FM's	
KAKN	KTTH Bay Broadcasting Co., Naknek, Alaska
KBSS-FM	KJON Booneville Broadcasting Co., Booneville, Ark.
KKUC	KBLM-FM Grand Radio Inc., La Grande, Ore.
WNOO-FM	WCHU-FM Southern Star Systems Inc., Soddy Daisy, Tenn.
WKQD	WBGY-FM TRH Inc., Tullahoma, Tenn.
KOPY	KDSI Jefco Enterprises Inc., Alice, Tex.

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	416	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	2,809	185	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	2,636	166	3,002

* Includes off-air licenses

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

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.

Charlottesville, Va. General sales manager. Great college town to live in; great station with solid existing sales staff to lead. Colin Rosse, VP, WINA/WQMC, 804—977-3030.

General manager. 100 KW FM, southeastern Montana. Great opportunity for person with proven sales record who can manage. 60 W. Fourth St., St. Paul, MN 55102.

General manager. Aggressive, sales oriented GM needed for well-established Midwest combo. Excellent salary, benefits, equity incentives. Great opportunity for creative sales manager looking to move up. Box P-24.

General sales manager, top rated FM. Fabulous income package. Must be a proven winner, able to train and lead people. Send resume and history of income in strict confidence to Gus Cawley, WENU-FM, Box 2380, Glens Falls, NY 12801.

Red-hot sales manager. Dynamic suburban Chicago AM/FM. Good salary plus for experienced, ambitious hitter. If you lead by example, let's talk. Gen. Mgr., 815—459-7000. EOE, M/F.

Two station managers for 1,000 watt AM station, central Florida, and for 3,000 watt FM station, mid-Missouri. Must have knowledge of all aspects of station management but extensive sales experience necessary. Excellent opportunity for advancement to broadcast division management. Resume to Beth Rummels, P.O. Box 192, Lebanon, MO 65536.

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.

Radio, TV, cable, print advertising agency seeks self-starter to sell great product. Resume to Dir. of Sales, Radio Works, Inc., 16411 Deer Park Ave., Deer Park, NY 11729, 516—595-2929.

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.

Northern California's fastest growing market. Top station. Top list available. Great lifestyle; great money for experienced producer. Management potential. Box P-57.

Radio sales school. Most complete available, improve skills, increase earnings, monthly Summer sessions, positions available. \$250 for four days. Results Radio, P.O. Box 851743, Richardson, TX 75085-1743, 214—238-9240.

Group-owned AM, small market, seeks community-minded, aggressive sales manager. Looking for self-starter and go-getter. Send resume, including salary expectations, to Nancy Cooper, General Manager, WEGO, P.O. Box 128, Concord, NC 28025. EOE.

Sales manager. Well developed 5KW AM/100KW FM. Must be highly motivated, assertive, well organized, goal-oriented leader. Enjoy Montana lifestyle with excellent income. Proven track record required. Resume to Jerry Black, KSEN/Z96, Box T, Shelby, MT 59474.

Radio sales pro for Chicago agency/client business. Suburban AM/FM with downtown office needs experienced, hungry, creative, hard-working person looking for exciting challenge. Gen. Mgr., 815—459-7000. EOE, M/F.

Excellent opportunity in large southwest Missouri retail trade area. Salary, commission, benefits. Rush resume: Chris O'Mary, KFSB, Box 1395, Joplin, MO 64802. EOE.

HELP WANTED ANNOUNCERS

Adult MOR (prefer 35 +) personality with strong abilities on creative, credible live commercial delivery. Metro pay. Showcase station. Contact Tom Jones, KNXR, Rochester, MN, 507—288-7700.

Non-commercial Christian station seeking afternoon drive host/ community relations director. Tapes/ resumes by 6/ 15 to Dave Phelps, WUNN, Box 288, Mason, MI 48854. EOE.

Air personalities needed for immediate and future full and part-time positions at uptempo AC MAGIC 98. Tape and resume to Bill Vancil V.P. Programming, WMGN Box 2058 Madison WI 53701.

Fulltime afternoon announcer. Must be able to handle some news and production. Send tape and resumes to Joe Hogan, Box 215, LaSalle, IL 61301. An Equal Opportunity Employer. M/F.

Morning Edition host. News, WFSU-FM, Tallahassee, FL. Hosts local Morning Edition. Develops plans, prepares, and presents major news programs for WFSU-FM. Strong writing and on-air skills needed as well as good reporting skills. One year of experience in radio broadcasting; or completion of a broadcasting or mass communications program. Salary negotiable with experience. Application deadline June 7, 1985. Contact: FSU Personnel Relations for application instructions 904—644-6034. Send audition tape to WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304. Attn: Caroline Austin 904—487-3086.

Easy listening major NYC metro. Morning announcer. Light, whimsical approach. Soft voice. Strong commercial & communicative skills. No rockers. 5 years' minimum experience. Tape/resume to Operations Director, WKJY, Hempstead, NY 11550. EOE, M/F.

Magic 102—Transtar Format 41 (soft AC) seeks 2 announcers. Warm, conversational delivery, not "disc jockey." Compose and deliver light, interesting 3 1/2 minute newscasts; announce commercial & promo copy. Experience with Harris 9000 series helpful. Tape/resume (no calls) to Dave Hodgdon, Magic 102FM, 4646 40th St., NW, Washington, DC 20016. WTKS. an equal opportunity employer.

Announcer. Evening shift. No music. Interest in sports/trivia required. WALE, Fall River, MA. Mike Moran, 617—674-3535, except 1 to 3 PM EDT.

HELP WANTED TECHNICAL

Chief engineer. Suburban NYAM/ FM. Must be experienced at studio construction & maintenance, remote broadcasts, transmitter & antenna construction/ maintenance. Resume/ references: Box P-10.

Assistant chief — #1 FM/AM combo, D.A., 3-5 years experience, self starter, people oriented. Resume and references to Technical Director, Box 6000, Fort Wayne, IN 46896.

Chief operator/flash engineer. experienced in studio & transmitter maintenance, directional arrays. Resume to Jim Bockock, WGTO, P.O. Box 123, Cypress Gardens, FL 33880. Division of Hubbard Broadcasting. EOE, M/F.

Fulltime engineer. Large Miami AM/FM looking for assistant to chief engineer. Good background in RF and audio required. AM station is sports-oriented with numerous remote broadcasts that require engineer assistance. Position provides solid future with major communications corporation. Jim Beery, Chief Engineer, WIOD/MAIA, P.O. Box 1177, Miami, FL 33138, 305—759-4311. EOE.

Engineer ASAP! Must not be lazy. Must be audio expert. Preferable knowledge with twin 25 kilowatt. Harris FM 25 & combiner. Resumes to Ronald Samuels, General Manager, or call Carl Como, 801 W. Granada Blvd., Ste. 201, Ormond Beach, FL 32074.

Chief engineer. WKJN, Baton Rouge, seeking talented engineer with 1 to 5 years' experience and willing to grow with rapidly expanding Keymarket Group. Resume to Lynn Deppen, P.O. Box 669, Augusta, GA 30903.

Chief engineer. WIVY, Jacksonville, Florida's leading FM, accepting resumes/salary requirements for full charge chief engineer. Requires knowledge and experience in all aspects of studio and transmitter maintenance and construction. FCC license, three years' experience as chief engineer required. Send information to General Manager, WIVY-FM, 3100 University Blvd. S., Jacksonville, FL 32216. EOE. Gilmore Broadcasting station.

HELP WANTED NEWS

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.

Pending maternity leave requires we recruit news director. High profile news department. Gather, write, deliver news. True radio journalism. T&R: Manager, KARS Radio, Box 860, Belen, NM 87002.

News director needed for two top-rated stations with strong news commitment. WCMR - 5,000 watt country, and WFRN - 50,000 watt sacred music. Broad news experience and strong personable delivery. Stations run on biblical principles. Call Rick Carson 219—875-5166. Resumes to WCMR/WFRN PO Box 307, Elkhart, IN 46515.

News director. Florida capital city FM seeks experienced news director for 4 person local news staff. Good on-air and writing skills essential. State-of-the-art equipment, good benefits. Bachelor's degree with major in communication or English and one year management experience in commercial or public broadcasting required. Salary: negotiable with experience. Deadline: June 27th. Send nonreturnable tape, writing samples, resume, references to Caroline Austin, WFSU-FM, 2561 Pottsdamer, Tallahassee, FL 32304, 904—487-3086. Order Florida employment application for "Radio TV Specialist", #62133, (News Director) from Harriett Hudson, Personnel Division, FSU, Tallahassee, FL 32306. EEO/Affirmative Action Employer.

Capital Cities is expanding in Atlanta. Seeking experienced news people. Good writing/on-air skills. Tape/resume to Neil McGinley, WKHX-FM, 360 Interstate North, Ste. 101, Atlanta, GA 30339. EOE.

Long Island top rated AM/FM seeks on-air news director. Write/read. Strong on local, must know Long Island and New York. 5 years' minimum experience. Tape/resume to WHLI/WKJY, Hempstead, NY 11550. EOE, M/F.

Energetic, dedicated news director. Must be digger for local news. Prefer PBP capabilities. Manager, 618—382-2345. EOE.

HELP WANTED PROGRAMMING PRODUCTION, OTHERS

Music director. Noncommercial, classical music radio station serving Charlotte, NC, metro market. Solid classical music background with demonstrated skill in programming, production, on-air presentation & two yrs.' overall professional experience. Believe classical music should be accessible to listeners through informal, conversational announcing style, and that the listener is the key. Want to play major role in promoting local arts as well as programming music. Salary competitive but attractive, with excellent benefits. Cover letter, resume, references (ph. #s), recent audition tape, programming sample to John Clark, WDAV Radio, Davidson College, Davidson, NC 28036, by June 14. Affirmative action/equal opportunity employer.

Fine arts producer - host. WFSU-FM seeks applicants for position of fine arts producer to program music, prepare listings for program guide, host daily program, maintain library, participate in on-air fundraising and prepare features about local cultural activities. Requires knowledge of classical music, pronunciation, and programming music for radio. Good on-air, production skills, radio operations skills and typing essential. Bachelor's degree in music or communications or experience substituted. Deadline: June 27th. Salary: negotiable with experience. Send non-returnable tape demonstrating announcing and 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.

2 Broadcast producers, (anchor editors) WOSU-AM. Prepare and deliver newscasts, edit and rewrite copy, determine story order and continuity. Anchor on-air newscasts, coordinate/supervise newsroom activities, interview newsmakers and report on news events. Operate broadcast control consoles and related equipment. Participate in promotional activities. Candidates must have a bachelor's degree in journalism or related field or an equivalent combination of education and experience. Previous professional on-air and broadcast news reporting experience required. Pre-broadcast supervisory experience preferred. Starting salary: \$16,560-18,720. Candidates must send a resume and audition tape by June 30, 1985 to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, Ohio 43210. An Equal Opportunity, Affirmative Action Employer.

Traffic manager opportunity exists in major AM/FM radio station. Position entails direct responsibility for AM/FM traffic & continuity. Requirements include experience in radio traffic & good management skills or acumen. Knowledge of computer systems essential, familiarity with sports programming helpful. Salary range depends on qualifications/experience. Excellent benefits. Resume to Personnel Director, WIOD/WAIA, P.O. Box 1177, Miami, FL 33138. EOE.

Experienced on-air program director. Lead top rated country station in Florida's beautiful capital city. Career opportunity in quality professional environment. Tape/resume to General Manager, WMNX, P.O. Box 1110, Tallahassee, FL 32302. No phone calls, please. EOE, M/F.

Promotion manager. Phila. broadcaster seeks someone with at least 3 years' management level experience in promotion, advertising or public relations. Must be creative, know/respect the real meaning of teamwork, possess excellent written/verbal communication skills. Attention to details a must. Responsibilities will include PR releases, listener and sales promotion activities, advertising and budgeting. Equal opportunity employer. Resumes in confidence (no phone calls, please) to Donald Pettibone, VP & GM, WIOQ Radio, 2 Bala Plaza, Bala Cynwyd, PA 19004-1577.

SITUATIONS WANTED MANAGEMENT

General manager—Large Eastern market. Experienced all areas. Major market background. Seeks relocation. All market sizes considered. Box P-15.

Experienced medium market GSM wishes to relocate. Solid background in local, regional, & national sales development. Box P-23.

Experienced network/group (major market) general manager with acquisition experience, highly successful 18 year track record; will turn your station from red to black ink for part ownership, 39 years old, available in three months, lets talk!! Box P-60.

"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.

East Coast native running #1 medium CA station wants to return home, small-medium. Love turnarounds & piece of the action. 11 yrs. experience, young, aggressive. Can visit you June 13-18. Jim, 916-345-6617, 9-11 AM, 9-11 PM EDT.

General manager. Sales-oriented street fighter. Heavy direct-to-retailer and agency experience. Proven programming ability. Great money-making promotional ideas. Five successful years with nationwide barter and cash radio syndication firm. History includes state network and major market programming. Don Karnes, 813-627-3547. Relocation possible.

SITUATIONS WANTED SALES

Need sales management help? I can show you the way, reach your objectives, new method for open minds. Proven, results guaranteed. P.O. Box 851743, Richardson, TX 75085-1743. Results radio.

SITUATIONS WANTED ANNOUNCERS

Professional sounding announcer seeks position. Eager, dependable, sports minded. Will relocate. Rudl, 414-442-6066.

Talk show host - producer with major market experience. "Well honed" communication skills. Available immediately. 216-486-2741.

Attention Eastern small markets. Clean cut, professionally trained broadcaster w/music background & round-the-clock work habits. Tape available. Larry, 718-339-3916, after 7 PM EDT.

Professional attitude/sound. 18 months' experience. Bill Whetzel, 203 Poplar St., Dardanelle, AR 72834, 501-229-3576.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons, Dave, anytime, 201-777-0749.

SITUATIONS WANTED TECHNICAL

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.

Major market sportscaster with Division One experience seeks football & basketball PBP position for next season. Write Box M-97.

Sports PBP announcer and packager with division one experience seeks football/ basketball PBP or sports director's position. Vast experience in sports reports/ sports talk. Will consider sales combo position. Contact John Rebenstorf, 714-525-2475, days, 714-526-6517, evenings, (PDT); write P.O. Box 9097, Brea, CA 92621.

Sportscaster. Major market pro. Vast experience in PBP, talk, anchoring, documentaries. All offers welcome. 818-888-3019.

Tired of single station mkt. where my talent goes unappreciated. Solid, exciting PBP, all sports. 3 yrs. on-air exp., 20 yrs. sports knowledge. Know what I'm talking about. Box P-26.

Hardworking female pro, 9 yrs. on-air experience, seeks news anchor/ reporter position. Will relocate. Box P-27.

News director. 6½ years small market, looking for opportunity in medium market news department. Wayne Byers 701-251-2336.

Top notch news man. Strong writing skills. BA in journalism. Looking for a start in the industry. College PBP, talk show, news anchoring. Give me a shot and I'll give you my all. Mark 216-234-3333

First class 8 year PBP veteran seeks Div. I college football, basketball PBP. Doug, 319-557-8591, nights, CDT.

Employed FL sports director seeks move up, 5 years' experience. Now doing sportscasts, sportstalk, color. Creative, knowledgeable, stable. Great references. 813-294-5665.

Experienced sports & news, PBP, excellent writing/delivery skills. Ambitious, professional image. BA communications. 419-592-0706.

Football PBP on freelance basis. Have too good a sports job to leave. However, it doesn't provide me any PBP. Major college and NFL experience since 1977. If you have college or pro need, call Tim, 612-934-5414.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

GMs: your new PD for Great Lakes/MW region, small or medium market, is Mark. Now top 100 production mgr. 305-464-9431.

Creative, intelligent, personable morning personality, currently in a "no promotion" situation, looking to move up and/or into PD position. Familiar with CHR, A/C, and country. I have a college degree, plenty of experience, four goldfish named Bob, and great ideas to make you \$, Joe, 419-782-1309.

Audio pro. Ten years 2, 4, 16 track experience seeking freelance production assignments. Creative problem solver; many resources. Committed to excellence. Affordable. 612-420-2918, anytime.

TELEVISION

HELP WANTED MANAGEMENT

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. MF/EOE.

If you're now a sales manager! If you're bright, tough, motivated! If you're ready to prove yourself as a GM! Convince us! Call Mr. George, 615-894-4980. Major independent group. Equal opportunity employer.

President/general manager. Greater Dayton Public Television, Dayton, Ohio, seeks CEO to plan, implement, & evaluate all phases of operation for WTPD and WPTO. Responsible for management of 40-person staff, \$2.5 million annual budget, and working closely with community oriented board. Position requires substantial senior administrative broadcasting experience; demonstrated experience in financial management. Strong management/communication skills. Willingness to participate in community activities to support fund development. Bachelor's degree required; MA or PhD preferred. Application deadline: 6-15-85, or until filled. Letter of application, resume, references to Doris Ponitz, Search Committee Chairperson, GDPT, 3440 Office Park Dr., Dayton, OH 45439. EOE.

General sales mgr. SW small/medium mkt. seeks high yield mgr. Must have intense desire to succeed & history that reflects it. Position created by promotion. Reply Box P-21.

National sales administrator. KCOP-TV, leading independent TV station, Los Angeles, is looking for dynamic self-starter to administer/supervise operations and procedures related to national sales on BIAS and MINI PAC systems. Candidates must have thorough knowledge of all BIAS operations & TV traffic/operations. Prior MINI PAC and supervisory experience preferred. To apply, send resume to Sharon Wysinger, KCOP-TV, 915 N. La Brea Ave., Los Angeles, CA 90038. EOE.

Fast growing Sunbelt broadcast company seeks qualified general managers and general sales managers. General managers must be knowledgeable and experienced in all phases of TV broadcasting, sales, news, programming, production. Must also be budget oriented, have good organizational skills. General sales managers must have experience in national, regional, & local sales and must be able to direct large sales force. If you're the person, we can offer you a future. Resume/salary history to Earl Noel, Valley Broadcasting Co., 394 N. Expressway, Brownsville, TX 78521.

Southeast NBC affiliate seeks broadcast art director/design manager exp'd in on-air & print from roughs to completion; set design and direct mail. Mgmt. exp. req. Resumes, samples and salary requirements to Director of Broadcasting—WPCO-TV, P.O. Box 18665, Charlotte, NC 28218-0665. EOE M/F/V/H.

Local sales manager. Top 40 Mid-South Sunbelt Indy looking to fill newly created local sales manager position. If you are a proven performer looking to move into management, or already in management and would like the opportunity to get with the fastest growing, and we feel the best Indy broadcast group, send your resume to Box P-65. Position to be filled by June 15, 1985. EOE.

Development manager for university PBS station in Southwest. Requires Bachelor's degree plus two years' fund-raising, sales, or related experience; or equivalent combination of education and experience; strong administrative, communications and selling skills; ability to recruit and motivate volunteers. Will coordinate station's fund-raising activities; solicit underwriting. \$19,000-\$25,000. Resume and names of three professional references to: Jim Dryden, KRWG-TV, Box TV22, Las Cruces, NM 88003. Deadline: June 17, 1985 or until position is filled. New Mexico State University is an EEO/AA employer.

PTV station manager for KUID-TV Moscow, Idaho, a PBS affiliate and a part of the three station Idaho network. Also serves as Asst. Professor in the School of Communication at the University of Idaho. Responsible for the administration and daily operational activities of KUID-TV and teaching one course per term in the university's degree program in telecommunications. Degree in communications field, professional managerial or supervisory experience in public or commercial television and teaching ability required. Advanced degree, public television management, and college teaching experience preferred. Send letter of application, vitae and three professional references by July 1 to Jerold A. Garber, General Manager, Idaho Educational Public Broadcasting System, 1910 University Drive, Boise, ID 83725. Salary \$30,000. EOE.

General sales manager. New independent serving San Antonio. On-air fall '85. Requires previous GSM experience as well as local and national sales. Background with BIAS and indy start up helpful. Contact General Manager, KRRT-TV, c/o 106 Scattershot Lane, Greer, SC 29651. EOE.

HELP WANTED SALES

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 Rhyne, Local Sales Manager, P.O. Box 17000, Jacksonville, FL 32216. A Media General station. EOE.

Fantastic opportunity! Sunny Florida, big account list! Major market. Resumes to Box M-80. 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.

Graduating seniors. Put your college credentials to work for you now at this entry-level TV sales position. We'll give you an excellent product to sell, (full power UHF TV station) sales training, & supportive environment. We'll expect your maximum effort and above-average revenue production. Cover letter/resume to Stephen Turner, WCVX-TV58, 737 W. Main St., Hyannis, MA 02601. Equal opportunity employer.

Account executive. KOB-TV, NBC affiliate, Albuquerque, NM. Seeking team-oriented person with TV Sales experience or broadcast background. Excellent opportunity in exciting growth market. Apply in writing to Bob Evans, General Sales manager, KOB-TV, P.O. Box 1351, Albuquerque, NM 87103. EOE, M/F. No Phone calls accepted.

General sales manager-WROC-TV, NBC affiliate, Rochester, NY. Write/call Tom Kenney, VP & GM, 201 Humboldt St., Rochester, NY 14610, 716-288-8400.

General sales manager. New independent station, 85th market, desires motivated, personable, professional sales manager. Work with dynamic young team to move from ground zero to profitability quickly. Prefer independent sales experience. Resume to WETO-TV, Box 1074, Greeneville, TN 37744.

Account executive. Growing VHF CBS affiliate, Montgomery AL. Experience required. Resume to Barbara Willis, WAKA, Ste. 629, 924 Madison Ave., Montgomery, AL 36104. Equal opportunity employer.

Are you in a dead-end position? We have sales position open now, with list. Will make you \$20,000 plus. Right person will be groomed for sales manager within six months with advancement to \$30,000 or more. Experienced only, minimum 2 years, must be a worker. EOE. VHF, city of over 80,000. Benefits. Group operator, KIDY-TV, 406 S. Irving, San Angelo, TX 76903.

Account executive. Seattle TV station seeks aggressive account executive with minimum two years' TV sales experience or related media experience. Position requires the ability to develop local retail accounts to TV and service major advertising agencies in the greater Puget Sound region. EOE. Qualified candidates send resume/cover letter to Sales Manager, P.O. Box 2022, Seattle, WA 98111.

Account executive. 2 years' broadcast advertising experience required. Resume/income requirements by June 12, 1985, to Personnel, WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. EOE.

TV account executive: Immediate opening at ABC affiliate in Greensboro/Winston-Salem/High Point for qualified candidates. Must be innovative, creative, aggressive, energetic and have a strong desire to succeed. Must have minimum of 2-3 years' experience with desire and ability to move into management. Replies confidential. Equal opportunity employer. Box P-69.

Young, aggressive, growing Sunbelt broadcast company seeks qualified sales account executive. If you are a self-starter with positive attitude and high career goals, plus a proven track record in broadcast sales, here is the chance to grow. Send resume to KVEO-TV, 394 N. Expressway, Brownsville, TX 78521. Attention: Sales Manager. KVEO-TV is an AA/EOE employer.

Local sales manager. Small market West Coast CBS affiliate seeks experienced sales manager to be part of station management team. Must have record of market development and leadership, and have ability to handle a list, train and motivate local staff, develop new business, and expand established accounts. Beautiful place to live and bring up children. Send resume to KIEM-TV, 5650 S. Broadway, Eureka, CA 95501, Attn: Gladys Burritt.

HELP WANTED ANNOUNCERS

Sports announcer. Do play-by-play for World Wrestling Federation syndicated programs. Position is part-time. Contact Nelson Sweglar, Titan Sports, P.O. Box 4520, Greenwich, CT 06830.

HELP WANTED TECHNICAL

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.

Senior maintenance engineer. Experienced on state of the art broadcast equipment, 3/4 & 1" VTRs, TBCs, Cameras, switchers, etc. Operation & repair. Ed Murphy, VP-Eng., 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.

Southeast Alabama UHF ABC TV station seeking engineer with varied experience. Position to be filled immediately. Please reply: Betty Marshall, P.O. Box 6237, Dothan, AL 36302, or call for appointment: 205-793-1818.

Maintenance engineer. Large Philadelphia TV production facility. Excellent pay/ benefits. Background in Sony 1100, 2000, HL-79E, and Digital desired. Also ADO. Paint Box, Dubner, Chyron IV & CMX helpful. Call Clint, 215-568-4134.

Large independent station operator ready to invest in several bright, creative, energetic engineers to train for management. Mr. George, 615-894-4980. Equal opportunity employer.

Transmitter and maintenance engineer with general, class license and minimum 5 years' experience in maintenance of VHF and AM transmitters. Knowledge of Ampex, Grass Valley, and Tektronix equipment also needed. Satellite earth station and microwave skills helpful. Salary \$27K-30K, DOE. Resume to Les Secrest, Northern Television, 455 3rd Ave., Ste. 200, Fairbanks, AK 99701. EOE.

CMX editor. Established facility seeking junior editor for night shift. Excellent benefits. Growth opportunity. Experience required. Reel/resume to Frank Anthamatten, Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

Qualified TV broadcasting engineer for multi group owner. Must have good management leadership experience, as well as hands on ability, both RF and studio equipment. Experience of at least 8-10 years' required. Resume to Box P-1.

Mid-Atlantic independent in hunting, fishing, winter-sports area, looking for top maintenance engineer. Must have experience on Ampex 1200s, 3/4", TK-28s. First phone or equivalent necessary; emphasis on maintenance. Growing chain offers opportunity for advancement to right individual. Reply Box P-16. EOE.

Chief engineer. Full power UHF start-up to sign on in 1985 needs chief engineer now! In Tennessee, serving 85th market. Write WETO-TV, Box 1074, Greeneville, TN 37744.

Maintenance engineer. Must have four years experience in troubleshooting, repairing, maintaining equipment similar to Ampex 1" and Panasonic 3/4" video recorders, Vitex switcher, Hitachi studio cameras, RCA film chain, Sony and Hitachi EFP cameras, Sony and JVC 3/4" EFP recorders, 3M routing switcher, 3M and Chyron character generator, audio mixing and recording equipment, other associated items. We're a production center for the Alabama Public TV Network with an excellent retirement plan & liberal benefits. General class license required. Application deadline June 17, 1985. For more information, call Joe Stuckey, 205-348-6210. Resume/salary requirements to Employment Office, Box 6163, University, AL 35486. University of Alabama, an AA/EOE.

Broadcast maintenance engineer. Christian satellite network operation. Repair/maintenance of satellite operating and broadcasting equipment. Must be familiar with 1" and 2" VTRs with associated distribution/switching equipment. 2 years' experience in TV broadcasting or related field. Excellent benefits. Resume/salary requirements to PTL Satellite Network, Attn: Alan Shures, 7224 Park Road Extension, Charlotte, NC 28210.

Operations supervisor. WDIV-TV/Post-Newsweek, Detroit, has opening for operations supervisor. Will be directly responsible for establishing technical facility and crew requirements, including weekly scheduling of technical personnel. Acts as a liaison between production and engineering. Position requires minimum 5 years experience in TV engineering department, significant TV technical operations experience, 1-2 years' management background, strong interpersonal skills. Resume to WDIV-TV, Personnel Department, 550 W. Lafayette Blvd., Detroit, MI 48231. EOE.

Maintenance technician. Immediate opening for experienced TV maintenance technician. Minimum 2 years experience in component level repair of TV broadcast equipment. UHF transmitter experience a big plus. Contact Ken Preston, Director of Engineering, KSEE TV, P.O. Box 24000, Fresno, CA 93779, 209-237-2424. EOE, M/F.

Chief engineer. Group owned, Channel 2 ABC affiliate. Must have supervisory and maintenance experience in studio, transmitter, microwave, ENG operations. State of the art equipment. B.S. degree or equivalent experience required. Send resume to: GM, WCBT-TV, P.O. Box 879, Charleston, SC 29402. EOE/MF.

Montgomery College, a multi-campus community college in suburban Maryland, has immediate need for experienced electronic technician to work as part of a production team in the development of instructional programs. Duties include repair and maintenance of professional color TV studio and remote equipment and closed circuit TV distribution system. Experience in planning and installation of television production equipment for cable a plus. Excellent fringe benefits. Send resume, with above position title noted, by June 21, 1985 to: Montgomery College, Personnel Office, 51 Mannakee St., Rockville, MD 20850 or call 301-279-5353 for application. An EO/AA Title IX Employer.

Manager of engineering—major market network NBC Television affiliate in 43 ADI has opening for mgr. of engineering to succeed present manager who has retired. We're looking for applicants with a minimum of 5 years experience as chief engineer or assistant chief. Qualified applicants must have strong maintenance background and familiarity with state-of-the-art equipment. Must have operational background, proven leadership ability and administrative skills along with the ability to communicate effectively with station and corporate management. Human resources is an important part of our operation; therefore, this position will require outstanding people skills, particularly with regard to day-to-day supervision/training of engineering staff. EOE/M/F. Resume and salary history to Personnel MGR., WSAZ-TV, Box 2115, Huntington, WV 25721.

Assistant chief engineer and maintenance engineer for new coastal Sunbelt independent. Need an assistant chief with strong background in TV transmitters and maintenance of studio equipment. Maintenance engineer needs 2 years' experience in TV equipment maintenance, knowledge of 1", 2", 1/2" VTR's, RCA film chain and Grass Valley switchers. Resumes to: Larry Pink, WTAZ-TV24, 4301 Arco Lane, Charleston, SC 29418. EEO/MF.

HELP WANTED NEWS

News director. Group owned. Network affiliate. Needs experienced, committed news person to run news operation. Determined to be the best in this medium size market. Salary commensurate with experience. Excellent fringe benefits. Resume to General Manager, PO Box 4339, Monroe, LA 71203.

Anchor - need strong, aggressive news personality to complement our male 6 and 11 pm. No beginners. Minimum three years anchoring. Send tape and resume to Ken Coy, News Director, KSEE, P.O. Box 24000, Fresno, CA 93779. EOE/MF.

West TN network affiliate seeks news anchor. Minimum of 4 years experience, degree, and/or related experience, desired. Send complete resume, salary requirements, and audition cassette to: Box P-58.

Anchor/produce. WA/Y-TV has opening for morning cut-ins anchor/noon news producer. Minimum 18 months television news experience and college degree. Good writing skills a must. Send resume, videotape, salary requirements, and references in first letter to News Director, WA/Y-TV, 801 Wavy Street, Portsmouth, VA 23704/ No phone calls please. We are an affirmative action, equal opportunity employer. M/F.

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

Anchor. Experienced professional. Co-anchor early and late news on medium market Midwest station. Resume/salary requirements to Box P-25. Equal opportunity employer.

ABC affiliate, southern Oregon, now staffing entire news department. Seeking talented, energetic, idea-oriented individuals to fill following positions: anchors, sports director, weathercaster, assignment editor, reporters, videographers, production assistants. Prior experience, knowledge of southern Oregon a plus. Offer a once in a lifetime opportunity to be on the ground floor of a brand new news department with new facilities, state of the art equipment, and excellent living environment. Rush resume, tape, references to News Director, KDRV-TV, PO Box 728, Medford, OR 97504. No phone calls please. Equal opportunity employer.

Troubleshooter/consumer reporter wanted. Tape/resume to Steve Porricelli or Barbara Bresnan, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

WKRN-TV, Nashville, now taking applications for reporter and photographer positions. We're looking for experienced, aggressive reporters with excellent writing/production skills and photographers who know how to make a story come to life. If you'd like to join aggressive, fast growing, news operation in one of the country's nicest cities, send resume/references to Michael Sullivan, News Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE. No phone calls or tapes, please.

Meteorologist with AMS seal for weekend 6 & 11 PM newscasts. Other duties will include science reporting. State of the art equipment used. Tape/resume to News Director, WBTB, One Julian Price Pl., No phone calls, please. EOE.

Videographer/editor. KERA-TV needs creative cameraperson/editor for news/mini documentary and arts specials. 3 years experience with ENG. Hands on experience with three quarter inch editing. Resumes to Gilda Jones, KERA TV/FM, 3000 Harry Hines Blvd., Dallas, TX 75201.

TV reporter - WFSB, a Post-Newsweek station, has opening for experienced general assignment reporter. Essential qualities are proven journalistic talent and demonstrated ability to analyze/interpret as well as cover breaking news stories. Resumes/tapes to Mark Efron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Weekend sports anchor/reporter. Must be knowledgeable, energetic and local sports-oriented. Strong on-air presence a must. Minimum two years experience. Send tape, resume and salary requirements to Jim Holland, News Director, WTVH-TV, 980 James St., Syracuse, NY 13203. We are an equal opportunity employer.

Broadcast producer/reporter. Need creative self-starter to produce and market news and feature material to broadcasters and networks. Duties include videography, newsroom liaison, and production related to special multi-media projects. Requires: Bachelor's degree and two years' television experience. Radio experience helpful but not required. Send tape and resume to: The University of Alabama Employment Office, P.O. Box 6163, University, Alabama 35486. An Equal Opportunity/Affirmative Action Employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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 Programing & Operations, WJKS-TV, 9117 Hogan Rd., Jacksonville, FL 32216. M/F/EOE. WJKS-TV, a Media General station.

Assistant to the director of creative services. TV syndicator. Strong background in publicity and advertising. Resume to Box P-28.

Film/tape director. Develop your own department in new coastal sunbelt independent. Best equipment available, (high speed 1/2"). Resumes to: Karen Marshall, WTAZ-TV 24, 4301 Arco Lane, Charleston, SC 29418 EEO/MF.

Operations manager. Run new high-pressured NYC office producing closed-captioned ads. Three years' experience required both in post-production and management. Must be articulate and have excellent proofreading skills. Extensive knowledge of electronics and computers preferred. Knowledge of broadcasting, closed captioning and the advertising industry a plus. Send letter, resume and salary history to Mardi Loeterman, WGBH Caption Center, 125 Western Ave., Boston, MA 02134. EOE.

Director/Producer. WXFL-TV, Tampa, Florida. Immediate opening for creative, self-motivated individual with minimum five years' experience in commercial production. Duties include location and studio directing, plus 1 " post production. Resume to Richard Roberts, Personnel, WXFL, P.O. Box 1410, Tampa, FL 33601.

Producer. If you're currently a commercial producer/director or a magazine story producer looking for a new, creative challenge producing TV commercials, special events, and remote broadcasts, this position is for you! WCPX-TV, Orlando, CBS affiliate, 30th market, a state of the art facility that produces many local and regional commercials, nationally syndicated programs, and live events. Individual we seek must be creative writer, understand how to utilize production effects, graphics and music, and have ability to direct talent and work in studio and on location. If you feel you're qualified, please send tape/resume to Len DePanicis, Production Manager, WCPX-TV, 4466 John Young Pkwy, Orlando, FL 32804. EOE.

Advertising/public relations manager. Maryland Public Television, one of the nation's major public TV systems, seeks experienced advertising/PR person with community services experience. Must have proven ability in writing quick, accurate, persuasive promotional and advertising copy, organizing community support campaigns; and handling several projects simultaneously. Person will be responsible for working with national and local print and electronics media; representing MPT at public functions; maintaining contact with local and statewide communities, organizations and governments; developing proposals & statistical reports. Minimum five years' experience in advertising/PR. Degree preferred in related fields. Valid driver's license required. 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.

SITUATIONS WANTED MANAGEMENT

Veteran television GSM available. Outstanding track record with local and top national contacts throughout the country. Want to relocate in medium to large market with aggressive, stable, community involved organization as GSM, GM or possibly NSM with good opportunity. Impeccable references. Reply in strict confidence to Box P-66.

SITUATIONS WANTED NEWS

Small mkt. sportscaster looking to move up the ladder. Anchor or report. Can shoot and edit with the best. Available now. Box M-67.

Reporter with national and Northwest awards and 10 years' experience seeks same position in TV or radio. George, 509-575-5333.

20 year veteran reporter. Top awards for government and business news. Administrative experience also. Wayne Sorge, 915-584-7748.

Veteran sportscaster. Vast experience PBP (football, basketball, major league baseball, boxing, & gymnastics) and interviewing. Some anchoring. All offers welcome. 818-888-3019.

Sportscaster. Young "can't miss" sportscaster, talented & enthusiastic, seeks 1st job. Trained with top network affiliate in markets #5 & 20. U. C. Berkeley grad. Good writer and looker. Will go anywhere. Demo & references available. John, 916-482-4295.

Experienced meteorologist seeking entry into television. Five years of live radio and national forecasting. Young, good communicator. Tape available. Jeff Morrow 814-234-6240.

Spotscaster, 12 yrs. TV experience, medium market. Versatile, aggressive. Eager to make major sports market. Box P-64.

Mature sportscaster, six years experience, seeking position, top 100 market. Good knowledge of sports, strong reporting/anchoring skills. Like to cover local folks, not just read scores. 713-484-3977.

Business/financial news. Dynamic, attractive woman with strong financial background, host/producer of PTV business program, radio financial reporter with sense of humor wants to move to major market. Dian, 305-686-0074.

Anchor/reporter, entry level. 4 years TV, film, commercial experience. SAG/AFTRA. SWM, 35, articulate, attractive, involved! Will relocate. Marc, 415-474-7371.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Remember your first break? June graduate looking for position as production assistant. Some cable production experience. Intelligent, ambitious. Will relocate. Christopher, 312-684-0833.

Do you need an accomplished, dependable, creative television executive with wide ranging experience? Years as program director at WABC-TV, WCAU-TV and top production executive WNEW-TV. Exceptional executive producer, Emmy winner. Talent representative. Manager R-TV NYC advertising agency. Consultant: CBS-TV, Children's Television Workshop, Princeton University, two Public TV stations, Educational Testing Service, McGraw-Hill. Produced many educational series from pre-schoolers' to medical practitioners'. National and local cable executive. College TV/A executive. Top references. Alvin Hollander, 30 Mulberry Row, Princeton, NJ 08540. 609-924-5034 messages.

Producer, editor, host, community affairs director - energetic, gutsy. 5 years documentary/studio production experience. Leanna 415-841-3563.

Have gear, will travel. Videographer-journalist working as anchor in major European market seeks position as production, documentary, or feature videographer. Available immediately. Experienced, degrees, American. Call evenings, 712-362-5753; (011 43 222) 52 50 253.

Look here!!! I'm a Photographer/Field producer who has the experience and talent that will make a difference in your news or news magazine show. My work stands out. For a sample write Box P-68.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Assistant head for communications services. College of Agriculture, University of Illinois at Urbana-Champaign. Manage wide range communications support programs involving about 75 persons in editorial, design, media, printing-distribution units. Minimum: bachelor's degree, significant experience in communications program management. Send resume, application letter, names and addresses of three references by July 15. James Evans, 58 Mumford Hall, 1301 W. Gregory Dr., Urbana, IL 61801. 217-333-4788. AAEO.

HELP WANTED SALES

National television system co. has openings for Southwest sales manager and also an inside systems/sales engineer. If you've had 5 or more years in TV engineering, enjoy dealing with people, want a challenging position with regular hours, good pay, group insurance, call us in Austin, TX 800-531-5143 (US); 800-252-8286 (TX).

HELP WANTED INSTRUCTION

TV & radio. SUNY College at Cortland seeks TV & radio person (tenure track) with solid professional experience, mastery of modern production technology, knowledge of media aesthetics, and strong teaching potential. Terminal degree preferred. Primary area of instruction will be TV and radio production, with contributions to other department offerings and internship program. Research and/or creative work in video expected. Communication studies offers concentration in radio & TV, journalism, and communication. Rank/salary negotiable, highly competitive. Cover letter, resume, three letters of recommendation by June 28 to Dr. Samuel Kelley, Chair, Radio and Television Search Committee, SUNY-Cortland, Box 2000, Cortland NY 13045. SUNY-Cortland, an affirmative action/equal opportunity employer, especially encourages applications from women/minorities.

Christian University needs assistant professor of radio & TV production, effective Fall 1985. Experience required, Master's degree preferred. Contact Academic Dean, John Brown University, Siloam Springs, AR 72761.

Broadcast instructor. Search re-opened. Teach broadcast journalism courses; manage 3,000 watt FM radio station. Also, teach radio-TV production courses, basic news writing, and introductory course. Helpful to have experience in photography or public relations. May also teach upper division theory courses. Master's degree required. Experience helpful. Application deadline: June 17, 1985. Start Sept. 1, 1985. Letter of application, vita, three letters of recommendation to Michael Norman, Chairman, Department of Journalism, University of Wisconsin-River Falls, River Falls WI 54022. Department's news-editorial sequence is accredited by ACEJMC. University's located 30 miles east of Minneapolis/St. Paul. University is an affirmative action/equal opportunity employer.

Lecturer Asst. Prof., mass communications, avail. Sept. 1985 (tenure track). Teaching mass comm theory, history, and criticism (possibly TV production). M.A. required, Ph.D. preferred. Women and minority applicants encouraged. Closing date: July 19, 1985 or until position is filled. Write: A. Schramm, Chair, Search Committee, Dept. of Speech Communication, SUNY, NY 13820. AA/EOE.

WANTED TO BUY EQUIPMENT

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.

RCATCR-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.

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.

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.

Over 50 AM-FM transmitters. All powers, all manufacturers, all spares, all books, all our inventory. Crystals for your freq. World leader in broadcast transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. R.E. "Dick" Witkowski, owner. 25th year of service to broadcasters.

Optimod 8000A. Bought new 1976, just recently (4/85) taken out of service, then factory reconditioned. Sold as is for \$2,200 cash. Pete Low, WGLL FM, 717-597-9000.

Thomson MC-701 camera w/ Fuji 14X1, excellent condition. \$15,500. 818-705-7362.

1046' new FM tower. PiRod solid, hot dip galvanized, 52" face. Never erected. Ship now. 612-222-5555, Paul.

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.

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.

Lenco - Model 300 sync generator system - brand new. PMG - 312. PFT - 314. PST - 341 pulse timing modules. PBT - 342 black burst module. Central Dynamics VSP - 870, switcher models 4425 double re-entry, rare find, working. Excellent for parts. Grass Valley - 900 series proc amp system plus DAs. 2 left in excellent working order. Barry Tulchin Studios, 212-986-8270.

Two Ampex AVR-1 2" video recorders, excellent condition. \$12,000 each/best offer. You remove/ship. Massachusetts Institute of Technology, Tom Donnelly, Cambridge, MA, 617-253-2776.

Complete 1" editing suite. Gerstenslager 38' mobile. Hitachi HR-100. VPR-2Bs, TR-600s, TH-100s, Chyron 4100, TP-66s, Microtime 20/20s, Crosspoint 6112 switcher. Media Concepts. 919-977-3600.

AM and FM transmitters: AM1, 10 and 50 KW; FM 1, 2, 4, 10 and 20 KW. Contact Comark, P. O. Box 275, Colmar, PA 18915 215-822-0777.

BMS portable microwave transmitting system. Nearly new, including antenna and battery pack. 315-683-5669.

MISCELLANEOUS

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.

New! Spanish name pronunciation. Easy to use tape/booklet shows you how. Send \$9.89 to Fiesta, Box 518, Athena, OR 97813.

Radio ratings wanted. Back issues of Arbitron Ratings' *Radio USA*. Fall and Spring issues for 1980 to 1984. If you have good, complete copies of individual issues or a full set that you would be willing to sell, please call 703-378-7766.

Direct response advertiser seeks additional exclusive, long-term partnerships with upscale, adult oriented stations. 212-535-1517 (collect).

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 Technical

Broadcast Engineer

WFNX-FM. Boston Phoenix Radio, seeks a chief engineer for Class A station. Responsibilities include a studio maintenance engineering, remote broadcasts and maintenance of high powered transmitting equipment. 1st Class ECC license and related work experience required. Excellent opportunity at a growing station. Please send resume and salary history to:

Michelle Rosner
Director of Personnel

WFNX

100 Mass. Ave.,
Boston, MA 02115
EOE/MF

MANAGER

- Are you a leader? Do you make things happen?
- Are you aware of the power of building close relationships with your employees?
- Does your own sales talent rank with the nation's best?
- Can you help a station grow through people development and client service?
- Do you have the courage to stand up for what you believe in?

If this is you, let's talk about opportunities for sales managers and general managers with America's top radio groups. We've invested over 20 years in the study of success. We're now helping a select group of radio station owners identify these elements of success in prospective employees.

WE OFFER;

- Significant compensation with equity potential
- A chance to express your creativity
- An innovative environment focused on excellence

If you have sales or management background in broadcasting or a related business, why not join the most progressive radio companies. CALL TODAY!



CALL; Dr. Hal Hoff or Jim Julius
Selection Consultants working with the company
PHONE; 800—228-2271 outside Nebraska
800—247-0350 in Nebraska
Monday-Friday 8:00 a.m. - 5:00 p.m. CDT

GENERAL & SALES MANAGER

A rewarding opportunity to put together your own sales staff and take on general management of a 50kw classical music/news FM in mid-Atlantic capital city. Excellent compensation package for experienced sales pro with strong community involvement. Write in confidence: Box 42427, Washington, D.C. 20015-0427.

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.

For Fast Action Use BROADCASTING'S Classified Advertising

ACCOUNT EXECUTIVES

If you have a proven track record in TV or radio sales, we encourage you to apply to this full power UHF start up on Cape Cod. Cover letter/resume to Stephen Turner, WCVX-TV58, 737 W. Main St., Hyannis, MA 02601. Equal opportunity employer.

Help Wanted Technical

TECHNICAL SUPERVISOR

WDIV/Post-Newsweek, Detroit, has opening for technical supervisor. Requires working knowledge of audio and video recording, post-production, and satellite systems. Must also participate in establishing facility and crew requirements, recommending various technologies and operating methods. Position requires Bachelor's degree (or equivalent experience) in engineering or communications, significant TV technical operations experience, 3-5 years management background, and strong interpersonal skills. Resume to WDIV, Personnel Dept., 550 Lafayette Blvd., Detroit, MI 48231. EOE.

ENGINEERS

2 positions open at expanding independent UHF station. Outstanding market and station. Assistant chief engineer and maintenance engineer—both requiring excellent knowledge of TV system maintenance to component level. TV station experience a must. This could be your opportunity. State position being applied for and salary requirement. Contact: Bob Jeu Devine, CE, WDRB-TV, Independence Square, Louisville, KY 40203. EOE.

Situations Wanted News

MAJOR MKT. SPORTSCASTER

wants to relocate. 18 yrs. experience. PBP for 5 major colleges. Excellent entertainer, great w/talk shows. Also have been top rated morning drive DJ in 3 mkt.s. national music director of the year, award winning program director, top newsmen. Seeking quality operation, TV or radio. Lee Burdorf, 314—867-3011.

TELEVISION

Help Wanted Sales

HOUSTON

CABLE ADVERTISING INTERCONNECT
8400 West Tidwell • Houston, TX • 77040

Advertising Sales

Houston Cable Advertising Interconnect, a Warner Amex Cable Communications Company, has a need for a Sr. Account Executive with local broadcast experience.

As one of the nation's largest interconnected cable systems, we offer the unique opportunity to market both print advertising and broadcast time on a local, regional and national level.

The preferred candidate will have 3-5 years of successful local media sales experience and a communications or related degree. Proven leadership skills and management ability are required.

These positions provide an excellent compensation and benefits package and outstanding career growth opportunities. Send resume in confidence to:

**Houston Cable
Advertising Interconnect
Employment Manager
8400 W. Tidwell
Houston, Texas 77040**

We are an equal opportunity employer, m/f.

Help Wanted Technical Continued

STUDIO TECHNICAL SUPERVISOR VERMONT ETV

Supervise all full and part-time technical operating & maintenance staff within compliance of FCC rules & regulations for the Vermont Educational Television studio facility. Requires Associates degree in electrical or electronic engineering, FCC general radio/telephone license and 2 to 3 years' related experience which includes supervisory experience or equivalent combination of education/experience. Excellent communication skills necessary. Apply by June 17, 1985, to University of Vermont Employment Office, 237 Waterman Building, Burlington, VT 05405. Please enclose Social Security number when applying. Affirmative action/equal opportunity employer.

Help Wanted News

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 opportunity with a growing company. EOE.

CO-ANCHOR

Need experienced journalist to replace female who's leaving our top-rated independent to join major market network affiliate. In addition to anchoring weeknight news, position requires daily reporting, series work, live shots. Absolute 2 years' experience in all of above. Looking for warm, intelligent journalist who's well-informed, a self-starter, can dig for stories, and wants to be part of a quality, dedicated news operation in the 13th market. Tape/resume to Penny Parrish, News Director, KMSP-TV, 6975 York Ave. S., Mpls., MN 55435. No phone calls. EOE.

LOCAL SPORTS

Medium market, Sunbelt affiliate wants sports pro who knows the value of high school and college coverage. No more bad network feed highlight pushers, please! Resume to Box P-70. EOE.

NEWS DIRECTOR

Searching for exp. news director ready for top ten market. Excellent track record req. as journalist, manager, and in people skills. Rush resume (no phone calls) to:



Joseph Saitta, VP News
Metromedia TV
5746 Sunset Blvd.
Los Angeles, CA 90028.
EOE

Help Wanted Programing, Production, Others

EDITOR **evening** MAGAZINE WBZ-TV 4

WANTED: The World's Best Magazine Format Editor. Must have at least three years editing experience, two of which must include a magazine format program. This is a tremendous opportunity for a rising star editor to work at a top Group W station, with the nation's best and brightest magazine staff. Candidates must be inventive and ready to add a creative editing spark to our program. Send tape and resume to:

Roger Maroni
Evening Magazine, WBZ-TV 4
1170 Soldiers Field Road
Boston, MA 02134

Westinghouse Broadcasting and Cable, Inc. is an equal opportunity employer

TV RESEARCH DIRECTOR

Philadelphia O&O seeks research director to provide sales and program research support. Must have previous TV station research experience, knowledge of rating services, avail systems, audience flow trends, syndicated market. Will work closely with general management and sales, news, and programming departments. Resume to Octavia Williams, CBS-WCAU-TV, City Line & Monument Rd., Philadelphia, PA 19131. Equal opportunity employer.

DIRECTOR

NEW YORK CITY TV STUDIO

We are a national cable network with an immediate opportunity for a TV director. The individual we seek needs 2 years of studio control room experience, imagination, a sense of humor and demonstrated ability to lead both crew and talent. For consideration, send resume and reel to:

DEPT. 312139

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An equal opportunity employer

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Wanted: Alive or Alive! We are looking for a seasoned pro who is not afraid to take a creative chance. If you want to be part of America's Promo Team, send resume and reel to:

Mr. Jeff Grimshaw
SUPERSTATION WTBS
1050 Techwood Drive
Atlanta, GA 30318
An EOE

Co-host to work with our female host. Position requires strong on-camera skills. Ability to project pleasing personality in formal and informal situations as an important requirement. If you have the necessary on-camera skills and know-how to produce stories packed with powerhouse production values, we want to hear from you. Resume and/or tape to:



Marijane Landis
WGAL-TV
P.O. Box 7127
Lancaster, PA
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This space could be
working for you for a
very low cost . . . and it
reaches a most
responsive audience.

SAN FRANCISCO COMPUTER GRAPHIC DESIGNER

KRON-TV seeks an experienced graphic designer with strong interest in computer graphics (willing to train). Portfolio must demonstrate a complete knowledge of graphic design. 3-5 years experience preferred. Send resume to: Lori Fava, KRON-TV, P.O. Box 3412, San Francisco, CA 94119. EOE.



Situations Wanted Programing, Production, Others

LOOK HERE!!!

I'm a Photographer/Field Producer who has the experience and talent that will make a difference in your news or news magazine show. My work

STANDS OUT
for a sample write
Box P-68

ALLIED FIELDS

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.



**BROADCAST
ELECTRONICS INC.**

4100 NORTH 24TH STREET, P.O. BOX 3606
QUINCY, IL 62305, PHONE (217) 224-9600

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Lum and Abner Are Back

...piling up profits
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15-minute programs from
the golden age of radio.

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Help Wanted Technical

EQUIPMENT DESIGN

Internationally known manufacturer of broadcast equipment in the ROCKY MOUNTAIN AREA is expanding its product development and engineering department, and is filling the following positions:

■ **TECHNICAL DIRECTOR.** Take full charge of development of products for broadcast industry including both RF and studio equipment. Broadcast industry, or CATV experience and demonstrated administrative skills required.

■ **SECTION MANAGER (RF).** Take charge of transmitter design team. Heavy experience in analog circuit design and analysis required.

■ **NO FEE.** Reply in confidence to BOULDER SEARCH ASSOCIATES, 2888 Bluff St., Ste. 185, Boulder, CO 80302, or call 303-449-8896, EXT. 185.

Miscellaneous Continued

RATINGS HOTLINE

24hr pre-recorded tape explains exciting new sales and marketing tools.
818-966-6666.

MAJOR FM OPPORTUNITY

Docket 80-90 creates 689 allocations nationwide. Turnkey FCC licensing services for new FMs, incl. transmitter site acquisitions. Over 180 professional engineers, field consultants, staff. Flat fee pricing and guaranteed application work. Call today for details: 301-262-4400. Attn: Carl Hurlbaums, Sachs/Freeman Associates, Inc., 14300 Gallant Fox La., Ste. 214, Bowie, MD 20715. Member AFCCE.

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In the past year, hundreds & hundreds of radio stations, from every state in the U.S., in every size market, contacted NATIONAL with job orders. So far this year, we're even busier. To help fill these openings, NATIONAL is in constant need of announcers, newspeople, programmers, & salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you're seriously seeking a move up, don't wait, contact NATIONAL now. For complete information, including brochure & registration form, enclose \$1 post-age & handling to:

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TALENT COORDINATORS
DEPT. B., PO BOX 20551
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205-822-9144-ACT NOW!**

Miscellaneous

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Most comprehensive 22 day tour.
Inquire cost, potential tax benefits.

Paul Hale, 1619 N. Royer St.
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Some things never change. There's always that certain number of potential advertisers that will not buy a regular spot schedule. These will buy only when you are in a position to offer them something new, unusual, exciting and exclusive.

Located in fabulous Orlando, Florida, our large and highly experienced worldwide organization now brings to medium and small market stations the most successful answer to this problem in years. New, unusual, and yes, exclusive to one station in each market.

Regardless of your location in America, this will help the problem and the bank account. Drop us a note on your letterhead today for complete information demo.

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Association
Box 551
Goldenrod, Florida 32733**

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!

MANAGERS

Placement Associates' monthly roundup of professional resumes can save you time and money. Each monthly booklet (only \$15) is divided into radio, TV & cable sections, and subdivided according to job category. Annual subscriptions also available. Placement Associates, Interstate Services, Inc., 500 Airport Rd., Ste. 250, St. Louis, MO 63135, 314-622-1300.

Business Opportunities

PARTNER WANTED \$900,000 INVESTMENT

Triple your money in five years. Underdeveloped, 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

**Business Opportunities
Continued**

**TV CONSTRUCTION PERMIT
FOR SALE**

Only independent UHF in fastest growing market in USA. Maximum allowable 5,000 KW FCC power studio available. Will reduce start-up time. Best offer. 212-662-1658.

Wanted to Buy Stations

UNLOAD IT!

Highly successful trio with over 30 years experience wants your problem station. Name your terms and we'll talk. No brokers. Box P-67.

For Sale Stations



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

This top rated fulltime AM station is located in a highly desirable resort market and priced at seven times cash flow. \$1.5 million.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252



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"The Leader In Listings"

LOCATION	TYPE	PRICE	TERMS
Texas	FM	\$ 850,000	Negotiable
Boston Area	AM	\$ 650,000	Negotiable
Nebraska	AM/FM	\$ 1,400,000	Cash
Virginia	FM	\$ 450,000	\$150,000 down
Atlanta Metro	AM	\$ 650,000	Cash
N. Carolina	AM	\$ 400,000	\$100,000 down

Suite 800-2033 M St., N.W. • Washington, DC 20036 • 202-775-1981
Norman Fischer & Associates • The Holt Corporation

KKCM

St. Cloud/White Park

Terms available ... valuable real estate ... top radio market. 2500 watt fulltime AM station on 1390. Contact Les Kieven, Box 99, Sturgis, SD 57785.

**BILL - DAVID
ASSOCIATES
BROKERS-CONSULTANTS**

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

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Class 4 AM. Single station mkt. College town. Group deal. Active/ inactive w/\$10 K min. Serious only. M. Gottesman, Box 2501, Polson, MT 59860.

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**101 WAYS TO
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A practical guide for
broadcasters and cable operators

In his new book, former General Counsel for the National Association of Broadcasters (and now a partner in the Washington firm of Verner, Liipfert, Bernhard, McPherson and Hand), communications "superlawyer" Erwin G. Krasnow strips away the mystique surrounding the legal profession to show broadcasters and cable operators how to:

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- Enter into the best fee arrangement
- Get the most out of your lawyer
- Control legal costs
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Send me ___ copies at \$29.95 each

My check or money order payable to Broadcasting is enclosed.

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Organization _____

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City _____ State _____ Zip _____

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Phone _____

Mail to:

**BROADCASTING
PUBLICATIONS INC.**
1735 DeSales Street, NW
Washington, D.C. 20036

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H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

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San Francisco, CA 94104
415 434-1750

East Coast

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New York, N.Y. 10021
212 288-0737

Atlanta

6600 Powers Ferry Rd. #205
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

FOR SALE INTEREST IN UHF-TV

Construction Permit—located in midwest college town. Market has limited competition. Asking \$475,000 with \$175,000 down. Contact Brian Cobb (202) 822-8913.



WEST COAST MAJOR MARKET

Independent TV. \$45 million. Principals only. Reply Box P-40.

FLORIDA VHF

Three constructed LPTV's, all VHF, including channel 4, Orlando! May include fourth UHF CP. Low down, long terms. 500K. Financially qualified principals only. Box 1513, Gainesville, FL 32602.

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Profitable AM/FM combo, beautiful upper Midwest resort area. Broker inquiries welcome. Box P-36.

LOOKING FOR YOUR FIRST STATION

Small market AM Daytimer, North Carolina. \$25,000 down with balance over 10 years will buy you a good opportunity. Near several major markets. Reply Box P-38.

SYRACUSE, NY RADIO STATION

Excellent growth potential. Attractively priced. Reply with phone # & qualifications to Box P-8.

JAMAR RICE CO. Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

OWNER-OPERATOR OPPORTUNITY!

Successful fulltime AM (Full Service A/C with low dial position) in Sunbelt 100,000 growth market. \$555,000 with \$300,000 down. Terms 20 years at 10% to qualified buyer. Box P-61.

TOP 15 MARKET

Daytime AM for sale for \$120,000 cash. Box P-59.

SUNBELT FM

Class A with unimproved signal that falls within 20 mi. of major Southern growth market. Tower move and freq. change possible. Well-equipped w/music on cart and excellent audio chain/xmitr. Perfect first station for "mom 'n' pop" or great turnaround station for experienced group operator. Station billed \$180K with 1 part-time salesperson. Absentee mgmt. Price: \$350K, firm; some terms. Write Box M-133

1000 WATT AM

24 hour radio station. Wisc. 3 story building, 29+ acres, equipment, and business. DAS Realty, Jim Ceithamer, 608-222-9119.

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& associates, inc.

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901/767-7980

MILTON Q. FORD & ASSOCIATES
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Construction permit. Located in good southwest market. Only one other station in market. Asking \$200,000. Contact E.L. Corky Cartwright (619) 324-5320 or Brian Cobb (202) 822-8913



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BROADCASTING'S
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PL100	\$250.00
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O-86729-025-0 \$34.95

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O-86729-043-9 \$29.95

CM100	\$9.95
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T51193	\$22.95
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1735 DeSales Street, N.W., Washington, D.C. 20036

Book No.	Price
Total \$	



Location	Size	Type	Price	Terms	Contact	Phone
KY	Reg	AM/FM	\$1500K	Terms	Ernie Pearce	(615) 373-8315
IA	Metro	AM/FM	\$875K	Terms	Burt Sherwood	(312) 272-4970
CO	Sm	FM	\$850K	Terms	David LaFrance	(303) 534-3040
NC	Sm	FM	\$700K	Terms	Mitt Younts	(202) 822-8913
UT	Sm	AM/FM	\$575K	\$125K	Greg Merrill	(801) 753-8090
NB	Sm	FM	\$500K	\$100K	Bill Lytle	(816) 941-3733
TX	Sm	AM/FM	\$350K	\$75K	Bill Whitley	(214) 680-2807
OK	Sm	FM	\$350K	Cash	Bill Lytle	(816) 941-3733

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

COLORADO

Rocky Mountain metro AM daytimer, growing market. Terms negotiable.

Please write Box M-119.

WESTERN MOUNTAIN RESORT AREA FM

Number one in market. Price & terms negotiable. Inquiries: FM Radio, P.O. Box 33003, Washington, DC 20033.

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 rate-card. 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 BROADCAST-

ING, 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

Paul Dinovitz, VP and general manager, WTVN-TV Columbus, Ohio, joins KMBC-TV Kansas City, Mo., as VP and general manager.

Red Jones, sales manager and general manager, WLAG(AM)-WWCG(FM) La Grange, Ga., joins WBTR-FM Carrollton, Ga., as general manager.



Travis

Donald Travis, station manager, WPMT(TV) York, Pa., named general manager.

Barbara Vardin, VP and general manager, WGY (AM)-WGFM (FM) Schenectady, N.Y., joins WCKS(FM) Cocoa Beach, Fla., as VP and general manager.

Michael Larson, general sales manager,

WOAC(TV) Canton, Ohio, named general manager.

William Snow, VP, sales, WERE(AM)-WGCL(FM) Cleveland, joins WHLO(AM) Akron, Ohio, as general manager.

Ken Stevens, from WGRX(FM) Baltimore, joins WYSP(FM) Philadelphia as general manager.

Tom Barclay, operations manager and morning sports personality, WHGI(AM)-WFMG(FM) Augusta, Ga., joins WROM(AM)-WKCX(FM) Rome, Ga., as assistant general manager and morning sports personality.

Lee Brantley, program manager and station manager, WAFF-TV Huntsville, Ala., named assistant general manager.

Daniel Churchill, VP and regional general manager, Rogers Cablesystems of Oregon, Multnomah county, Ore., joins Comcast Cable Communications, Bala Cynwyd, Pa., as group VP.

Carl Gardner, program director, KEX(AM) Portland, Ore., named operations manager.

Mary Braken, production manager, KWWL-TV Waterloo, Iowa, joins KTIV(TV) Sioux City, Iowa, as VP, program director-operations manager.

Don Mollino, operations manager, Louisiana Network, Baton Rouge, named manager, affiliate relations, for parent, Interstate Communications there.

Bonnie Bequet, accounting manager, trade and revenue, WOR(AM)-WRKS-FM New York, named controller.

Nancy Hawthorne, treasurer, Continental Cablevision, Boston, named VP and treasurer.

Anita Hecht, director, personnel, headquarters facilities, East Coast, ABC, New York, named VP, personnel, ABC.

James Bennett, director of network distribution development, Home Box Office, New York, named director of corporate planning for parent, Time Inc.

Duane Kell, senior VP, media director, broadcast operations, Campbell-Ewald, Detroit, joins WKBD-TV there as director of sales-operations.

William Mitchell, manager of financial reporting, Group W Cable, Chicago, joins TKR Cable Co., Warren, N.J., as controller.

Lorraine Edgar, from Lavenhol & Horwath, Boston, joins WEEI(AM) Boston as senior accountant.

Corporation for Public Broadcasting board named **Paul Symczak** as acting general counsel, succeeding **Linda Dorian**, who resigned last month.

K. Randall Kimball, from Thomas, Phillips, Clawson, Salt Lake City advertising agency, joins KTVX(TV) there as business manager.

Vicki Draper, development coordinator, non-commercial WETA-TV Washington, named local development officer.

Marketing

Rick Friday, **Dean Friedman** and **Ross Lerner**, VP's, management supervisors, W.B. Doner, Detroit, named to board of directors. **Dane Lachiusa**, associate art director, Young & Rubicam, Detroit, joins W.B. Doner there as art director.

Burton Vaupen, executive VP and chief financial officer, Dentsu Young & Rubicam, New York, joins Kenyon & Eckhardt there as executive VP, chief financial officer and chief administrative officer.

Courtney MacDonald, communications director, D'Arcy MacManus Masius, Chicago, named VP.



MacDonald



Roethgen

David Roethgen, VP, marketing, Simplicity Patterns, New York, joins Foote, Cone & Belding there as VP, management director.

Hilary Cochran, media director, Pringle Dixon Pringle, Atlanta, named VP, media.

James Wasilko, VP, director of daytime sales, ABC-TV, New York, named VP and director, sports sales.

Jeanette Gordon, media department manager

and media director, Meester Advertising, Minneapolis, joins Bozell & Jacobs, Omaha, as associate media director.

Stuart Sharpe, senior VP and management representative, and **Gene Yovetich**, VP, management representative, Needham Harper Worldwide, Chicago, named group account directors.

Adrienne Cozzolino, manager of client accounting, Group II, Benton & Bowles, New York, named VP. **Nat Stein**, account supervisor, Benton & Bowles, named VP.

Laurie Ceccarelli-Waters, co-op advertising manager, KOY(AM)-KQYT(FM) Phoenix, joins Howe, Strauss & Associates, co-op advertising agency there, as VP.

Michelle Tomsic, account supervisor, Century Media Corp., New York, named VP.

Michael Pitkow, director of advertising, Home View Cable TV, Doylestown and King of Prussia, both Pennsylvania, joins Cable Adnet, Philadelphia, as general manager.

Richard P. McCauley, senior VP, station development, Selcom Radio, New York, joins Republic Radio there as VP, business development.

John Allen, senior VP and group account supervisor, Geer, DuBois Advertising, New York, named director of client services.

Lesley Teitelbaum, VP, associate creative director, D'Arcy MacManus Masius, New York, joins Beber Silverstein & Partners Advertising there as creative group head.

Paul Wilson, senior account research manager, Tatham-Laird & Kudner, Chicago, named group research director.

John Cagiao, client financial management supervisor, N W Ayer, New York, joins Foote, Cone & Belding there as systems manager, national broadcast unit.

Gary Poole, freelance writer, Modern Promotions, New York, joins D'Arcy MacManus Masius there as writer.

Jim Smith, account executive, Tribune Entertainment Co., Chicago, named director of Midwestern media sales.

Lee Baker, media planner, HBM/Creamer, Pittsburgh, named senior media planner.

Ray Heacox, media sales specialist, MMT Sales, New York, named manager of team c.

Sherri Lamb, from Craig, Lamm, Hensley & Aldermann Advertising, Houston, joins Goodwin, Dannenbaum Littman & Wingfield there as creative supervisor.

Lisa Weatherford, advertising officer, Citizen's Fidelity Bank, New York, joins Needham Harper Worldwide there as account executive.

Jeffrey Quick, media buyer, Backer & Spielvogel, New York, joins Katz Continental Television there as research analyst. **Jonathan Latzer**, account executive, CBS Radio,

Philadelphia, joins Katz Radio there as account executive.

Stu Krane, account executive, TeleRep, New York, joins Seltel there as sales manager, independent racers team. **David Ware**, from Petry, Los Angeles, joins Seltel as sales manager, Houston office.

Gay Cross, from Florida Department of Commerce, Tampa, Fla., joins Ensslin & Hall there as account executive.

Harry Remboldt, from Storer Communications, New York, joins MMT Sales there as account executive.

James Watts, account executive, WWW(FM) Detroit, joins Hillier, Newmark, Wechsler & Howard there as account executive.

James Smith, senior VP, Norstar Bank of Long Island, Garden City, New York, joins WLIG(TV) Riverhead, N.Y., as director of marketing.

Andy Henderson, local sales manager, KLAS-TV Las Vegas, named general sales manager.

Bob Hipler, regional sales manager, WOAC(TV) Canton, Ohio, named general sales manager, succeeding Michael Larson, named general manager (see "Media," above).

Daniel Gordy, local sales manager, WROQ-AM-FM Charlotte, N.C., joins WKSI(FM) Greensboro, N.C., as general sales manager.

Chet Hollinger, from WING(AM)-WGTZ(FM) Dayton, Ohio, joins WROM(AM)-WKCX(FM) Rome, Ga., as general sales manager.

Michael Conway, local sales manager, WPMT(TV) York, Pa., named general sales manager.

Jack Long, general manager, WVUE(TV) New Orleans, joins WLOS-TV Asheville, N.C., as general sales manager.

Dan Savadove, account executive, WYSP(FM) Philadelphia, named local sales manager.

Bill Bailey, account executive, KRLD(AM) Dallas, named local sales manager.

Richard Hammond, national sales manager, WRLH-TV Richmond, Va., joins WTVR-TV there as regional sales manager.

Nancy Dietrich, general sales manager, WBBM-FM Chicago, joins WBYU(FM) New Orleans as regional sales manager.

Kurt Mische, local sales manager, WQHK(AM)-WMEE(FM) Fort Wayne, Ind., named national-regional sales manager and national sales manager for co-owned WYEZ(FM) South Bend, Ind. As national-regional sales manager, he succeeds **Michael Johnston**, who joins WIBC(AM) Indianapolis as account executive. **Doug Clark**, account executive, WQHK-WMEE, named local sales manager.

J Tyrrell, account executive, John Blair & Co., New York, joins WFSB(TV) Hartford, Conn., as local account executive.

Diane Goslin, sales representative, Williams Dental Supply, Worcester, Mass., joins Colony Interconnects, New Bedford, Mass., as account executive.

Karl Williams, from own firm, Karl C. Williams General Contracting, Milwaukee, joins WLQ(FM) there as account executive.

Vikki McBride, from KFBK(AM) Sacramento,

Calif., joins KXTV(TV) there as account executive.

Todd Rosenzweig, from Coachella Valley Cable TV, Palm Desert, Calif., and **Jerrine Saenz**, from Indio (Calif.) *Daily News*, join KESQ-TV Palm Springs, Calif., as account executives.

Dave Wiehe, from WKZO-TV Kalamazoo, Mich., and **Toni Finelli**, from WILX-TV Lansing, Mich., join WZZM-TV Grand Rapids, Mich., as account executives.

K. David Vaughn, administrative assistant, McCann-Erickson, Detroit, named financial accounting manager.

Shane Fox, regional manager, McGavren Guild Radio, Dallas, named VP, regional manager there. **Larry Julius**, New York sales manager, Blair/RAR, joins McGavren Guild there as account executive.

Babette Meyer, from Altman & Manley, Boston, joins WEEI(AM) there as account executive.

Scott Lewis, Drew Oil Corp., Cranston, R.I., joins WPRI-TV Providence, R.I., as account executive.

Jim Esposito, from WDRC-AM-FM Hartford, Conn., joins WTIC-FM there as account executive.

Arturo Riera, account executive, KGO-TV San Francisco, joins Donald J. Sherman & Associates, San Jose, Calif., as account executive.

Joan Turner, from WXLK(FM) Roanoke, Va., joins WDBJ(TV) there as account executive.

Programing

Jerry Sharell, senior VP, MCA Home Video Distribution, Universal City, Calif., named senior VP, MCA Home Video.

Dennis Emerson, central East division manager, Viacom Enterprises, New York, named VP, sales, central division. **Dennis Ellis**, VP and controller, Viacom International, New York, named staff VP, corporate finance. **George Smith Jr.**, VP, finance and administration, Viacom Broadcast Group, succeeds Ellis.

Jerry Hartman, VP, marketing, MCA Home Video, Universal City, Calif., joins Universal Pay Television there in same capacity.

Ruth Slawson, VP, pay TV and syndicated program development, 20th Century Fox, Los Angeles, and **Brian Pike**, VP, movies and acquisitions, Comworld Productions, Los Angeles, join NBC Entertainment there as directors, motion pictures for television.

J. Timothy Harrington, director of corporate accounting, John Blair & Co., New York, named VP, finance and administration, Blair Entertainment.

D. Bruce Sellers, VP, field operations, Rainbow Programing Services, Woodbury, N.Y., joins PRISM, Bala Cynwyd, Pa., regional movie and sports pay-television network, as VP, marketing.

Tony Salerno, from Radio City Music Hall, New York, joins Imero Fiorentino Associates there as VP, executive producer for origination, development, packaging and production of television programing.

John Ferraro, story analyst, Paramount, Los Angeles, named supervisor, program development, Paramount Network Television.

Steve Hirsch, director of advertising sales, Camelot Entertainment Sales, New York, named VP, sales.

Dennis Dallara, accounting executive, corporate accounting, reporting and policies, MCA, Universal City, Calif., named assistant controller.



Hayes

Jeffrey Hayes, producer, Aaron Spelling Productions, Los Angeles, joins Paramount Pictures Corp. there as senior VP, creative affairs.

Jim Smith, sales executive, Tribune Entertainment, Chicago, named director of Midwestern media sales.

Michael Meltzer, audit partner, Peat, Marwick, Mitchell & Co., New York, joins Lorimar, Culver City, Calif., as VP, corporate controller.

Ray Lowry, from Bonneville Broadcasting, Chicago, joins Kalamusic, broadcast syndicator and consultant, Kalamazoo, Mich., as head of Chicago office.

Glenn Adamo, member of NBC Sports production staff, New York, named producer, NBC Sports.

Cecelia Garr, regional manager, TM Communications, Dallas, joins FirstCom Broadcast Services there as VP and general manager.

Alan Anderson, program director, WPIX-FM New York, joins R&R Broadcasting there as VP and national program director. R&R, subsidiary of Robbins & Ries, New York-based communications holding company, has purchased WHYN-AM-FM Springfield, Mass., from Affiliated Publications for \$7.8 million subject to FCC approval.

Bob Young, program director, KHEY-AM-FM El Paso, joins WXTU(FM) Philadelphia in same capacity.

Andy Bloom, from WQFM(FM) Milwaukee, joins WYSP(FM) Philadelphia as program director.

Jeff Clarke, executive producer, *New Tech Times*, noncommercial WHA-TV Madison, Wis., named director of programing and production services.

Alan Burns, program director, WRQX(FM) Washington, resigns.

Bob Forster, operations director, WZMM(FM) Wheeling, W. Va., joins WOMP-FM Bellaire, Ohio, as program director and morning air personality.

Rendall Thomas, producer-director, WDIV(TV) Detroit, named production manager.

Brad Sham, member of sports staff, KRLD(AM) Dallas, named sports director.

Sandy Louie, air personality, KNBQ(FM) Tacoma, Wash., named music director-programing assistant.

Curt Morrill, assistant film director, KXTV(TV)

Sacramento, Calif., named film director, succeeding **Glenn White**, retired.

Jim Kennedy, air personality, WMJ(FM) Cleveland, joins KMJ-FM Denver in same capacity.

News and Public Affairs

Scott Goodfellow, deputy bureau chief, administration, NBC News, Washington, joins KSTP-TV Minneapolis as news director.

Phil Bergman, producer for ABC News correspondent **Hughes Rudd**, named producer for ABC News's *Nightline*.

Robert Inderman, Missouri state editor, United Press International, Kansas City, Mo., joins KSHB-TV there as executive news director. **Rebecca Rusk**, weekend news manager, KGO-TV San Francisco, joins KSHB-TV as executive news producer.

John Paxson, assignment editor, CBS News, New York, named night news manager.

Bob Pfeiffer, assignment editor, KPIX(TV) San Francisco, named assignment manager. **Kevin Betts**, night editor, WBNS-TV Columbus, Ohio, joins KPIX, succeeding Pfeiffer.

Fred Mays, managing producer, special projects, KDFW-TV Dallas, joins WTSP-TV Tampa-St. Petersburg, Fla., as assistant news director.

Carla Gaines, news producer, WAVE-TV Louisville, Ky., joins KSDK-TV St. Louis as executive news producer.

Ruth Page, news director, WFNX(FM) Lynn, Mass., joins Colony Communications, Lowell, Mass., as anchor-reporter for *Local Cable News* cablecast on Lowell Cable TV and Greater Boston Cable Corp., Colony systems serving Lowell, Chelmsford, Tewksbury, Woburn, Stoneham, Wilmington, Burlington and Billerica, all Massachusetts.

Linda Thorne, anchor, noon news, KGGM-TV Albuquerque, N.M., named 5:30 p.m. and late news anchor.

Bonnie Keller, freelance reporter, WNEV-TV and WLVI-TV, both Boston, joins WEWS(TV) Cleveland as general assignment reporter.

JoAnne Powell, anchor-reporter, WAAY-TV Huntsville, Ala., and **Carol Tanis**, reporter, WOOD-AM-FM Grand Rapids, Mich., join WZZM-TV Grand Rapids as reporters.

Bill Graf, afternoon anchor, WTSO(AM) Madison, Wis., joins WISN(AM) Milwaukee as midday anchor.

Tracy Pratt, news director and morning drive anchor, WLW(AM) Cincinnati, joins WKBD-TV Detroit as host, *Morning Break*, and reporter, 10 p.m. news.

Tug McGraw, former relief pitcher, Philadelphia Phillies baseball team, joins WPVI(TV) there as special features reporter.

Tom Vacar, consumer reporter, KGO-TV San Francisco, joins KCBS-TV Los Angeles as consumer reporter.

Bob Trimble, sports reporter and weekend anchor, WDHO-TV Toledo, Ohio, joins WZZM-TV Grand Rapids, Mich., as weekend sports anchor.

Technology

Colin J. O'Brien, president and chief executive officer, Times Fiber Communications, Wallingford, Conn., assumes additional duties as chairman, succeeding **Lawrence DeGeorge**, retired.

Ben Greenburg, general manager, broadcast center systems, ABC, New York, named director, audio-video systems, broadcast operations and engineering there.



Lasher

Gary Lasher, corporate VP, communications, engineering and construction, Continental Telecommunications, Washington, joins Private Satellite Network, New York, as chief operating officer.

Michael Cullen, from 3M Corp., Oak Park, Ill., joins Sony Tape Sales Co., as Midwest regional sales manager, industrial videotape products, Itasca, Ill.

David Monk, from Kaufman Data Communications, Malvern, Pa., joins Artel Communications, Worcester, Mass., as director of marketing.

Robert Krzykowski, director, Alascom services and new business development, RCA American Communications, Princeton, N.J.,

named director, commercial business development.

Jeff Treeman, VP, marketing, United Video, Tulsa, Okla., named VP, marketing and sales. **Bob Price**, senior VP, cable services, resigns.

Joseph Tantimonico, controller, Port Electric Supply Corp., New York, joins Reeves Tele-tape there as credit manager.

Stuart Evey, former chairman of Entertainment and Sports Programming Network and vice president and general manager of diversified operations division of Getty Oil, which is co-owner of ESPN, has become associated with Los Angeles-based Robert Wold Co. as consultant.

Mike Angi, manager, Lowell (Mass.) Cable TV, named director of engineering for parent, Colony Communications, Providence, R.I.

David Swartz, chief engineer, WTVE(TV) Reading, Pa., joins WOLF-TV Scranton and WWLF-TV Hazelton, both Pennsylvania, in same capacity.

Louis Stallbaumer, maintenance engineer, KTNV(TV) San Jose, Calif., named studio maintenance supervisor.

Promotion and PR

Bob Woletz, from his own communications firm, RGW Media, New York, joins ABC Video Enterprises there as manager, public relations.

Barry Kluger, director of public relations, USA Network, New York, joins MTV Net-

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works Inc. there as director of press relations.

Barbara Southerland and Richard Anderson, management supervisors, Brouillard Communications, New York, named VP's.

Michael W. R. Davis, from Ford Motor Co., Detroit, joins Evening News Association there as director of corporate media relations. ENA owns five television stations and two radio stations.

Sam Glick, director of advertising and promotion, KTLA(TV) Los Angeles, resigns to become broadcast promotion producer in partnership with Robbie Davis, president of Santa Monica, Calif.-based Robbie Davis Productions, television and radio production firm.

Ed Gish, VP, on-air promotion, CBS-TV Los Angeles, joins King World there as manager, on-air promotion and video services.

Craig Levinsohn, member of communications department, ESPN, Bristol, Conn., named communications representative.

Vickie Harbert, account executive, KCBR-TV Des Moines, Iowa, named promotion director.

Timothy Marsh, sales/promotion assistant, KESQ-TV Palm Springs, Calif., named promotion manager.

Maria Fisher, member of promotion-sales department, WBYU(FM) New Orleans, named promotion-sales coordinator.

Allied Fields

Barry Umansky, deputy general counsel, National Association of Broadcasters, Washington, elected president of Electromagnetic Energy Policy Alliance there. EEPA is alliance of manufacturers and users of products and equipment that use or produce nonionizing electromagnetic energy.

Robert Trachinger, VP and general manager, broadcast operations and engineering, ABC, has been awarded Fulbright lectureship. Trachinger, who will retire in July after 35 years with network, will teach American television production and directing at Gutenberg University, Mainz, Germany, in 1985-86.

Bill Lincoln, station manager, WZL(TV) Miami, joins Frazier, Gross & Kadlec, Washington communications consulting firm, as VP, new business development.

Carol Akiyama, VP, Alliance of Motion Picture & Television Producers, Sherman Oaks, Calif., named senior VP.

Rita Williams, reporter, KTVU(TV) Oakland, Calif., awarded John S. Knight fellowship at Stanford University for 1985-86.

Elected officers, Philadelphia chapter, American Women in Radio and Television: **Sheila Nachemson**, Newsystems Group Inc., president; **Adele Leonard**, Leonard Enterprises, president-elect; **Sharon MacWilliams**, WBUD(AM)-WKXW(FM) Trenton, N.J., secretary, and **Deborah Hamilton**, Performance Plus, treasurer.

Named 1985 scholarship winners, Radio and Television News Directors Foundation, Radio-Television News Directors Association, Washington: **Lisa John**, Oklahoma State University, Abe Schechter graduate scholarship,

named after former NBC News executive; **Bill Zucker**, University of Wisconsin, Jim Byron scholarship; **Glen Carver**, Memphis State University, Ben Chatfield scholarship; **Lauran Sue Abell**, Arizona State University, Richard Cheverton scholarship; **Stephan Lynn**, University of Missouri, Bruce Dennis scholarship; **Augustine Moore**, University of Wisconsin, Jim McCulla scholarship, and **Richard Kuenneke**, Southern Illinois University, Bruce Palmer scholarship. Undergraduate scholarships are named after deceased presidents of RTNDA.

Andrew Giangola, recent graduate, Fordham University, New York, joins Radio Advertising Bureau there as staff writer, communications division.

Ian Zellick, community affairs director and assistant to VP and general manager, KTVU(TV) Oakland, Calif., named by Broadcast Industry Conference and San Francisco State University to receive 1985 Broadcast Preceptor award for "leadership and adherence to the highest standards of broadcasting."

Barbara Johnston, acting director of communications, Women in Communications, Austin, Tex., named director of communications.

Mark Braff manager, sports and affiliate publicity, USA Network, New York, joins Cable Television Advertising Bureau there as director of communications.

Cyndi Smith, local sales manager, KROK(FM) Shreveport, La., joins Birch Radio, Dallas, as account executive, agency sales, Southwest region.

Elections, Virginia Public Radio Association: **Jim Miskimen**, president, WMRA(FM) Harrisonburg, president; **Jerry Glass**, WRKM-FM Richmond, treasurer, and **John Morison**, WHRO-FM Norfolk, **Steve Mills**, WVTF(FM) Roanoke, and **Ken Hodgson**, WETA-FM, Arlington, committee members.

Jennifer Bush, assistant bureau chief, management, Private Radio Bureau, FCC, Washington, will receive William A. Jump award for distinguished career service in public administration. Award is given annually to government employee under 38 years old for "outstanding service in administration and notable contributions to the efficiency and quality of public service."

Elected officers, Associated Press Television-Radio Association of California-Nevada: **John Palminteri**, KTMS(AM)-KKOO-FM Santa Barbara, Calif., president; **Julie Christie**, KWAV(FM) Monterey, Calif., president-elect. To board of directors: **Jerry Bell**, KIOI(FM) San Francisco; **Greg LeFevre**, Cable News Network, San Francisco; **Steve Martin**, KPRL(AM) Paso Robles, Calif.; **Stephanie Roberts**, KDWN(AM) Las Vegas; **Roger Nadel**, KNX(AM) Los Angeles; **Ken Hunt**, KXOA(AM) Sacramento, Calif.; **Carl Dewing**, KOVR(TV) Sacramento; **Walt Brown**, KERO-TV Bakersfield, Calif., and **Bob Stoldal**, KLAS-TV Las Vegas.

Deaths

Carl Lindemann Jr., 62, retired network sports executive, died of cancer June 3 at his home in South Freeport, Me. Lindemann re-

tired in 1984 as vice president and assistant to president of CBS Sports. After service in World War II, Lindemann began his broadcast career as student engineer with NBC. In 1954, he moved to programing department where he held number of posts including senior unit manager, *The Home Show*, and director of daytime programs. In 1959, he was named VP, daytime programs, then VP, program sales, VP, programs, film division, and VP, special projects, NBC News, supervising *Today Show*, and series of space launches. He was named VP, sports, in 1963, staying in that position 15 years, responsible for such events as baseball's All Star game and World Series, NCAA basketball finals and Wimbledon. He joined CBS in June 1978 as VP, programs, and became VP, assistant to president, in 1980. He is survived by his wife, Marguerite, four daughters and son.

Arch J. Macdonald, 73, former editorial director, WRKO(AM) Boston, and veteran Boston newsman, died of heart attack May 31 at Glover Memorial hospital, Needham, Mass. Macdonald joined WBZ(AM) radio in 1936 as announcer, and moved to co-owned WBZ-TV there when that station signed on in 1948, remaining there as anchor and reporter until 1969, when he left to become anchor and public affairs director for WKBG-TV (now WLVI-TV) Cambridge, Mass. (Boston). In 1972, he joined WCVB-TV Boston as commentator. In 1976 he became editorial director of WNAC-TV (now WNEV-TV), and joined WRKO in 1982 as editorial director, position from which he retired in 1984. In 1982 he received Governor's award for lifetime achievement from National Academy of Television Arts and Sciences. He is survived by his wife, Jerry.

Allen W. Marshall Jr., 78, chairman emeritus, board of directors, WKEU-AM-FM Griffin, Ga., died May 22 at his home. Marshall put WKEU(AM) on the air in 1934 and, as president and general manager, owned and operated AM and later AM-FM, until his retirement in 1975. He was co-founder of Griffin Cable Television, in which he sold his interest in 1974, and was founding member of Georgia Association of Broadcasters. He is survived by his wife, Evelyn, daughter and son, Allen W. Marshall III, who is currently president and general manager of stations,

Monty F. Salisbury, 42, VP, news, Pulitzer Broadcasting Co., St. Louis, died of cancer May 25, 1985, at his home in Creve Coeur, Mo. Salisbury joined KSDK(TV) St. Louis. (then a Pulitzer station) as executive news producer in 1979, was named news director of Pulitzer's KOAT(TV) Albuquerque, N.M., in 1980 and moved to corporate staff as VP, news, in 1983. He is survived by his wife, Debora, son and daughter.

Catherine C. Hibben, 80, long-time radio and television actress who for last 15 years played role of Kate Martin on ABC-TV's *All My Children*, died May 27 at Greenwich (Conn.) hospital of injuries suffered in auto accident May 11. Hibben began her broadcast career in 1935, and her radio credits include *Romance of Helen Trent*, *Backstage Wife*, *Myrt and Marge* and *Ma Perkins*. On television, she played in daytime serials, *Guiding Light* and *The Edge of Night*, before joining *All My Children* in 1970. She is survived by her son.

John Conomikes: leading Hearst ever upward

Getting John G. Conomikes, Hearst Corp. vice president and general manager of broadcasting, to pat himself on the back isn't easy.

Conomikes hems and haws when asked to speculate on the qualities that led to his becoming the head of a major group broadcasting operation, the sort of question that would trigger garrulous replies from the average politician. Conomikes gives all the credit to Frank Snyder, the former Hearst vice president and general manager of broadcasting (now a Hearst director and trustee), for his rise through the Hearst ranks. "He brought me along," says Conomikes. "I just followed him all the way up."

But those who know the veteran of 26 years with the Hearst organization don't share Conomikes's reticence.

Snyder calls Conomikes a "good company man" who understands the Hearst view of things. "He works hard; he puts in his time, and he's always well versed on what's going on in the business," said Snyder. "He has a very strong motivation to succeed."

Richard Goldstein, vice president of Katz Television (which represents some of the Hearst stations), says Conomikes is a "truly gifted" manager and leader. "He has the ability to attract gifted people," Goldstein said.

And Richard Kozak, ABC vice president in charge of affiliate relations, says Conomikes is a broadcaster "in the real sense" who operates his stations in the public interest, not merely as vehicles for turning profits. "Broadcasting needs more people like John Conomikes," Kozak says.

It's been nearly five years since Conomikes (Con as in Connecticut—oh—mikes as in microphones) was general manager of Hearst's WTAE-TV Pittsburgh. But Steel City residents still remember Conomikes from the broadcast editorials he presented. Now, Conomikes's responsibilities have shifted from WTAE-TV's day-to-day affairs to such corporate details as how to fit WCVB-TV Boston, which Hearst has proposed to acquire for \$450 million, in with Hearst's other TV's, WBAL-TV Baltimore, KMBC-TV Kansas City, Mo.; WISN-TV Milwaukee, and WDTN(TV) Dayton, Ohio.

Make no mistake about it. Conomikes wanted the corporate position, and he's enjoying the challenges he's facing there. But he also concedes nostalgic feelings for running his hometown station, as he did for a decade. "I doubt if you could find any corporate broadcaster who at some point in his career ran a television station who could honestly tell you he didn't miss it," says Conomikes. "It's a direct hands-on responsibility that you can get instant gratification and sorrow out of as you run it."

But he says the job he enjoyed most was



JOHN GUS CONOMIKES—vice president and general manager of broadcasting, The Hearst Corp.; b. June 23, 1932, Ithaca, N.Y.; sergeant, U.S. Army, Jan. 1953-Jan. 1955; attended Miami University, Oxford, Ohio; BA, radio-TV production, University of Pittsburgh, 1958; variety of positions from prop department to junior account executive, KDKA-TV Pittsburgh, 1955-1959; account executive, WTAE-TV Pittsburgh, 1959-1961; local sales manager, 1961-1964, regional sales manager, 1964-1966, general sales manager, 1966-1969, station manager, 1969, vice president and general manager, 1970-1980, all WTAE-TV, general manager of television, Hearst, 1981-1983; present position since March 1983; m. Jacqueline L. Bockelman, July 31, 1982; three children from previous marriage—Lisa, 22; Dean, 19; Steven, 17.

being general sales manager, yet another position he filled at WTAE-TV. "It's just the competitive spirit," says Conomikes. "The sales manager knows daily where he stands and what he's accomplishing, and I just enjoyed and loved that challenge."

Conomikes has plenty of candidates for "best jobs" in broadcasting to choose from. Over the years, he has held down a variety of positions. Indeed, except for a stint as a draftee with the Army's Corps of Engineers in Korea ("I knew absolutely nothing about engineering," Conomikes says), all of his professional experience has been in broadcasting.

Conomikes first got into the business when, back from Korea, he re-enrolled at the University of Pittsburgh. On a tip from a friend, Conomikes landed a weekend job (\$1.45 an hour) in the prop department for Hearst competitor, Group W's KDKA-TV Pittsburgh in 1955. That job consisted of

sweeping the floors and moving props into the studio. Over the next couple of years, he also worked as nighttime switchboard operator, tour guide and in the mail room. After he graduated in June 1958, he became a junior account executive in KDKA-TV's sales department.

The next year, Conomikes joined WTAE-TV as an account executive. He's been working his way up through the Hearst ranks ever since.

Conomikes sees no mystery in Hearst's decision to acquire WCVB-TV. "We just think it's a great station," he said.

Conomikes explained that with that buy, Hearst will become the nonnetwork owner of a network-affiliated station group with the second biggest reach in the country. (Group W will be first, assuming Capcities goes through with its acquisitions of ABC and joins the network group owners.) Hearst also will be reaching over 6% of the country's television households through ABC-affiliated stations (all but its WBAL-TV Baltimore, which is CBS). "And that is the largest representation of any group with any one network," Conomikes said.

Conomikes thinks the Hearst organization will "eventually" buy more TV stations. But not tomorrow. "Right now, we're going to just concentrate very hard on absorbing WCVB-TV into our group and get that going," he said.

What spare time he does have these days Conomikes likes to invest in athletics. (He was once a formidable amateur bowler, but he says he had to "pretty much" give that up when he stepped up to Hearst's corporate ranks as general manager of television in 1981. "My schedule doesn't afford me time to do that competitively," Conomikes said.) He also plays golf. And he has played an active role in the football and basketball recruitment efforts of the University of Pittsburgh. "Some people like to cut grass; some people like to work in their gardens; I've always gotten a big kick out of spending time with the college athletes and their families," said Conomikes.

Conomikes says he can't think of any better business to be in than broadcasting. "I think it gives you a real chance to contribute to the communities in which you live, to become a part of those communities, and be helpful for change that makes things better for everybody," he says.

It's not hard to get Conomikes to wax optimistic about the prospects of broadcast television. Despite the encroachment of all the so-called new technologies, "television is going to be the medium well past my lifetime in this business," Conomikes said. "The shares of audience may be going down slowly, but the population in the country keeps going up. And I do not ever see a change in its being a major force in this country."

Representatives Mike **Synar** (D-Okla.) and Patricia **Schroeder** (D-Colo.) are **planning to introduce legislation this week that would eliminate Copyright Royalty Tribunal**. Legislation, however, would not repeal compulsory license. Synar and Schroeder both are members of House Copyright Subcommittee and are expected to discuss bill at oversight hearings scheduled June 19 and July 11.

CBS told affiliate promotion managers at meeting in New York last week that network **will be modifying its summer promotional campaign** in response to less-than-enthusiastic acceptance from affiliates after campaign was unveiled during May affiliate meeting in San Francisco. "We went for a high tech, MTV-look and some affiliates were confused about the method," explained Morton J. Pollock, vice president of advertising and promotion, CBS. "As an accommodation, we are re-editing a few of the spots to make them a little more focused, also killing one and making a couple a little more traditional." Pollock emphasized that modifications pertain to promotional spots only in network's summer campaign and not to upcoming fall campaign and "We've Got The Touch" theme. Among stations that were underwhelmed by new campaign materials were CBS's five owned television stations, which will not be using network-supplied graphics package to help promote local and syndicated programming. "This year, as it turned out, none of our owned stations were interested in purchasing the package," said Doug Clemensen, vice president of audience marketing, CBS-owned television stations. He pointed out that decision is made individually by stations, and in past years some stations have opted to buy package, in other years not. One reason Clemensen said network-supplied graphic package didn't fit with owned-stations campaign is that several CBS-owned TV stations are coordinating new on-air "look" specifically designed to help promote new first-run strip, *America*, to run in early fringe time period.

Paramount Television Group has reorganized management structure within its network television programming department to help "establish a new creative production process." Reorganization combines development and current programming units instead of maintaining them as separate and distinct operations. "Basically what it does is do away with the current TV programming department and incorporates it into the overall development process," said Jeffrey Hayes, senior vice president, creative affairs. Hayes went on to explain that Paramount network programming executives will now work in "teams" assigned to show and will stay with it from inception through script writing, pilot development, sale to network and, hopefully, series production. Hayes added reorganization "will maximize our success with network television projects and provide the most effective working relationships between our company and the creative and network communities." Reporting

Succession snafu. "It's a very corporate thing and it hurt me very much, but you learn to live with it." So said comedienne Joan Rivers in summing up her feelings about an alleged in-house NBC-TV memo purported to contain a list of 10 potential successors to Johnny Carson as host of *The Tonight Show*. Rivers, speaking before TV critics gathered for the National Cable Forum in Phoenix (see stories, page 92), said since news of the purported document emerged late last month representatives of both CBS-TV and ABC-TV have approached her about a possible late-night series on their networks.

NBC issued a statement denying that such a list exists, and NBC Entertainment President Brandon Tartikoff said if someone were to be drafted, Rivers would be a top contender. There was no immediate response from the other two networks.

Rivers, who recently renewed her annual contract to serve as sole guest host of *The Tonight Show* two months ago, claimed there were no women on the list of 10 names. David Letterman and David Brenner are both included, according to Rivers, who did not identify any other candidates.

NBC emphasized in its announcement that Carson has no plans to retire in the near future.

to Hayes will be Vicki Rosenberg, vice president of talent and casting; Joyce Brotman, vice president of comedy, and Peter Greenberg, vice president of drama. Reporting to Brotman will be John Symes, executive director of comedy; Constance Kaplan, director of comedy, and Jay Fukuto and Mark Ganshart, associate directors of comedy. Reporting to Greenberg will be Richard Beriman, executive director of drama; Anita Addison, director of drama, and John Ferraro, supervisor of program development. Hayes reports to John Pike, executive vice president, network television.

Gene Pell, who has been acting head of **Voice of America** since September 1984, was **confirmed by Senate** last week as fourth director of Voice since Reagan administration came to power. Pell is former NBC News foreign correspondent who is in his second tour at Voice. He had been deputy program director for news and current affairs in 1982, before becoming chief Washington correspondent for WCVB-TV Boston, then rejoined Voice in August 1983 as deputy associate director for programs (broadcasting). He became acting director after resignation of Kenneth Tomlinson, in August 1984. First two directors under President Reagan were James C. Conkling and John Hughes. Pell will be sworn in on Thursday.

FCC's first effort at **conducting comparative hearing for interim license that excludes applicants for regular license was affirmed by U.S. Court of Appeals in Washington** last week. Commission, which had barred regular-license applicants on ground that permitting one of them to operate on interim basis would give it unfair advantage, employed streamlined procedures: applications were designated for hearing before review board on expedited basis. Review board granted application of Global Broadcasting Group Inc., comprising three of seven original applicants, decision that was upheld by commission. And three-judge panel of court, in affirming commission, said decision to employ such procedures in interim proceeding was within commission's discretion and was consistent with rationale of court's precedents on interim licensing. Panel also said commission was within its discretion in according Global credit for broadcast experience of some of its principals. Commission does not accord such preference in hearings involving regular licenses. Frequency involved in case is 105.9 mhz in Newark, N.J., which became vacant when commission denied renewal of license to Cosmopolitan Broadcasting for its WHBK(FM). Grant of Global's application was appealed by Newark Radio which consists of three other original applicants, including National Black Media Coalition. Comparative hearing involving six applicants for regular license has been completed, and case is now pending before review board.

Results of election to **six network seats on National Association of Broadcasters radio board** were announced last week. Winners are ABC Radio, CBS Radio, NBC Radio, Mutual Broadcasting System, Sheridan Broadcasting Network and United Stations Radio Networks. All networks have served on board in past except United which purchased RKO Radio Networks early this year. Of seven networks competing for seats, National Black Network failed to get one.

Radio representation division of John Blair & Co. (**Blair Radio and Blair/RAR**) and **CBS Radio Representatives** signed agreement last week for **developing and marketing "highly targeted" nonwired radio sales networks**, which will be composed of client stations from both organizations.

FCC has placed freeze (effective May 31) **on applications for all satellites that request orbital positions between 30 and 60 degrees west longitude in "conventionally used fixed-satellite service frequency bands."** FCC said freeze would make it easier for it to develop orbital deployment plan if it concludes that separate international satellite networks are in public interest.

FCC Mass Media Bureau Chief **James McKinney** has turned down request of **New Orleans Channel 20 Inc.** for extension of time to

construct new station (WULT-TV) on ch. 20 in New Orleans. Construction permit was first issued four years ago, and during that time, FCC had granted two assignment applications and two applications for extensions of time to construct. McKinney also cancelled construction permit, deleted call sign and dismissed application to assign construction permit to LeSea Broadcasting Inc. "The commission is unable to find that construction of the station was prevented by causes beyond your control and the commission does not find the existence of other matters which would warrant an extension," McKinney said.

Susan Wornick, reporter for WCVB-TV Boston, last week was facing up to three months in jail for refusing to identify news source in case in which Revere, Mass., police officers are under investigation in connection with drugstore robbery in Revere. On Thursday, **judge who had found her in criminal contempt and sentenced her, dropped charges after her source contacted district attorney and agreed to testify.** Wornick, 34, interviewed source



with his back to camera after he had agreed to on-camera interview on condition his identity not be revealed. Source said he had seen Revere police officers loading merchandise from drugstore, later reported robbed, into police cruiser. Wornick had refused in two appearances before grand jury investigating case to identify her source. Source, who had contacted Wornick, reportedly requested anonymity because of what he said was concern for his safety. WCVB-TV attorneys were in process of carrying case to state supreme court when case, which could have developed into another test of extent to which First Amendment permits reporters to protect confidentiality of sources, abruptly ended. Massachusetts has no shield law offering such protection. Wornick is part of well-known media couple in Boston. Her husband is Bob Lobel, sports anchor for WBZ-TV Boston.

Primetime Entertainment claims **Syndicast has cleared Terra-hawks**, animated "space-fantasy" series, for fall in **35 markets**. Sale of 26 half-hours is on barter basis with stations getting three-and-a-half minutes and PTE getting two-and-a-half minutes. Stations get two runs over 52 weeks. There are 13 episodes in production. Among stations clearing program: KNBC-TV Los Angeles, WPWR-TV Chicago, KYW-TV Philadelphia, WXON(TV) Detroit, WBFF(TV) Baltimore.

In initial decision, **FCC Chief Administrative Law Judge Thomas Fitzpatrick has granted application of Prism Broadcasting Corp.** for new UHF on **ch. 64 in Bellingham, Wash.**, denying competing application of Bellingham Television Associates. Bellingham Television was disqualified on finding that Forrest L. Preston, Bellingham TV limited partner, had made misrepresentations to commission about his role in another application. According to initial decision, Preston is director and 10.39% owner of Media Central Inc., which decision said has interests in WOAC(TV) Canton, Ohio (22%); KHAI-TV Honolulu, Hawaii (100%); KZKC-TV (formerly KEKR-TV) Kansas City, Mo. (60%); KBSI(TV) Cape Girardeau, Mo. (60%), and WZDX(TV) formerly WTXI-TV) Huntsville, Ala. (45%/10% option). Prism Broadcasting is fictitious business name for Response Broadcasting Corp. Ernest Shell is chairman and 2.7% owner of corporation, which is also owned by 33 others. Response holds construction permits for several low-power television stations.

James Duffy, newly named president, communications, ABC Broadcast Group, told audience of broadcast executives at opening luncheon of Broadcast Promotion and Marketing Executives/Broadcast Designers Association convention in Chicago last Thursday that there is **"worrisome aspect" to recent activity in station trading and takeovers.** Although he would not identify specific

offenders, Duffy said he was "concerned when stations simply become pawns on a giant Monopoly board, when they are bought and sold on the trading block by financial interests with no history in broadcasting, purely for financial gain." Capacities and ABC are "old line broadcasters with a demonstrated commitment to public service," he said. "What concerns me is considering a television station simply as a financial asset; as a funnel for revenue."

FCC has tentatively granted low-power television applications of Mountain TV Network for ch. 36, Baker, Mont.; chs. 25 and 27, Virginia City, Mont.; chs. 51, 41, 39, 43, 47 and 45, all Jordon, Mont.; chs. 40, 42 and 32, Baker, Mont.; chs. 42, 54 and 50, all Rugby, N.D.; chs. 54, 52, 62, 60 and 56, all Malta, Mont.; ch. 43, Winnemucca, Nev.; ch. 39, Lakeview, Ore.; chs. 65, 63, 59, 55, 43 and 39, all Colome, S.D.; ch. 31, Price, Utah; ch. 24, Wheatland, Wyo.; chs. 16, 32, 38 and 54, Brookings, Ore.; chs. 9, 14 and 30, Colville, Wash.; ch. 27, The Dalles, Ore.; ch. 41, Seaside, Ore.; ch. 44, Burns, Ore.; chs. 22 and 55, Heppner, Ore.; chs. 34, 30, 28 and 40, Cut Bank and Rural Glacier County, Mont.; chs. 40, 42 and 48, Poplar, Rural Roosevelt county and Rural Richland county, Mont.; ch. 39, Price, Utah; ch. 52, Circleville, Utah; chs. 26, 44, 50, 54 and 66, all Dugway, Utah. FCC also has tentatively granted LPTV applications of Harry C. Powell Jr. for ch. 3, Fort Pierce, Fla.; Localvision, ch. 53, Scottsbluff, Neb.; Blacks Desiring Media, chs. 49, 46 and 54, Scobey, Mont.; Arapahoe County TV Club, ch. 31, Aspen, Colo.; Women's Low Power Stations, ch. 24, Chadron, Neb.; Flor De Rio Television Co., ch. 52, St. Louis; Residential Entertainment Inc., ch. 56, Boise, Idaho; Maupin Television Corp., ch. 54, Maupin, Ore.; Blue Mountain Television Association, ch. 64, LaGrande, Elgin, Union and Baker, Ore.; Collis Michael Callihan, ch. 38, Cedaredge, Colo., and Harlan L. Jacobsen, chs. 32, 34 and 40, Roosevelt, Utah.

Separate issue. Reagan administration seems likely to gain ground this week in effort to gain congressional support for its policy on separate international communications satellite systems that would compete with Intelsat. Senate Appropriations Committee, at markup session tentatively scheduled for Tuesday, is expected to adopt language in report accompanying supplemental appropriations bill dealing with FCC that hews more closely to President's determination than does report that was approved by House on Thursday. Administration officials say House language, drafted by Representative Bob Carr (D-Mich.), would delay if not block implementation of President's determination that separate systems are in national interest, provided restrictions are imposed to protect Intelsat from economic harm. They are concerned about provisions—which Carr said are necessary to assure Intelsat protection against economic harm—calling on FCC to defer granting construction permits until applicants have coordinated their proposals with Intelsat and to act on applications only on basis of rule that would be adopted in new proceeding. Administration officials also feel language ostensibly designed to require Intelsat to act on coordination proposals within six months actually would permit global organization to stall by declaring data supplied for determining coordination was inadequate. After number of tough negotiating sessions involving aides to key committee players involved—Senators Paul Laxalt (R-Nev.), chairman of subcommittee with direct jurisdiction, Ernest F. Hollings (D-S.C.), Warren Rudman (R-N.H.), and Barry Goldwater (R-Ariz.)—there were reports that language was being drafted that went far toward removing barriers critics saw in House report. Hollings, with Goldwater support, was said to have taken hard-line position that President's determination provides sufficient protection for Intelsat. Rudman was said to have favored incorporating language designed to insure Intelsat's viability, but he was taking softer line than did Carr, and aide said Rudman "supports the President's position and favors competition." Laxalt was said to be anxious to work out compromise, but aide said, "If push came to shove, senator would support the President's position."

Editorials

The fruits of freedom

The cable industry that was on view in Las Vegas last week is the healthiest in cable history. It is big and growing. It has suffered its worst growing pains. Arthur Little says the industry will double its revenue and triple its profit by the end of the decade. Then why were all those panelists talking about problems such as theft of service, incompatibility with VCR's, declining rates of pay-service growth, difficulty of increasing basic penetration?

For the same reason that other panelists were disputing whether pay-per-view will be the windfall that the Little study predicts or the beast that will cannibalize pay-per-channel service, as Michael Fuchs, boss of the biggest pay-per-channel, HBO, thinks it will. For the same reason that other panelists were evaluating other business innovations: The deregulated cable industry of 1985 is headed for a future that may present its special problems and difficult questions but just about guarantees steady, perhaps extraordinary growth.

As was mentioned more than once at the National Cable Television Association convention last week, the Cable Communications Policy of 1984, in effect less than six months, is turning out to be just what its cheerleaders forecast, a liberating force that enormously enlivens the cable marketplace. The Arthur Little study released to the convention last week put the worth of the deregulatory legislation at \$800 million in total revenue and \$500 million in profit in the next five years. Like other figures in the Little report, those may turn out to be conservative.

In the heady atmosphere of 1985, it may be forgotten that there were members of the cable industry who fought the act, which they thought would give away the store. Calmer elements in the NCTA prevailed, and the association pushed the legislation through in one of the most professional lobbying campaigns in recent communications history.

The dues-paying members of the NCTA dues can say they got their money's worth.

No way out

The FCC has been given all kinds of reasons to hold a hearing on Ted Turner's proposed takeover of CBS. When the reply comments come in, they will doubtlessly include as many reasons to approve the takeover without a hearing. Neither side will get what it wants. FCC Chairman Mark Fowler has decreed something halfway between a hearing and no hearing. As soon as the papers in the case can be summarized by staff, the commissioners will conduct an en banc forum in which positions can be orally presented and questions asked.

The chairman is represented as wishing to maintain strict neutrality in cases of this kind. That wish may be unrealizable. Whatever proceeding the FCC uses to reach an ultimate conclusion about a takeover that at this point is no more than a Turner ambition, it is bound to affect the marketplace that Fowler wants to leave alone.

If the commission approves a transfer that hasn't happened, it will give Turner a certificate of legitimacy that can be prominently displayed in his appeal to stockholders to trade their CBS stock for his imaginative paper. If the FCC rules against him, the takeover will presumably collapse. What would have happened if the FCC had told Turner that he was premature in asking for approval of a transfer that was yet to be arranged? Perhaps that

could be read as a tilt in CBS's direction, but it would be less tilt than a Turner approval in advance.

It is, of course, too late for the FCC to step out of the arena. Long before Turner and E.F. Hutton contrived the proposal that is now before the FCC, Turner's lawyer had been assured that the FCC would entertain the proper applications.

Wittingly or not, the FCC is in the marketplace, in the middle of it, one might say.

Message

The guess here is that WCBS-TV New York will have no trouble winning an appeal from what one station official correctly called an "outrageous" verdict of a federal court jury in New York last week. The jury awarded \$1.25 million damages for invasion of the privacy of the subject of an unwanted television interview. If that verdict stands, television news reporting will be chilled to the near freezing point.

That said, it must be added that the verdict may be telling television journalists something about the way the public feels about some kinds of television interviews.

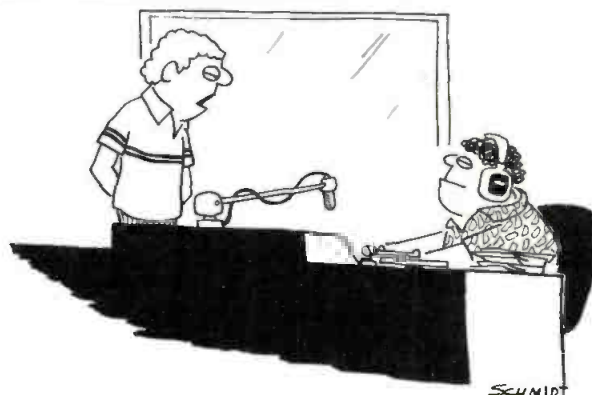
The plaintiff in the New York case, a man in his seventies, was filmed by a WCBS-TV correspondent and camera crew as he emerged from his factory adjacent to property where barrels of toxic waste had been found. In the film, shown on the station's evening news, the man said: "We didn't dump 'em" when asked why the chemicals were there.

He sued for libel, slander, trespass, assault and invasion of privacy. He lost on the first four but prevailed on the last.

CBS officials deny it was an ambush interview, which they define as a pursuit of a "recalcitrant" subject who is known not to want to talk. The jury obviously thought otherwise. Its members saw an elderly man cornered by a camera.

The verdict was a reminder of findings in a study done for the American Society of Newspaper Editors (BROADCASTING, April 15). Forty percent of a sample of the public said television news "invades people's privacy."

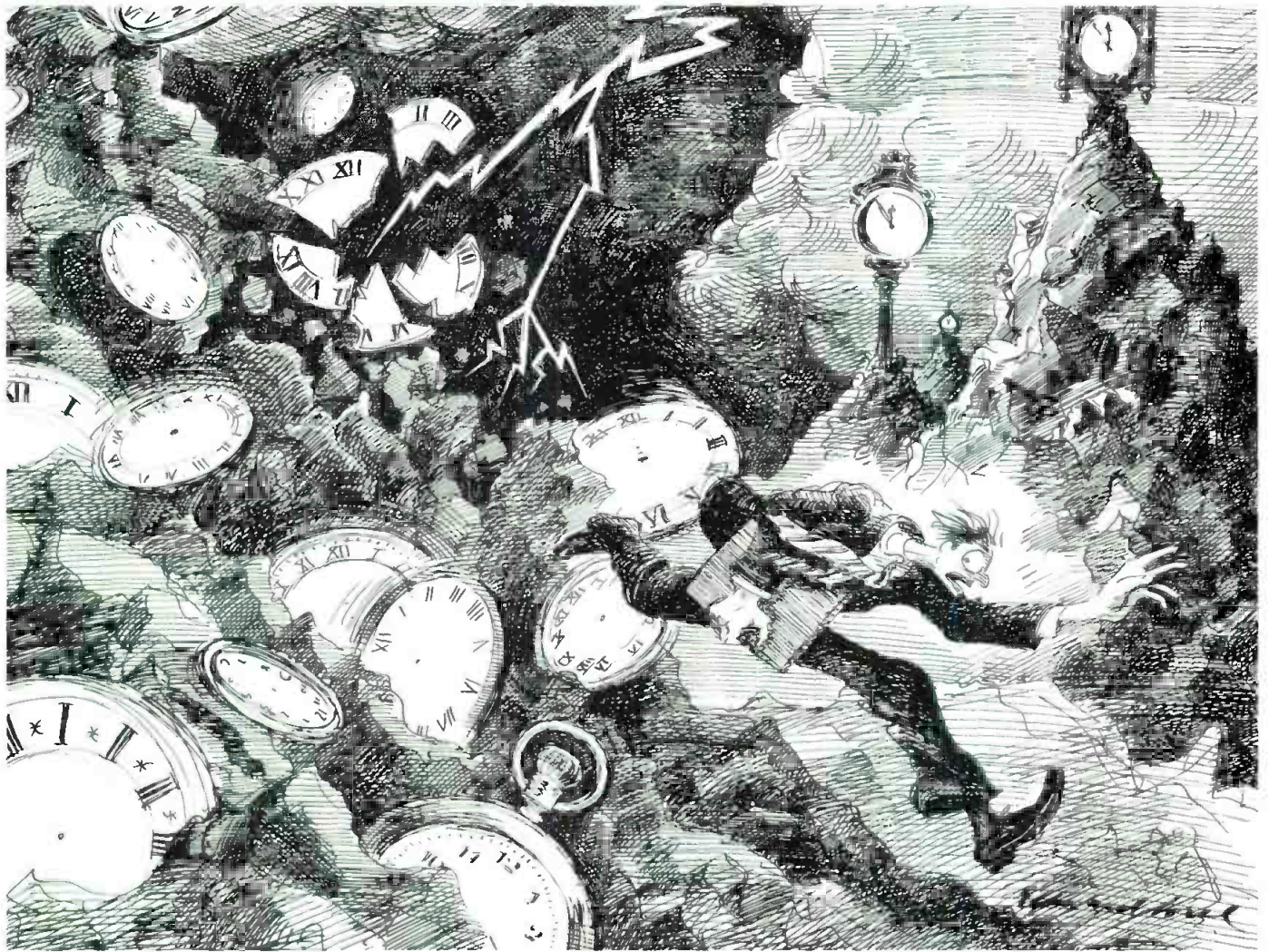
Clearly the jury was wrong to assess damages. But the \$1.25 million says that people don't want to see other people pushed around on television news.



Drawn for BROADCASTING by Jack Schmidt

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