The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 15

54th Year 1985

Much ado about takeovers

Vol. 109 No. 3

Broadcasting Jul 15

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Turner fires salvos at CBS
Spring radio ratings from Arbitron

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Closed Circuit

B (for bid) Day

Bids for television stations being divested in Capcities/ABC merger were submitted last Friday. Bidders have been asked to review preliminary contract and submit bids for WXYZ-TV Detroit even though sale is contingent on Capcities being allowed by FCC to keep WPVI-TV Philadelphia. Sources said that is indication of company's confidence it will receive waiver, claimed in part because of expected sale of some stations to groups with minorities ownership. WKBW-TV Buffalo, N.Y., is almost certain to be one of those stations, according to sources who say one bidder is *Essence* publisher Edward Lewis, in tandem with investment banking firm of Veronis, Suhler & Associates. Reported bidder with especially good prospects is former football star O.J. Simpson (who played majority of his career with Buffalo Bills), whose group supposedly includes employe of Goldman Sachs & Co., which is handling divestiture for Capcities. Name of former tennis star, Arthur Ashe, has also surfaced.

Two tribunes

White House will nominate J.C. Argetsinger, general counsel of Action, national volunteer agency that includes VISTA program, and William White, with Justice Department's U.S. trustee office, where he supervises bankruptcy estates for D.C. and eastern Virginia, to fill two of three vacancies on Copyright Royalty Tribunal. Nominations could come any time. Tribunal was under fire on Hill last week (see page 33).

Northern light

Ongoing saga of U.S. border broadcasters' efforts to win repeal or modification of Canadian tax law they say is hurting them seems to have no end, no matter how many disappointments Americans suffer. There were hopes 1976 tax law that denies Canadians tax break on advertising placed on American broadcasting stations with Canadian audiences could be subject at Shamrock Summit between President Reagan and Prime Minister Brian Mulroney several months ago. Canadians had offered to amend law to grant advertisers 50% deductibility. But American broadcasters would accept proposal only as test, not final word. And when word of proposal leaked, outcry from Canadian broadcasters caused Canadian government to withdraw it before it reached summit agenda.

Now, it is understood, both sides have agreed to reconsider matter by mid-September. And trade representatives from both governments have been in contact. Details are closely held, but Americans reportedly are not taking what was described as "all or nothing approach." And one tactical point is clear—they are determined not to permit consideration of Canadian cable copyright law, another matter of contention between two countries, to overshadow tax issue.

Unscrambling scrambling

National Cable Television Association, after month-long effort, will release early this week "working paper" with tentative plan for industry consortium that would facilitate scrambling of cable programers' satellite signals and marketing of them to owners of backyard dishes. Idea of releasing plan is to spur comment by various segments of cable industry as well as hardware manufacturers and increasingly powerful home satellite industry. Above all, NCTA wants to make sure plan doesn't violate antitrust laws.

Forget it

Don't count on FCC action on proposal to permit noncommercial broadcasters to exchange VHF facilities with commercial UHF's without exposing them to competing applications from third parties. In wake of shellacking proposal took in comments (BROADCASTING, June 24), FCC official said proposal has been placed on backmost burner.

Summer stereo

NBC's stereo TV production effort will start this week in West Coast studios, according to network source. Two shows are reported pegged for stereo sound: *Motown Review Starring Smokey Robinson*, five-part summer series first airing Aug. 9, and *Our Time*, half-hour comedy with Karen Valentine and Harry Anderson starting July 27 (summer stereo schedule also includes *Tonight*, *Late Night* and *Friday Night Videos* [see "In Sync"]).

NBC remains tight-lipped on stereo plans for fall programing going into production late this month, but strong possibility is network-produced *Punky Brewster*. Also being negotiated: September's *Miss America Pageant*.

Blue music

"Pornographic" lyrics in some of today's music are slated to be discussed at upcoming National Association of Broadcasters/National Radio Broadcasters Association's 1985 Management and Programing Convention (Sept. 11-14) in Dallas. NAB President Eddie Fritts is inviting Washington-based Parents Music Resource Center, major crusader against lyrics, and to Stan Gortikov, president of Recording Industry Association of America (RIAA), to attend convention. Panel session on subject is being planned for Thursday afternoon (Sept. 12).

Make-do

Most senatorial hearing rooms project stately ambience, but warren in which confirmation hearing was held last week for FCC Commissioner Dennis Patrick (see page 34) looked fitting as hideaway for custodial help ducking work. Senators sat in portable chairs at bare, collapsible tables, their backs to restroom doors in room's rear wall. Choice of room was not intended to send signal, however. Committee source said site was selected to accommodate Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), who wanted to be near larger room where he was scheduled to chair another hearing that same morning.

Aid to ETV

National Association of Broadcasters is about to fill membership of task force on noncommercial, educational broadcasting. Ralph Baruch, chairman of Viacom, has been named chairman of task force, which is to work with noncommercial broadcasters in search of funding sources.

No limits

What ever happened to Ed Pfister, former president of Corporation for Public Broadcasting, who quit in flap with CPB board over dealings with Soviet television? He's alive and well and "doing very fine," he said last week at his suburban Washington home. He's spent last two months away from CPB with his family, reading and "thinking," he said. As for future, he rules out little. He may teach at university, go to commercial sector or return to noncommercial broadcasting. Additionally, 25-year public broadcasting veteran is thinking about writing memoirs. Last chapter could be sizzler.

District cable concessions

The Washington, D.C., city council, reluctant to start the onerous franchise process over again, last week approved a number of cutbacks in District Cablevision Inc.'s proposed system and service. DCI had requested the franchise concessions, claiming that it had been unable to find financing for the system and service promised last February ("Cablecastings," June 24).

But the council, enamored of the idea of universal service, balked at freeing DCI from its obligation to wire each of the city's homes. DCI had wanted the option not to connect homes in areas that could not be wired for less than $500 per home. It had also wanted the freedom not to serve apartment buildings and condominiums that were already serviced by SMATV or some other multichannel medium.

According to DCI President Bob Johnson, Tele-Communications Inc., which now owns 20% of DCI, is willing to put up at least $30 million to get the Washington system up and running, but only if the council gives DCI the ability to come back to the council and ask for some form of relief if the the system fails to meet a specific "standard of economic viability." TCI needs the safety valve, he said. "The downside is just too deep. Nobody is going to bail TCI out if the system starts going bad," Johnson said.

The escape clause would be triggered if construction costs for a certain portion of the city rise above $500 per home, he said. Given a penetration rate of between 30% and 35% and revenues-per-home of $25, he said, a system "would jeopardize a reasonable rate of return" if it spent more than $500 per home on the average to wire an area.

The council's concessions came in the form of emergency legislation, which gave DCI until Sept. 1 to produce a detailed construction plan and firm agreements with TCI (for the system's financing) and Chesapeake & Potomac Telephone Co. (for the construction of the system's trunk and feeder cables).

Johnson said he plans to make another appeal to the council in hopes of explaining TCI's need for greater flexibility in building the system. And once he makes the case, he said, "I think they will be receptive to our position" and make the necessary changes.

The concessions granted by the council will allow DCI to cut costs by $32 million. Among the major concessions: a reduction in the number of channels in the residential network from 79 to 54; a reduction in the facilities and support for public access and municipal programing; an increase in the initial service fees; effective elimination of the institutional network, and an increase in the time—from four to five years—in which DCI must complete the system.

According to the head of Washington's cable office, Richard Maulsby, the legislation also defers the various payments due the city from DCI. As things now stand, he said, DCI does not have to make another payment until Oct. 24.

Comcast to try for Storer

Late last Thursday (July 11), SCI Holdings Inc., the corporate entity formed by the investment banking firm of Kohlberg Kravis Roberts & Co. that is proposing a leveraged buyout of Storer Communications, filed a prospectus with the Securities and Exchange Commission detailing the financing to be used. Meanwhile, rumors that Comcast Corp., will make a tender offer for Storer continued last week, bolstering Storer's stock price on heavy volume, despite a lack of specific evidence supporting the rumors.

Of the $1.9 billion required for the LBO proposed by Storer's management and KKR, the SEC filing said $1.2 billion would come from various types of debt securities and $740 million from bank financing.

Among the rumors about the tender offer circulating (some of which have Viacom as a partner with Comcast), the price most frequently mentioned was $92, roughly $5 per share above the KKR offer. The Comcast offer, it is said, should come in at about $86 cash with additional notes, compared to $75 cash and $25 face value of preference stock in the LBO.

Storer stock had traded in the mid-70's since the April 25 announcement of the KKR LBO. Beginning the last week in June the price began to rise and by the middle of last week it was trading at 81 on two-to-three-times recent volume. Options trading on the American Stock Exchange also reflected unusual activity.

There is indirect evidence that Comcast would be disposed to make such a move. A knowledgeable source told BROADCASTING that Comcast unquestionably made inquiries about Storer several months ago with the help of the investment banking firm, Shearson Lehman Brothers. Also, at the National Cable Television Association convention in June, Comcast chairman and president, Ralph J. Roberts, made aggressive public pronouncements about a merger possibility: "We think the cable industry is in a period of consolidation and that companies are eating each other up. Our plan is to be one of the eaters" (BROADCASTING, June 10). Comcast itself is not vulnerable to a hostile merger with 75% voting control of the outstanding stock held by Roberts.

Revenue last year of $103 million made the 16th-ranked MSO about a fifth the size of Storer, but the deal is feasible according to many because Comcast would not keep Storer's seven TV stations, reducing the value of the transaction by an estimated minimum of $850 million. That would likely leave almost $1 billion to be paid in cash and more than $700 million to be assumed in existing long-term debt.

In addition, Comcast, which is headquartered in Bala-Cynwyd, Pa., has a relatively strong balance sheet. For the first quarter ended March 31, it had liquid assets (cash and short-term investments) of $158 million, almost equalling its total debt. Net interest payments of $1.5 million barely touched the $34 million in operating cash flow. Of the 480,000 basic subscribers served by Comcast, 341,000 are in directly owned systems (reflected in operating results) and 139,000 are in systems in which Comcast is manager and general partner. Soon-to-be-closed acquisitions in Indiana and Michigan will bring its basic subscriber count to 500,000.

Storer has systems serving roughly 1.5 million subscribers.

Letting sleeping dogs lie

The National Cable Television Association asked the Copyright Royalty Tribunal last week not to use a petition from Turner Broadcasting System as a springboard for launching a full-blown review of the CRT's controversial 3.75% royalty rate.

"The CRT should make clear that, in any proceeding commenced pursuant to the Turner petition, only the reasonableness of the 3.75% rate as it is applied to [Turner's superstations WTBS(TV) Atlanta] is in issue."

NCTA President Jim Mooney said it's too risky to ask the CRT to review the rate, which cable systems must pay for carriage of superstations and other distant signals added after the FCC's limitations of distant signals were eliminated in 1981. "You can never tell what the CRT is going to do," he said. "A review of the 3.75% could result in the thing going in either direction."

The NCTA may have another motive for not wanting the CRT to commence a review of the 3.75% rate. It and copyright holders led by the Motion Picture Association of America have been talking about coming up with a new rate structure, possibly based on flat per-subscriber fees, that would eliminate the rates like 3.75% that are based on a percentage of a cable system's gross basic revenues.

Major League Baseball, the National Basketball Association and the National Hockey League, in their joint comments, said the CRT should put off any rate-adjustment proceeding. Among the reasons given: "Efforts are currently under way to negotiate an industrywide compromise concerning the cable royalty rates," they said. "Any such compromise may moot the need for a rate adjustment proceeding before the [CRT]."

Mooney downplayed the seriousness of the negotiations. "The reports of fast and furious negotiations exist mostly in the minds of people who write about this subject," he said. "There has not been that much interchange, but I think there is going to be some."

MPAA also indicated that it had no desire to see the CRT launch a rate-adjustment proceeding—not even to consider the narrow question posed by the Turner petition. MPAA argued that Turner, acting on behalf of its parochial interests, cannot trigger a rate adjustment proceeding. A "consensus among the affected owners or users" of copyright materials is necessary to launch a proceeding, it said. "Given that the chief objective of the compulsory license was to avoid the transactional costs of individual private negotiations for copyright licenses, it would be ironic for the [CRT] to deal with multiple rate adjustments, each having a different effect on the industry."

The Turner petition asked the CRT to exempt cable systems wishing to add Turner's superstation WTBS(TV) Atlanta from paying the full 3.75% rate because the superstation pays for national rights to its programing. The imposition of the 3.75% on WTBS's cable affiliates, it told the CRT, would represent "a windfall double payment to copyright holders." In its comments to the CRT, it said it had necessary standing to petition for the narrow rate-adjustment proceeding and the burden of proof in such a proceeding should not fall on its shoulders alone. "To assign one entity the burden of proof in 1985 when the [CRT] did not do so [during the rate-adjustment proceeding in 1981] would be legal error, violating the [CRT's] statutory directive as to what this proceeding entails and by treating similar situations differently."

Tribune buyout

Tribune Co., the 34th-ranked cable MSO, is seriously considering getting out of the cable business and it is being encouraged to do so by Douglas H. Dittrick, president of Tribune Cable Communications, who is in the process of trying to put together a leveraged buyout. Dittrick is also a 10% owner of Tribune Cable, a percentage he acquired in March 1981 from Tribune for the 35,000-subscriber Douglas Communications owned by Dittrick.


Dittrick

If Tribune Cable is sold to its president, or someone else, the more than $200 million in expected proceeds should help pay for parent company's recent $510-million purchase of KTLA(TV) Los Angeles (BROADCASTING, May 20). That purchase, the company announced last week, is also being financed with a $100-million Eurodollar debt issue, scheduled to close in early September, and the issuance of approximately $240 million in short-term notes. The remaining $170 million of the KTLA purchase price will take the form of a note assumed from the station's current owners, Golden West Broadcasters.

Those heading cable operations at other companies, such as Drew Lewis at Warner Amex, and William James at Capital Cities Communications, have also attempted to buy the subsidaries they run, so far without success. But Dittrick told BROADCASTING he was optimistic: "I think *I* am in a better position. I came into it [Tribune] with a company in order to build something." That, he said, is the primary reason he would like to take the company out of the Tribune fold: "The acquisition of KTLA would necessitate us selling 20% of the cable company [FCC crossownership rules require Tribune to divest two cable systems in the Los Angeles area with 39,000 basic subscribers]. We previously divested a cable system in New Orleans [when Tribune bought WGNO-TV New Orleans in August 1983]. For people who build cable companies, we don't like to sell the arms."

Over the next 90 days Dittrick will arrange the financing for his proposal, including equity partners. "I hope to own substantially more than 10%," he said. Asked whether he might invite another major MSO to particpate in the buyout, Dittrick said he didn't know yet.

Calculating the precise value of the Tribune systems, which currently serve 205,000 subscribers, is complicated by the fact that several are partnerships, including 79% of a system under construction in Montgomery county, Md; 10% of a system serving Oakland county, Mich., and 30% of the cable system serving Springfield, Mass.

Chicago-based Tribune also said last Monday that it intends to seek a swap for the Los Angeles *Daily News*, which is also being divested to comply with the crossownership regulations. The swap would reportedly ease the company's tax burden.

CCI's creative search

A newly formed marketing task force of the Council for Cable Information gets down to work this week on the development of a new creative approach for the industry's $12-million, 1986 television and radio campaign.

The task force is headed by Burton B. Staniar, president of Group W Cable. Other members include John Billock, Home Box Office senior vice president for marketing; Joanne Black, Showtime/The Movie Channel senior vice president for marketing; Nimrod Kovacs, United Cable Television Corp. vice president for marketing; Stephen Ste. Marie, American Television and Communications vice president for marketing and programing, and Douglas Wenger, Storer Communications vice president.

The group is scheduled to meet tomorrow (July 16) to begin strategic planning. Its assignment is to come up with recommendations for a new campaign's creative execution, for review by the CCI board of directors in October.

"I know with the collaboration of this talented group who have agreed to serve on the marketing task force, we'll be able to build on the excellent foundation of the first flight,' said Chairman Staniar. "Together, we can provide positive direction to the agency that is responsive to both the needs of CCI members and the demands of the marketplace."

CCI will proceed with a $750,000 network radio advertising campaign starting in August, as part of the transition to the first-quarter 1986 campaign. The August-October radio flight is intended to maintain the awareness of cable television that was generated by the spring flight.

Leland for numbers

"The FCC is now engaged in a rulemaking to implement the EEO provisions of the Cable [Communications Policy] Act," House Telecommunications Subcommittee member Mickey Leland (D-Tex.) testified at a joint congressional hearing last week, "and many of the usual opponents of affirmative action and increased opportunities for women and minorities are crawling out of the woodwork seeking to undermine the intent of the legislation." The opposition to strong EEO guidelines is "particularly galling" because it is led by the Justice Department and the Civil Rights Commission, Leland said.

The hearing, aimed at exploring the whole question of affirmative action, was called by the House subcommittees on Employment Opportunities and on Civil and Constitutional Rights.

The opponents have argued at the FCC that the lack of numerical guidelines (percentages) in the act preclude their use by the FCC in evaluating the EEO performance of cable systems, he said. That was not the "legislative intent," he said. "In fact, all of the parties to the final compromise on the EEO provision understood and anticipated that under the legislation, the [FCC] would be permitted to continue to utilize numerical processing guidelines in monitoring cable industry EEO compliance."

The numerical guidelines, which are now a part of the FCC's existing EEO rules, are not quotas, Leland said. "They are simply an objective administrative tool by which the FCC can make an initial determination whether an employer's EEO program has resulted in the hiring of minorities and women."

Have to play to win

The new National Academy of Cable Programing has put out the call for entries for its 1985 Network Awards for Cable Excellence. Programs that appeared for the first time on a cable network between June 1, 1984, and Aug. 31, 1985, are eligible. The networks must make submissions before Aug. 12. Production companies, producers and craftspeople have until Sept. 12 to submit any program not already submitted by the networks. The awards will be presented Dec. 3 in Los Angeles.

Business Briefly

TV ONLY

Smith-Corona □ To introduce its new typewriter that has ability to catch spelling errors, company is starting advertising campaign in late summer, using spot television for four weeks in 12 markets, effective Sept. 3. Radio version of TV commercial will be available to dealers for their commercial use. Spokesperson is Dr. Ruth Westheimer, psychologist and radio-TV sex therapist, making her TV commercial debut. Pre-Christmas advertising also is envisioned but no plans have been completed. Television commercials will be carried in prime time, late news and late fringe. Target: teen-agers; adults, 35-54. Agency: Rosenfeld, Sirowitz & Lawson, New York.

National Automotive Parts Association (NAPA) □ Two-week campaign for auto parts outlet is set to begin in September in more than 190 markets thoughout country. Commercials will be scheduled in all dayparts. Target: men, 18-49. Agency: Fahlgren & Swink, Marion, Ohio.

Century 21 □ Real estate firm will start with two-week flight this week in almost 30 Southeastern markets, including Mobile and Birmingham, both Alabama, and Knoxville and Memphis, both Tennessee. Daytime, fringe and prime time will be used for commercials. Target: adults, 25-49. Agency: Barney & Patrick Advertising, Mobile, Ala.

Endicott Johnson □ Athletic shoes will be spotlighted in three-week flight kicking off in mid-August in about 30 markets. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Eric Mower & Associates, Syracuse, N.Y.

RADIO ONLY

John Breuner Co. □ One-week flight is set by home furnishings chain in 10 markets, starting in late July. Commercials will be placed in all dayparts. Target: women, 25-49. Agency: Allen & Dorward, San Francisco.

Sundor Brands □ Sunny Delight fruit juices will be advertised in four-week flight in five markets, including Houston and San Francisco, beginning in mid-July. Commercials will be broadcast in all dayparts. Target: women, 18-49. Agency: Gumpertz/Bentley/Fried, Los Angeles.

Elias Brothers □ Big Boy restaurants in Michigan will be promoted for one week starting in early August in seven markets, including Flint, Saginaw and Grand Rapids, all Michigan. Commercials will be carried from early morning thorough early evening periods. Target: adults, 25-54. Agency: Simons Michelson & Zieve, Troy, Mich.

Cheker Oil □ Company's gasoline stations and convenience food stores will be highlighted in three-week flight starting in late July in Chicago, Milwaukee and Minneapolis and in Kalamazoo, Lansing and Jackson, all Michigan. Commercials will be placed in all dayparts. Target: adults, 18-54. Agency: Mills Communications, Chicago.

RADIO AND TV

Gordon Jewelers □ Two campaigns are being developed for August, one consisting of one-week effort in about 100 markets and other continuing for two weeks in about 90 markets. Commercials will be carried in all dayparts. Target: adults, 18-34, 18-49. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.

Rep Report

KSMG-TV San Antonio, Tex.: To Selcom Radio (no previous rep).

□

KBGT-TV Lincoln-Hastings-Kearney, Neb.: To Avery-Knodel from Katz Continental Television.

□

WBRD(AM)-WDUV(FM) Sarasota, Fla.: To Selcom Radio from Masla Radio.

□

WEZG-AM-FM Syracuse, N.Y.: To Selcom Radio from Eastman Radio.

□

WBMX-AM-FM Oak Park, Ill.: To Weiss & Powell from Masla Radio.

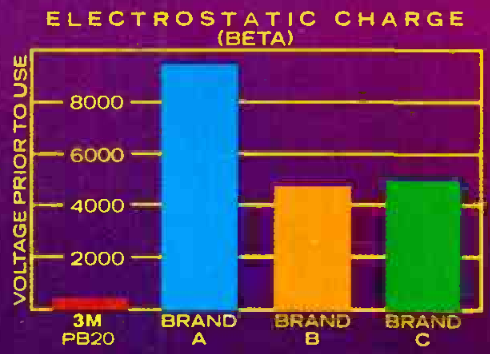
□

Mid-America Stations—KTVR(FM) Davenport, Iowa; WIRE(AM)-WXTZ(FM) Indianapolis; WIRL(AM)-WSWT(FM) Peoria, Ill., and KBEZ(FM) Tulsa, Okla.: To Major Market Radio from Eastman Radio.

GED WITH NUMBER

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

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



OUR TAPE

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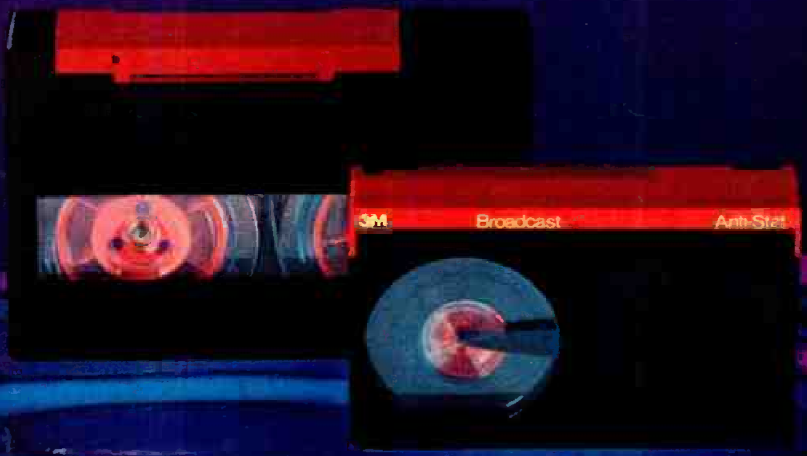

Scotch®

AUDIO & VIDEO TAPES

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3M

AdVantage


BBDO's roaring welcome

BBDO is lionized. Employes of BBDO and other companies located in building at 383 Madison Avenue in New York were greeted on July 3 by live lion when they entered lobby that morning. Pamphlets acclaiming BBDO as "greatest" and other paraphernalia, including lion, were sent to Madison Avenue building housing BBDO by Pepsi-Cola, agency's client. Pepsi was honoring BBDO for winning Grand Prix at 32d annual International Advertising Film Festival in Cannes, France, previous Saturday. More than several thousand persons passed through building during 7 a.m. to 11 a.m. period in which lion, called Brutus, was on display in cage. BBDO was singled out for tribute by Pepsi for producing TV commercial for Pepsi, called "Archaeology," which garnered Grand Prix. Actual award is golden lion, which was on display alongside Brutus, but is shown before presentation by Alan Potash (l) senior vice president, creative services, Pepsi-Cola, to Allen Rosenshine, president and chief executive officer, BBDO International.

□

Mr. Bill for Burger King

Mr. Bill's back. Animated doll-like character who appeared on *Saturday Night Live* several years ago is returning to television—in different role. Mr. Bill is appearing in new 30-second commercial to be part of Burger King's $30-million campaign to introduce beefed-up Whopper. Spot, which is scheduled to begin tomorrow (July 16) on network television, shows Mr. Bill finishing up one Whopper and asking, "Can I have another one?" Voice replies: "Sure Mr. Bill-this one's on you." Agency for Burger King is J. Walter Thompson, New York.

□

Coca-Cola pulls out. Five days before ABC-TV's prime-time coverage of Live Aid Telethon of rock stars scheduled for last Saturday (July 13), Coca-Cola withdrew as major sponsor. Spokesman for Coca-Cola said company could not work out details of network TV sponsorship. Coca-Cola was reported displeased with signs for competitive products displayed in London and Philadelphia stadiums where event was to be held to raise funds to aid hungry people throughout world.

A cable TV program syndication commentary from Adam Dempsey, The Morgan Co., Denver

Expanding program syndication to cable systems

After attending the NATPE International conference last January to review programing product on behalf of a client who is interested in obtaining a limited amount of syndicated programing for local cable play, I came to one conclusion: The vast majority of syndicators and distributors had developed no pricing strategy for sales to local cable systems. When queried about sales to local systems, the representatives, aside from offering a blank stare and saying, "That's a good question," either indicated they had to check at the office, or quoted us the ADI broadcast station rate and managed to quickly move on to another potential client.

The fact is that with a couple of thousand cable systems in the United States requiring programing to augment local origination production and hybrid access channels, coupled with the fact that less than 15% of the new programs introduced at NATPE ever make it on to the air, not to mention the vast amount of product just sitting on the shelf, it's time that a fair pricing formula for local cable be developed.

One of our activities is the development of custom marketing and advertising strategies employing cable and other electronic media. We have created a working formula for local cable syndication that seems to be fair to both the syndicator and the cable system. It is easy to employ. For cash sales, the basis for the calculation is the ADI market rate that the local television station would pay. This ADI price is divided by the number of television homes in the ADI. This produces a cost per household. As the ADI total households estimate serves as the audience universe for the broadcast station, so does the total number of subscribers on the cable system serve as its universe. The ADI per-household cost for broadcast syndication is multiplied by the number of cable system subscribers to provide the selling price to the cable operator. Thus there is a price equivalency for both media.

For the barter-based program, local cable system syndication takes a somewhat different tack. Because some syndicators are paid on a rating point basis, and with valid local cable ratings research still being developed and tested, an interim justification can be used. A number of marketers supporting barter-based programs are also national cable advertisers which employ cable in their media strategies for reasons other than rating points. These reasons may be individualized with each marketer, but nonetheless the syndicator can employ the same criteria as the basis for payment in clearing advertiser-produced-and-supported programing on local systems. This cable audience value should be calculated on a "per cabled home accessed basis," with a repeat factor figured in as necessary to effect reach across cable homes.

Adam M. Dempsey is the executive director of The Morgan Co., a teleproducer and cable media marketing consultancy based in Denver. Prior to joining the company in October 1982, he produced television series and specials and served as a broadcast advertising director in the May Department Stores retail chain, and has produced news features for national broadcast and cable networks.

For the broadcast station, local cable syndication can offer advantages. The station can gain additional local outlets for its own news, documentary or public affairs programing, which may have high local but limited national interest. First-run syndicated programing can prove its value prior to commitment by the station, making it a more attractive proposition to noncable households, cabled homes without local origination channels and those cable subscribers missing the initial cablecast. When taken together these groups still account for over 80% of the total viewing in an ADI.

With better programing available, marketers and retailers that cannot regularly afford or are resistant to buying broadcast television may begin to sample and test the inclusion of television in their media plans because of cable's lower rates. As their success with cable begins helping their business grow, many will see the need for broader reach and graduate to broadcast television. Additionally, advertisers supporting a locally produced series that is barter syndicated to local cable will receive an additional audience reach premium that may encourage that marketer to continue investing in locally produced programing.

The notion that a syndicated program running on a cable system invalidates total ADI exclusivity is not entirely correct. A few homes may be lost to the broadcaster, but only to a very limited extent, except in the two or three markets that are highly cabled by a single operator. On average, about one-third of the cable systems in a given ADI have video-based, nontext, local origination programing. Therefore, a first-run syndicated program will only reach 10% to 15% of the available cabled homes in the ADI, leaving the remainder to the broadcasters. This is still a higher level of available homes than is currently receiving network programing due to the impact of cable.

Of course a major concern with local cable syndication is the administration of such activity with respect to prints, videotape duplication and cable play certification. Cable systems could be added to a program's current bicycling pattern. Another tactic used by one producer that syndicates to local cable systems is the forwarding of programs to the system where the cable operator performs the task of transferring it onto the system's own stock. However, for many syndicators the best method for cable system servicing may be uniform release via satellite. Since most program series start-ups occur in September, February or May/June, a syndicator may specify a univeral start date whereby all systems and stations will have their programs satellite-fed simultaneously for local recording and playback. Even with series currently on the air, new stations and cable systems seeking the same show can be given a universal start date for first service satellite feed. The cost of the satellite distribution when averaged across a number of cable systems results in an extremely low per-episode, per-system distribution/duplication fee, as it does with broadcast stations.

The point of this is not to offer all the answers but to illustrate that local cable syndication should be factored into the program distribution sequence, similar to motion pictures which now enjoy a pay cable window between theatrical release and network broadcast. The point is to offer a working dialogue and model to develop the mechanisms for local cable syndication that will be fair to the syndicator, the cable operator, local stations and advertisers.

Local cable syndication will have a limited effect on broadcasters since we are still a mass oriented, efficiency based, product marketing system for which broadcast television is still the best medium.

There are a tremendous number of programs and projects lying dormant for lack of air time. They could greatly entertain and inform the cable audience. Keeping television sets turned on is beneficial to the entire industry.

Datebook

This week

July 15—Deadline for entries in Frank O'Connor Memorial/1985 Student Television Awards, sponsored by *Academy of Television Arts and Sciences*. Information: ATAS, 4605 Lankershim Boulevard, North Hollywood, Calif., 91604; (818) 506-7880.

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

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

July 16—*Southern California Cable Association* meeting. Speaker: John Sie, senior vice president, Telecommunications Inc. Marina del Rey Marriott, Marina del Rey, Calif. Information: (213) 278-3940.

■ **July 16**—*Women in Cable, Washington chapter*, meeting. Ramada Renaissance, Washington.

July 16-18—Video teleconferencing workshop, presented by *Satellite Television Network*. NEC America, Fairfax, Va. Information: (202) 662-8900.

July 17—Archival screening of *Texaco Star Theater*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

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

July 18-20—*Louisiana Association of Broadcasters* annual radio-television management session. Speakers include Louisiana Congressmen Billy Tauzin (D), John Breux (D), Henson Moore (R) and Buddy Romer (D). Hilton, Alexandria, La.

July 19—*American Bar Association* annual meeting, "The Evolution of Competition and Private Ownership in Telecommunications: A Comparative Analysis." Britannia, London.

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

July 20—*Louisiana Association of Broadcasters* sales seminar. Hilton, Alexandria, La.

July 20-23—*Television Programing Conference* 29th annual convention. Speakers include George Newi, president, ABC Television Network, and actor Buddy Ebsen. Riverview Plaza, Mobile, Ala. Information: Karen Miller, (317) 924-4381.

Also in July

July 21-23—"Alcohol and Drug Abuse Symposium," co-sponsored by *National Council for Families and Television* and *The Caucus for Producers, Writers & Directors*. Ojai Inn, Ojai, Calif. Information: (213) 652-0222.

■ Indicates new entry

July 22-26—12th annual conference on computer graphics and interactive techniques, ACM Siggraph '85, sponsored by *Association for Computing Machinery's Special Interest Group on Computer Graphics* in cooperation with Eurographics and Institute for Electrical and Electronics Engineers' technical committee on computer graphics. Moscone Center, San Francisco. Information: (312) 644-6610.

July 23-25—Fifth annual WOSU Broadcast Engineering Conference, sponsored by *WOSU-AM-FM-TV, noncommercial stations of Ohio State University*. Fawcett Center, OSU campus, Columbus, Ohio. Information: (614) 422-9678.

July 23-26—*Florida Cable Television Association* annual convention. Amelia Island Resort, Fla.

July 24—*Society of Cable Television Engineers, Chattahoochee chapter*, meeting. Topic: proof of performance testing with interpretations of FCC performance standards. Holiday Inn, Airport South, Atlanta.

July 24-28—*National Federation of Community Broadcasters* 10th annual conference. University of Wisconsin, Madison, Wis. For information: (202) 797-8911.

July 25-28—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

July 28-30—*California Broadcasters Association* summer convention. Speakers include: Paul Kagan, Kagan & Associates; John DeLuca, The Wine Institute, and Donald B. Shea, U.S. Brewers Association. Hyatt Regency Del Monte hotel, Monterey, Calif. Information: (916) 444-2237.

July 28-Aug. 1—Minority broadcast management and ownership seminar, sponsored by *BROADCAP* (National Association of Broadcasters' Broadcast Capital Fund) and *S.I. Newhouse School of Communications*. Syracuse University, Syracuse, N.Y. Information: (202) 429-5328.

July 29-30—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Hilton Harbour Castle, Toronto.

July 31—Deadline for entries in World Hunger Media Awards, created and sponsored by entertainers *Kenny and Marianne Rogers*. Information: World Hunger Year, 350 Broadway, New York, N.Y., 10013.

July 31-Aug. 4—*National Association of Black Journalists* convention. Baltimore Convention Center, Baltimore.

August

■ **Aug. 1**—*Society of Cable TV Engineers, north central Texas chapter*, meeting. Topic: signal leakage. Grand hotel, Irving, Tex. Information: (214) 241-1421.

■ **Aug. 2**—Deadline for entries in CAPE Awards (Cable Awards for Programing Excellence), for programing on *Cable Television Network of New Jersey*. Information: CTN, 128 West State Street, Trenton, N.J., 08608.

Aug 4-7—*Cable Television Administration and Marketing Society* 11th annual conference. Theme: "Bridging the Gap: From Strategy to Reality." Fairmont hotel, San Francisco.

Aug. 7-8—*Wisconsin Broadcasters Association* annual summer convention. Pioneer Inn, Oshkosh, Wis.

■ **Aug. 8**—*Women in Cable, Bay Area chapter*, picnic and "rap session." John Ryan Park, Foster City, Calif.

Aug. 8-18—38th International Film Festival of Locarno, Switzerland, including category for television movies. Locarno, Switzerland. Information: 093-31-02-32.

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. Geneva. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Aug. 9-16—Directors' Guild Hollywood workshop, sponsored by *American Film Institute*. Directors' Guild headquarters, Los Angeles.

■ **Aug. 11-13**—*Arkansas Broadcasters Association* convention. Sheraton Hot Springs, Lakeshore Resort, Hot Springs, Ark.

Aug. 12-14—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Georgetown Inn, Washington.

Aug. 13—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

Aug. 13-15—Computer graphics show, sponsored by *National Computer Graphics Association*. Boston Bayside Exposition Center, Boston.

Aug. 15—Deadline for entries in Women at Work 1985 Broadcast Awards, sponsored by *National Commission on Working Women*. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036; (202) 872-1782.

■ **Aug. 15**—*Southern California Cable Association* seminar, "Taking the Lead: Beyond the Bottom Line." Marina Marriott hotel, Marina del Rey, Calif.

Aug. 21—Archival screening of *Three for Tonight*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

Aug. 22-24—*West Virginia Broadcasters Association* fall meeting. Greenbrier, White Sulphur Springs, W. Va.

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

Aug. 26-28—*Television Bureau of Advertising/Sterling Institute* performance management program for account executives. Georgetown Inn, Washington.

Aug. 27—*Ohio Association of Broadcasters* news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

Aug. 30-Sept. 8—International Audio and Video Fair Berlin. Exhibition grounds, Funkturm (Radio Tower), Berlin. Information: AMK Berlin, Messedamm 22, D-1000, Berlin 19; (030) 30-38-1.

September

Sept. 6—Deadline for entries in 1985 Gabriel Awards competition, sponsored by *UNDA-USA*. Information: Jay Cormier, Merrimack College, North Andover, Mass.: (617) 683-7111.

Sept. 6-7—"Radio Station Ownership and Management," seminar sponsored by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Sheraton Plaza La Reina hotel, Los Angeles.

Sept. 6-10—*International Institute of Communications* 16th annual conference, "Communications: The Crossroads of Culture and Technologies." Keio Plaza,

Get 'em with thrills!

TALES FROM THE DARKSIDE

- 24 brand-new episodes for Year II starting in September, presented by LBS Communications Inc. and Tribune Broadcasting Company.
- Over 70% renewals already. Including Tribune, Westinghouse, Hearst, Capital Cities, Gaylord, Scripps-Howard, and Taft/Gulf stations.
- Diabolical half-hour tales of the unexpected, lavishly produced on film, featuring top guest stars.
- Solid 6.3 NTI rating average from September '84 premiere through February '85.
- High concentrations of Women and Men 18-49. Ranks Number One in Men, Number Seven in Women among all first-run syndicated series: Beats ET, WHEEL OF FORTUNE and LIFESTYLES, among many others. (NSI, Feb. '85 ROSP)

LBS AMERICA'S LEADING TELEVISION SYNDICATION NETWORK

875 Third Ave., New York, NY 10022, (212) 418-3000
9220 Sunset Blvd., Suite 101-A, Los Angeles, CA 90069, (213) 859-1055
625 N. Michigan Ave., Suite 1200, Chicago, IL 60611, (312) 943-0707

LBS COMMUNICATIONS INC.

A LAUREL Production in association with Jaygee Productions

Intercontinental hotel, Tokyo. Information: (01) 388-0671.

Sept. 8-10—*Illinois Broadcasters Association* annual convention. Eagle Ridge Inn, Galena, Ill.

Sept. 9-10—*Television Bureau of Advertising* group heads meeting. Hyatt O'Hare, Chicago.

Sept. 10-11—*Television Bureau of Advertising* board of directors meeting. Hyatt O'Hare, Chicago.

Sept. 11-14—*Radio-Television News Directors Association* annual convention. Awards banquet speaker: CBS's Dan Rather. Keynote speaker: ABC's Peter Jennings. Opryland hotel, Nashville.

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. 13-14**—Rocky Mountain Film and Video Expo '85, project of *Colorado Film and Video Association*. Regency hotel, Denver. Information: (303) 837-8603.

Sept. 13-15—Latin American conference for journalists, co-sponsored by *Foundation for American Communications, Tinker Foundation* and *Institute of the Americas*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Sept. 14—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, International Council*. Information: (212) 308-7540.

Sept. 15-17—*National Religious Broadcasters Association* Western chapter meeting. Los Angeles Marriott, Los Angeles.

Sept. 17—*Southern California Cable Association* luncheon. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Marina del Rey Marriott, Marina del Rey, Calif.

Stay Tuned

A professional's guide to the intermedia week (July 15-21)

Network television ☐ **ABC:** *Rock 'n' Roll Summer Action** (music/dance series), Wednesday 8-9 p.m.; *The British Open* (live golf coverage), Saturday noon-2 p.m. and Sunday 10:30 a.m.-1:30 p.m.; *Lake Tahoe Pro-Celebrity Tennis Festival* (benefit), Sunday 4-6 p.m. **CBS:** *The 1985 Miss Universe Pageant*, Monday 9-11 p.m.; *The Recovery Room* (comedy), Tuesday 8-8:30 p.m. **NBC:** *1985 All Star Game* (baseball), Tuesday 8 p.m.-conclusion.

Network radio ☐ **American Public Radio:** *Ring of the Nibelung: "Siegfried"* (third of four operas), Saturday noon-5 p.m. **CBS Radio:** *1985 All Star Game* (baseball), Tuesday 8:20 p.m.-conclusion.

Cable ☐ **Arts & Entertainment:** *The Prisoner of Zenda** (adventure in six installments), Tuesday 6:30-7 p.m.; *Indigo* (all-Black musical revue), Thursday 8-10 p.m. **Cinemax:** "Flashpoint" (action drama), Saturday 8-9:30 p.m. **HBO:** *Whoopi Goldberg Direct From Broadway* (stand-up comedy), Saturday 10-11 p.m.; "The Muppets Take Manhattan," Sunday 8-10 p.m. **Showtime:** *Faerie Tale Theatre's Greatest Moments*, Wednesday 8-9 p.m.; "Star Trek III: The Search For Spock" (science fiction), Sunday 8-10 p.m.

Kermit the Frog and Miss Piggy pose as the Muppets take HBO

Play It Again ☐ **CBS:** "Cagney & Lacey" (original motion picture), Saturday 9-11 p.m.

Museum of Broadcasting (1 East 53d Street, New York) ☐ *The Beatles: Real and Parody*, comprising "The Early Days" (newsreel footage) and "The Rutles" (satire), Tuesday-Saturday at 12:30 p.m., 2:05 p.m. and 3:45 p.m. and Tuesday at 5:30 p.m. *Discovery: Rare Honeymooners*, 75 rereleased *Honeymooners* half-hours, screened with hour-long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., now through Sept. 26.

*denotes series premiere

■ **Sept. 17**—Presentation of second annual Cable Awards for Programing Excellence of *Cable Television Network of New Jersey*. Bally's Park Place, Atlantic City, N.J.

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

Sept. 18-20—*Television Bureau of Advertising* sales advisory committee meeting. Rye Town Hilton, Rye, N.Y.

■ **Sept. 18-21**—*American Women in Radio and Television, North Central area*, conference. Marc Plaza, Milwaukee.

Sept. 19-20—*CBS Radio Network* affiliates convention. Waldorf-Astoria, New York.

Sept. 19-20—*Institute of Electrical and Electronics Engineers* Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 20-22—*Maine Association of Broadcasters* annual meeting. Sebasco Estates, Sebasco, Me.

Sept. 20-22—Economics II, conference for journalists, sponsored by *Foundation for American Communications*. Keystone Conference Center, Keystone, Colo.

Sept. 21-24—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey; E.F. Hutton; Peat, Marwick, Mitchell & Co.*, and *International Herald Tribune*, and produced by International Televent Inc. Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Sept. 22—Presentation of *Academy of Television Arts and Sciences'* 37th annual prime time Emmy awards, on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 25-27—*National Religious Broadcasters Association* Southeastern conference. Ritz Carlton, Atlanta.

■ **Sept. 25-27**—Great Lakes Cable Expo, sponsored by *cable TV associations of Indiana, Illinois, Ohio and Michigan*. Keynote speaker: Ed Allen, chairman, National Cable Television Association. Indianapolis Convention Center and Hoosier Dome.

Sept. 26-28—International Mobile Communications Show and Conference, sponsored by *Electronic Industries Association*. Washington Convention Center, Washington.

Sept. 29-Oct. 1—*Minnesota Broadcasters Association* fall convention. Holiday Inn, Winona, Minn.

Sept. 29-Oct. 1—*Washington State Association of Broadcasters* fall meeting. Sheraton Inn, Tacoma, Wash.

Sept. 29-Oct. 2—*National Association of Telecommunications Officers and Advisers* annual conference. Park Terrace Airport Hilton, St. Louis. Information: (202) 626-3250.

Sept. 30-Oct. 3—Sixth annual Nebraska Videodisk Symposium, sponsored by *University of Nebraska-Lincoln's Nebraska Videodisk Design/Production*

Errata

Divorce Court is not syndicated by Telepictures as reported in July 7 "Syndication Marketplace." **Blair handles show,** which it has cleared in 110 markets (85% of country), 49 of top 50. Art James is not show's host; William B. Keene is judge of court. Terms of sale are cash-plus-barter, with Blair retaining one 30-second spot. Stations get six minutes. Commitments are for 52 weeks—32 weeks of first-run and 20 of repeats. Most recent clearances, according to Tony Brown, senior vice president, general sales manager, are KMOL-TV San Antonio, Tex.; KTVX(TV) Salt Lake City; KOVR(TV) Stockton, Calif. (Sacramento); WMC-TV Memphis, and WTCN-TV Minneapolis.

Major Meetings

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

■ **March 15-18, 1986**—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future conventions: May 17-20, 1987, Las Vegas.

April 13-16, 1986—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center, 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 28-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

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

May 21-25, 1986—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, 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.

June 14-18, 1986—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

Group. Nebraska Center for Continuing Education and Cornhusker Center on campus of University of Nebraska, Lincoln, Neb. Information: (402) 472-3611.

October

Oct. 1—Deadline for applications for Jefferson Fellowship program of *East-West Center*, for experienced news editors, writers and broadcasters to study Pacific Basin news issues. East-West Center, Honolulu. Information: (808) 944-7204.

Oct. 2-4—Careers conference, sponsored by *Institute of Electrical and Electronics Engineers* and *United States Activities Board*. Royal Sonesta hotel, Boston. Information: (202) 785-0017.

■ **Oct. 4-6**—*American Women in Radio and Television. South Central area*, conference. Park Suite, Oklahoma City.

Oct. 6-8—*Pennsylvania Association of Broadcasters* fall convention. Sheraton Station Square hotel, Pittsburgh.

Oct. 6-8—*Kentucky CATV Association* annual fall convention. Capital Plaza hotel, Frankfort, Ky.

Oct. 6-8—*North Carolina Association of Broadcasters* annual convention. Winston Plaza, Winston-Salem, N.C.

Oct. 6-9—*National Broadcast Association for Community Affairs* meeting. Albuquerque Marriott, Albuquerque, N.M.

Oct. 8-12—*MIPCOM '85*, international film and program market for television, video, cable and satellite. Cannes, France. Information: David Jacobs, Perard Associates, (516) 364-3686.

Oct. 9-11—*National Religious Broadcasters* Midwest conference, "Building Relationships." Midland hotel, Chicago. Information: (312) 668-5300.

Oct. 10-11—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Marriott Copley Place, Boston.

Oct. 10-13—*National Black Media Coalition* 12th annual media conference. Shoreham hotel, Washington.

Oct. 11-12—*Friends of Old Time Radio* 10th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 11-13—*Illinois News Broadcasters Association* fall meeting. Chancellor Inn, Champaign, Ill.

Oct. 13-15—*Women in Cable* national management skills conference. "Managing a Maturing Business." Westin hotel, Denver.

Oct. 13-15—*Nevada Broadcasters Association* annual convention. Alexis Park hotel, Las Vegas.

Oct. 13-15—*National Religious Broadcasters Association* Southwestern conference. Holidome, Dallas.

Oct. 13-16—*Women in Cable* fourth national management conference, "Managing a Maturing Business," in conjunction with *Denver University*, featuring "cable case studies." Westin Tabor Center hotel, Denver. Information: (202) 296-7245.

Oct. 15-17—Seventh annual Satellite Communications Users Conference. Louisiana Superdome, New Orleans.

Oct. 16-19—*American Association of Advertising Agencies* Western region convention. Hyatt Regency Monterey, Monterey, Calif.

Oct. 17-18—*Society of Broadcast Engineers, Pittsburgh chapter*, 12th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 17-20—*American Women in Radio and Television* Northeast area conference. Ramada Renaissance, Washington.

Oct. 18—*Radio-Television News Directors Association* region 12 meeting with region one, Society of Professional Journalists/Sigma Delta Chi. Sheraton Center, New York.

Oct. 18-20—Economics conference for journalists, cosponsored by *Foundation for American Communications* and *Chicago Tribune*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

Oct. 20-23—American Children's Television Festival, being held for first time by *Central Educational Network* and *noncommercial WTTW-TV Chicago*, supported by grants from *John and Mary Markle Foundation, Lloyd Fry Foundation* and *Coleman Foundation*. Drake hotel, Chicago. Information: (315) 545-7500 or (312) 583-5000.

Oct. 21-24—Computer graphics show, sponsored by *National Computer Graphics Association*. Georgia World Congress Center, Atlanta.

Oct. 22-24—*New York State Broadcasters Association* 31st annual meeting. Americana Inn, Albany, N.Y.

Oct. 22-24—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 22-26—*Southern Educational Communications Association* conference of regional public broadcasters. Excelsior hotel, Little Rock, Ark. Information: (803) 799-5517.

Oct. 24-26—*National Religious Broadcasters Association* Eastern area conference. Marriott Airport, Philadelphia.

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

Oct. 30-Nov. 1—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meeting. Marriott Copley Place, Boston.

Open Mike

Vigilant also

EDITOR: Let me compliment you on your June 24 article concerning radio and TV coverage of the hostage situation. It was timely, interesting and well written.

But there was no mention of CNN Radio.

We provided affiliates with two special reports on the hijacking on Friday, June 14. We continued to provide special reports on an intermittent basis throughout the weekend as material and events warranted. By Monday morning we had decided to provide special hostage updates at 25 minutes after the hour, every hour, from 5 a.m. through 9 p.m. NYT.

Needless to say, in the week following your report, CNN Radio coverage intensified—with live coverage of many events as-

sociated with the return of the hostages.—*Bruce Chong, manager, news and programing, CNN Radio, Atlanta.*

Vital to success

EDITOR: Re recent letters concerning AM stereo and the relative importance of good AM programing, AM must have all three elements: good programing, high fidelity receivers and full stereo.

The absence of any one of these elements will make AM stereo stations a sad joke in comparison with FM stereo stations. AM stereo, absent good programing and high fidelity receivers, is as useless as a jet aircraft absent its wings, or its engines, or its fuel. It just will not fly.

When those disappearing young listeners are finally convinced to spend even a minute listening to your new hyped AM stereo, you'd better be ready with all three elements, or you'll have blown your last chance.

Those listeners are not deaf, and they are not dumb. Don't even think of trying to hype them—all they have to do is push that AM/FM button and they will know if you are ready to compete.—*Leonard R. Kahn, president, Kahn Communications Inc., Westbury, N.Y.*

Editor's note. *Kahn's company is one of two left offering AM stereo systems.*

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1735 DeSales Street, N.W., Washington 20036
Phone: 202-638-1022

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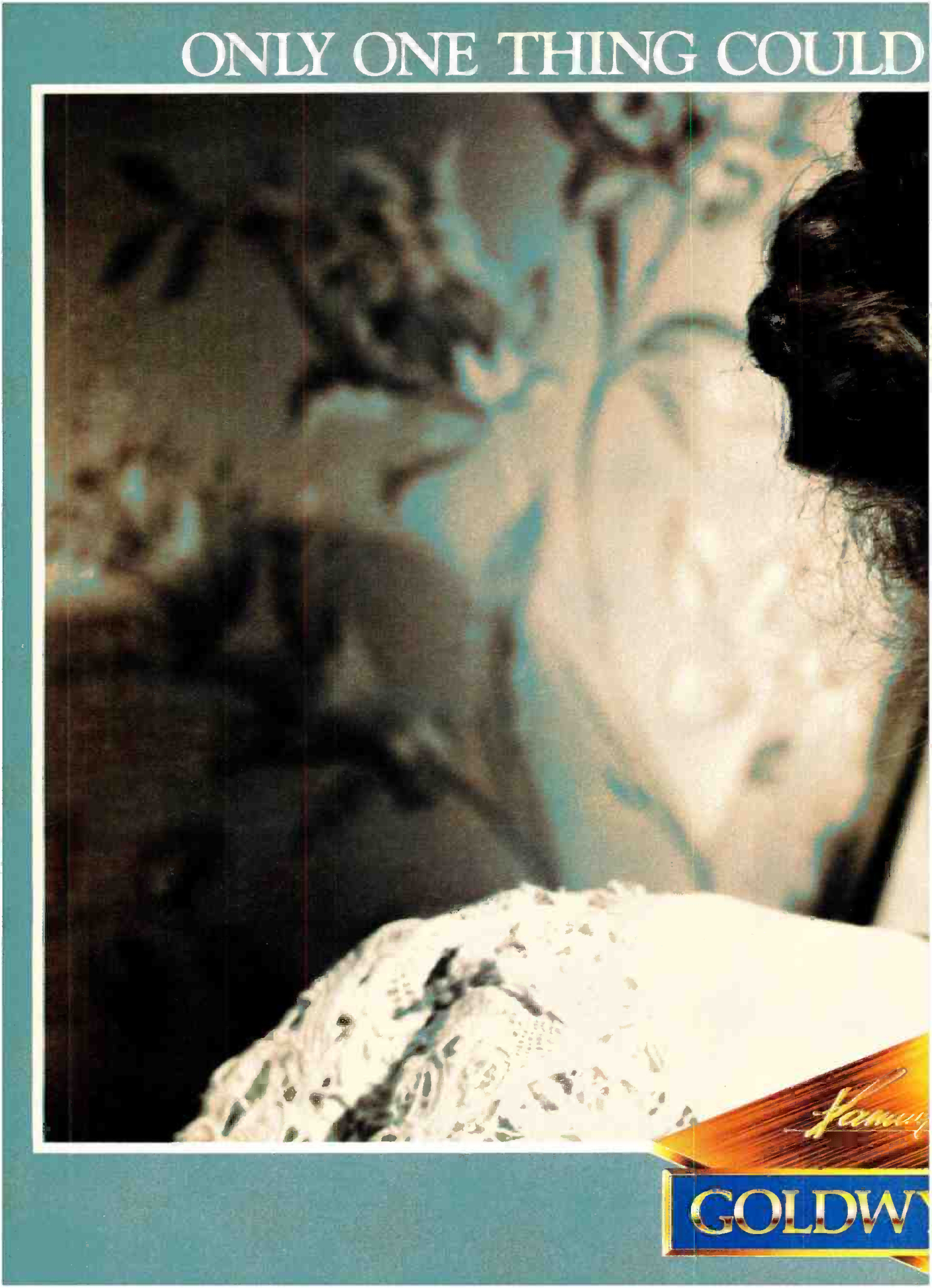
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TOP OF THE WEEK

Turmoil over takeovers

The subject of takeovers—long simmering on Washington burners—came to a boil last week. The FCC held its own meeting on the subject and then testified at a House hearing that solicited a roundtable of views. Ted Turner, who's maneuvering for one of the most ambitious takeovers around, went public at the National Press Club with an attack on the CBS management he seeks to dislodge. (Elsewhere, there was a growing sense that CBS's countermeasures have been effective and that the Turner bid was in trouble. Turner was turned back by the FCC last Friday in his request for expedited approval and remains bottled up in that agency.) But a precedent may have come at the end of the week to buoy both his plans and those of other takeover bidders: The FCC granted a special temporary authorization to Jack Kent Cooke in his run at Multimedia, empowering a trustee to collect tendered shares. It could clear the way for a new wave of takeovers to follow today's trend setters. This week, the Senate takes its turn in the takeover barrel.

FCC's Fowler tells House hearing that decision on CBS takeover may come before FCC completes rulemaking to decide what its role should be in hostile takeovers; strong FCC role urged by others

Ted Turner's attempt to take over CBS may have suffered a setback last week when FCC Chairman Mark Fowler told a House panel that the commission wouldn't be able to act on Turner's long-form transfer-of-control application before September.

It was during an appearance before the House Telecommunications Subcommittee that Fowler dashed Turner's hopes for faster action. Fowler was one of several witnesses, including Thornton Bradshaw, chairman of RCA, who testified. Bradshaw saw perils in some takeovers and called for evidentiary hearings.

The Senate Commerce Committee will go into hostile takeovers in a hearing this Thursday, July 18. Pending in the Senate is the Pressler-Eagleton bill that would require the FCC to hold evidentiary hearings on any hostile takeover of a broadcast network. A companion measure has been introduced in the House by Richard Gephardt (D-Mo.). CBS and TBS are expected to provide witnesses at the Senate hearing.

Fowler told the House subcommittee that

Talking takeovers at the House Telcomsubcom hearing are (l to r): Tom Rogers, subcommittee senior counsel; Representatives John Dingell, Tim Wirth and Matthew Rinaldo.

the FCC would probably decide the Turner case before it completes its rulemaking, begun last week, on its role in hostile takeovers of media properties (see page 29). That's assuming there's no evidentiary hearing in the Turner case. "If there would be an evidentiary hearing then that would obviously delay any final action in the CBS-Turner case," the chairman said.

As to the oral hearings on the Turner application that the FCC ordered last week, Fowler said: "I want to stress that these presentations would neither constitute nor take the place of an evidentiary hearing; however, we hope that they will aid the commission in determining whether material and substantial issues of fact exist that would require a hearing." Fowler also pledged that the FCC would remain neutral in the case and move on a "sound basis."

Some subcommittee members expressed concern over prospects that takeover cases would be decided before the FCC completes its rulemaking on the subject. House Energy and Commerce Committee Chairman John Dingell was especially critical.

"I hope you'll have the rules in place before the last merger is in place," Dingell said. He stressed that if the rules aren't established before cases are decided, they would only institute an "autopsy." He added: "What would you do about unscrambling


Bradshaw


Fowler


Hoffman Sharp Geller

this egg that is rapidly being turned into an omelet?"

"I don't think it is necessary to unscramble the egg as long as we insure that in the individual cases that come before us we have scrupulously met all the requirements of the [Communications] Act and require all the applicants to meet all the requirements of the act," Fowler answered.

Dingell was worried that the FCC's "ideological desire to see the market for corporate control operate free from government involvement will lead it to abandon its statutory responsibility for public interest review."

Dingell also was dissatisfied with the FCC's handling of the Storer case. In that matter, the FCC held that the transfer of control would not be substantial and approved the transfer under the short-form procedures. "Can you tell us how a proxy fight in a major broadcast conglomerate and potential dismemberment of a broadcast company constitutes a matter of minor concern?" Dingell asked.

Fowler defended the decision and said the agency was following statutory language permitting it to use the short form when there is not a substantial change in ownership or control of the licensee. "Our track record has been one where all of the parties have had sufficient notice and opportunity to participate to the extent that they wish," Fowler said.

"That is a judgment," Dingell responded, "that I do not share."

Subcommittee Chairman Tim Wirth (D-Colo.) said that it was important to "balance the principles of corporate democracy and the rights of shareholders against the need for the FCC to scrutinize a transaction to assure that the public interest is protected."

Wirth said he was specifically concerned about the effect of hostile takeovers on the quality and diversity of television programing. "Shouldn't there be some mechanism to measure out the effects of mergers on programing?" Wirth asked. Fowler answered: "I think that would be very difficult to do. One would have to determine what kinds of standards would be used to judge what is better programing than some other schedule of programs."

Wirth also underscored the importance of making sure that broadcasters seeking to take over another media company have adequate funding so that programing does not suffer. "If a company gets so involved in leveraged buyout that it ends up enormously in debt, that company is not going to have the resources to develop any programing at all. They might be in the business of having to run television commercials 25 minutes every hour for the purposes of meeting the enormous debt," Wirth said.

The subcommittee chairman also criticized the FCC's waiver process. He felt the agency was too lax in granting waivers of its crossownership rules to allow applicants to keep properties for up to two years after completing mergers to avoid "distress sales." But Fowler denied that the commission was granting waivers liberally. Wirth wanted to know why the FCC has no criteria to identify distress sales. He accused the agency of acting as a "shield."

The subcommittee's ranking minority member, Matthew Rinaldo (R-N.J.), voiced concern about the FCC's ability to remain neutral in the Turner-CBS case. Rinaldo pointed out that every day the FCC delays action it "injects bias into the decision." How can the FCC be neutral "if it fails to act on the Turner application since CBS has proposed its own tender offer that will go forward later this month?" Rinaldo asked. Fowler said he could not answer that specific question because the commission was in the middle of that proceeding. But he assured Rinaldo the FCC was striving to remain neutral.

RCA Chairman Bradshaw, testifying at the same hearing, called for careful scrutiny of hostile takeovers and cautioned against forced leveraging. "We are mortgaging the future of American industry to satisfy greedy raiders and give quick, easy gratification to market manipulators," he said.

Management, he warned, "is being forced to take on debt to pay off speculators in the short run for what shareholders would normally receive in the long run." He predicted that massive accumulations of debt resulting from a takeover could erode the quality of television programing and "lessen competition and diversity among the airwaves... and result in a loss to the American viewing public."

Bradshaw said there are broad public policy implications involved in contests for control of a network. "If the commission can scrutinize the financial qualifications of the transferee of a single television station, surely it should scrutinize with equal, if not greater, diligence the transfer of an entire network company, when that transfer has implications for owned and operated stations, affiliates, diversity and quality of programing, the long-term financial viability of the network and the long-term prospects for competition on the airwaves," he said. The RCA chairman called for evidentiary hearings when there is substantial question as to the effect a takeover might have on the network's financial ability to compete in the marketplace.

Other witnesses discussed the FCC's merger and acquisition policy and trends in the industry.

Nearly every publicly held company with broadcast assets has taken steps to erect barriers to prevent hostile takeovers, explained Anthony Hoffman, Cralin & Co. "If the current wave of offers sails through the various government regulatory bodies with little or no problems, there will be a second wave of deals with even more bizarre financing schemes," Hoffman predicted.

He said what is missing from FCC merger policy is a clear definition of the "elusive term, public interest." He suggested the adoption of statutory standards that broadly define that term. "The principal elements of such a standard should be the preservation or the enactment of: diversity of both entertainment and public affairs programing; the quality of such programing; the competitive environment which fosters diversity and quality, and a viable financial structure of the company which is the controlling element in the ability to maintain and/or improve upon the current diversity, quality and competitive environment," Hoffman said.

Former FCC Commissioner Stephen Sharp, now with the law firm of Skadden, Arps, Slate, Meagher & Flom, who represented the dissident directors of Storer, also appeared before the panel. (His law firm is currently representing CBS.) Sharp suggested that a proxy contest and a hostile tender offer be treated differently. "The former represents an effort by shareholders to exercise their rights under corporate and securities laws, while the latter is an attempt to acquire those rights," Sharp said. Furthermore, he added, "due to the way proxy contests and unfriendly tender offers are made, time is short and regulatory delay becomes a defensive weapon for incumbent management." And he stressed that all issues should be resolved before stockholders meet in proxy cases and before the date on which tendered shares must be purchased.

The former FCC official also recommended that one way to provide for public input in short-form applications would be to set up a 23-day timetable for comments and replies: "Interested parties would be given five days to inform the commission of their intent to object and another five days to file their objection. The applicant would be afforded 10 days to oppose the objections and objecting parties would have three days to reply."

Henry Geller, Washington Center for Public Policy, suggested that Congress amend Section 309 of the Communications Act "to make clear that any abrupt hostile change in control of the board does constitute a substantial change, necessitating notice and the opportunity for public participation." He maintained it was not sound policy to have the control of "important public trusts shuffled around, with no effective notice or public opportunity to participate." □

FCC searching for its role in takeovers

It votes to launch inquiry into what it should do about hostile takeovers, proxy fights

Now that it already has effectively stepped out of the way of attempts to take over Storer Communications Inc. and Multimedia Inc., the FCC has voted unanimously (with Commissioner James Quello concurring) to launch an inquiry aimed at finding out what it should be doing about those kinds of things.

Centrally at issue is how high to set the regulatory hurdles for those attempting hostile takeovers of companies with broadcast interests.

Thus far, a majority of the commissioners has approved one way parties can engineer proxy contests for media companies without getting mired in mud at the FCC. In clearing the way for a group of stockholders to attempt to get its own slate of directors elected to the board of Storer, a majority of the commissioners ruled that approval of a short-form transfer application—modified to require some rudimentary additional information on the citizenship, other media interests and legal record of the proposed new board members—was sufficient for that proxy contest to go forward (BROADCASTING, April 15). (Short-form transfer applications, which are not subject to petitions to deny, can be granted quickly; long-form applications, which are subject to petitions to deny, can be far tougher to get through.) Last week, the commission, stepping out of the way of Jack Kent Cooke's ambitions to take over Multimedia, gave its blessing to the use of special temporary authorizations to launch tender offers (see box, right). The inquiry, however, essentially asks whether there aren't better ways to proceed.

In a press release announcing the notice of inquiry (which was adopted the day before the House Telecommunications Subcommittee held its own hearings into the issue [see page 27]), the FCC said that when it comes to hostile tender offers, "a process" the FCC "viewed favorably at this time" would entail the use of an independent trustee to collect the tendered stock. The trustee, according to the release, could be granted transfer approval with a short-form application. The trustee would then be allowed to purchase any shares tendered and to take control of the licensee until the ultimate buyer was approved after a full-blown, long-form review.

The FCC is specifically requesting comment on how much the trustee should be insulated from the entity attempting the takeover and what powers the trustee should have.

In proxy contests, the FCC pointed at the modified short-form application process it approved in the Storer case. But at a press conference, James McKinney, FCC Mass Media Bureau chief, suggested there may be an even less burdensome alternative. If, as the commission majority ruled in the Storer case, the commenters in the rulemaking agree that the control of a corporation lies with the shareholders, there may be no reason to require those who want to wage proxy contests to file any transfer application, McKinney said.

Also in the press release, the FCC said it was seeking to insure that it was carrying out its statutory mandate; that it wanted to make sure the procedures or policies adopted are neutral; that it wanted to be able to come up with fast procedures, "because delay often favors one party in a dispute," and that it wanted to accommodate to the fullest extent possible state and other federal laws and policies governing corporations.

In his concurring statement, Quello emphasized his concern about permitting use of a short-form transfer to a trustee as a means of simplifying the process of a hostile takeover of a corporate broadcast licensee. "Section 310(d) of the [Communications] Act requires advance commission approval of any proposed transfer of ownership or control of a broadcast license," Quello said. "Section

Open sesame for tenderers

Opening wide the door for hostile tender offers of broadcast corporations, the FCC last week approved a two-step procedure enabling Jack Kent Cooke to launch a tender offer for Multimedia Inc.

By a 3-1 margin (with Commissioners James Quello dissenting and Dennis Patrick reserving his vote pending further study), the FCC approved Cooke's use of a trust agreement, which names former Senator Eugene McCarthy as trustee (BROADCASTING, June 24). Under the arrangement, McCarthy will be permitted to collect the shares tendered under Cooke's offer (using Cooke's money) while the commission considers Cooke's long-form transfer application, which was accepted last Friday (July 12). The FCC planned to issue the order permitting Cooke to proceed today (July 15).

In its Cooke action, the FCC granted an STA (special temporary authorization—good for 180 days) allowing McCarthy to solicit and acquire Multimedia stock. That authorization is renewable. (The FCC did not grant Cooke's short-form application. An FCC official said the commission decided the STA route was "cleaner." In the future, the official said the STA mechanism could permit applicants to avoid having to file short forms. Instead, they could simply make requests for trustee STA's with their long-form transfer applications.)

The STA granted places a variety of conditions on Cooke and the trustee, which go into effect when the trustee begins acquiring stock. For starters, Cooke would be required to place his own 9.75% of Multimedia into the trust. The trustee would be able to transmit, in writing only, information to Cooke on maintenance, management and operation of the corporation. (Cooke is not supposed to be able to transmit that information to the trustee.) Written communications only may be exchanged on the tendering and purchasing of shares. Cooke can't be directly or indirectly involved in the management or operation of the corporation. The trustee must maintain the status quo at the corporation. No substantive changes to the trust agreement will be permitted, and minor changes must be filed promptly with the commission.

309 sets out procedural requirements for consideration of these applications, and it specifically requires a formal opportunity for public comment on the applicant's qualifications. The act provides only two exceptions to these procedural requirements: applications for involuntary assignments or transfers, and applications that '[do] not involve a substantial change in ownership or control.' To accomplish a hostile tender offer, substantial ownership changes, accompanied by a transfer of ultimate control over the licensee, must occur. Such a transaction cannot be characterized reasonably either as involuntary or as less than substantial. Accordingly, a crucial question of statutory authority must be resolved before the commission could apply this approach," Quello said.

Quello also said he was concerned about the policy implications of authorizing the removal of a qualified licensee before considering and approving an application for the transfer of the license to a qualified successor. "After transfer to the trustee has been accomplished, questions may arise about the qualifications of the proposed ultimate licensee," Quello said. "Then assignment to a nontrustee licensee could be long delayed. As the trustee's term is extended, the possibilities would multiply for administrative difficulties to arise (e.g., questions about insulation of the trustee from the beneficiary) that could require detailed commission oversight. We must consider both the degree to which the trustee concept can be expected to work over an extended period, and we should question whether the special obligation of broadcast licensees to program in the public interest could be affected adversely by a trustee arrangement."

Quello also said he hoped for discussion of whether the adoption of "novel procedures" was necessary. "It is possible that potential 'raiders' might employ takeover strategies that would comport with existing procedures while assuring that shareholders can enjoy full voting rights," Quello said.

Commissioner Mimi Dawson said she hoped comment would be supplied on the relevancy of actions by the Civil Aeronautics Board and Interstate Commerce Commission, which are also required to give prior approval to transfers in the public interest, adopting voting trusts as a means of insulating ownership from control in mergers or tender offers.

Chairman Mark Fowler said he thought the notice, among other things, showed that "the marketplace does not stop at 1919 M Street," the FCC's Washington address. Fowler said the FCC was a "checkpoint" but that the notice was designed to show that the door to hostile takeovers at the FCC is "neither locked, booby trapped nor unattended."

After the meeting, McKinney said he assumed the commission would place "certain restrictions" on a trustee if the FCC adopted the short-form/trustee procedure outlined. McKinney said it was his "suspicion" that the commission, for example, wouldn't permit the trustee to sell assets, but would permit it to take "defensive maneuvers" against the company's management, which would in all likelihood be hostile. □

Turner blasts CBS management

At National Press Club forum, he says actions CBS has undertaken in wake of his takeover bid have been detrimental to company

In his first major speech concerning his bid to take over CBS, Ted Turner rebuked CBS's management last Tuesday for waging a three-month campaign to entrench itself and prevent the company's shareholders from considering his offer.

Turner, speaking before a packed house at Washington's National Press Club, singled out CBS/Broadcast Group President Gene Jankowski for special criticism, suggesting that Jankowski was a poor and wasteful manager. Turner, who owns CNN and CNN Headline News, also took a shot at CBS News and its president, Ed Joyce.

In its April 18 bid, Turner Broadcasting System offered a package of TBS shares and high-yield, high-risk notes—so-called "junk bonds"—valued by Turner at $175 (and by others at something less) for each share of CBS stock. CBS, in response, has offered a buy-back of 21% of its stock at $150 a share (BROADCASTING, July 8).

"Although CBS has consistently disparaged our offer, its board of directors has seen fit to propose drastic measures designed solely to prevent shareholder consideration of our offer," Turner said, reading, uncharacteristically, from a long prepared statement. "This conduct reflects blatant disregard by the CBS directors for their fiduciary duties to the CBS shareholders. In short, CBS board of directors has usurped or is planning to usurp the rights of their shareholders to determine the future of the shareholders' company."

As an owner-manager, Turner added, he finds it "totally unacceptable that persons with little or no stake in the companies that employ them would seek to make themselves unaccountable to their owners and presume the right to make investment decisions for their stockholders. This is totally inconsistent with our principles of a democratic society."

Turner called CBS management's scheme to buy back 6.4 million shares of CBS stock (21% of those outstanding) for nearly $1 billion "the culimination" of its campaign to thwart the TBS takeover. If the CBS bid succeeds, he conceded, it would make it "extremely difficult... if not impossible" for TBS's offer "to have any chance whatsoever."

Turner read a litany of "drastic measures" CBS management and its board of directors had taken before the announcement of the buy-back plan on July 3:

■ Management entered into two revolving credit agreements containing "poison pill features." (In Wall Street parlance, a "poison pill" is an action taken by incumbent management that weakens the company, but, at the same time, makes it more difficult to be taken over.)

■ The board amended the by-laws of the corporation to eliminate the right of shareholders to call a special meeting of the corporation.

■ Management filed "unmeritorious" claims in [U.S. District Court in New York] against Turner and TBS and a "nonmeritorious petition" at the FCC seeking denial of TBS's transfer of control.

■ Management has lobbied "extensively" to persuade the New York state legislature to enact legislation that would give the incumbent CBS directors "virtual veto power" over TBS's offer. The legislation, he added, raises "serious" constitutional issues. (Although the legislation, which is directed at noncash tender offers, was passed by the legislature, it has yet to be signed into law by Governor Mario Cuomo, and some feel he may veto the measure.)

■ Management intervened at the Securities and Exchange Commission to delay approval of TBS's bid. (After a two-month review, the SEC cleared the bid on June 21.)

■ Management has attempted to persuade investment bankers and others not to provide services to TBS and has tried to convince the American Stock Exchange not to list TBS securities.

■ Management "caused" its accounting firm, Coopers & Lybrand, to prepare an "unprecedented" letter wrongfully accusing TBS's accounting firm of "certifying false and misleading financial statements." The letter was sent to the SEC and others, Turner said.

■ The board has struck an employment agreement with CBS Chairman Thomas A. Wyman, which requires the payment of "substantial benefits" to Wyman if he quits in the wake of a takeover.

Claiming that CBS is in need of new management, Turner cited comments made by Jankowski during the Consumer Press Tour in Phoenix last month (BROADCASTING, June 17).

He ridiculed Jankowski's statement that CBS has been unable to find a suitable television station to buy and add to the five it already owns. One reason CBS hasn't purchased another major-market station, Turner said, is that, once it took control, "profits would be dramatically reduced." As best he can determine, he said, CBS generates a 22% operating profit on its stations, half of what Capital Cities does with its stations.

Turner also cited Jankowski's comment that much of the $150 million that the CBS network spends on program development is "thrown away." "We at Turner Broadcasting, to my knowledge, don't throw a nickel away," said Turner. "By their own admission, I think it's time they had some new management over there."

And Turner had a lot of fun with Jankowski's comment that his chief concern was the slippage of ABC ratings, which, Jankowski said, might cause advertising prices to drop at all three networks. "Can you believe that?" Turner asked. "They ought to show that to the Justice Department. I mean, they ought to lock them all up. It's what I've been saying for years."

If he were Jankowski, Turner said, he

Turner in trouble?

CBS's recapitalization could prove pre-emptive bid if TBS can't delay it in courts or at FCC—or come up with even richer offer

Everybody agrees that CBS's latest effort to block Ted Turner's hostile takeover bid for the company—a $1-billion offer to buy back slightly more than one-fifth of the company's outstanding shares—was a good move. The question: Is it check or checkmate?

If Turner knows the answer, he wasn't letting on during his speech and comments at Washington's National Press Club last Tuesday (see page **xx**). If CBS's offer is successful, he said, "it would be extremely difficult, if not impossible, for our offer or any other similar to it to have any chance whatsoever."

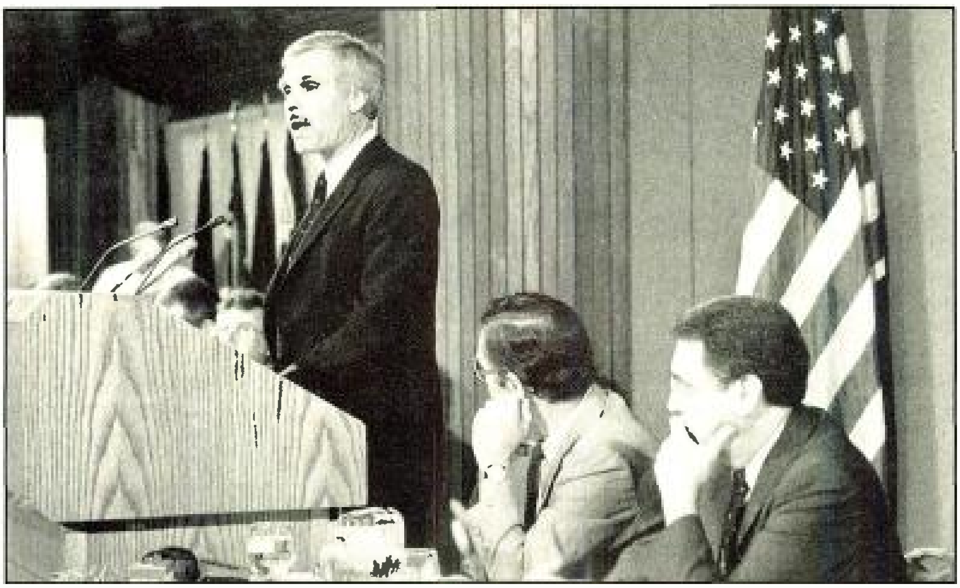
But Turner deflected all questions on whether he would or could counter the CBS move with a more attractive bid, saying only that "we are looking at a number of options." Most believe Turner's only option is to improve his bid by offering cash in addition to TBS stock and high-yield, high-risk notes (so-called "junk bonds"). According to Marc Riely, an analyst with F. Eberstadt & Co., the CBS scheme would not "impede a cash-rich takeover."

On July 3, CBS offered to buy back 6.4 million shares (21% of those outstanding) for $150 each—$40 cash and $110 in long-term notes paying 10 7/8% interest. The Securities and Exchange Commission put its stamp of approval on the plan last Thursday. Although shareholders may now tender shares, CBS doesn't expect to see many until just before the offer expires on July 31.

The buy back of stock, per se, does not cause Turner difficulty. What does are various "poison pill" provisions of a private placement of preferred stock and the issuance of the notes. Two of the provisions put caps on the debt-to-capital ratio that the company may carry on its books and Turner's highly leveraged offer would cause the ratio to exceed the caps.

. Turner's only reaction to the CBS offer has been in the legal-regulatory arena. No sooner had CBS announced its plan than TBS was in U.S. District Court in Atlanta asking for injunctions against implementation of the plan on grounds that CBS management is trying to entrench itself and that the CBS directors have violated their fiduciary responsibility to CBS shareholders. TBS also asked the FCC to declare that the plan constitutes a transfer of control requiring FCC approval (BROADCASTING, July 8). On Turner's request for an expedited hearing, the Atlanta court has scheduled a hearing for July 24. Jim McKinney, head of the FCC's Mass Media Bureau, said the bureau plans to take up the the Turner petition this week.

BS bid was one of Turner's topics at the National Press Club last week. Although he said at the outset he would not discuss the relative merits of the CBS and TBS bids, he made one comparison. CBS has bid for only a little more than one-fifth of the shares out-



Turner

would be worried that ABC had outbilled CBS in 1984 and that NBC was beating CBS in the ratings this summer and will probably beat it next fall.

Turner nailed Joyce for his admission, also in Phoenix during the press tour, that CBS News is "not very good" at getting different points of view on the air. "It's high time there is a change," Turner said. "Because I will say at CNN we do an excellent job of getting a variety of voices on the air." Turner also thought Joyce was "condescending" in his comments describing CNN as a "respectable processor of news" and a "valuable service" that he would hate to see disappear.

If his bid succeeds, Turner said, he would not make any "real radical shifts" in the CBS programing. There would, however, be "a general difference in emphasis."

As he has often in the past, Turner attacked the quality of programing on all three networks which, he said, "run too much violence, too much sleaze, too much stupidity, not enough dealing with the important and critical issues of our time."

During the Q-and-A period following his speech, Turner said, if successful, he would not cancel CBS's *60 Minutes* even though it has done "a hachet job on just about everyone" and had the arrogance to suggest to former President Jimmy Carter that he had the image of a "loser." "I would just try to increase the objectivity of it." (Turner himself was the subject of a generally flattering profile on the news program in 1979.)

And Turner said he would not fire *CBS Evening News* anchor Dan Rather, whom conservative groups have accused of having a liberal bias. "He doesn't look like such a bad guy to me," he said. "I look forward to meeting him."

Turner said he believes that reporters tend to be liberal because they go where there is tragedy and poverty. "They care more, because they see more," he said. □

Turner hits FCC hurdle

The FCC has added to Ted Turner's woes by formally turning down Turner Broadcasting System's emergency request for approval of its takeover bid for CBS by today (July 15) (BROADCASTING, July 8). In a letter last Friday (July 12), the FCC Mass Media Bureau noted that it has scheduled en banc hearings Aug. 1 and 2 to consider Turner's proposal. The commission wants to hold those first. "We are unable, therefore, to grant your request for expedited approval," the Mass Media Bureau said.

In the letter, however, the bureau said the applications were being considered "expeditiously." And at a press conference, James McKinney, FCC Mass Media Bureau chief, said there was no legal reason the bureau couldn't grant Turner's short-form application—which would permit Turner to launch his tender offer through a trustee while the FCC considered his long-form application—by the end of this month.

Turner last week filed the voting trust agreement for his short-form application, proposing former Senator William Hathaway (D-Me.) as trustee.

Among the topics the FCC said it wanted parties to pay particular attention to at the en banc hearing: whether TBS had the requisite financial qualifications; what FCC rules and polices on diversity of information services and economic competition would be affected, and what "substantial and material facts" are being disputed on those topics.

Proceeding commenters wanting to participate should submit a written request to the FCC secretary, William Tricarico, by July 22.

FCC officials confirmed last week that the earliest the commission would be able to address Turner's long-form application is September.

The ball's in play at Multimedia

On Friday, the FCC granted Jack Kent Cooke special temporary authority to move forward with his tender offer to Multimedia Inc. shareholders (see box page 29). But the way may not yet be clear, and the investment community was left last week trying to puzzle out what Cooke's next move would be. There seemed to be some sentiment that the McLean, Va.-based businessman would go forward with a tender for more than $65 a share, as Multimedia stock rose from roughly 57, where it had traded over several weeks, to 61¾ by late Friday afternoon. But so far there have been no public defections from the management and family groups owning more than 40% of the company, and that would seem to preclude Cooke's gaining the two-thirds majority he would need to effect a merger.

Cooke may feel that a simple majority ownership will accomplish his purposes for the time being. But even that feat could be difficult as the company announced over a month ago it had obtained a $300 million line of credit for share repurchases. In addition it has right of first refusal purchase agreements with institutions owning roughly 10% of Multimedia's outstanding shares.

Cooke's three-month-old bid for the company may well hinge on the success in South Carolina courts of his complaint challenging agreements among the families and institutions—in connection with the complaint, Cooke himself is to be deposed on July 15 and 16 in Washington. Although Judge C. Victor Pyle in the court of common pleas for Greenville, S.C., has agreed to hear Cooke's complaint, he has also indicated the hearing date could well fall after the vote on the recapitalization, and the plan would take effect almost immediately upon approval by the shareholders.

Thus it is important that Cooke obtain a preliminary injunction delaying the recapitalization. Pyle denied that request several weeks ago and last week Cooke's lawyers were preparing an appeal to the South Carolina supreme court. The company's recapitalization has been delayed until now by the failure of the Securities and Exchange Commission to approve the proxy statement that was submitted two months ago. Company chief financial officer Donald Barhyte said part of the problem seems to be that constant new developments have required updating of the proxy but, he said, the changes in no way materially affect the terms of the recapitalization. That plan would keep the company public, and offer a variety of options involving cash, debt and stock in the newly capitalized company, all valued somewhere over $54 per share. Barhyte said he expects SEC approval of the proxy soon and that the meeting would take place roughly 30 days following.

standing, he said, while TBS has made an offer for all of them.

Turner, who claimed to have spent $15 million in the pursuit of CBS so far, called the CBS plan "a partial recapitalization, a partial cutback and a partial liquidation of nonbroadcast assets." It is, he added, "only a portion of what needs to be done."

The CBS bid highlights some of the fallacies in CBS management arguments against the TBS bid, Turner said. Although CBS management claimed prior to its bid that the cost-cutting proposed by TBS was "impractical," he said, the CBS proposal states that CBS can cut projected overhead by $20 million a year by 1987. Turner called Wyman's comment two weeks ago that CBS could not be characterized as a "lean and hungry" operation an "admission" that the company was wasting money. "Why are they taking [cost-cutting] action now?" Turner asked. "Why didn't they take it a long time ago?"

CBS had also claimed that the sale of its nonbroadcast assets, a key element of TBS bid, would be "imprudent," Turner said. Yet CBS, he pointed out, now says it will sell some nonbroadcast assets to raise $300 million to help finance its offer. (Wyman, in his press conference comments, did not preclude the possibility of selling some broadcast assets as well.)

CBS had also argued that TBS's projection of 8% annual growth in operating profits for its broadcast business was unrealistic, Turner said. "Now CBS projects net income per share to increase approximately 25% in 1986 over 1985 and approximately 20% in 1987 over 1986," he said.

According to Turner, the CBS bid contains "a sweetheart deal" for CBS founder and former chairman William S. Paley. Turner was referring to a provision in which CBS agreed to purchase from Paley and "related persons" up to 434,489 of their 1,908,246 shares for $65 million cash ($150 per share) between August 1988 and August 1995. According to the CBS prospectus, the deal, designed to limit the shareholders' tax liabilities, was made in view of Paley's "commitment to" and "long identification with" CBS.

Despite the obstacle created by the CBS bid, Turner seemed at the National Press Club to be as confident as ever that he would capture CBS. " 'If we fail,' " he said in response to a question, "is not in my vocabulary. □

CBS earnings down; Broadcast Group continues to shine

Decline of 22% in second quarter is somewhat offset by record profits from Broadcast Group; corporate expense, which includes money spent in defense of Turner takeover bid, amounts to $19.5 million

A record second quarter for the CBS/Broadcast Group helped reduce the effect of declining income throughout most of CBS and increased interest and corporate expenses. But the company, which announced its second-quarter earnings last week, still had a 22% decline in net income to $69.3 million on a 4% revenue gain to $1,231,600,000.

The Broadcast Group showed a 10% revenue increase to $737.2 million and a 14% operating profit increase to $181.1 million. According to CBS Chairman Thomas H. Wyman, the Broadcast Group "not only set a record in operating profits for any quarter in its history, but has also reported the largest quarterly operating profit of any broadcasting entity ever."

George Schweitzer, vice president, communications and information, CBS/Broadcast Group, said that continuing attention to costs allowed operating income to increase more than revenue. One industry observer said the cost increase for the Broadcast Group was a "medium single-digit" percentage.

Schweitzer said the network's performance was good across all dayparts and that there were no unusual items that helped or hurt comparisons with last year's second quarter—this year the NBA championship series ran six games; last year the seventh game was the highest rated game ever. Schweitzer also said that RadioRadio, CBS's youth-oriented FM network, was "increasingly profitable."

Income from continuing operations, excluding the musical instruments division that was discontinued last year, declined less (12%) than net income. The CBS/Records Group suffered by comparison with last year and as a result operating income for the group dropped 38% on an 8% revenue decline (the operating income margin was 6.7%). "Other" operations of the company showed a large increase in losses to $32 million, compared to $8.8 million in the previous second quarter. CBS said the loss was primarily the result of continuing problems with its toy operations. As expected, accounting rules associated with the company's purchase of 12 Ziff-Davis magazines lowered, on paper, the income of the CBS/Publishing Group.

Other items helping to reduce profits were a 40% rise in general corporate expenses. Some, and perhaps most, of that increase to $19.5 million can be attributed to costs incurred by the company in defending itself against Ted Turner's takeover bid. Net interest expense was $12.7 million, up from $3.3 million, as a result of money borrowed to pay for the Ziff-Davis magazines purchase. Income from joint ventures—comprising CBS/Fox, Trintex and Tri-Star—more than doubled to $4.9 million. Earlier this year, Senior Vice President Fred J. Meyer told security analysts that CBS/Fox Co. produced about $300 million in revenue and $50 million in pre-tax earnings in 1984. □

What to do with the CRT?

At Kastenmeier's House hearing present boss calls for bigger turf while ex-chairman writes it off

Congressional interest in reforming the Copyright Royalty Tribunal continues to pick up steam, but it's still unclear how the lawmakers will go about it. To eliminate the agency or merely fine-tune it was the question debated by witnesses appearing last week before a House Copyright Subcommittee.

Only one of the CRT's two sitting commissioners was present at the hearing. Commissioner Mario Aguero was hospitalized and unable to attend. Aguero is expected to return to work today. There was some concern expressed that if Aguero were unable to return to the CRT because of his illness, how would the tribunal function with one commissioner?

The lone commissioner present, Edward Ray, told House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) that the tribunal could not operate with just one commissioner.

This was the second of at least three oversight hearings to be held by the subcommittee. Ray called for only "some repairs" of the agency. One witness advocated permitting the tribunal to distribute the cable royalties it collects but not set rates, and still another recommended replacing the CRT with a federal copyright agency.

A former CRT chairman called for abolition of the agency. In a written statement voluntarily submitted to the subcommittee, Marianne Mele Hall, who resigned in May as chairman of the tribunal after coming under fire for her part in the preparation of a controversial book, "Foundations of Sand," suggested the CRT be "disbanded immediately."

Hall said the agency was "effectively paralyzed." And, she wrote, "Its seven-year precedents for incompetence, ineffectiveness, apathy and apparent corruption have rendered it totally useless and totally unjust."

She cited several reasons for arriving at that decision. As chairman, she found that the "greatest impediment to reform was that the chairman had no authority to make changes, nor any higher authority to appeal to for the making of changes." She added that the chairman "could not exercise any influence over the other commissioners or staff [other than his own personal secretary] nor could the chairman seek support from the White House or the Congress."

To make matters worse, Hall said, the White House refrained from interfering and the legislative oversight committees were too busy to become involved "except your committee [the House Copyright Subcommittee], once every two years." It made no difference how hard a chairman worked to reform the CRT, Hall said, there was no way to "overcome the inertia and resistance internally. And no external source cared enough to offer support or aid."

Hall also submitted an updated memo outlining some of her earlier concerns. During her tenure, Hall found for example, that some of the CRT's files from major proceedings were missing. She also discovered after an analysis of all the tribunal's distributions, that some parties had not received equal pro rata shares of their allocations, "which meant that expenses and earnings on the remaining fund were not being distributed equitably among all claimants." Hall said she corrected that situation and also "equalized pro-rata distributions to those claimants whose awards had been altered by appellate decisions."

In an interview following the hearing, Kastenmeier said Hall's letter and memo were "difficult to analyze." He said they contained serious allegations. "There are some inconsistencies in terms of: Were these the same positions she had several months ago? They apparently are not; they go beyond that. Yet they have to be looked at." Kastenmeier said the subcommittee would pursue the matter but that he was not interested in getting the GAO to audit the agency.

Hall's concerns were not shared by Ray who said it was "strange" that Hall's letter calling for an end to the tribunal came after her resignation. "It's very strange that one week before the oversight hearing in May this same chairman recommended to this same subcommittee restructuring the CRT, not to abolish the CRT but to experiment," Ray said. "One does not know if being chairman leads to one conclusion and not being chairman leads to another conclusion," Kastenmeier said.

Ray compared Hall's letter to another event in the CRT's history, when a former commissoner, Clarence James, resigned in 1981 in a cloud of controversy and later recommended abolishing the tribunal. "I think a commissioner's assistants are independent to that particular commissisoner," Ray testified, "and the chairman should not have power over another commissioner's assistant. And in a small agency, I don't think a chairman should have the right to hire a general counsel without approval of other commissioners. I don't believe a chairman should have the right to approve major expenses without the approval of a majority of commissioners."

Ray defended the tribunal. He told the congressmen that rate-making is not an impossible job. "It's difficult, but it would be much easier if we had sufficient professional staff," he said. Ray emphasized that the CRT needs some restructuring, and that what it needs most is "sufficient staff." Ray also favors reducing the size of the agency from five to three commissioners. "In my opinion, I believe the CRT can function quite well with three commissioners, three confidential assistants working exclusively for their commissioners, a general counsel who has a secretary, a part-time economist, and general office help," Ray said. Aguero, in a written statement, said he feels the tribunal should operate with five commissioners.

Kastenmeier introduced a bill, H.R. 2784, the Copyright Dispute Resolution and Royalty Act, that would substitute federal judges for the CRT commissioners, creating the Copyright Royalty Court to replace the CRT (BROADCASTING, June 24). Another measure, offered by subcommittee members Mike Synar (D-Okla.) and Pat Schroeder (D-Colo.), would eliminate the tribunal and freeze cable royalty rates until 1988 (BROADCASTING, June 17). The bill gives Congress until Jan. 1, 1988, to come up with another process for determining royalty rates. If Congress failed to act, the entire system would disband.

Kastenmeier said another hearing will bring in representatives of the various industries affected by CRT decisions. National Cable Television Association President James Mooney has already asked to testify. Kastenmeier said: "I don't see the subcommittee moving on this on markup the rest of this month. But we might go to one of these bills in September, but there are a number of people I need to talk to yet."

Paul Goldstein, professor of law at Stan-


Ray


Goldstein


Toohey

ford University, said that Congress should set the compulsory license rate. He recommended establishing rates at a level "that it judges appropriate and then provide that this rate float up—or down—according to some predetermined index chosen by Congress for each compulsory license." While Congress would set the rates, the CRT distributive functions should be retained. He also recommended reducing the size of the tribunal from five to three commissioners.

Goldstein, however, noted that some of the problems "perceived to lie in the operations of the CRT may lie not so much with the tribunal as with at least some of the compulsory licenses here." He suggested it may be appropriate for Congress to "consider whether, for at least some of the act's compulsory licenses, this transitional function has been exhausted, and it is time to move on to a regime of exclusive rights."

Daniel Toohey, with the Washington law firm of Dow, Lohnes & Albertson, proposed creating a federal agency to administer and ajudicate all matters arising under the copyright law. He said the functions of the tribunal can be folded into the proposed agency. He argued that the present administration of copyright law does not answer questions that affect small businesses, libraries and schools as well as motion picture studios, communications equipment manufacturers, and cable systems. "All would benefit from a conveniently accessible forum, able to rule relatively quickly and inexpensively with consistent policy," Toohey said. □

Patrick sails through friendly confirmation hearing in Senate

Commissioner fields questions on corporate takeovers; Wilson praises him for role in raising multiple ownership limits

FCC Commissioner Dennis Patrick's confirmation hearing before the Senate Commerce Committee last week passed without a hitch.

In a cordial, 20-minute session, Senators Slade Gorton (R-Wash.) and Wendell Ford (D-Ky.) asked the commissioner, who is seeking Senate confirmation for a new FCC term of seven years, about takeovers of media companies. Ford asked what Patrick thought about holding evidentiary hearings for media companies with networks involved. But Senator Robert Kasten Jr. (R-Wis.) may have asked the most revealing question: "What would I do if I wanted to encourage an evidentiary hearing?" (The Kasten question came after the hearing in a hallway conversation with Patrick; the senator had arrived late for the hearing and asked for a fill-in).

CBS has urged the commission to hold just such a hearing on Ted Turner's takeover bid. In an interview shortly after he posed

Patrick

his question to Patrick, Kasten told BROADCASTING he thought the FCC should hold an evidentiary hearing on Turner's bid.

(Patrick told BROADCASTING he had paraphrased for Kasten what he had said at the hearing, sticking to procedural matters. Patrick also said he had told Kasten that he could talk about no specific cases pending before the commission. Patrick said he walked away when he heard a reporter ask Kasten a specific question [on the merits of the TBS/CBS case]. "My impression was that he [Kasten] wasn't expressing a position on CBS/TBS or trying to influence me one way or the other, but was rather trying to understand how the statute [the Communications Act] works," Patrick said.)

At the hearing, Patrick told the senators he thought the FCC would be "required" to hold evidentiary hearings on proposed transfers of media companies if "material and substantial questions of fact" about whether the transfer was in the public interest were raised. In response to another question, Patrick said transfers involving a network may raise special issues. After the hearing, Patrick told BROADCASTING he had not been speaking of the TBS/CBS case. "I think the FCC realizes networks raise certain issues regarding competition and diversity that the FCC has to think about," Patrick said, declining to elaborate.

Senator Pete Wilson (R-Calif.), who had been scheduled to introduce Patrick formally to the committee but arrived late, praised Patrick for the "intellectual courage" Wilson said Patrick displayed in such proceedings as the commission's relaxation of its multiple ownership rules. Wilson also applauded Patrick for the role he has played in "reserving a portion of the spectrum for public safety."

Ford and Kasten said they would submit additional questions for Patrick to answer. Ford said he wants Patrick's replies before the committee approves Patrick's nomination. A committee official thought it likely that Patrick's nomination could be approved at a committee markup scheduled July 18. The hearing was chaired by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) □

Developing countries' demands key to U.S. Space WARC proposal

With the Space WARC that will chart the method to be followed in planning the fixed satellite services scheduled to start next month in Geneva, the U.S. is stressing its willingness to "sacrifice" and "lean over backward" to meet the demands of developing countries for a "guarantee" of "equitable access" to the geostationary orbit. The U.S. is promoting that attitude in an effort to defuse efforts by developing countries to win endorsement of an *a priori* plan, under which slots would be reserved for countries, regardless of need.

U.S. concern that developing countries, which constitute a majority of the members of the International Telecommunication Union, might prevail on the issue is evident in the three-step proposal the U.S. has developed for presentation at the WARC (see page 48, also BROADCASTING, June 17). The proposal stands as a recognition that the developed countries cannot defeat an *a priori* plan without an alternative. And the U.S., officials make clear, is determined to maintain the flexibility that now exists in the assignment of slots and frequencies.

The U.S. position was publicly illuminated twice last week—by Ambassador Dean Burch, who will head the U.S. delegation to the Space WARC, in a speech at the American Bar Association meeting, in Washington, on Monday (July 8), and by two members of that delegation in a briefing for the press, on Thursday (July 11). On both occasions, the theme was American determination to find a way to work for guaranteed "equitable" access to the geostationary orbit for all countries—and to oppose *a priori* planning, which the U.S. contends is inefficient and would only inhibit technological development.

For instance, one element in the plan calling for multilateral, instead of the present bilateral, coordination of space requirements introduces what one of the briefers said was "burden sharing." (The briefers cannot be identified under the ground rules of the briefing.) In the present evolutionary system, countries are assigned slots on an as-needed (or "first-come, first-served") basis, and the burden of the adjustments to be made when a new satellite system emerges are shouldered by the newcomer. Under the U.S. proposal, they would be shared.

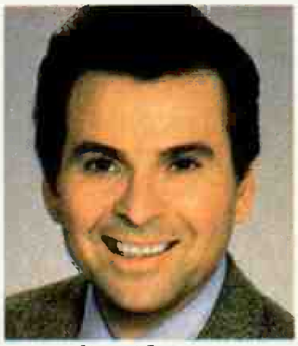
The second element in the plan is also said to represent a U.S. readiness to "lean over backwards." It is designed to assure developing countries access to portions of the "expansion bands," which was assigned by the General WARC to the fixed satellite service spectrum in 1979. It would permit countries to reserve 300 mhz of spectrum for uplinks (6425-6725 mhz) and 300 mhz for downlinks (4500-4800 mhz) 15 years in advance. But the critical aspect is the U.S. commitment to forgo use of the expansion bands for for domestic service for 10 years—and to urge other developed countries to do the same, thus reserving the bands for the use of developing countries. □

America[SM]

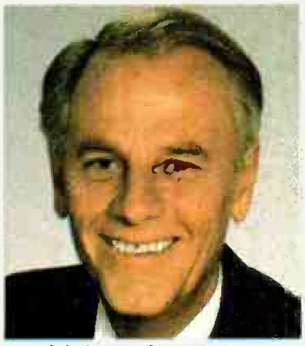
"The syndicated strip that promises to be next season's biggest non-network hit"*

—Hollywood Reporter—June 19, 1985

Sarah Purcell



Stuart Damon



McLean Stevenson

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Boston	WBZ—NBC
Detroit	WDIV—NBC
Washington, D.C.	WJLA—ABC
Dallas	WFAA—ABC
Cleveland	WJKW—CBS
Houston	KPRC—NBC
Pittsburgh	WPXI—NBC
Miami	WPLG—ABC
Minneapolis	KSTP—ABC
Atlanta	WSB—ABC
Seattle	KIRO—CBS
Tampa	WXFL—NBC
St. Louis	KMOX—CBS
Denver	KCNC—NBC
Sacramento	KXTV—CBS
Baltimore	WJZ—ABC
Indianapolis	WRTV—ABC
Hartford	WFSB—CBS
Phoenix	KTSP—CBS
Portland	KATU—ABC
San Diego	KFMB—CBS
Cincinnati	WCPO—CBS
Nashville	WTVF—CBS
Milwaukee	WITI—CBS
Orlando	WESH—NBC
New Orleans	WWL—CBS

Greenville, S.C.	WYFF—NBC
Columbus, OH	WCMH—NBC
Birmingham	WVTM—NBC
Salt Lake City	KSL—CBS
Grand Rapids	WKZO—CBS
Providence	WPRI—ABC
Norfolk	WVEC—ABC
Dayton	WHIO—CBS
Albany, NY	WRGB—CBS
Greensboro	WFMY—CBS
Tulsa	KOTV—CBS
Shreveport	KTAL—NBC
Richmond	WXEX—ABC
Little Rock	KATV—ABC
Wichita	KAKE—ABC
Mobile	WEAR—ABC
Albuquerque	KOB—NBC
Fresno	KSEE—NBC
W. Palm Beach	WPTV—NBC
Jacksonville	WJXT—CBS

Green Bay	WBAY—CBS
Des Moines	KCCI—CBS
Roanoke	WSLS—NBC
Omaha	WOWT—CBS
Champaign	WCIA—CBS
Spokane	KREM—CBS
Honolulu	KGMB—CBS
Paducah	WSIL—ABC
Austin	KTBC—CBS
Chattanooga	WTVC—ABC
Jackson, MS	WAPT—ABC
Springfield, MO	KOLR—CBS
Tucson	KVOA—NBC
Baton Rouge	WAFB—CBS
Lincoln	KOLN—CBS
Evansville	WEHT—CBS
Springfield	WFSB—CBS
Ft. Wayne	WKJG—NBC
Sioux Falls	KDLT—NBC
Las Vegas	KLAS—CBS

Peoria	WMBD—CBS
Fargo	KXJB—CBS
Colorado Springs	KOAA—NBC
Madison	WISC—CBS
El Paso	KDBC—CBS
Charleston	WCIV—NBC
Monterey	KNTV—ABC
Ft. Myers	WINK—CBS
Montgomery	WSFA—NBC
Santa Barbara	KEYT—ABC
Yakima	KAPP—ABC
Duluth	WDIO—ABC
Eugene	KMTR—NBC
Wichita Falls	KAUS—CBS
Wausau	WAEO—NBC
La Crosse	WKBT—CBS
Boise	KTVB—NBC
Traverse City	WPBN—NBC
Sioux City	KTIV—NBC
Chico	KRCR—ABC
Minot	KFYR—NBC
Bakersfield	KBAK—ABC
Topeka	WIBW—CBS
Bangor	WVII—ABC
Abilene	KTXS—ABC
Medford	KOBI—NBC
Anchorage	KTUU—NBC
Roswell	KSWS—NBC
Casper	KCWY—CBS
Farmington	KOBF—NBC

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DOMESTIC TELEVISION AND VIDEO PROGRAMMING

POST-NEWSWEEK STATIONS, INC.

'Wheel of Fortune' continues Cassandra dominance

It wins for sixth straight ratings period, although its numbers are down slightly; 'M*A*S*H' remains in second

For the sixth consecutive sweep period, King World's *Wheel of Fortune* was the number-one ranked syndicated program, according to A.C. Nielsen Co.'s Cassandra Report for the May 1985 local sweep period. But the game show everyone is trying to beat—its national rating is almost twice that of the nearest competitor—suffered a lower average than its rating for the two previous sweep periods. During May, *Wheel* triumphed with a 16.0 national rating on 182 stations, but was still 3.7 rating points off its February 1985 average and 0.4 of a point under November 1984.

Although the May averages for *Wheel* were under those of February and November, reflecting, the generally lower viewing levels of that month compared to February and November when households using television (HUT) are at a peak, the leading game show was 30% ahead of its 12.3 national rating during the May sweeps a year ago.

Pulling up behind *Wheel* was 20th Century Fox's *M*A*S*H*, which scored an 8.7 on 169 stations, down from a 10.9 rating on 168 stations last February after it had risen from a 10.0 rating on 164 stations during the November sweeps. In May 1984, *M*A*S*H* averaged a 9.6 rating on 164 stations.

Moving up from fourth in February to tie for third in May was King World's *Jeopardy*, which averaged an 8.0 rating on 133 stations. Despite a lower average than the 9.5 national rating it scored in February on 127 stations, the show has moved up steadily since it came in 11th during last year's November sweep with a 7.2 rating.

D.L. Taffner's *Three's Company*, tied with *Jeopardy* for third, averaged an 8.0 rating on 168 stations, compared to a 10.7 rating on 171 stations last February and a 9.0 rating on 151 stations a year ago for May.

Also moving up in the rankings was Group W's *PM Magazine*, which last February tied for sixth place with an average 9.1 rating on 66 stations after dropping from fifth place with an average 8.3 rating on 78 stations in May 1984. During the most recent May sweep, *PM Magazine* climbed back to fifth with an average 7.5 rating on 65 stations.

Paramount's *Entertainment Tonight* slipped in ranking for the third consecutive sweep period. During May it averaged a 7.4 rating on 152 stations, compared to a 9.3 rating on 146 stations last February, when it ranked fifth, and an 8.7 rating on 141 stations in November 1984, when it placed fourth. Last May, *Entertainment Tonight* was in seventh with an average of 7.5 on 137 stations.

Wheel of Fortune

Telepictures' *People's Court* came in seventh with a 7.0 on 173 stations, compared to an 8.5 on 170 stations last February, a 7.8 on 169 stations the preceding November, and a 7.7 on 169 stations during May 1984.

Among the top-25 syndicated series appearing in 10 or more markets and on the air in May 1984, 21 experienced ratings declines and four increased. The four that showed improved ratings in May-to-May comparisons were *Wheel of Fortune*, *Donahue*, *Sanford & Son* and *Hour Magazine*.

Not surprisingly, the top-rated syndicated show in prime access (Monday-Saturday) is *Wheel of Fortune*, which averaged a 16 rating in the 167 markets where it played in that time period (out of 182 Nielsen recorded markets). Coming up behind *Wheel* in access was Colbert Television Sales' *Tic Tac Dough*, which averaged a 12 rating access. In descending order were *Jeopardy* (11 rating/48 markets), *Wild Kingdom* (10 rating/-eight markets), *PM Magazine* (10 rating/46 markets) and *M*A*S*H* (nine rating, 107 markets).

In early fringe, the top-rated program was again *Wheel of Fortune*, which averaged a 14 rating in 15 markets in that time period. *Donahue* was the top-rated daytime show, averaging a 6.0 rating on 167 stations, while *M*A*S*H* was number one in late night, averaging an 8.0 rating on 52 stations.

Although *Wheel* also swept the key demographic categories, the number-one program among children continued to be Group W's *He-Man and Masters of the Universe* (10.9 rating/152 stations), followed by Claster's *Transformers* (10.7 rating, 99 stations).

Some shows that ranked among the top 10 in household ratings fell off sharply among the major demographic groups. *People's Court* and *Family Feud*, which ranked seventh and eighth in households, tied for 16th

Nielsen's Cassandra numbers

Program	May 85 Mkts.	May 85 Rtg.	May 85 % chg Feb 85-May 85	Feb. 85 Mkts.	Feb. 85 Rtg.	Feb. 85 % chg Nov 84-Feb 85	Nov. 84 Mkts.	Nov. 84 Rtg.	Nov. 84 % chg May 84 Nov 84	May 84 Mkts.	May 84 Rtg.	May 84 % chg May 84 May 85
Wheel of Fortune	182	16.0	−18.78	180	19.7	20.12	179	16.4	33.33	110	12.3	30.08
*M*A*S*H*	169	8.7	−20.18	168	10.9	9.00	164	10.0	5.26	164	9.5	−8.42
Jeopardy	133	8.0	−15.79	127	9.5	31.94	116	7.2	—	—	—	—
Three's Company	168	8.0	−25.23	171	10.7	11.46	167	9.6	6.67	151	9.0	−11.11
PM Magazine	65	7.5	−17.58	66	9.1	10.98	67	8.2	−1.20	78	8.3	−9.64
Enter. Tonight	152	7.4	−20.43	146	9.3	6.90	141	8.7	16.00	137	7.5	−1.33
People's Court	173	7.0	−17.65	170	8.5	8.97	169	7.8	1.30	169	7.7	−9.09
Family Feud	92	6.6	−20.48	108	8.3	−1.19	111	8.4	−12.50	139	9.6	−31.25
Jeffersons	126	6.6	−20.48	128	8.3	7.79	125	7.7	4.05	128	7.4	−10.81
Benson	61	6.5	−14.47	53	7.6	8.57	42	7.0	—	—	—	—
Diff'rent Strokes	103	6.5	−28.57	95	9.1	19.74	85	7.6	—	—	—	—
Donahue	173	6.3	−8.70	171	6.9	16.95	171	5.9	1.72	166	5.8	8.62
Hee Haw	172	5.8	−32.56	171	8.6	8.86	169	7.9	29.51	173	6.1	−4.92
WKRP in Cincinnati	116	5.6	−18.84	114	6.9	16.95	113	5.9	−1.67	119	6.0	−6.67
Taxi	74	5.5	−14.06	80	6.4	6.67	77	6.0	—	53	6.0	−8.33
Sale of the Century	30	5.0	−19.35	32	6.2	—	0	0.0	—	—	—	—
Fight Back	30	4.9	−31.94	31	7.2	−5.26	26	7.6	94.87	19	3.9	25.64
Barney Miller	105	4.7	−30.88	108	6.8	15.25	101	5.9	1.72	118	5.8	−18.97
Dukes of Hazzard	103	4.7	−27.69	116	6.5	10.17	123	5.9	—	—	—	—
Name That Tune	96	4.7	−31.88	100	6.9	6.15	96	6.5	—	—	—	—
Sanford & Son	57	4.7	0.00	59	4.7	20.51	64	3.9	−15.22	75	4.6	2.17
What's Happening?	27	4.7	−7.84	29	5.1	−3.77	27	5.3	26.19	33	4.2	11.90
Fame	135	4.6	−25.81	129	6.2	5.08	128	5.9	20.41	123	4.9	−6.12
Hart to Hart	28	4.6	−23.33	29	6.0	13.21	28	5.3	—	—	—	—
Too Close for Comfort	79	4.6	−28.13	93	6.4	6.67	91	6.0	27.66	70	4.7	−2.13
Hour Magzine	115	4.5	−18.18	112	5.5	14.58	108	4.8	9.09	121	4.4	2.27
Dance Fever	101	4.4	−34.33	98	6.7	1.52	93	6.6	24.53	110	5.3	−16.98

Note: List excludes shows with clearances of fewer than 25 markets and which are not regular daily or weekly series.

among women, 18-49. *Donahue*, which was 12th among households, sank to 123rd among men, 18-49. □

Firestorm smoldering over some rock lyrics

Group's concerns over excessive sexual and violent content in lyrics causing ripple effect in record and broadcasting fields

Not since the birth of rock 'n' roll some 30 years ago have the broadcasting and music industries experienced a major outcry over the content and lyrics of songs that appeal to younger audiences. This concern over what is being described today as "pornographic lyrics" in some contemporary phonograph records is mounting steadily and may soon be debated in the Congress.

The newly formed Parents Music Resource Center (PMRC) says its goal is not censorship, but rather to heighten the public's awareness of the issue (see story, page 42). In a letter to Stan Gortikov, president of the New York-based Recording Industry Association of America (RIAA), the group asked the music industry "to exercise voluntary self-restraint perhaps by developing guidelines and/or a rating system such as that of the movie industry for use by parents in order to protect our younger children from such mature themes." The efforts of the PMRC have attracted the attention of the Senate Commerce Committee, which may hold hearings on the subject as early as next fall ("Closed Circuit," July 8).

The Parents Music Resource Center is not alone in its crusade. Earlier this year, Bill Steding, vice president and general manager of Bonneville International Corp.'s KAAM(AM)-KAFM(FM) Dallas, and executive vice president of the Central Broadcast Division (Radio) for Bonneville, proposed an organization composed of record and radio industry representatives along with business and industry groups who would monitor lyrics of contemporary songs before they are aired on radio or television ("Riding Gain," April 15). Steding calls the proposed organization the National Music Review Council.

"The council will make judgments based on the lyric content as to the acceptability of

Steding

Stevens

music for today's youth. If it passes the guidelines, a record would get a label saying it is acceptable—just like a *Good Housekeeping* seal," said Steding.

Steding told BROADCASTING that he plans to meet with the group later this week on Nantucket Island, Mass., to discuss the formation of such a council. "I'm convinced that we [artists, composers, radio and television stations as well as record manufacturers, distributors and retailers] need to pursue self-regulation on this issue because the alternative is government regulation, which doesn't represent anyone on an equal basis," said Steading.

Prompted by the PMRC, NAB President

NBC withstands CBS charge on Sunday, Monday

CBS, despite having the two highest rated nights of the week, was unable to stop NBC's summer juggernaut, as the latter won the week ended July 7. NBC, which has now won seven consecutive weeks (CBS last won the week ending May 19), had an 11.7 average rating and a 23 average share based on Nielsen's National Television Index (NTI). CBS scored an 11.2/22.5 and ABC an 8.7/17.7.

For the first time since the week ending May 12, HUT levels were down from the same week a year ago, from 50.7 to 50. The combined network rating/share was also down, from a 32/63.3 last year to 31.6/63.5 this year.

CBS had six of the top 10 shows and nine of the top 20. NBC had four of the top 10 and nine of the top 20. ABC had two shows in the top 20.

In nightly wins, NBC took Tuesday, Wednesday, Thursday and Saturday, while CBS took Monday, Friday and Sunday.

- Monday on CBS included four of the top 10 ranked shows of the week. CBS took every time period in the schedule, scoring a 14.2/26 for the night.
- NBC took Tuesday night with a 13.3/24. Its schedule gradually gained strength, culminating in a 14.1/25 from 10th-ranked *Remington Steele* (10-11 p.m. NYT).
- Wednesday saw the NBC schedule win from 8 to 10 p.m. NYT, while *Hotel* (12.1/23) on ABC edged NBC's *St. Elsewhere* (10.8/21) at 10 p.m.
- NBC, despite a slower than normal start for the early part of its Thursday schedule, won the night with a 10.3/24.9. ABC's Thursday schedule was the week's lowest rated night of television.
- Although *Miami Vice* (10-11 p.m. NYT) delivered a 15.5/30 to rank fourth for the week, NBC lost Friday to CBS. From 9 to 11 p.m., a *CBS Special Movie Presentation*, "White Water Rebels," delivered a 12.5/24.
- With the exception of *Mama's Family*, the Saturday-night schedule on NBC performed above a 10 rating as the network won the night with a 10.5/23.
- While NBC had the number-one ranked program of the week—its "Policewoman Centerfold" movie—CBS won Sunday on the strength of its regular schedule, as it placed three shows in the week's top five.

Rank	Show	Network	Rating/Share
1.	Policewoman Centerfold	NBC	18.2/32
2.	Murder, She Wrote	CBS	17.3/34
3.	60 Minutes	CBS	16.6/34
4.	Miami Vice	NBC	15.5/30
5.	Second Sight: A Love Story	CBS	15.3/27
6.	Facts of Life	NBC	14.6/29
7.	Kate & Allie	CBS	14.6/26
8.	Cagney & Lacey	CBS	14.5/28
9.	Newhart	CBS	14.2/25
10.	Remington Steele	NBC	14.1/25
11.	Scarecrow & Mrs. King	CBS	13.6/27
12.	Invasion of Privacy	CBS	13.5/24
13.	The Cosby Show	NBC	13.3/35
14.	Riptide	NBC	13.3/23
15.	Last Married Couple	NBC	13.0/23
16.	Double Trouble	NBC	12.8/24
17.	A Team	NBC	12.5/24
18.	Webster	ABC	12.3/27
19.	White Water Rebels	CBS	12.2/24
20.	Hotel	ABC	12.1/23
21.	TV Bloopers & Prac. Jokes	NBC	11.9/23
22.	Who's the Boss?	ABC	11.7/21
23.	Highway to Heaven	NBC	11.3/24
24.	People Do the Craziest Things	ABC	11.2/23
25.	Mike Hammer	CBS	11.1/23
26.	Family Ties	NBC	11.0/29
27.	Benson	ABC	11.0/23
28.	Hunter	NBC	10.8/23
29.	St. Elsewhere	NBC	10.8/24
30.	It's Your Move	NBC	10.6/24
31.	Airwolf	CBS	10.6/22
32.	Gimme A Break	NBC	10.6/22
33.	Finder of Lost Loves	ABC	10.5/22
34.	Diff'rent Strokes	NBC	10.1/24
35.	MacGruder & Loud	ABC	10.0/18
36.	20/20	ABC	9.9/23
37.	Comedy Factory	ABC	9.9/22
38.	Mama's Family	NBC	9.9/20
39.	Cheers	NBC	9.6/23
40.	Hail to the Chief	ABC	9.6/17
41.	Hill Street Blues	NBC	9.5/22
42.	Simon & Simon	CBS	9.4/22
43.	Knight Rider	NBC	9.4/18
44.	Love Boat	ABC	9.2/19
45.	Three's a Crowd	ABC	9.2/19
46.	Alice	CBS	9.1/17
47.	Norma Rae	ABC	9.0/16
48.	Foulups, Bleeps & Blunders	ABC	8.9/17
49.	Night Court	NBC	8.8/20
50.	E/R	NBC	8.7/18
51.	T.J. Hooker	ABC	8.5/19
52.	Monday Night Baseball	ABC	8.5/16
53.	Charles in Charge	CBS	8.3/18
54.	Matt Houston	ABC	8.3/16
55.	Dukes of Hazzard	CBS	7.8/17
56.	Dynasty	ABC	7.6/15
57.	Fall Guy	ABC	7.5/16
58.	Eleanor, First Lady of World	CBS	7.3/14
59.	Silver Spoons	NBC	7.1/15
60.	V	NBC	7.1/15
61.	Punky Brewster	NBC	6.8/15
62.	Jeffersons	CBS	6.8/14
63.	Knots Landing	CBS	6.7/16
64.	Cover-Up	CBS	6.7/15
65.	Bad News Bears Break Train.	ABC	6.6/14
66.	Magnum, P.I.	CBS	6.4/17
67.	Spencer	NBC	5.9/13
68.	Moment to Moment	ABC	5.4/14
69.	Michael Nesmith in TV Parts	NBC	4.4/10

*indicates premiere episode

Eddie Fritts sent letters to 805 radio and television group operators last May saying 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). "Many state that they are extremely troubled by the sexually explicit and violent language of some of today's songs," Fritts said. "It is, of course, up to each broadcast licensee to make its own decisions as to the manner in which it carries out its programing responsibilities under the Communications Act," he said.

The NAB said it has received strong support from several group operators. One of the responses passed on to the NAB was an internal memo from John Barger, senior vice president and chief operating officer, Clear Channel Communications, San Antonio, Tex., to station managers in the group. "I am a strong proponent of First Amendment rights for broadcasters; however, there comes a time and place when good taste must prevail over any short-term benefits our stations might derive from playing songs with disgustingly explicit lyrics," said Barger.

Jerrell Shepherd, president of Moberly, Mo.-based Shepherd Enterprises, in a letter to Fritts, said that his two Moberly stations—adult contemporary/talk KWIX(AM) and country KRES(FM)—are now running announcements stating that it's the policy of the stations to control the music aired "so we don't play songs offensive to any of our listeners."

Some broadcast executives, however, question how big a role NAB should play in the issue. Doubleday Broadcasting President Gary Stevens said that although he sympathizes with what the NAB is trying to do, he's somewhat "uncomfortable" with the possible course the association has set for itself. "I see this as a no-win situation having too many dangerous implications," he said, noting that abridgment of one form of expression could lead to another. "There's no such thing as selective enforcement of censorship," he said.

Stevens said his radio stations "mirror public tastes, playing what sells." He noted that the Doubleday stations don't review songs on a case-by-case basis. "But if there's a lot of protest, we'll take a look at the record. . . We are responsible licensees," he said. "If we can persuade the record manufacturers to practice a little restraint, that will help."

Scott Shannon, director of programing and operations for Malrite's contemporary hit WHTZ(FM) New York (licensed to Newark, N.J.), which is the top radio station in the market among listeners 12 years of age and older, was also very vocal on the subject. "We have guidelines and we don't need anyone to set them for us," he said.

At the request of NAB's executive committee, Fritts also sent a letter to the heads of 45 major record companies asking that all recordings sent to broadcasters be accompanied by copies of the songs' lyrics ("Riding Gain," June 10). "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 also told them that NAB has "neither the ability or desire to place itself in any way in the role of censor of the music that broadcasters are presenting to the public."

However, record company executives say the issue of making lyrics available should be taken up with the music publishers, who, for the most part, own the copyrights to the songs. An NAB spokeswoman last week said that writing to music publishers about the issuance of lyrics is "under consideration." The record industry officials also note that lyrics to some songs already appear on album covers.

"Basically, we stand behind the record companies," said a spokeswoman for the Recording Industry Association of America. It's up to each company to establish its own policies, she said.

National Radio Broadcasters Association President Bernie Mann said his organization has no "full-blown stand" on the issue. "Lyrics being sent out doesn't really control the problem. There needs to be a sense of responsibility on the local level at each station. . . . The blame [for pornographic lyrics] does not lie with the record companies," he said.

Radio stations which seem to be the most

Syndication Marketplace

According to Mort Marcus, vice president, television sales, **Samuel Goldwyn**, the company is testing *Mothers in Law*, starring Kay Ballard and Eve Arden, in selected medium markets on a free basis for the rest of the summer in access, late night and daytime periods. If the show, which ran on NBC in 1968-69, performs well, Marcus said that Goldwyn will go for cash sales in the fall. He also said the company was trying to sell the show to USA Cable and CBN. A barter deal was also being contemplated. If the show does not do well in the ratings, sales will be for daytime. Marcus said the show was specifically not being tested in large markets such as New York. Fifty-six color half-hours will be available. Marcus also said that sales of Goldwyn Gold II, a package of 21 classic films such as "Wuthering Heights" and "Little Foxes," open this week. Sales will be for eight runs over four-and-a-half years on a cash basis. ■ **Claster Television Productions** reports that its package of 100 *Miss Manners* 70-second inserts is now cleared in over 30 markets, including 25 of the top 50. The segments, hosted by Judith Martin, who writes an etiquette column that appears in more than 200 daily newspapers under the pen-name "Miss Manners," are sold for cash and are available for the fall. The segments are designed for local news or talk-show programing. Among the latest clearances are WABC-TV New York, KABC-TV Los Angeles, WPVI-TV Philadelphia, KGO-TV San Francisco and WCVB-TV Boston. ■ **Paramount Domestic Television** says that *America*, a new entertainment hour that looks at American life, has been sold in more than 100 markets, covering 85% of the country. The show runs six day a week, and is being used for early fringe. Paramount is guaranteeing a seven national rating for Monday-Friday and a 10 for the combined average rating for the six days. The show is hosted by Sarah Purcell, Stuart Damon and McLean Stevenson. Delivery of the first-run 52-week show is via satellite beginning Sept. 16. Among clearances are WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KGO-TV San Francisco. ■ **Syndicast** has now cleared two Elvis Presley specials in 162 markets covering 96% of the country. The 90-minute specials, *Elvis Presley Comeback* and *Aloha from Hawaii*, are being sold for barter in their first run, with a 50-50 split of the 15 minutes of advertising time, and for cash in the second and third runs. *Comeback* airs Aug. 15-31, and *Aloha* airs Jan. 1-15. The second and third runs are scheduled over two years. ■ **Fries Distribution Co.**, subsidiary of Fries Entertainment Co., has cleared "Fries Frame I," a package of 27 off-network, made-for-television movies, in 50 markets. Since the package was introduced at this year's NATPE convention, gross sales have reached more than $14 million, according to Richard H. Askin Jr., vice president, domestic sales, Fries Distribution. All but 16 of the 50 stations cleared are independents, including WFBN(TV) Joliet, Ill. (Chicago); WWSG-TV Philadelphia; KTVU(TV) Oakland, Calif. (San Francisco); WXNE-TV Boston; WKBD-TV Detroit; KTVT(TV) Dallas-Fort Worth; KHTV(TV) Houston; WCLQ-TV Cleveland, and WBFS-TV Miami. The package is sold on a cash basis for five runs over five years, except for *The Burning Bed*, which is for five runs over four years. Although Fries has cleared "Fries Frame I" in 17 of the top 20 markets, still to be sold are New York, Los Angeles and Washington. Titles in the package include *Adam*, *Bill*, *The Calendar Girl Murders*, *Silence of the Heart*, *The Three Wishes of Billy Grier* and *The Jayne Mansfield Story*. About one-quarter of the titles are Chuck Fries productions. ■ **Telstar Communications** is producing and syndicating *Friday Nite at the Fights*, four one-hour boxing specials that begin Aug. 30 with World Boxing Association third-ranked middleweight, Doug Dewitt, versus Robbie Simms. (Marvelous) Marvin Hagler, half-brother of Simms, will be guest analyst for the fight. Telstar plans to offer a monthly boxing package that will run for 10 months, excluding December and January. The promoter is Bob Arum's Top Rank Inc. The second bout is scheduled for Sept. 27, featuring the North American Boxing Federation's number-one lightweight contender, Harry Arroyo, against an unnamed opponent. The third fight, Oct. 25, will feature United States Boxing Association junior middleweight champion, Dwayne Thomas, defending his title against an unnamed opponent. The first two fights will be 10 rounds each while the third will be 12 rounds. The fourth bout has yet to be determined. Terms of distribution are barter, with 12 minutes of advertising time being split evenly between Telstar and the stations. Sales of the four-fight package opened June 28.

affected by this issue are those outlets programing either a contemporary hit or urban contemporary format. □

The women behind the movement

Group of prominent Washington wives form resource center to make parents aware of lyrics

"We're concerned about the messages that our kids are getting through music, whether it's video music or records," explained Susan Baker, wife of Treasury Secretary James Baker and co-founder of the Parents Music Resource Center. Baker, along with four other prominent Washingtonians, Pamela Howar; Tipper Gore, wife of Senator Albert Gore (D-Tenn.); Sally Nevius, wife of a former Washington city council chairman, Jack Nevius, and Ethelynn Stuckey, wife of former Florida congressman Williamson Stuckey, created the center after coming to the conclusion that something had to be done about what they characterize as pornographic and sexually explicit rock music.

Lyrics such as those sung by rock singer Sheena Easton spurred Baker and the others to take action. They found Easton's song, "Sugar Walls," particularly disturbing: "The blood races to your private spots. Lets me know there's a fire. Can't fight passion when passion is hot. Temperature rises inside my sugar walls...I can tell you want me. You can't hide it. Your body's on fire. Come inside."

Baker became alarmed when her 7-year-old daughter began repeating the lyrics of some rock songs. There were other incidents that disturbed Baker, such as her daughter's fright and confusion over some of the rock videos she had seen on MTV at a friend's house. "How do you answer a 7-year-old when she asks you how can you whip somebody you love?" Baker said.

Gore, who was active in children's television issues in the 1970's, is a friend of Baker and became interested in the issue when she heard a Prince album she had bought for her daughter. Howar and Stuckey had also expressed concern about the lyrics to Baker. And it was Nevius who suggested they see a presentation on the subject prepared by Jeff Ling, an ordained minister, who has done research on the subject and has had a lifelong interest in rock 'n' roll. Ling showed a 90-minute slide show that "knocked our socks off," Baker said. Ling now serves as the center's consultant.

As a result, the women decided that parents needed to know what is happening. "So many of these messages that kids listen to for hours every day are so destructive and negative," Baker said. There are songs, she pointed out, that encourage violence and promiscuity. Prince, she noted, has a song that glorifies incest. "That's not appropriate for kids who don't have any discernment, who are just beginning to explore their sexuality. It's just not a healthy thing. Parents need to know this so they can talk to their kids about it."

Baker said that since the center opened May 14 (she says it is operating on a shoestring budget with donated office space and telephones, and a volunteer staff, with the exception of one paid employe), interest in the issue has ignited like a "firestorm." It has also received some national media coverage. This week Baker and Gore will appear on *Donahue*. And the subject was featured in a CBS Saturday evening news broadcast two weeks ago. Baker recognizes that their high-powered connections have helped them attract the public's attention. But it's an issue, she said, "that all Americans are concerned about."

Baker

"We're not against all rock music," she stressed. Indeed, the center's objective is not to rid the airwaves of the music. Its chief goal, she emphasized, is to educate parents and help create a dialogue between parents and children as well as to pressure the music industry to "clean up its act."

The center has called on the Recording Industry Association of America to do just that. It had asked that record companies put the lyrics on the back of all the albums. It had also asked them to put a rating system in place so that parents would know what is on the records. And it wants record stores to keep sexually explicit or particularly violent record album covers under the counter or in a wrapper. "Some of them are worse than *Hustler* covers," Baker said.

Center officials also met with representatives of MTV and the NAB (see story, page 38.) She thinks MTV is blatant in its depiction of violent and obscene behavior. "I have friends who won't buy cable because they don't want their kids to see MTV," Baker said.

The center, she noted, is pleased with NAB's interest in the issue and hopes broadcasters will respond responsibly. It is broadcasters, she said, "who have the ultimate responsibility; they decide what goes on or doesn't go on."

Baker also refuted claims that the group's crusade to clean up the airwaves is a form of censorship. "This is the absolute opposite of censorship. When we're asking to have the lyrics printed on the backs of albums, how can that be considered censorship?" What the center is saying, she maintained, is that parents have rights. "We have rights as consumers and we have rights to protect our children from this trash."

While Baker acknowledged there is congressional interest in the issue, she stressed that the center is not seeking a legislative solution. "We think the best thing is for the industry to exercise self restraint," she said. "We are not saying what will happen if they don't. We are not into that. That's not our bag. Our bag is education and trying to generate grassroots pressure on the music industry." □

ABC lays off 350 employes

Pierce says move is part of long-term plan to reduce costs and improve company's bottom line

Top management at ABC has decided to lay off about 350 employes of the company, or 2.5% of the 13,100 employes outstanding. ABC President and Chief Operating Officer Fred Pierce asked division and staff heads last week to assess where workforce reductions could be made in their respective operations and to report their findings to him by the end of August, when the layoffs are to take effect. Employes at all levels and in all divisions of the company are supposedly being considered.

Pierce told BROADCASTING: "For the second quarter [the results of which should be released this Thursday] we have been able to moderate any significant impact that might have occurred with our economies. The balance of the year is a little harder to predict right now....There doesn't seem to be growth in upfront money and with inflation still growing...we have to be sure we are operating at full efficiency." He added that ABC would try to keep its cost increases below the rate of inflation.

The announcement caps recent layoffs in corporate and administrative areas including human resources and personnel ("In Brief," April 29) which would bring the number closer to 400. Asked whether the reductions anticipate duplication that might result from the merger of Capcities and ABC, Pierce said they were "completely unrelated."

That implies (and Pierce confirmed) that further reductions at the corporate level could occur at the time of the merger. Asked how corporate officials arrived at the number of 350, the ABC president said, "We felt that was a reasonable figure. It is obviously an approximation....not etched in stone."

Pierce noted several times that the reductions were part of a long-term effort to reduce costs at ABC: "We had a peak number of employes that we had achieved in the latter part of 1983 and have gradually been reducing that."

"The layoff will take effect quickly," he said, "so we can maintain a high level of morale. We have developed a special severance for the individuals who will be affected as well as outplacement counseling."

Because of severance payments to affected employes (union employes will also likely be involved), any financial impact from the workforce reduction will not be likely felt until well into the third quarter, an ABC spokesperson said. □

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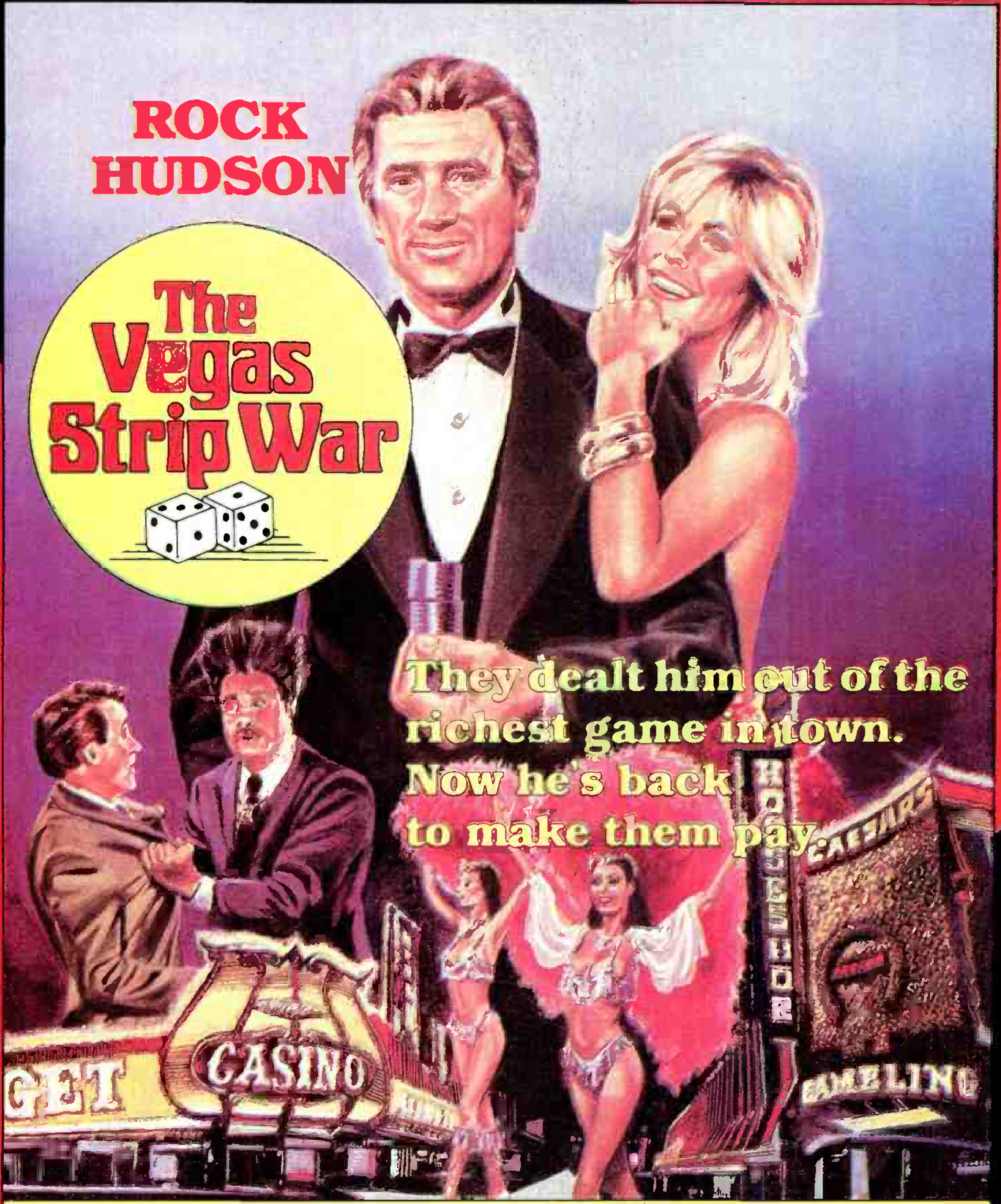

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Director of Photography Fred J. Koenekamp A.S.C. Produced by Michael Greenburg Written and Directed by George Englund

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ITC ENTERTAINMENT

Stock Index

BROADCASTING

		Closing Wed Jul 10	Closing Wed Jul 3	Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
N	ABC	114	113 7/8	1/8	0.11	17	3,313
N	Capital Cities	223	221 7/8	1 1/8	0.51	21	2,874
N	CBS	116 1/4	117 1/2	- 1 1/4	- 1.06	20	3,461
O	Clear Channel	19 1/4	19 1/4			27	56
N	Cox	74 7/8	74 3/8	1/2	0.67	23	2,112
O	Gulf Broadcasting	15 3/8	15 3/8			140	685
O	Jacor Commun.	3 3/4	3 7/8	- 1/8	- 3.23		21
O	LIN	29 1/2	30 1/4	- 3/4	- 2.48	22	777
O	Malrite	12	11 1/8	7/8	7.87	15	100
O	Malrite 'A' *	10	10			12	42
O	Orion Broadcast	1/32	1/32				2
O	Price Commun.	11 5/8	12 1/4	- 5/8	- 5.10		69
O	Scripps Howard	37 1/2	38 1/2	- 1	- 2.60	22	387
N	Storer	81 3/4	78 3/4	3	3.81		1,345
O	SunGroup Inc.	3 3/4	3 3/4				5
N	Taft	73 3/4	74 1/2	- 3/4	- 1.01	14	665
O	United Television	23 1/8	23 1/4	- 1/8	- 0.54		253

BROADCASTING WITH OTHER MAJOR INTERESTS

		Closing Wed Jul 10	Closing Wed Jul 3	Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
A	Adams Russell	27 7/8	27 3/4	1/8	0.45	19	171
A	Affiliated Pubs	47 1/4	49 1/4	- 2	- 4.06	21	578
N	American Family	23 7/8	23 7/8			13	713
O	Assoc. Commun.	26 1/4	26	1/4	0.96		125
N	A.H. Belo	53 3/8	54 7/8	- 1 1/2	- 2.73	18	617
N	John Blair	19 3/8	20 1/4	- 7/8	- 4.32	97	155
N	Chris-Craft	52 3/8	53 3/8	- 1	- 1.87		334
N	Gannett Co.	63	62 7/8	1/8	0.20	22	5,050
N	GenCorp	46 1/2	47 1/4	- 3/4	- 1.59	52	1,018
O	Gray Commun.	101	97	4	4.12	18	50
N	Jefferson-Pilot	43 1/8	42 1/2	5/8	1.47	7	1,323
O	Josephson Intl.	8 5/8	8 5/8				41
N	Knight-Ridder	40 3/4	38 7/8	1 7/8	4.82	19	2,274
N	Lee Enterprises	41 1/2	41 5/8	- 1/8	- 0.30	20	537
N	Liberty	30 1/2	30 1/8	3/8	1.24	14	308
N	McGraw-Hill	48 1/2	49 3/8	- 7/8	- 1.77	17	2,443
A	Media General	83 1/2	84	- 1/2	- 0.60	16	583
N	Meredith	70 1/4	71	- 3/4	- 1.06	16	664
O	Multimedia	59 7/8	57 3/4	2 1/8	3.68	29	999
A	New York Times	47 1/8	47 1/2	- 3/8	- 0.79	17	1,885
O	Park Commun.	36 1/2	36	1/2	1.39	23	336
N	Rollins	25 1/8	22 3/8	2 3/4	12.29	35	367
T	Selkirk	25	24 3/4	1/4	1.01	54	203
O	Stauffer Commun.	64	64			11	64
A	Tech Operations	63 1/4	62 1/2	3/4	1.20	14	51
N	Times Mirror	57 3/4	57 3/4			17	4,146
N	Tribune	46 1/4	46 3/8	- 1/8	- 0.27	17	1,872
A	Turner Bcstg.	21 3/8	21 3/4	- 3/8	- 1.72	45	466
A	Washington Post	121 1/4	121 7/8	- 5/8	- 0.51	17	1,555

PROGRAMING

		Closing Wed Jul 10	Closing Wed Jul 3	Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
O	American Nat. Ent	1 5/16	1 3/8	- 1/16	- 4.55	7	3
O	Barris Indus	26 3/8	25 1/2	7/8	3.43	44	170
N	Coca-Cola	72 3/8	68 3/8	4	5.85	15	9,468
N	Disney	87	92 3/8	- 5 3/8	- 5.82	58	2,874
N	Dow Jones & Co.	46 1/2	46 1/2			23	2,990
O	Four Star	5	5 1/2	- 1/2	- 9.09	5	4
A	Fries Entertain.	12	11 7/8	1/8	1.05	171	41
N	Gulf + Western	39 3/8	39 1/4	1/8	0.32	12	2,762
O	King World	40 1/4	36	4 1/4	11.81	34	205
O	Robert Halmi	2 1/2	2 9/16	- 1/16	- 2.44		43
A	Lorimar	37 7/8	38	- 1/8	- 0.33	9	289
N	MCA	62 3/4	64 3/4	- 2	- 3.09	33	3,104
N	MGM/UA	15 5/8	15 1/8	1/2	3.31		776
N	Orion	12 3/8	12 1/4	1/8	1.02	43	117
O	Reeves Commun.	12	11 7/8	1/8	1.05		149
O	Sat. Music Net.	9 1/4	9 1/4				63
O	Telepictures	27 1/8	26 1/2	5/8	2.36	20	211
N	Warner	31 3/4	32 1/4	- 1/2	- 1.55		1,934
A	Wrather	21	20 5/8	3/8	1.82		147

SERVICE

		Closing Wed Jul 10	Closing Wed Jul 3	Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
O	BBDO Inc.	50	50			15	316
O	Compact Video	4 7/8	5 1/8	- 1/4	- 4.88		21
N	Comsat	37	36 7/8	1/8	0.34	12	670
O	Doyle Dane B.	26	26			17	137
N	Foote Cone & B.	56 1/2	55 3/8	1 1/8	2.03	13	200
O	Grey Advertising	203	199	4	2.01	12	123
N	Interpublic Group	41 3/4	42 7/8	- 1 1/8	- 2.62	14	453
N	JWT Group	33 1/8	34	- 7/8	- 2.57	18	298
A	Movielab	8 1/4	8 1/4				13
O	Ogilvy & Mather	45	45			16	412
O	Sat. Syn. Syst.	7 1/2	7 1/8	3/8	5.26	13	43
O	Telemation	5 1/2	6	- 1/2	- 8.33	5	6
O	TPC Commun.	3/8	3/8				4
A	Unitel Video	7 3/8	7 3/4	- 3/8	- 4.84	25	16
N	Western Union	11 3/8	11 3/8				278

CABLE

		Closing Wed Jul 10	Closing Wed Jul 3	Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
A	Acton Corp.	2 5/8	2 1/2	1/8	5.00		15
O	AM Cable TV	2 5/8	2 3/4	- 1/8	- 4.55		9
N	American Express	47 1/4	47 3/8	- 1/8	- 0.26	16	10,299
N	Anixter Brothers	16 7/8	15 1/4	1 5/8	10.66	18	307
O	Burnup & Sims	8 3/8	8	3/8	4.69	7	75
O	Cardiff Commun.	1	015/16	1/16	6.67	100	5
O	Comcast	20 5/8	20 3/4	- 1/8	- 0.60	31	402
N	Gen. Instrument	16 1/8	16 1/8				523
N	Heritage Commun.	18 5/8	18 3/8	1/4	1.36	39	271
O	Jones Intercable	6 3/4	6 5/8	1/8	1.89	13	62
T	Maclean Hunter X	14 5/8	14 1/2	1/8	0.86	20	539
A	Pico Products	3 1/4	3 1/2	- 1/4	- 7.14		11
O	Rogers Cable	10 3/8	10 1/4	1/8	1.22		236
O	TCA Cable TV	24	24 1/2	- 1/2	- 2.04	34	160
O	Tele-Commun.	32	30 1/8	1 7/8	6.22	291	1,493
N	Time Inc.	57 1/8	56 5/8	1/2	0.88	17	3,471
N	United Cable TV	44 3/4	44 1/8	5/8	1.42	70	451
N	Viacom	48	47 5/8	3/8	0.79	21	749

ELECTRONICS/MANUFACTURING

		Closing Wed Jul 10	Closing Wed Jul 3	Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
N	Arvin Industries	21 3/4	20 3/8	1 3/8	6.75	8	253
O	C-Cor Electronics	7 3/4	8 1/2	- 3/4	- 8.82		23
O	Cable TV Indus.	3 5/8	3 3/4	- 1/8	- 3.33	23	11
A	Cetec	6 1/4	6 1/8	1/8	2.04	8	14
O	Chyron	6 3/4	7 1/4	- 1/2	- 6.90	13	62
A	Cohu	8 5/8	8 1/2	1/8	1.47	8	15
N	Conrac	13 1/2	13 1/2			6	81
A	CMX Corp.	1 7/8	1 7/8				7
N	Eastman Kodak	45 1/2	45 1/4	1/4	0.55	12	10,383
O	Elec Mis & Comm.	12 1/2	10 1/2	2	19.05		36
N	General Electric	61 1/8	62	- 7/8	- 1.41	12	27,804
O	Geotel-Telemet	1 3/4	1 7/8	- 1/8	- 6.67	22	5
N	Harris Corp.	27 7/8	27 5/8	1/4	0.90	13	1,121
N	M/A Com. Inc.	20 3/8	20 1/8	1/4	1.24	21	887
O	Microdyne	6 1/8	6 1/4	- 1/8	- 2.00	77	28
N	3M	78 3/4	78 3/4			13	9,041
N	Motorola	34	34 3/4	- 3/4	- 2.16	11	4,044
N	N.A. Philips	34 5/8	35	- 3/8	- 1.07	7	999
N	Oak Industries	1 3/8	1 1/2	- 1/8	- 8.33		28
N	RCA	45 7/8	46 1/2	- 5/8	- 1.34	13	3,766
N	Rockwell Intl.	38	37	1	2.70	10	5,660
N	Sci-Atlanta	12 3/4	12 1/2	1/4	2.00	20	296
N	Signal Co.s	43 3/8	42 5/8	3/4	1.76	17	4,798
N	Sony Corp.	16	16 3/8	- 3/8	- 2.29	13	3,695
N	Tektronix	61 7/8	61 5/8	1/4	0.41	9	1,205
A	Texscan	2 7/8	3	- 1/8	- 4.17	48	19
N	Varian Assoc.	29 3/4	30	- 1/4	- 0.83	14	657
N	Westinghouse	34	34 5/8	- 5/8	- 1.81	11	5,952
N	Zenith	18 1/8	19 3/8	- 1 1/4	- 6.45	7	418
	Standard & Poor's 400	211.70	211.84	-	0.14	-	0.07

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:** * Effective June 24. Listed NASDAQ July 2.

“When WGBH went stereo, we demanded superlative audio. We went Modulation Sciences.”

David St. Onge, Chief Engineer and David MacCarn, Director, Engineering of PBS station — WGBH, Boston.

David St. Onge tells it like it was:

“Two hours and ten minutes after we received the Modulation Sciences generator, bang! — we were on the air in stereo. I was anxious to check the performance with their Stereo Reference Decoder; at 3:00 A.M. the following morning, and still running on adrenalin, Walter and I took the critical measurements. I expected 30, maybe 35 dB separation. We got 55. I was floored!”

David MacCarn adds his perspective:

“We knew the quality of the equipment they make. For a station like ’GBH who rejects more raw tape stock in one year than most stations buy, we couldn’t compromise by putting less than the best quality audio on-air. Our viewers are very discriminating — they expect the best. We’re not fighting a Loudness War here, and we’re certainly interested in more than just meeting the BTSC stereo spec’s.”

On May 7, 1985, Walter Cummings, WGBH’s Transmitter Supervisor, reported the good news back to the studios: from zero to 55 (dB), in less than 2 hours and 10 minutes.

The last words are St. Onge’s:

“I’m pleased, real pleased. Afterall, this isn’t a passing fad, like color.”

Modulation Sciences can get your station up & running in stereo too. We’ve delivered two dozen generators to discriminating broadcasters who want more than just a light to flash on their audience’s receivers. If you’re among this group, then contact us now for full technical information.

We’d like to help you, just like we helped the Dave’s at ’GBH.

Call us toll-free at (800) 826-2603.

modulation sciences, inc.

115 Myrtle Avenue
Brooklyn, New York 11201
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The Multichannel Television Sound Experts.

Burger blasts lawyer advertising

Chief justice labels some of it 'sheer shysterism'

Chief Justice Warren E. Burger has a couple of pet peeves that he makes no effort to keep from public view. One is cameras in the courtroom, particularly his courtroom. Another, as he made clear again in remarks before an American Bar Association commission on professionalism meeting last week, is lawyer advertising. He denounced some ads promoting lawyers as "sheer shysterism" and said that if he were practicing law again he would "dig ditches" before advertising his services.

The remarks were intended for what Burger may have thought was a closed meeting attended by some 30 people. But a *Washington Post* reporter was present and reported the comments that, although in line with views Burger had expressed previously, caused a furor among lawyers, as well as among members of the advertising community. "I will say never—my advice to the public is—never, never, never, under any circumstances, engage the services of a lawyer who advertises," said the chief justice.

The Supreme Court, in a 1977 ruling from which Burger dissented, held that lawyers have a First Amendment right to advertise. And some 13% of the nation's lawyers do, on radio and television and in newspapers, according to a poll taken in 1983 by the *ABA Journal*. A number of lawyers who advertise and who were quoted on the subject last week left no doubt they will continue the practice. Joel Z. Hyatt, of Hyatt Legal Services of Kansas City, told *The New York Times* that the chief justice had ignored "a critical link between the ability to advertise and the ability to provide a larger segment of the public with low-cost legal services."

To support that argument many cited a study by the staff of the Federal Trade Commission, issued in November 1984, indicating that lawyer advertising benefits consumers. Daniel Jaffe, senior vice president, government relations, of the American Advertising Federation, cited the same source in rebutting the chief justice's remarks. "In the most comprehensive study yet conducted, the Federal Trade Commission staff has provided evidence that restrictive attorney advertising regulations result in higher prices for legal services," said Jaffe.

Burger would not rule out all advertising. He said he approved of bar associations publicizing their lawyer referral services as a way to reach the public. But he dismissed as "nonsense" any suggestion that there is a need for the kind of advertising that concerned him. He said that kind of advertising, by "a tiny handful of lawyers," is adversely affecting the image of the entire profession, according to *The Post*. He referred specifically to a television commerical promoting a Washington firm specializing in personal injury that featured Washington Redskins running back John Riggins. First, Riggins is shown scoring a touchdown against Miami in the 1983 Super Bowl, won by Washington. Then, dressed in street clothes and appearing in an office, Riggins urges viewers who are injured on the job to call Ashcraft & Gerel.

The ad has not been seen since September, when it finished a year-long run on Washington area stations. But a partner in Ashcraft & Gerel, Wayne Mansulla, said the ad had been effective, and not only in generating business for the firm. He said it stimulated interest in legal action by persons with problems the firm does not handle. "We referred them out," Mansulla said. But, he added, "it showed that a lot of people with problems needed help."

Mansulla said the Riggins spot had been received well by "most people—excluding the chief justice." He said the firm had been complimented on the ad by lawyers and judges alike. As a result, he said, "we were shocked" by the chief justice's remarks.

If additional evidence were needed that lawyer advertising is here to stay, it was presented at the ABA meeting, on Saturday, two days before Burger addressed the commission on professionalism. A videotape presentation promoting lawyer advertising was given its initial showing. The presentation, "Legal Advertising: Of the People...By the People...For the People," was produced by a team whose makeup would have seemed highly unlikely 10 years ago—the Television Bureau of Advertising and the ABA. □

RKO story unfolds in FCC hearings

Particulars of radio networks' alledged improprieties explored in examination of RKO General's qualifications as licensee

RKO Radio Networks (now United Stations Radio Networks One & Two Inc.) was apparently not one big happy family under the leadership of Thomas Burchill, the networks' former president—not according to testimony in the ongoing FCC administrative law hearings into RKO General Inc.'s qualifications to remain a licensee.

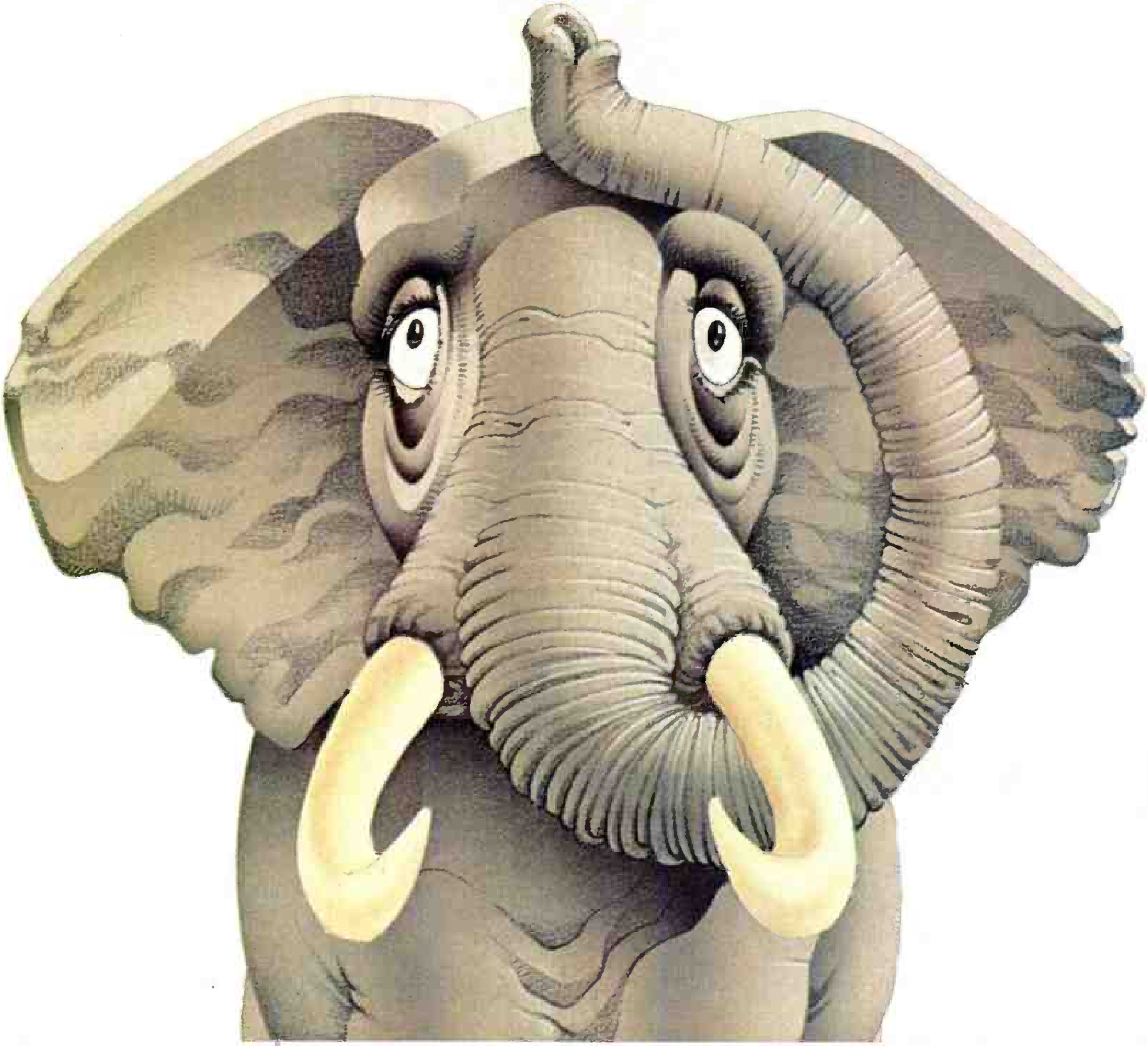
Indeed, former RKO Radio Networks employes testified last week that they were afraid to inform superiors of allegedly improper activities going on, even after RKO launched its own investigation of the activities at the networks—a probe that led to its publicly conceding $7.9 million in overbillings to advertisers and underpayments to affiliates.

This phase of the hearings stemmed from testimony earlier this summer by Ken Harris, former vice president and director of affiliate relations for the networks (BROADCASTING, June 10). Harris testifed that he, under the direction of Burchill, had falsified affiliate clearance reports "to enhance our clearance performance" during a semiannual RADAR measurement week. (RADAR measures radio network audiences.) Harris also claimed that Burchill had asked him to "sweeten" reports on two occasions.

Burchill, now president and chief executive officer of Hearst/ABC/Viacom's Lifetime cable network, testified that he had never instructed Harris or anyone else to alter the figures, and said he had no knowledge that any such practices had occurred.

Last week, Thomas Gatewood, former director of affiliate services of the networks, said that in early 1983, Harris, then Gatewood's superior, had informed him that he was falsifying reports for a RADAR measurement period. Gatewood said he had discovered Harris in his office early one morning with a stack of 30 to 40 reports on his desk, and that it appeared that Harris was altering data on the reports. Gatewood said he asked Harris what he was doing, and Harris replied: "The man at the end of the hall [Gatewood said Harris referred to Burchill as the 'man at the end of the hall'] wants our performance to be better, and I'm going to give him what he wants."

Lucia Favuzzi, former RKO manager of station clearances, who was granted immunity to testify, said she first learned from one of her staffers of Harris's alleged altering of reports in the spring of 1982. Harris's alleged alterations were apparently chiefly aimed at shifting clearances into morning drive times, or to high-rated portions of



morning drive time, for stations in the larger markets. Favuzzi alleged that Harris also had asked her to keypunch alterations for the reports on two separate occasions.

Gatewood testified that he had discussed Harris's conduct with colleagues at the time. But he didn't report it to a superior until 1984. "I was in a state of confusion," Gatewood said. "I just didn't know what to do." Favuzzi said the reluctance to step forward was at least in part out of a fear that the messenger would be shot. "No one wanted to get shot," she said.

Gatewood also testified that in August 1984, while RKO was conducting an investigation of the networks, he, after discussing the situation with Favuzzi, had informed Bill Hogan, who took over the presidency of the networks from Burchill in April 1984, of Harris's falsifications. According to Gatewood, Hogan responded something to the effect of: "Oh, Jeez, not another one of these." Also, according to Gatewood, Hogan, now executive vice president and general manager of United Stations Radio Networks, suggested that they "hold off on that" because Hogan thought the matter would be "taken care of" in an "announcement" the next week. Gatewood said he assumed that the "announcement" was the report of RKO's internal probe into the overbillings that was filed with the commission last summer (BROADCASTING, Aug. 20, 1984).

The alleged falsifications of clearance data were not addressed in that report. But Gatewood said he didn't bring the subject up with Hogan again, even after Hogan, in an Oct. 25, 1984, letter, assured Gale Metzger, president of Statistical Research Inc., which prepares the RADAR reports, that, "Our internal investigations have not revealed any errors in information furnished to SRI [Statistical Research Inc.] that formed the basis for the RADAR reports." Explained Gatewood at the hearing: "I didn't think I had to tell Bill again .... I didn't think that was my responsibility."

In written testimony, Hogan said he was "unaware" that Harris had "improperly altered clearance data submitted" to SRI for RADAR until May of this year. "Until May 23, 1985, no one had informed me that Mr. Harris had caused altered clearance data to be submitted to SRI," Hogan said. "In particular, I do not recall any conversation with Thomas Gatewood, the director of affiliate services and administration at networks, either during the summer of 1984 or at any other time, in which Mr. Gatewood mentioned that Mr. Harris or anyone else had altered clearance data submitted to SRI."

At the hearings, RKO challengers also alleged that clearance reports for advertisers were doctored to show more favorable clearance data.

Still to be addressed at the hearings is whether RKO made misstatements or lacked candor in statements to the FCC about documents requested by the challengers in the proceeding. □

Looking for a leak. U.S. District Court Judge Barrington Parker held hearings in Washington last week to determine who disclosed how much ABC paid in the out-of-court settlement of a sexual harassment case brought against the network and one of its former vice presidents, James Abernathy (BROADCASTING, July 8). The proceedings followed the disclosure that the $15-million lawsuit brought by former ABC staff member, Cecily Coleman, had been settled for nearly $500,000. (Under terms of the agreement the amount was not to be revealed.)

Last week's hearings, which were held in a closed court for two days, were requested by attorney Stuart Gerson, representing ABC.

Before the court hearings were closed, Coleman's attorney, Mark Lane, said that he and his co-counsel, Linda Huber, opposed the closure and that they did not "leak the information.... It is quite clear what happened," Lane said, "the agreement was breeched by NOW [the National Organization for Women] and counsel for NOW [which assisted Coleman]. Miss Huber and I have done nothing wrong." In a statement last Wednesday (July 10), Huber and Lane said that they "cannot comment on the proceedings before Judge Parker. In other discrimination cases in which we are involved, we will not invite the participation of the NOW Legal Defense Fund and the NOW Media Project because we have found the conduct of the representatives of these organizations to be unprofessional and unethical."

In response to Lane's courtroom remarks, John Vanderstar, who is representing NOW Legal Defense lawyers Marsha Levick and Emily Spitzer, said that Lane's allegations were "totally untrue and there is no evidence to that effect which has been put forward." Vanderstar called Lane and Huber's joint statement "a very serious charge," and said he was surprised by it. He said he was "not sure what he [Lane] is talking about and would just as soon not get into a public debate about who was unethical in this case. But I deny that the NOW LDEF lawyers were unprofessional and unethical from what I know," Vanderstar said.

Last week, Gerson made a motion for sanctions against whomever violated the agreement by leaking the information. He asked that $100,000 be withheld from the settlement as security. However, the judge asked that both sides put up $25,000 as bond.

In court papers, Coleman charged that she was fired unjustly from ABC after she alleged instances of sexual harassment by Abernathy. She said the latter "told her she could enjoy a promising future 'if she played her cards right.' " ABC and Abernathy have denied all the charges. In court papers, ABC attorneys said there was no evidence that Abernathy "ever attempted to force his attentions upon Ms. Coleman or that there was any sexual contact of any kind between" them. "Nor does the record show any interest of that kind [in Coleman] by Abernathy," the court papers said. They describe Coleman as a "consultant" to the network whose "ultimate frustration at not obtaining regular employment with ABC is at the foundation of the allegations she has made in this case." They also allege that she falsified her credentials on her resume and that she had difficulty in successfully completing certain tasks in her job. She was fired, ABC said, after she submitted—and ABC found unacceptable—a list of eight conditions to resolve the dispute.

ABA takes up separate systems

Lawyers hear from head of U.S.'s Space WARC delegation, Dingell, Dougan, Dawson, representatives of Orion, PanAmSat and AT&T

Delegates to the American Bar Association annual meeting in Washington last week who attended a session on "Emerging Competitive Forces in International Communications" were given an eye-opening account of the new importance of the issue. Ambassador Dean Burch, who will head the U.S. delegation to the five-week Space WARC to be held in Geneva beginning on Aug. 8, gave a grim but ultimately optimistic assessment of the industrialized world's chances of maintaining a flexible system of assigning orbital slots for satellites. Delegates also heard members of a couple of panels continue to grind on over the U.S. policy of authorizing separate international communication satellite systems that would compete with Intelsat—and in that connection, heard Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, call for ever tighter regulations to guard against possibly adverse consequences of that policy. They also heard a Canadian offer a reminder that the U.S. is not acting in a vacuum; that other countries will be affected.

Burch, who returned two weeks ago after a second trip abroad in the last two months to meet with representatives of European and Far East countries on Space WARC issues, took advantage of the forum offered by the ABA to stress U.S. determination to oppose *a priori* planning, under which slots would be reserved for countries regardless of need. The U.S., he said, is convinced such planning "is just plain wrong, and totally unacceptable to our national interest." He added that the U.S. position "is that we should and must guarantee equitable access to all, but must also provide for operational flexibility and must encourage, not thwart, the kind of technological development that allows continued expansion of orbit capacity."

Burch said the U.S. recognizes the "very strong pressures" that exist among developing countries for a plan that will "guarantee" them access. He also said that, as the U.S. delegation prepares for "a tough lobbying job" among the governments that will participate in the WARC, it recognizes that many "are suspicious and distrustful" of the proposition that a compromise plan advanced by a developed country, "particularly, the United States, can also be the best solution for them."

Still, he expressed optimism that the U.S. plan will be adopted: "If we can make the point to [the developing countries] that what we propose is to their best interest, and provides more than any kind of rigid *a priori* plan can, we will be successful." Another reason for his optimism, as expressed in his prepared text, was the developing countries' "knowledge that rejection of a reasonable compromise and adoption of a rigid planning

DRUG ABUSE DRUNK DRIVING MISSING CHILDREN CHILD ABUSE TEENAGE SUICIDE DRUG

LINE-UP TO HELP.

TribuneTV Log

Dear Broadcast Executive:

DRUG ABUSE, DRUNK DRIVING, MISSING CHILDREN, CHILD ABUSE, TEEN SUICIDE. There are a lot of serious problems in this country. You know that. That's why you and your television station are doing so much to help. Running programs that make people aware, that educate them and help them cope.

At TV LOG, we feel that everyone should do as much as possible to help publicize these social problems. That's why we'd like to "line-up to help", with our network of newspaper TV listings in 114 markets. From now through December our "Line-up To Help" program can assure your public service programs reach the audience they deserve.

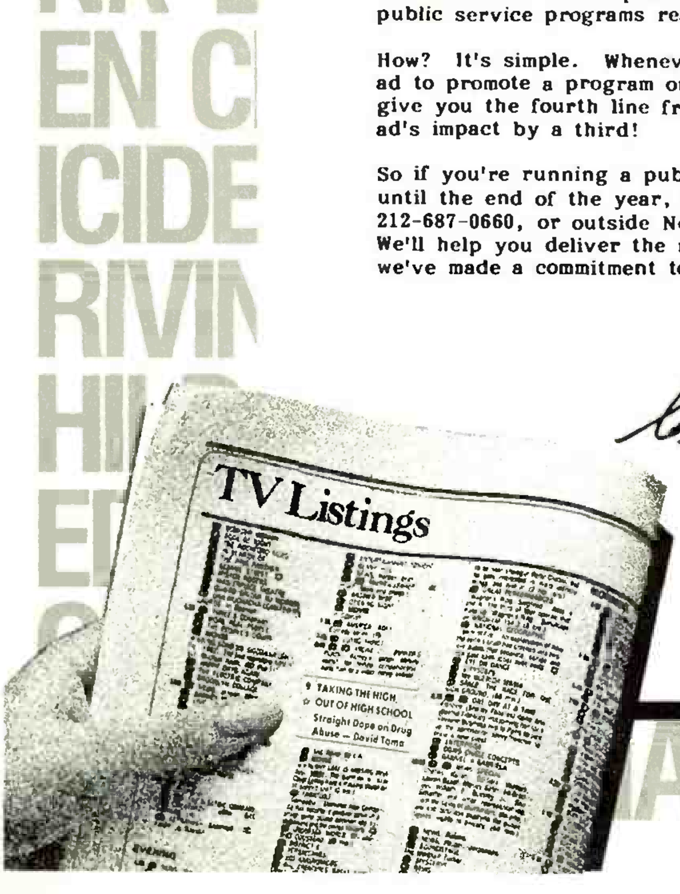
How? It's simple. Whenever you purchase a 3-line TV LOG ad to promote a program on any one of these issues, we'll give you the fourth line free. Thereby, increasing your ad's impact by a third!

So if you're running a public service program from now until the end of the year, call us at TV LOG, in New York, 212-687-0660, or outside New York, toll-free, 1-800-223-1936. We'll help you deliver the message. Because, like you, we've made a commitment to "Line-up To Help".

Cordially,

Charles F. Theiss

Charles F. Theiss
Senior Vice President



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method could not be tolerated by the United States and other developed countries."

Although Burch appeared to be preparing his audience for bad news from Geneva by recalling the difficult times the U.S. has had in international forums in recent years and forecasting more of the same in Geneva, he was able to report good news for the U.S. from the International Telecommunication Union's administrative council meeting in Geneva on the day he addressed the ABA meeting. He said the council had rejected a resolution offered by the Soviet Union to involve the ITU in the debate over the Reagan administration's Strategic Defense Initiative, or "Star Wars," project.

The Soviets are attempting to raise the issue in a variety of international organizations, and last year they succeeded in persuading the council to consider the effect of the militarization of outer space on communications. But last week, the resolution that would have called on the ITU's technical committees concerned with radio and telephone to study the matter was defeated by a vote of 24-9, with seven absentions. The U.S. was supported by its West European allies, and the Soviet Union, by the Eastern bloc, along with some Third World countries, reportedly including Algeria. "I hope that [the council vote] is a harbinger of good things to come," Burch said. However, Star Wars may not have been removed from the politics of international communications. State Department officials note that the Soviets could introduce the matter at the Space WARC.

The Intelsat debate replayed many of the arguments that have been heard on both sides of the issue that now involves six applications for separate systems. And Dingell endorsed the additions that the House—although not the Senate—has made to the administration's plan to protect Intelsat from the competition of separate systems. An amendment to a State Department authorization bill would require the U.S. to support proposals to amend the Intelsat Agreement to grant the global organization the flexible pricing capability it says it lacks. And a House report would prohibit the FCC from granting final construction permits to any of the six applicants until it had adopted a rule incorporating the restrictions imposed by the President. The House's actions do not suggest "distrust," said Dingell, who then quoted his father's dictum: "Trust everyone, but cut the cards."

Dingell seemed particularly concerned with what he called the likelihood of "regulatory creep" in connection with the presidentially imposed ban on separate systems' provision of public switched service, the service that generates the largest share of Intelsat revenues. Dingell said experience in the domestic market indicates that the commission would remove the ban if faced with a choice of whether to allow fledgling competitors to perish from lack of business or to diversify into public switched service. If entry is permitted, Dingell said, "the best we can expect is that the restrictions will be left in place long enough to allow existing carriers to prepare for full, across-the-board competition."

Ambassador Diana Lady Dougan, coordinator and director of the State Department's Bureau of International Communications and Information Policy, saw fewer dangers and greater promise. She made the administration's argument that Intelsat is well able to compete with new entrants and has sufficient pricing flexibility under the agreement as written. What's more, she said, the telecommunications market "is not a finite pie." The new companies, she said, "will be breaking new ground, creating new markets." Indeed, she said Intelsat would be a "beneficiary" of the expanded market.

But it was Commissioner Mimi Dawson who expressed the philosophical underpinning of the developing U.S. policy. She said it was "hogwash" to suggest that the U.S. was "turning its back on Intelsat." The restrictions called for by the President and the "intense scrutiny" the commission is giving the separate systems in the notice of inquiry and rulemaking proceeding now underway "are recognition of that commitment," she said. But she added, "We are attempting to deal with procompetitive pressures in a way that is consistent with our international obligations. The American commitment to competition is not derived from a national conceit to impose American views on the rest of the world but from the belief that competition is the best way to maximize the benefits of the information age to consumers."

Those attending the session also heard Christopher Vizas, managing director of Orion Satellite Corp., and Fred Landman, president of Pan American Satellite Corp., who expressed the views of the separate systems seeking FCC approval and in the process fired some critical salvos at Intelsat (Landman accused it of waging a "ruthless, massive and merciless" campaign against his company), and from Intelsat's legal adviser, David Leive, who brushed off Landman's attack with the observations that the Intelsat actions to which he was objecting had been taken at the request of the Intelsat board of governors, which, he noted, included representatives of the Latin American countries PanAmSat plans to serve.

Probably the speaker whose concept of competition in the field of international telecommunications was least hedged with qualifications was Richard K. Jacobsen, vice president, international, for AT&T Communications. He said the more open the market "the better off the user will be." He favors granting Intelsat the pricing flexibility it says it needs to compete effectively but would not prevent separate systems from engaging in public switched service. Besides, he, like Dingell, has his doubts as to whether the restrictions can be maintained. □

The week's worth of news and comment about radio

Arbitron fine tunes radio report

Arbitron Ratings is making some changes in the way it compiles and presents its radio market reports.

It's changing, for one thing, the way it treats diary entries that have an unchecked AM/FM box. Formerly, when AM and FM stations had identical basic call letters and the diary keeper did not indicate whether he or she meant AM or FM, Arbitron split the quarter-hours equally between the AM and the FM. But Arbitron said clients feared that one of the stations was getting short-changed by this approach, and now, effective with the spring 1985 survey, a new system will be used.

The new one is much more complex and involves several steps. First, Arbitron explained, it will try to identify the unmarked entry by examining the other entries in the diary. "If all other entries refer to the AM station," Arbitron said, "it is likely that the unmarked entry should also be AM."

If that doesn't work, Arbitron will examine the Total Audience Listening Output (TALO), meaning all the diary entries for the county, and see how many diaries mention either of the two stations—for instance WDDD(AM) and WDDD-FM. If only one of the two has more than 1% of the TALO for that county, all unidentified WDDD quarter-hours will be given to that one station. If neither station has 1% of the TALO, the quarter-hours will be split equally between WDDD(AM) and WDDD-FM.

If both WDDD(AM) and WDDD-FM have at least 1% of the TALO, a complicated ascription formula will be applied. To begin with, each station's percentage of the TALO is changed into a range number between 1 and 100. For example, if WDDD-FM had 40% of the TALO and WDDD(AM) had 60%, WDDD-FM would be given the range of 1 through 40, and WDDD(AM) would get the range of 41-100.

Arbitron would then generate a random number between 1 and 100. The station that had that random number within its range would then get all of the unidentified AM/FM entries: If the random number fell between 1 and 40—for example, 33—all of the unidentified entries would be credited to WDDD-FM; if the random number were between 41 and 100 (for instance, 88) all of the credit would go to WDDD(AM).

"Obviously," Arbitron said, "the chance of the random number falling in the AM station's larger range is greater. This is justified because more of the past listening was to the AM station. Over the long run, each station should receive its share of unidentified diary mentions."

Arbitron said it has also improved the look and format of the market information pages in the spring radio market report, which is being mailed to clients this month. The map of the market is 40% larger, showing more clearly the counties that are in the ADI [area of dominant influence], TSA [total survey area] or metro area, and the county-by-county listing of populations and in-tab diaries now faces the map page for easy reference. Among other changes, the report, for the first time, has an analysis of market population by life-style clusters using the 10 major geodemographic groups as defined by Donnelly Marketing Information Services' Clusterplus system.

For Radio Arbitrends, an Arbitron service that delivers radio audience estimates to a client's microcomputer monthly or quarterly, the rating company plans to release new software that it says "will let clients access the system and process reports faster and more easily."

Clients accessing the Arbitron quarterly report will be able to download a single survey area at a time, according to Arbitron, thus doing in 40 to 70 minutes a job that required two to three hours when it was necessary to download all three survey areas at a time. It will also be possible to back up, restore and delete individual survey areas. Other changes include one enabling clients to change one element of a report without respecifying the entire report.

Officials said Radio Arbitrends clients will receive a set of diskettes in the mail, along with instructions for loading the new software in the microcomputer.

Lobdell takes over at RNA

The Radio Network Association (RNA) ended its three-month search for a new president and executive director last Tuesday (July 9) when, at its board meeting in New York, Bob Lobdell, former vice president, sales, for Republic Radio, was elected to the post. Lobdell replaces Jack Thayer, who suffered a stroke last November, but, according to the RNA, "is recuperating nicely."

Prior to his tenure at Republic, Lobdell worked at Blair Radio for 20 years in various capacities. He left Blair as senior vice president and assistant to the president.

"Bob Lobdell has earned respect on both the agency and client sides of the desk and has a solid understanding of the station end of our business," said CBS Radio Networks Senior Vice President Dick Brescia, who also serves as RNA's chairman. At the same meeting, the RNA board announced that former CBS Radio executive Tom Dawson, who had been working as a consultant to the association, will remain in that capacity at least through the end of the year.

ABC to offer subcarrier service

ABC Video Enterprises is part of a new joint venture that will provide a low-cost, high-speed, electronic information delivery system designed for business communications. Other partners in the venture are: Epson America Inc., one of the world's largest manufacturers of microcomputer terminals; the Hillman Co., a venture capital group, and the Indesys Management Group, where the system derives its name.

The Indesys system, which is scheduled for an October launch, will utilize ABC Radio Networks' digital satellite system and, in most cases, ABC's owned and affiliated FM stations. Data will be transmitted via Satcom I-R to the FM transmitter site, where it will be sent along the station's subcarrier channel to the customers' receivers. The messages, said Michael Moone, president and chief executive officer of Indesys Inc., can be sent to either IBM personal computers or Epson desktop computers equipped with a specially designed Indesys receiver board. The data can also be received by an Epson "smart" printer. All transmissions will be addressable, assuring that only authorized parties can retrieve the information, Moone noted.

Moone said the Indesys system offers three tiers of service for business users: Maxmail, which guarantees a one-hour delivery service at 20 cents per page; Digitext, which guarantees delivery within four hours at 15 cents per page, and Nitetext, which guarantees overnight delivery by 8 a.m. the next day at 10 cents per page.

Among the major corporate firms signed as Indesys charter clients are: Avon, Businessland, Peat Marwick Mitchell & Co. and Telerate Corp. According to Moone, Indesys will initially transmit data to locations in New York, Los Angeles, Chicago, Dallas and San Francisco through ABC-owned WPLJ-FM, KLOS-FM, WLS-FM, KTKS-FM and ABC affiliate KOME(FM), respectively. "It is anticipated that several other markets will join the network in early 1986," said Moone.

Both Moone and ABC Video Enterprises Vice President Bruce Maggin declined to say how much capital was needed for the venture or any specifics of their business plan. "The capitalization for the project was very modest. We are mostly using resources already in place," said Maggin. The new venture will be based in Mountain View, Calif.

BBDO picks Birch

BBDO, considered to be the largest agency user of national and regional spot radio, will soon adopt Birch Radio as its primary planning and buying source in place of Arbitron, according to informed sources. Plans are said to call for Arbitron to be used by BBDO in markets where Birch is not available. An official announcement from both Birch and BBDO is expected in about two weeks.

The move further strengthens Birch's continuing efforts to be recognized as the ratings alternative to Arbitron. Last April, Kenyon & Eckhardt signed a three-year agreement with Birch calling for the agency to use Birch as the primary source for buying radio ("Riding Gain," April 15). Several other major agencies, including Bozell & Jacobs, Ted Bates, N W Ayer and D'Arcy MacManus Masius, are using Birch in conjunction with Arbitron.

Birch currently measures radio listening in about 85 markets on a monthly basis and about 50 markets at other intervals.

Aid disagreement settled

The 17-hour Live Aid concert to help end world hunger, scheduled to take place last Saturday (July 13) in both Philadelphia and London ("Top of the Week," July 8), escaped an entanglement last week.

The Westwood One Radio Networks, Culver City, Calif., withdrew a $10-million infringement lawsuit filed in Los Angeles Superior Court on July 5 against ABC Radio, rights holder of the concert, and Worldwide Sports and Entertainment, producer of the event.

At issue were Westwood's exclusive radio broadcast rights to several of the acts who were scheduled to appear. "We [Westwood, ABC and Worldwide] agreed that Westwood One would waive broadcast rights to nine artists in return for getting backstage access for our reporters," Westwood One President Norm Pattiz told BROADCASTING.

The agreement had been informally readied about two weeks before the concert date, said Pattiz, but in the absence of formal confirmation the July 5 court action was filed. Pattiz said he received written confirmation on the arrangement early last week.

The Media

Viewtron: reshaping for success or hanging by a thread?

Knight-Ridder videotex service introduction in Boston is skipped, reportedly due to lack of assurance by K-R to its partner there, Affiliated Publications, of K-R's long-term commitment to service; Viewtron continues metamorphosis in attempt to find audience niche

Knight-Ridder's planned expansion of its Viewtron videotex to Minneapolis next fall marks the first time the service has been marketed outside south Florida since beginning commercial operations 20 months ago.

But that decision is also newsworthy because it inadvertently signaled that Boston, which had initially been second in line for the service, is apparently out of the picture because of disagreements between Viewtron New England's two partners, K-R and Affiliated Publications.

A key point of contention between the companies was that, according to several sources, K-R's board refused to provide Affiliated with a contractual assurance that Viewtron would continue through at least 1986. That disclosure raises questions about K-R's long-term plans in a business that will cost it roughly $15 million in 1985, part of an estimated $45 million it has spent so far.

An Affiliated Publications official told BROADCASTING: "We are delaying our decision because of an uncertain market and because of unresolved problems with Knight-Ridder. But we are still optimistic about the potential market and we continue to monitor videotex and study our options while maintaining our relationship with Knight-Ridder." Despite that optimistic talk, the Viewtron New England office will close its doors by Aug. 1.

Affiliated has invested several million dollars in the service to date and the Boston-based company's board was ready in April to give its approval to an October launch. But several weeks before the spring meeting, Knight-Ridder officials asked that a final plan be postponed until more experimentation was carried out ("Closed Circuit," April 1).

The most recent divergence between the two companies arose over several points, according to an official at another company which has a joint venture agreement with K-R. (Viewtron joint ventures are still planned in seven other cities with Scripps-Howard, Capital Cities Communications, A.S. Abell Publishing and The Seattle Times Co., 49.5% owned by K-R. It has often been reported that K-R also had an agreement with Newhouse Newspapers for Cleveland, Newark, N.J., and New Orleans, but several of those commenting told BROADCASTING that there is nothing on paper between the two companies.)

Affiliated, it was said, wanted to price the service at a flat monthly rate (reportedly $9.95). K-R, however, has recently switched to billing its south Florida customers according to hours of use. Other areas of discussion were said to have included how to handle national advertising and "the fees paid to each other, who gets what." These and other areas may have been negotiable.

But what apparently was not a negotiable item for Affiliated was a request for assurances that K-R would stay with the business through at least 1986. Directors of Miami-based K-R apparently voted down that idea at a June 20 board meeting. Asked if the K-R's board voted against making a commitment, Reid Ashe, chairman of Viewdata (the K-R subsidiary responsible for Viewtron), told BROADCASTING, "I can't confirm that was the case." He added: "When we are both ready, we will form a partnership. That agreement is unchanged." K-R has an incentive to reach an understanding with Affiliated. According to Ashe, the only way it can market Viewtron in Boston, even to long-distance subscribers, is through a partnership with *The Boston Globe* publisher, group owner and MSO.

Representing Scripps-Howard in its Viewtron partnerships in Denver, Memphis and Pittsburgh is Al Horton, who was in Miami last week talking with Viewdata officials. Horton said: "We are trying to make some progress. This will be an important week as we are trying to solve some issues," reportedly some of the same ones discussed by Affiliated.

The evolution of Viewtron suggests that a local presence is no longer indispensable to the service's nationwide expansion. Initially it was going to be introduced one market at a time because each partnership was to have its own office and data equipment. Each was also to add local information to the database. Viewdata officials felt they could best handle one project at a time, Ashe said.

When the service begins in Minneapolis in the fall, there will be no local office and the amount of state and local information will be "very little... we will add local information as the subscriber base warrants," according to Ashe. In essence, the service will be a long-distance version of the south Florida Viewtron system—minus Miami-specific information—using the data transmission system of Northwestern Bell.

Ashe confirmed that Viewtron was working to establish ties with banks and other financial institutions—to provide home banking and other services—as are some of the other entries in the increasingly populated videotex industry (for example Bank of America and Chemical Bank in Covidea, and Sears in Trintex). Ashe said the company is currently negotiating with banks in Seattle and other cities.

Several observers told BROADCASTING that a preliminary arrangement Viewdata had with Philadelphia National Bank recently fell through, in part because word of the difficulties in Boston leaked out—some Boston banks and financial institutions were already committed there, apparently. Confirmation was unobtainable from either officials at the Philadelphia National Bank, or from Ashe, who said that would involve commenting on "confidential negotiations... Where things stand is that we are eager to offer our service in Philadephia."

The reaction of personal computer owners to Viewtron's new marketing strategy will play an important, if not crucial, role in determing the service's fate. As recently as late April, K-R President James K. Batten told shareholders that Viewtron subscriber levels in south Florida were down slightly to about 3,000. Ashe said the results "now look better than ever," but he refused to release any new figures. If the subscriber figures are up, one reason may be that the computer software and three hours of time on the service are currently being offered free. Whether and how much those recipients of Viewtron will stick with the service once they have to start paying will become clearer this fall. "I expect the next few months will say what our subscriber results are," said Ashe.

Is it guaranteed that Viewtron will be a continuing operation through 1986 or could it be sold? Ashe responded that abandoning the business, "has never been an utter impossibility; nobody has ever guaranteed a long-term future for Viewtron. It will keep going as long as the long-term results are good." □

Changing Hands

PROPOSED

KCNR-AM-FM Portland, Ore. □ Sold by Duffy Broadcasting Corp. of Portland to Fort Vancouver Broadcasting Corp. for $6,975,000, comprising $4,975,000 cash and remainder note. **Seller** is principally owned by Robert J. Duffy, chairman (66.9%), Martin G. Greenburg (25.2%) and Patrick L. Delaney (5.8%). It also owns KRZN(AM) Englewood, Colo.; KSMJ(AM)-KSFM(FM) Sacramento, Calif., and KMJI(FM) Denver. **Buyer** is owned by William A. Failing, who also owns KKSN(AM) Portland. KCNR(AM) is daytimer on 1410 khz with 5 kw. KCNR-FM is on 97.1 mhz with 100 kw and antenna 980 feet above average terrain. *Broker: The Mahlman Co.*

WHTV(TV) Meridian, Miss. □ Sold by Central Television Inc. to Meridian Broadcasting Partnership for approximately $4 million, comprising $1.5 million cash and remainder note. **Seller** is owned by Frank K. Spain, who also owns WHLT(TV) Hattiesburg, Miss., and has interest's in WTVX(TV) Fort Pierce, Fla., and WTVA(TV) Tupelo, Miss. **Buyer** is owned by Steven J. Pruett, Mary Ellen Moore, her husband, James D. Moore, and Karen D. Chandler. It also has interest in WSTG-TV Providence, R.I.; WSMH-TV Flint, Mich., and WIII-TV Cincinnati. WHTV(TV) is CBS affiliate on channel 24 with 724 kw visual, 72.4 kw aural and antenna 610 feet above average terrain. *Broker: C.L. Richards & Co.*

WBBB(AM)-WPCM(FM) Burlington, N.C. □ Sold by Maycourt Broadcasting to Research

Triangle Broadcasting for $3.4 million. **Seller** is owned by Pegram Harrison, who has no other broadcast interests. **Buyer** is principally owned by James C. Fort and John E. Yochum, general partners. It also has interest in WSIC(AM)-WFMX(FM) Statesville, WFSC(AM)-WRFR(FM) Franklin and WDSC-AM-FM Dillon, all North Carolina. WBBB is daytimer on 920 khz with 5 kw. WPCM is on 101.1 mhz with 100 kw and antenna 910 feet above average terrain. *Broker: R.A. Marshall & Co.*

WWLS(AM) Moore, Okla. □ Sold by Lesso Inc. to Stevenson Broadcasting Co. for $945,000. **Seller** is owned by Larry Steckline, who has no other broadcast interests. **Buyer** is owned by Robert Stephenson, who also owns KKCC-AM-FM Clinton and KDLB-AM-FM Henryatta, both Oklahoma. He also owns KNOR(AM) Norman, Okla., which is being sold (see below). WWLS is on 640 khz with 1 kw full time. *Broker: Jamar-Rice Co.*

WWIZ(FM) Mercer, Pa. □ Sold by P.S. Broadcasting Corp. to G.B.S. Partnership for $850,000, comprising $250,000 cash and remainder note at 10% over six years. **Seller** is principally owned by James D. Psihoulis. It has no other broadcasting interests. **Buyer** is equally owned by Karl F. Brandt and his wife, Ann, James L. Gory and his wife, Delphine, and Francis J. Sarvis and his wife, Catherine. Brandt is station's operations manager. Gory is former owner of Sharon Ford and Sarvis is president of Sarvis Dodge, both Sharon, Pa. WWIZ is on 103.9 mhz with 3 kw and antenna 300 feet above average terrain.

WCVI(AM) Connellsville, Pa. □ Sold by Connellsville Broadcasters Inc. to MAR COM Broadcasting Inc. for $500,000 cash. **Seller** is principally owned by Dr. Cam Troilo, who has no other broadcast interests. **Buyer** is owned by Marlene J. Heschler (51%) and Geoffrey P. Kelly (49%). Heschler is vice president and Kelly is owner of Kelly Associates Inc., Pittsburgh-based marketing firm. It has no other broadcast interests. WCVI is on 1340 khz with 1 kw day and 250 w night.

WXLL(AM) Decatur, Ga. □ Sold by RFB Radio Inc. to Price Communications Inc. for $465,000, comprising $125,000 cash, and remainder note at 10% over 10 years. **Seller** is principally owned by Robert F. Bell, who also has interests in WCGL(AM) Jacksonville and WRBD(AM)-WCKO(FM) Pompano Beach, both Florida; WJLD(AM) Fairfield, Ala., and WLLV(AM) Louisville, Ky. **Buyer** is owned by Joseph L. Price (51%) and Margery J. Watson (49%). It has no other broadcast interests. Price is pastor, and Watson is member of Temple of Deliverance church in Atlanta. WXLL is daytimer on 1310 khz with 500 w.

WRMT(AM) Rocky Mount, N.C. □ Sold by Atlantic Radio Corp. to Robert G. Finney, Boston Lackey, James W. Shannon, Vincent D. Hardy and Frank B. McCann for $435,000. **Seller** is principally owned by Robert A. Manning. It has no other broadcast interests. **Buyer** is equal partnership with no other broadcast interests. Finney is general manager of WSSV(AM) Petersburg, Va. Lackey is Petersburg, Va.-based CPA. Shannon and Hardy are attornies in Petersburg. McCann is attorney previously in Petersburg, now in New York. WRMT is on 1490 khz with 1 kw-D and antenna 250 w night. *Broker: R.A. Marshall & Co.*

WOLS(AM) Florence, S.C. □ Sold by Florence Broadcasting Co. to D. Merle Wetzel, Teri L. Dunkel and George Sciranko for $325,000, comprising $80,000 cash and remainder note at 10.5% over seven years. **Seller** is owned by Asa Skinner, his son, Asa Skinner III and Alston Purvis, who have no other broadcast interests. **Buyer,** Sciranko, is general manager of WWCH(AM)-WCCR(FM) Clarion, Pa. Others have no other broadcast interests. WOLS is on 1230 khz with 1 kw day and 250 w night. *Broker: Reggie Martin & Associates.*

KNOR(AM) Norman, Okla. □ Sold by Stephenson Broadcasting Co. to Breckenridge Broadcasting Co. for $300,000. **Seller** is purchasing WWLS(AM) Moore, Okla. (see above). **Buyer** is Breckenridge, Tex.-based station group of three AM's and two FM's, principally owned by Owen Woodward and David Bullion. KNOR is on 1400 khz with 1 kw day and 250 w night. *Broker: Jamar-Rice Co.*

WWGA(FM) Waynesboro, Ga. □ Sold by John M. Manthei and his wife, Cheryl, to Bible Broadcasting Network Inc. for $300,000, comprising $100,000 cash and remainder note at 10% over 10 years. **Sellers** have no other broadcast interests. **Buyer** is equally owned by Lowell L. Davey, and his wife, Georgeanna, his brother, Keith Davey, and latter's wife, Yvonne. It is Chesapeake, Va.-based station group of one AM, four FM's and four noncommercial FM's. WWGA is on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

KQMA(FM) Phillipsburg, Kan. □ Sold by Northwest Enterprises Inc. to Barracuda Broadcasting Inc. for $297,000. **Seller** is owned by Jan D. Parker and Kenneth Kohrs. **Buyer** is owned by Parker and Kohrs (40.5%) and Tad Felts (19%). It also owns KKAN(AM) Phillipsburg, which being donated to local school district (see "For the Record," page 58). KQMA is on 92.5 mhz with 100 kw and antenna 550 feet above average terrain.

KRMX-FM Pueblo, Colo. □ Sold by The Neidig Corp. to Sunbrook Broadcasting Inc. for $262,000 cash. **Seller** is principally owned by Andres Neidig, who also owns co-located KRMX(AM). **Buyer** is owned by Larry Roberts (33.3%); Alan Cooper (33.3%), latter's brother, Edward Cooper (17%), and Edward Cooper's wife, Barbara McIntyre (16.3%). It also owns KCSJ(AM) Pueblo. KRMX-FM is on 107.1 mhz with 3 kw and antenna 77 feet above average terrain.

KELG(AM) Elgin, Tex. □ Sold by Longcrier Co. to Dynamic Broadcasting for $260,000 cash. **Seller** is owned by Steve Longcrier, who also owns KZEV(FM) Victoria and CP for new FM in Bastruck, both Texas. **Buyer** is owned by J.J. Garcia, who formerly had interest in KMXX(FM) Austin, Tex. KELG is on 1440 khz with 250 w day. *Broker: Norman Fischer & Assoc.*

KMLW(FM) Belen, N.M. □ Sold by Wuenschell

Broadcasting Co. to Brooks Broadcasting Co. for $250,000, comprising $63,500 cash and remainder note. **Seller** is owned by Fred Wuenschel, Mary McKnight and Pat Pope. It also owns KNMZ(TV) Santa Fe, N.M. Buyer is owned by William T. Brooks, who also owns co-located KARS(AM). KMLW is on 97.7 mhz; with 3 kw and antenna 276 feet above average terrain. *Broker: Blackburn & Co.*

For other proposed and approved sales see "For the Record," page 58.

In Sync

Stereo climb continues

The multichannel sound TV phenomenon continues to flourish, with at least 82 stereo stations on the air by week's start, and another half-dozen or more beginning stereo broadcasts with the launching of NBC's stereo programing feed Tuesday (July 16).

Added to BROADCASTING's running count of on-air stereo stations are another 11 broadcasters, including a CBS owned-and-operated facility, six NBC affiliates and three top 20 group-owned stations.

The 11 stations include CBS's WCAU-TV Philadelphia, Gannett-owned stations WUSA-TV (formerly WTCN-TV) Minneapolis and WXIA-TV Atlanta, and Outlet Communications number-five stereo station, WPDS-TV Indianapolis. Also new are: WMVS(TV) and WTMJ-TV, both Milwaukee; WPTF-TV Raleigh-Durham, N.C.; WOWT(TV) Omaha; WISC-TV Madison, Wis.; WHIZ-TV Zanesville, Ohio, and WSJU(TV) San Juan, P.R. Seven of the 11 additions are in top 40 markets.

Another six stations, all NBC affiliates, expect to complete their conversions in time to begin carrying NBC stereo feeds, which begin with Major League Baseball's All-Star game on July 16, and continue with weekly stereocasts of *Friday Night Videos* starting July 19 and nightly stereocasts of *The Tonight Show Starring Johnny Carson* and *Late Night With David Letterman* starting July 23.

The six new NBC affiliates will be: Group W stations KYW-TV Philadelphia and WBZ-TV Boston; KPRC-TV Houston; WLEX-TV Lexington, Ky.; WKJG-TV Fort Wayne, Ind., and KRBC-TV Abilene, Tex. At least two other NBC affiliates, which requested anonymity for competitive reasons, are also attempting to begin stereo transmissions this week.

Eighteen of the top 20 markets now have stereo broadcasters, totaling 33 stations. Half of all stations using stereo are in the top 23 markets. To date, 53 markets now have stereo stations, reaching 51,267,600 households.

Nearly one-half of all stereo markets, 22, have more than one stereo station, and six have three or more. Half the multiple station areas in top 20 markets.

NBC, with more than two dozen affiliates in stereo by this week, has stereo stations in eight of the top 10 markets, with the exception of Dallas and Chicago (where owned-and-operated WMAQ-TV expecting to complete its conversion this month).

Twenty independents have made the switch, followed by 17 PBS members stations, 12 ABC affiliates, 10 CBS affiliates and the CBS O&O in Philadelphia, WCAU-TV.

NAB input

FCC-suggested methods for predicting FM station interference to aeronautical radio navigation systems are "unnecessarily conservative" and could be "unduly restrictive" for broadcasters, the NAB said in comments filed with the commission June 28.

FM broadcast site restrictions proposed by the FCC in April are based on methods developed by the Federal Aviation Administration and International Radio Consultative Committee (CCIR) which, according to NAB, predict extensive theoretical interference caused by FM stations.

When the association recently completed its own on-site, "worst-case" study at nine major metropolitan airports, it found no actual interference to navigation systems.

The airports, selected by NAB for high traffic volumes and proximity to several high power FM stations, were: Detroit Metropolitan, Washington National, Seattle's Boeing Field and Jackson International, Miami International, Lambert-St. Louis International, Denver's Stapleton International, San Diego International and New York's JFK.

"The FAA interference prediction methodology shows that all nine airports would be subjected to high levels of interference," NAB commented. "However, there are no documented cases of adverse interference that came to light in the course of this study."

Consulting engineers at John F.X. Browne & Associates Inc., in Bloomfield Hills, Mich., conducted the study for the NAB, evaluating potential interference to reception of instrument landing system localizer frequencies caused by receiver generated intermodulation and receiver desensitization.

The FCC proposal remains open for comment until late fall.

Grand Canyon Ku

KPNX-TV Phoenix became the first TV station in Arizona with Ku-band satellite newsgathering capabilities after taking delivery of a Microlink Communications SNG unit June 29. The Gannett-owned NBC affiliate set the truck to immediate use, said Leon Anglin, chief engineer, with a week of remotes from around the state and with short news remotes each weeknight.

The truck, dubbed Skylink and manufactured by Microlink of Framingham, Mass., is built around a 23½-foot Iveco body with a 2.3-meter Andrew transmit-receive antenna, three-quarter-inch and half-inch playback and edit capabilities, and 600 w TWT amplifier.

The station's transmissions, on GTE Spacenet satellites, have so far been in the 250-to-350 w range, Anglin said. "The transmission power could be even lower," he added, "but there's not a lot of margin, and to do news, you need margin."

The station's truck also includes microwave receive capability to allow for remote transmission back to the truck in case it is unable to park at the story location.

Although the station declined to reveal what was paid for the vehicle, Microlink offers a base-priced unit for $295,000.

Similar units are also in use at Gannett stations WXIA-TV Atlanta and KUSA-TV Denver, and all the Gannett stations will "be there" with Ku-band SNG, Anglin said. Explaining why KPNX-TV had opted for the technology, he noted Gannett stations already have a national news service and are strategically located to supplement it with Ku-band SNG capabilities.

Audix makes the States

British audio equipment manufacturer, Audix Ltd., has appointed A.F. Associations as exclusive sales-service representatives in the U.S. The Audix product line includes audio mixing consoles and a digital communications system that allows 60 simultaneous conversations on a single coax cable. A.F.A., based in Northvale, N.J., designs turnkey TV facilities and mobile vehicles.

TELECASTINGS

'Colby' addition

He played Moses in "The Ten Commandments," a stranded astronaut caught in a time warp in "Planet of the Apes," a slave/-chariot driver in "Ben Hur" and has served five terms as president of the Screen Actors Guild. Now Charlton Heston, who has never had a regular role in a television series before, will play Jason Colby in the upcoming *Dyansty* spin-off on ABC next fall: *Dynasty II: The Colbys*. The announcement was the latest example of established screen stars who have recently taken up regular or limited roles in television series.

As Jason Colby, Heston will play the patriarch of the California-based Colby family. He will be reunited with his son, Jeff Colby (played by John James), who will move over from the original *Dynasty* series along with the character Fallon, with whom he also was reunited at the end of her season-long accident-induced amensia. Colby and Fallon—the daughter of lead character Blake Carrington—will remarry and move to California, which will be the backdrop of the new series. Occasional cross-appearances between the mainstay *Dynasty* characters and *Dynasty II* characters will occur during the season.

Producers Aaron Spelling, Douglas S. Cramer and Richard and Esther Shapiro have been adroit at signing big-name stars for limited appearances on *Dynasty*. Last year viewers where treated to appearances by Diahann Carroll, Billy Dee Williams, Rock Hudson and Ali McGraw on the top-rated ABC series. In addition, a spokeswoman for the producers said they signed George Hamilton to play a Svengali-like character on *Dynasty* next season, to be introduced in the third episode.

Anniversary show

Samuelson

The *U.S. Farm Report*, sold nationally to 118 stations by Tribune Entertainment, celebrates its 10th anniversary on the air this month. Fifty-two original weekly episodes of the show are produced each year. Hosted and produced by Orion Samuelson, the show disseminates forecasts, analysis and interpretations of market conditions as well as special features and profiles and commentaries by Samuelson. The show is produced, using a field staff, by WGN-TV Chicago. Among the stations carrying the show, which is sold on a barter basis, with Tribune and stations splitting six minutes of advertising time evenly, include WPIX(TV) New York, WATL-TV Atlanta, WAKR-TV Akron, Ohio, and KPLR-TV St. Louis.

Anderson inserts

A 13-week series of 60- and 90-second television news inserts from investigative reporter Jack Anderson is scheduled to debut Sept. 16. *Jack Anderson Reports*, a production of Syndicated News Ventures, a joint venture of Pubsat (Public Affairs Satellite Systems Inc.), and International Syndications, will be fed to stations via satellite or videotape twice weekly on a straight cash basis. Following the initial 13-week run, longer commitments will be negotiated. Pubsat and Anderson will provide the up-front productions. The inserts will present the characteristic Jack Anderson behind-the-scenes look at politics, business, education and consumer issues, and will be designed to provide follow-up opportunities for local news broadcasts. The reports will be produced in Washington or at studios convenient to Anderson as he travels.

Barbara Newman, IS executive VP, Anderson, and Pubsat's Smullin

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May 20, 1985

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>
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>
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>
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For the Record

As compiled by BROADCASTING, July 5 through July 9, 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

■ KJEM(FM) Bentonville, Ark. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of JEM Broadcasting Co. from Jim Tilley (56% before; none after) to Elvis Lee Moody (44% before; 100% after) for $50,000 cash and assumption of liabilities. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed July 1.

■ KRZK-AM-FM Ozark, Ark. (AM: 1540 khz; 500 w-D; FM: 96.7 mhz; 3.6 kw; HAAT: 1,050 ft.)—Seeks assignment of license from Valley Communications to Ozark Communications Inc. for assumption of liabilities. Seller is owned by Richard B. Shaw, who has no other broadcast interests. Buyer is owned by Jerry V. Dietz and his wife, Marilyn. It also has interest in KOKL-AM-FM Okmulgee, Okla. Filed July 2.

■ KUNN(AM) [formerly KLYD(AM)] Bakersfield, Calif. (1350 khz; 1 kw-D)—Seeks assignment of license from Ask Broadcasting Corp. to Jesus G. Nieto and I. Allan Munoz for $70,000 and assumption of liabilities. Seller is owned by Alexander S. Klein and his wife, Barbara. It also owns KLYD-FM Shafter, Calif. Buyers have no other broadcast interests. Filed July 5.

■ KRMX-FM Pueblo, Colo. (107.1 mhz; 3 kw; HAAT: 77 ft.)—Seeks assignment of license from The Neidig Corp. to Sunbrook Broadcasting Inc. for $262,000 cash. Seller is principally owned by Andres Neidig, who also owns colocated KRMX(AM). Buyer is owned by Larry Roberts (33.3%); Alan Cooper (33.3%), his brother, Edward Cooper (17%), and Edward's wife, Barbara McIntyre (16.3%). It also owns KCSJ(AM) Pueblo. Filed June 26.

■ WJAX-AM-FM Jacksonville, Fla. (AM: 930 khz; 5 kw-U; FM: 95.1 mhz; 100 kw; HAAT: 460 ft.)—Seeks assignment of license from Silver Star Communications to Statewide Broadcasting of Duval County Inc. for $5,260,000 comprising $2.1 million cash and remainder note. Seller is principally owned by Dr. John R.E. Lee, who also owns WJIZ(AM) Albany, WOKS(AM)-WFXE(FM) Columbus, WMJM(AM)-WFAV(FM) Cordele and WJTH(FM) East Point, all Georgia. Buyer is Pompano Beach, Fla.-based station group of four AM's and three FM's principally owned by Scott Ginsburg, president. It will spin off WJAX(AM) to comply with FCC duopoly rules, since it owns WAPE(AM) Jacksonville. Filed July 9.

■ WXLL(AM) Decatur, Ga. (1310 khz; 500 w-D)—Seeks assignment of license from RFB Radio Inc. to Price Communications Inc. for $465,000, comprising $125,000 cash, and remainder note at 10% over 10 years. Seller is principally owned by Robert F. Bell. He also has interest in WCGL(AM) Jacksonville, WRBD(AM)-WCKO(FM) Pompano Beach, both Florida and WJLD(AM) Fairfield, Ala., and has interest in WLLV(AM) Louisville, Ky. Buyer is owned by Joseph L. Price (51%) and Margery J. Watson (49%). It has no other broadcast interests. Price is pastor, and Watson is member of Temple of Deliverance church in Atlanta. Filed July 5.

■ WWGA(FM) Waynesboro, Ga. (100.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from John M. Manthei and his wife, Cheryl to Bible Broadcasting Network Inc. for $300,000, comprising $100,000 cash and remainder note at 10% over 10 years. Sellers have no other broadcast interests. Buyer is equally owned by Lowell L. Davey, and his wife, Georgeanna, his brother, Keith Davey, and his wife, Yvonne. It is Chesapeake, Va.-based station group of one AM, four FM's and four noncommercial FM's. Filed July 3.

■ KHON-TV Honolulu and its satellite: KAII-TV Wailuku, both Hawaii (KHON: ch. 9; CBS; ERP vis. 209 kw; aur. 29.5 kw; HAAT: 50 ft.; ant. height above ground: 436 ft. [CP: HAAT: 45 ft., ant. height above ground: 495 ft.]; KAII: ch. 7; ERP vis. 29.8 kw; aur. 5.9 kw; HAAT: 5,490 ft.; ant. height above ground: 75 ft.)—Seeks assignment of license from Western Sun Inc. to Burnham Broadcasting Co. L.P., for $47.5 million. Amount will be adjusted according to performance, decreased by 90% of difference in capitol expenditures from first and second quarter budget approximations and actual amount spent from Jan. 1, to closing date. Buyer will also pay 49.4749% of accelerated cost recovery deductions, plus cost for capitol gains taxes paid, guaranteed with escrow deposit of $4.5 million. Seller is owned by Des Moines Register Co., Des Moines, Iowa-based station group of one AM, two FM's and three TV's, principally owned by members of the Cowles family. Buyer is owned by Peter Desnoes (50%) and eight others, including Frank Magid (3.5%) president of Magid & Associates, Marion, Iowa-based broadcast research firm. Filed July 3.

■ KOIA-TV Ottumwa, Iowa (ch. 15; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 461 ft.; ant height above ground: 447 ft.)—Seeks assignment of license from Haynes Communications Co. to Ottumwa Television Ltd. Partnership for expenses. Seller is owned by Carl Haynes who also owns KHBN-FM Socorro, N.M.; KHCT-TV Salina, Kansas and KHCA-TV Alexandria, La. Buyer is group of 37 general and limited partners, with no other broadcast interests. Filed July 3.

■ KKAN-FM Phillipsburg, Kan. (95.3 mhz; 3 kw; HAAT: 199 ft.)—Seeks assignment of license from Barracuda Broadcasting Inc. to Unified School District #325 for no consideration. Seller is purchasing KQMA(FM) Phillipsburg and is giving away station to comply with FCC duopoly rules (see below). Buyer is educational institution headed by D.W. Keeten, president. One member of board, Tad Felts, is employed by KQMA(FM) and will acquire 19% of Barracuda Broadcasting. Station will become noncommercial. Filed July 5.

■ KQMA(FM) Phillipsburg, Kan. (92.5 mhz; 100 kw; HAAT: 511 ft.)—Seeks assignment of license from Northwest Enterprises Inc. to Barracuda Broadcasting Inc. for $297,000. Seller is owned by Jan D. Parker and Kenneth Kohrs. It has no other broadcast interests. Buyer is owned by Parker and Kohrs (40.5%) and Tad Felts (19%). It also owns KKAN(AM) Phillipsburg. Filed July 5.

■ KRMD-AM-FM Shreveport, La. (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 101.1 mhz; 100 kw; HAAT: 970 ft.)—Seeks assignment of license from KRMD Inc. to AmCom General Corp. for $5 million cash. Seller is owned by R.D. (Smokey) Hyde. It has no other broadcast interests. Buyer is owned by George R. Francis, who has no other broadcast interests. He is former senior vice president with Voyager Communications, Raleigh, N.C.-based station group of two AM's and two FM's. Filed July 3.

■ WPOE(AM) Greenfield, Mass. (1520 khz; 10 kw-D)—Seeks transfer of control of Poet's Seat Broadcasting Inc. from shareholders to Potomac News Inc. for $399,403, comprising $328,000 cash and remainder assumption of liabilities. is owned by Scott, Marshall and William Bacherman; Marc Berman; Robert Madden; Gary MacLeod, Harvey Goldstein and Barabara Mallen. It has no other broadcast interests. Buyer is owned by Bruce Finland, who owns Potomac News Service, Washington-based radio news service. It has no other broadcast interests. Filed June 26.

■ WCMX(AM) Leominster, Mass. (1000 khz; 1 kw-D)—Seeks transfer of control of Radio Ten Corp. from stockholders to Donn Parker, his wife, Sally and their son, Kenneth. Seller is principally owned by David E. Parnigoni (25.5%), his wife, Rosemary (25.5%) and Parker (20.2%). It has no other broadcast interests. Buyer, Donn Parker is station's general manager, Kenneth is sales manager. Filed June 28.

■ WAGN(AM) Menominee, Mich. (1340 khz; 1 kw-D; 250 w-D)—Seeks assignment of license from MEN + MAR Broadcasting Corp. to Good Neighbor Broadcasting Inc. for $135,000, comprising $100,000 cash and remainder note at 10% over seven years. Seller is owned by Vernon H. Uecker, who also has interest in KORV(AM)-KEWE(FM) Oroville, Calif. Buyer is owned by Marshall Harris (54%) and Gary R. Johnson (46%). It has no other broadcast interests. Filed July 5.

■ WBUK(AM) Portage, Mich. (1560 khz; 1 kw-D)—Seeks assignment of license from Richard C. Remes trustee, to Tri-State Broadcasting Co. for $102,000. Seller is trustee for Radio Michigan Ltd. It has no other broadcast interests. Buyer is principally owned by Gary B. Mallernee who also has interest in WAWK(AM)-WTVB(FM) Kendallville, Ind. Filed July 1.

■ WTCM-AM-FM Traverse City, and WATZ-AM-FM Alpena, both Michigan (WTCM[AM]: 580 khz; 5 kw-D; 500 w-N; FM: 103.5 mhz: 100 kw; HAAT: 680 ft.; WATZ[AM]: 1450 khz; 1 kw-D; 250 w-N; FM: 93.5 mhz; 3 kw; HAAT: 255 ft.)—Seeks transfer of control of WATZ Radio Inc. from Lester M. Bierderman to his son, Ross Bierderman for no consideration. Neither party has other broadcast interests. Filed July 5.

■ WPBN-TV Traverse City, and its satellite, WTOM-TV Cheboygan, both Michigan (WPBN: ch. 7; NBC; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 1,348 ft.; ant. height above ground: 1,130 ft.; WTOM: ch. 4; ERP vis. 100 kw; aur. 20 kw; HAAT: 620 ft. ant. height above ground: 590 ft.)—Seeks transfer of control of WPBN-TV & WTOM-TV Inc. from United States Tobacco Co. to Beam Broadcasters-II Limited Partnership for $5,150,000 cash. Seller is publicly traded, smokeless tobacco manufacturer headed by Lewis F. Bantle, president. It has no other broadcast interests. Buyer is Key Biscayne, Fla.-based station group of three TV's principally owned by Frank L. Beam (69%), Thomas Van Buskirk and William Oostenburg. Filed July 3.

■ KROX(AM) Crookston, Minn. and KICS(AM)-KEZH(FM) Hastings, Neb. ((1260 khz; 1 kw-D; 500 w-N; KICS(AM): 1550 khz; 500 w-U; KEZH(FM): 101.5 mhz; 3 kw; HAAT: 265 ft.)—Seeks transfer of control of Black Cat

Broadcasting Co. from Robert D. Hanna (50% before; none after) to Edward H. Tricker (100%) for assumption of liabilities. Seller also has interest in KCLW(AM) Hamilton, Texas. Buyer has no other broadcast interests. Filed July 1.

■ WHTV(TV) Meridian, Miss. (ch. 24; ERP vis. 724 kw; aur. 72.4 kw; HAAT: 610 ft.; ant height above ground: 368 ft.)—Seeks assignment of license from Central Television Inc. to Meridian Broadcasting Partnership for approx. $4 million, comprising $1.5 million cash and remainder note at 10%. Seller is owned by Frank K. Spain, who also owns WHLT(TV) Hattiesburg, Miss. and has interest in WTVX(TV) Fort Pierce, Fla. and WTVA(TV) Tupelo, Miss. Buyer is owned by Steven J. Pruet, Mary Ellen Moore, her husband, James D. Moore and Karen D. Chandler. It also has interest in WSTG-TV Providence, R.I., WSMH-TV Flint, Mich. and WIII-TV Cincinnati. Filed June 28.

■ WNYB-TV Buffalo, N.Y. (ch. 49; ERP vis. 2,240 kw; aur. 224 kw; HAAT: 850 ft.; ant. height above ground: 959 ft.)—Seeks assignment of license from Bison City Television 49 to Television Corp. of Buffalo for expenses. Seller is owned by Harold E. Protter, who also has interest in WNOL-TV New Orleans. Buyer is subsidiary of Television Corp. Stations., Virginia Beach, Va.-based station group of five TV's, principally owned by Tim McDonald, Gene Loving and John Trinder. Filed June 26.

■ WABC-AM-TV and WPLJ(FM) New York; KABC-AM-TV and KLOS(FM) Los Angeles; WLS-AM-FM-TV Chicago, KGO-AM-TV San Francisco and WMAL(AM)-WRQX(FM) Washington (WABC[AM]: 770 khz; 50 kw-U; WPLJ[FM]: 95.5 mhz; 4.6 kw; HAAT: 1,300 ft.; WABC-TV: ch. 7; ABC; ERP vis. 110 kw; aur. 11 kw; HAAT: 1,610 ft.; ant. height above ground: 1,729 ft.; KABC[AM]: 790 khz; 5kw-U; KLOS[FM]: 95.5 mhz; 68 kw; HAAT: 2,920 ft.; KABC-TV: ch. 7; ABC; ERP vis. 159 kw; aur. 31.7 kw; HAAT: 2,970 ft.; ant. height above ground: 234 ft. [CP: ERP vis. 141.25 kw; aur. 28.9 kw; HAAT: 3,213 ft.]; WLS[AM]: 890 khz; 50 kw-U; WLS[FM]: 94.7 mhz; 4.4 kw; HAAT: 1,535 ft.; WLS-TV: ch. 7; ABC; 34.7 kw; aur. 6.92 kw; HAAT: 1,688 ft.; ant. height above ground: 1,710 ft. [CP: ERP vis. 55 kw; aur. 11.2 kw]; KGO[AM]: 810 khz; 50 kw-U; KGO-TV: ch. 7; ABC; ERP vis. 316 kw; aur. 63.2 kw; HAAT: 1,670 ft.; ant. height above ground: 977 ft.; WMAL[AM]: 630 khz; 5 kw-U; WRQX: 107.3 mhz; 55 kw; HAAT: 590 ft.)—Seeks assignment of license from American Broadcasting Companies and it's subsidiary licensee corporations, WMAL Inc. and WLS Inc., to Capital Cities Communications for $3,429,909,422, plus $87,201,090 in connection with redemption of warrants for shareholders (see BROADCASTING, March 25). Seller is publicly owned television network, headed by Leonard Goldenson, chairman. Buyer is publicly owned New York-based station group headed by Thomas Murphy, chairman. Filed July 1.

■ WIBX(AM)-WIBQ(FM) Utica, N.Y. (AM: 950 khz; 5 kw-U; FM: 98.7 mhz; 25 kw; HAAT: 660 ft.)—Seeks assignment of license from Marathon Communications Inc. to James & Hunter Communications Group Inc. for $3,145,000. Seller is subsidiary of ERI Communications Group, employe-owned firm headed by Frances Boyle, president. Buyer is principally owned by Richard W. James and his wife, Earlene and Steve Hunter. It also owns WIGY(AM)-WJTO(FM) Bath, Me. Filed July 5.

■ WRMT(AM) Rocky Mount, N.C. (1490 khz; 1 kw-D; 250 w-D)—Seeks assignment of license from Atlantic Radio Corp. to Robert G. Finney, Boston Lackey, James W. Shannon, Vincent D. Hardy and Frank B. McCann for $435,000. Seller is principally owned by Robert A. Manning. It has no other broadcast interests. Buyer is equal partnership with no other broadcast interests. Finney is general manager of WSSV(AM) Petersburg, Va. Lackey is Petersburg, Va.-based CPA. Shannon and Hardy are attornies in Petersburg. McCann is attorney previously from Petersburg, now New York. Filed July 1.

■ KCNR-AM-FM Portland, Ore. (AM: 1410 khz; 5 kw-D; FM: 97.1 mhz; 100 kw; HAAT: 980 ft.)—Seeks assignment of license from Duffy Broadcasting Corp. of Portland to Fort Vancouver Broadcasting Corp. for $6,975,000, comprising $4,975,000 cash and remainder note. Seller is principally owned by Robert J. Duffy, chairman (66.9%), Martin G. Greenburg (25.2%) and Patrick L. Delaney (5.8%). It also owns KRZN(AM) Englewood, Colo. KSMJ(AM)-KSFM(FM) Sacramento, Calif. and KMJI(FM) Denver. Buyer is owned by William A. Failing, who also KKSN(AM) Portland. Filed July 3.

■ WBRX(AM) Berwick, Pa. (1280 khz; 1 kw-D)—Seeks assignment of license from Berwick Broadcasting Corp., debtor-in-possession to Heritage Broadcasting Inc. for $150,000, comprising $30,000 cash and remainder in note, with interest payable only after buyer grosses over $150,000. Seller has no other broadcast interests. Buyer is owned by Michael D. Bart; Thomas P. Haughney; his father, Harry, Peter Pastusic, Paul Grimes and Robert Williamson. Bart is Wilkes-Barre, Pa., attorney. Haughney is president of Independent Network Systems, Nashville-based satellite firm. Pastusic is Berwick businessman. Williamson owns video stores in Berwick and Kingston, Pa. Grimes is former sales manager of WMJW(FM) Nanticoke, Pa. Filed July 28.

■ WCVI(AM) Connellsville, Pa. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Connellsville Broadcasters Inc. to MAR COM Broadcasting Inc. for $500,000 cash. Seller is principally owned by Dr. Cam Troilo, who has no other broadcast interests. Buyer is owned by Marlene J. Heschler (51%) and Geoffrey P. Kelly (49%). Heschler is vice president and Kelly is owner of Kelly Associates, Pittsburgh-based marketing firm. It has no other broadcast interests. Filed July 9.

■ WWIZ(FM) Mercer, Pa. (103.9 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from P.S. Broadcasting Corp. to G.B.S. Partnership for $850,000, comprising $250,000 cash and remainder note at 10% over six years. Seller is principally owned by James D. Psihoulis. It has no other broadcasting interests. Buyer is equally owned by Karl F. Brandt and his wife, Ann, James L. Gory and his wife, Delphine, and Francis J. Sarvis and his wife, Catherine. Brandt is stations operations manager. Gory is former owner of Sharon Ford and Sarvis is president of Jim Sarvis Dodge, both Sharon, Pa. Filed July 3.

■ WELP-AM-FM Easley, S.C. (AM: 1360 khz; 1 kw-D; FM: 103.9 mhz; 2.5 kw; HAAT: 2704 ft. [CP: 328 ft.])—Seeks assignment of license from Pickens County Broadcasting Inc. to American Communications of Greenville, SC, Inc. for $970,000, comprising $310,000 cash, and remainder note. Seller is owned by Cleatus O. Brazzell, who also owns WJAT-AM-FM Swainsboro, WSNT-AM-FM Sandersville and WBRO(AM) Waysboro, all Georgia. Buyer is owned by Robert W. Harrison, who also has interest in WWWZ(FM) Summerville, S.C. and WTMP(AM) Tampa, Fla. Filed July 5.

■ WOLS(AM) Florence, S.C. (1230 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Florence Broadcasting Co. from Asa Skinner (40% before; none after), his son, Asa Skinner III (10% before; none after) and Alston Purvis (50% before; none after) to D. Merle Wetzel (none before; 33.3% after), Teri L. Dunkel (same) and George Sciranko (same) for $325,000, comprising $80,000 cash and remainder note at 10.5% over seven years. Sellers have no other broadcast interests. Buyer, Sciranko is general manager of WWCH(AM)-WCCR(FM) Clarion, Pa. Others have no other broadcast interests. Filed July 3.

■ WKJQ(FM) Jefferson City, Tenn. (99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Mossy Creek Broadcasting Corp. to Defuniak Communications Inc. for $190,000 cash. Seller is owned by Philip J. Snyderburn, reciever. It has no other broadcast interests. Buyer is equally owned by Arthur F. Dees and Robert F. Schumann. It also owns WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla. Filed July 2.

■ WDEH-AM-FM Sweetwater, Tenn. (AM: 800 khz 1 kw-D; FM: 98.3 mhz; 3 kw; HAAT: 260 ft.)—Seeks assignment of license from Sweetwater Radio Inc. to M&H Broadcasting Corp. for $246,000 cash. Seller is owned by Robert Goodfriend, who has no other broadcast interests. Buyer is owned by J. Bazzell Mull (55%) and his wife, Elizabeth (45%). It has no other broadcast interests. Filed June 27.

■ KEXX-FM Corpus Christi, Tex. (93.9 mhz; 100 kw; HAT: 840 ft.)—Seeks assignment of license from Corpus Christi Broadcasting Co. to American Wireless Co. for $1.6 million cash. Seller is owned Vann M. Kennedy (51.6%) and four others. They also have interest in KZTV(TV) Corpus Christi and KVTV(TV) Laredo, both Texas. Buyer is owned by Dan Cutrer (47.5%), Louie Tomaso (47.5%) and A.J. Pope (5%). Cutrer has interest in app.'s for new AM in Temple, Tex. and for assignment of license of KAMA(AM) El Paso. Filed June 28.

New Stations

New AM's

■ Melbourne Beach, Fla.—Rowland Broadcasting seeks 1510 khz; 2.5 kw-D. Address: 99 Arapaho Ave., St. Augustine, Fla. 32084. Principal is equally owned by Marshall W. Rowland, and his wife, Carol. It also owns WAVW(FM) Vero Beach, Fla. Their son, Richard, is app. for new AM in Silver Spring, Md. Filed July 1.

■ St. Cloud, Fla.—St. Cloud Broadcasting seeks 1500 khz; 1 kw-D. Address: 10410 Windsor View Dr., Potomac, Md. 20854. Principal is owned by Peter Gureckis, who also owns WBZE(AM) Indian Head, Md., and WDER(AM) Derry, N.H. Filed July 1.

■ Holly Hills, Fla.—KMO Inc. seeks 720 khz; 1 kw-U. Address: P.O. Box 1277, Tacoma, Wash. 98401. Principal is owned by James L. Baine, who owns KAMT(AM) Tacoma, Wash. Filed July 1.

■ Dover, Fla.—Spann Communications seeks 720 khz; 10 kw-D; 1 kw-N. Address: 5525 S. State St., Chicago, 60621. Principal is owned by Pervis Spann, who has interests in WVON(AM) Cicero, Ill., and WXSS(AM) Memphis. Filed July 1.

■ Pismo Beach, Fla.—Pacific Coastal Broadcasting Co. seeks 870 khz; 5 kw-D; 1 kw-N. Address: 2310 Ponderosa

Summary of broadcasting
as of April 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,785	170	4,955
Commercial FM	3,771	418	4,189
Educational FM	1,194	173	1,367
Total Radio	9,750	761	10,511
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	368	222	590
Educational VHF TV	115	3	118
Educational UHF TV	184	25	209
Total TV	1,206	273	1,479
VHF LPTV	215	74	289
UHF LPTV	121	136	257
Total LPTV	336	210	546
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Dr., #29, Camarillo, Calif. 93010. Principal is owned by Edward G. Atsinger (99%) and Jerrold Miller (1%). Atsinger has interest in eight AM's and four FM's. Miller has interest in three AM's and one FM. Filed July 1.

■ Rosamond, Calif.—*Desert Broadcasters* seeks 890 khz; 25 kw-D, 1 kw-N. Address: Box 2233, Citru Heights, Calif. 95611. Principal is owned by Donald P. Harriss, who has no other broadcast interests. Fied July 1.

■ Thousand Palms, Calif.—Coachella Valley Broadcasters seeks 880 khz; 1 kw-D; 250 w-N. Address: 4610 Briarwood Dr., Sacramento, Calif. 95821. Principal is owned by James A. Auel, technician at KEBR(FM) Sacramento, who is also app. for three new AM's and four LPTV's. His father, Carl, owns six AM's and one FM. Filed July 1.

■ San Marcos, Calif.—Radio San Marcos seeks 890 khz; 1 kw-U. Address: 716 South 7th Ave., La Grange, Ill. 60525. Principal is owned by Janice L. O'Brien, whose father, Robert A. Jones, owns six AM's. Filed July 1.

■ Monticello, Calif.—Jerry J. Collins seeks 880 khz; 1 kw-D; 250 w-N. Address: West Townline Road, Hibbing, Minn. 55746. Principal owns WKKQ(AM)-WTBX(FM) Hibbing. Filed July 1.

Facilities Changes

Applications

AM's

Tendered

■ KXAM (1440 khz) Helotes, Tex.—Seeks mod. of CP to increase power to 1 kw; change TL, and make changes in ant. sys. App. July 8.

Accepted

■ KLFF (1360 khz) Glendale, Ariz.—Seeks CP to change TL. App. July 3.

■ KAHI (950 khz) Auburn, Calif.—Seeks CP to replace expired permit for changes. App. July 3.

■ KCBQ (1170 khz) San Diego—Seeks CP to change daytime monitored radials. App. July 3.

■ WSST (800 khz) Largo, Fla.—Seeks MP to change TL and make changes in ant. sys. App. July 8.

■ WCAS (740 khz) Cambridge, Mass.—Seeks CP to change TL and make changes in ant. sys. App. July 3.

■ WFRB (560 khz) Frostburg, Md.—Seeks CP to make changes in ant. sys. App. July 3.

■ WERA (1590 khz) Plainfield, N.J.—Seeks MP to augment standard night pattern. App. July 5.

■ WFBL (1390 khz) Syracuse, N.Y.—Seeks CP to make changes in ant. sys. and change TL. App. July 5.

■ WBT (1110 khz) Charlotte, N.C.—Seeks CP to change augmentation on nighttime standard. App. July 8.

■ WSKE (1040 khz) Everett, Pa.—Seeks CP to increase power to 4,000 w. App. July 8.

■ KEPB (750 khz) El Paso, Tex.—Seeks mod. of CP to operate by remote control from main SL. App. July 8.

FM's

Tendered

■ *KLRE-FM (90.5 mhz) Little Rock, Ark.—Seeks CP to change ERP to 100 kw and change HAAT to 776 ft. App. July 8.

■ WBHI (88.5 mhz) Chicago—Seeks CP to change freq. to 90.7 mhz and make changes in ant. sys. App. July 8.

Accepted

■ WMJJ (96.5 mhz) Birmingham, Ala.—Seeks CP to change HAAT to 1,025.66 ft. App. July 2.

■ WQLT-FM (107.3 mhz) Florence, Ala.—Seeks CP to change HAAT to 1,000 ft. App. July 2.

■ WHOD-FM (104.9 mhz) Jackson, Ala.—Seeks CP to change ERP to 2 kw. App. July 2.

■ WBLX (92.9 mhz) Mobile, Ala.—Seeks mod. of CP to change HAAT to 1,554.72 ft. App. July 2.

■ KMAX (107.1 mhz) Arcadia, Calif.—Seeks CP to change TL; change HAAT to minus 44 ft., and make changes in ant. sys. App. July 5.

■ KFAC-FM (92.3 mhz) Los Angeles—Seeks CP to install aux. sys. App. July 5.

■ WJBM-FM (104.1 mhz) Jerseyville, Ill.—Seeks mod. of CP to change ERP to 100 kw and change HAAT to 544.64 ft. App. July 2.

■ WAMX (93.7 mhz) Ashland, Ky.—Seeks mod. of CP to change ERP to 100 kw and change HAAT to 741.28 ft. App. July 2.

■ WRMA (103.1 mhz) Georgetown, Ky.—Seeks CP to change TL and make changes in ant. sys. App. July 2.

■ WFMI (100.1 mhz) Winchester, Ky.—Seeks CP to change ERP to 1.4 kw. App. July 2.

■ KQID-FM (93.1 mhz) Alexandria, La.—Seeks mod. of CP to change HAAT to 1,540 ft. App. July 2.

■ KROK (92.1 mhz) De Ridder, La.—Seeks mod. of CP to change ERP to 1.19 kw and change HAAT to 504.79 ft. App. July 2.

■ WBOX-FM (92.7 mhz) Varnado, La.—Seeks mod. of CP change TL; change HAAT to 328 ft., and make changes in ant. sys. App. July 5.

■ WBCN (104.1 mhz) Boston—Seeks CP to change ERP to 22.4 kw. App. July 2.

■ WFRB-FM (105.3 mhz) Frostburg, Md.—Seeks CP to change HAAT to 959 ft. App. July 9.

■ WMJS (92.7 mhz) Prince Frederick, Md.—Seeks mod. of CP to change ERP to 2.35 kw. App. July 2.

■ WNIC-FM (100.3 mhz) Dearborn, Mich.—Seeks CP to install aux. transmitting sys. App. July 5.

■ WLTI (93.1 mhz) Detroit—Seeks mod. of CP to change TL; change ERP to 25.1 kw; change HAAT to 396.88 ft., and make changes in ant. sys. App. July 5.

■ WMUZ (103.5 mhz) Detroit—Seeks CP to make changes in ant. sys. App. July 2.

■ WZXM-FM (95.3 mhz) Gaylord, Mich.—Seeks CP to change ERP to 3 kw. App. July 9.

■ WMBN-FM (96.3 mhz) Petoskey, Mich.—Seeks CP to change TL; change HAAT to 990.52 ft. App. July 9.

■ WMLQ (97.7 mhz) Rogers City, Mich.—Seeks CP to change ERP to 2.08 kw. App. July 9.

■ KBJJ (107.1 mhz) Marshall, Minn.—Seeks mod. of CP to change TL; change HAAT to 242 ft., and make changes in ant. sys. App. July 5.

■ KIXQ (94.3 mhz) Webb City, Mo.—Seeks mod. of CP to change ERP to 1.28 kw and change HAAT to 520.54 ft. App. July 5.

■ WTYX (94.7 mhz) Jackson, Miss.—Seeks CP to change HAAT to 1,116.87 ft. App. July 5.

■ KAAQ (105.9 mhz) Alliance, Neb.—Seeks mod. of CP to change HAAT to 705 ft. App. July 5.

■ WKJY (98.3 mhz) Hempstead, N.Y.—Seeks CP to change HAAT to 328 ft. App. July 2.

■ WOJY (100.3 mhz) High Point, N.C.—Seeks CP to install aux. ant. sys. App. July 2.

■ WNUS (107.1 mhz) Belpre, Ohio—Seeks CP to install aux. trans. and ant. at existing SL. App. July 8.

■ WQAL (104.1 mhz) Cleveland—Seeks CP to change ERP to 11 kw. App. July 8.

■ KTIL-FM (104.1 mhz) Tillamook, Ore.—Seeks mod. of CP to change TL; change ERP to 6.5 kw; change HAAT to minus 196 ft., and make changes in ant. sys. App. July 8.

■ WKSL (94.3 mhz) Greencastle, Pa.—Seeks CP to change ERP to 2.493 kw. App. July 8.

■ WNNK (104.1 mhz) Harrisburg, Pa.—Seeks CP to change TL; change HAAT to 724.88 ft. App. July 5.

■ WWDL-FM (104.9 mhz) Scranton, Pa.—Seeks CP to change ERP to .296 kw. App. July 5.

■ WLKW-FM (101.5 mhz) Providence, R.I.—Seeks mod. of CP to make changes in ant. sys. App. July 8.

■ WWDM (104.1 mhz) Sumter, S.C.—Seeks CP to make changes in ant. sys. App. July 5.

■ KSQY (95.1 mhz) Deadwood, S.D.—Seeks CP to correct coordinates. App. July 5.

■ KPLO-FM (94.5 mhz) Reliance, S.D.—Seeks mod. of CP to change ERP to 70.7 kw, replace ant., and change HAAT to 904 ft. App. July 5.

■ WQNE (95.3 mhz) Cleveland, Tenn.—Seeks CP to change TL; change ERP to 1.48 kw; change HAAT to 435 ft., and make changes in ant. sys. App. July 5.

■ KDNT-FM (94.5 mhz) Gainesville, Tex.—Seeks CP to make changes in ant. sys. App. July 8.

■ KSOP-FM (104.3 mhz) Salt Lake City—Seeks CP to make changes in ant. sys. App. July 5.

■ WNCS (96.7 mhz) Montpelier, Vt.—Seeks CP to change ERP to .6 kw. App. July 5.

■ WTIJ (103.1 mhz) Waterbury, Vt.—Seeks CP to change HAAT to minus 367 ft. App. July 5.

TV's

Accepted

■ *WNJT (ch. 52) Trenton, N.J.—Seeks CP to change transmitter. App. July 5.

■ *WKKU (ch. 32) Aguadilla, P.R.—Seeks MP to change HAAT to 971 ft. and change TL. App. July 9.

■ *WCVE-TV (ch. 23) Richmond, Va.—Seeks CP to modify transmitter. App. July 5.

Actions

AM's

■ WVOK (690 khz) Birmingham, Ala.—Dismissed app. to add night service with 10 kw; install DA-N; change city of lic. to Midfield, Ala.; change TL; change SL to 561 Bessemer Highway, Midfield, and make changes in ant. sys. Action July 1.

■ WABT (1360 khz) Madison, Ala.—Granted app. to change freq. to 730 khz; increase power to 1 kw, and change to non-DA. Action July 2.

■ KNCO (830 khz) Grass Valley, Calif.—Granted app. to increase day power to 5 kw. Action June 28.

■ KBLS (990 khz) Santa Barbara, Calif.—Returned app. to increase power to 5 kw. Action July 1.

■ WAMS (1380 khz) Wilmington, Del.—Granted app. to make changes in ant. sys. Action June 27.

■ WOCN (1450 khz) Miami—Granted app. to change TL and make changes in ant. sys. Action June 25.

■ WMKS (1120 khz) Gordon, Ga.—Granted app. to increase power to 10 kw. Action July 1.

■ KIDI (1480 khz) Gooding, Idaho—Granted app. to make changes in ant. sys. Action June 27.

■ KJCK (1420 khz) Junction City, Kan.—Granted app. to operate by remote control from main SL. Action June 24.

■ KTFR (840 khz) Lyons, Kan.—Granted app. to change TL. Action June 21.

■ WANO (1230 khz) Pineville, Ky.—Granted app. to during hours of 6 a.m. to 7 p.m. local time. Action June 24.

■ WMIN (1030 khz) Maplewood, Minn.—Returned app. to increase night power to 1 kw; change night TL, and make changes in ant. sys. Action July 1.

■ KPRM (870 khz) Park Rapids, Minn.—Granted app. to change TL and make changes in ant. sys. Action June 21.

■ WRLB (1460 khz) Florence, N.J.—Granted app. to change city of lic. to Florence and change TL. Action July 1.

■ WLIM (1580 khz) Patchogue, N.Y.—Granted app. to make changes in ant. sys. Action June 21.

■ WCSL (1590 khz) Cherryville, N.C.—Granted app. to make changes in ant. sys. and change TL. Action July 1.

■ KBND (1110 khz) Bend, Ore.—Dismissed app. to change daytime TL and delete nighttime power increase. Action June 27.

■ WGDL (1200 khz) Lares, P.R.—Granted app. to change TL. Action June 21.

FM's

■ *KCHO (91.1 mhz) Chico, Calif.—Granted app. to change freq. to 91.7 mhz and change ERP to 7.71 kw. Action July 1.

■ WWDC-FM (101.1 mhz) Washington—Granted app. to change ERP to 22.5 mhz; install new ant., and change HAAT to 760.96 ft. Action July 2.

■ WHYI-FM (100.7 mhz) Fort Lauderdale, Fla.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,006 ft., and make changes in ant. sys. Action Jan. 28.

■ WMVO-FM (93.7 mhz) Mount Vernon, Ohio—Granted app. to install new transmission sys. Action June 27.

■ WVTN (105.5 mhz) Gatlinburg, Tenn.—Granted app. to change TL; change ERP to .31 kw, and change HAAT to 945 ft. Action July 2.

■ *KGNZ (88.1 mhz) Abilene, Tex.—Dismissed app. to install new transmission sys. Action July 1.

■ KOKE-FM (95.5 mhz) Austin, Tex.—Granted app. to make changes in ant. sys. Action June 25.

■ WKEZ (94.1 mhz) Yorktown, Va.—Granted app. to install new transmission sys. Action June 28.

■ KEYF (98.5 mhz) Grand Coulee, Wash.—Granted app. to change ERP to 25 kw and change HAAT to 462 ft. Action June 26.

TV's

■ *WCBB (ch. 10) Augusta, Me.—Granted app. to replace ant. Action June 27.

■ KHTV (ch. 39) Houston—Granted app. to replace aux. ant.; change ERP to vis. 506 kw, aur. 50.6 kw; change HAAT to 1,878.75 ft., and change TL. Action June 27.

■ KOOG-TV (ch.30) Ogden, Utah—Granted app. to replace ant. and change ERP to vis. 5,000 kw, aur. 500 kw. Action June 27.

■ WTKR-TV (ch. 3) Norfolk, Va.—Granted app. to change transmission line and transmitter output. Action July 1.

In Contest

Commission made following decision:

■ St. Joseph, Tenn. (Raymond and Brenda Chandler) AM proceeding. Chief ALJ Thomas Fitzpatrick's summary decision became effective June 21.

Review board made following decisions:

■ Kailua-Kona, Hawaii (Makai Broadcasting Inc. and Fakas Broadcasting) FM proceeding. Scheduled oral argument for July 31 on exceptions to initial decision of ALJ John M. Frysiak granting the app. of Fakas Broadcasting for new FM station at Kailua-Kona and denying app. of Makai Broadcasting's app. Each party has 20 minutes for argument. Makai may reserve part of its time for rebuttal. By letter, June 26.

■ Freeport, Tex. (Freeport Broadcasting Co. and Willis Jay Harpole) FM proceeding. Granted joint request for settlement agreement; dismissed Harpole's app.; granted Freeport's app. for new FM station at Freeport, and terminated proceeding. June 28.

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. Granted motions by Axis Broadcasting Co. and Juan Jose Escribano Miro and dismissed their apps. with prejudice. By order, July 1.

■ Chicago (RKO General Inc., et al) FM proceeding. Granted motions by East Lake Communications Inc. and RKO General Inc. to add financial qualification issues against Windy City Broadcasting Ltd. By MO&O, June 21.

ALJ John H. Conklin made following decisions:

■ Los Angeles (RKO General Inc., et al) AM and FM proceeding. Granted motion by Future Broadcasting Inc. and dismissed Women in Broadcasting Corp.'s FM app. with prejudice. By order, July 1.

■ Marty Esther, Fla. (McGowan Broadcasting, et al) FM proceeding. Granted motion by H. French Brown and dismissed its app. with prejudice and granted motion by Mary Esther Broadcasting Inc. and dismissed its app. with prejudice. By orders, June 24 and 27.

■ Troy, Ohio (Land O' Lakes Broadcasting Corp., et al) AM proceeding. Granted joint request for settlement agreement by Radio One Inc. and S.W. Ohio Broadcast Service; dismissed S.W. Ohio Broadcast's app. with prejudice, and severed and granted Radio One's app. for new AM station at Pleasure Ridge Park, Ky. By MO&O, June 24.

■ Westerville, Ohio (Mid-Ohio Communications Inc. and Metro Broadcasting Inc.) FM proceeding. Granted joint request for settlement agreement and dismissed Metro's app. with prejudice. By MO&O, June 24.

ALJ John M. Frysiak made following decisions:

■ Bethesda, Md., and Washington (RKO General Inc., et al) AM and FM proceeding. Granted motion by Great Music Stereo Broadcasters Inc. and dismissed its AM and FM apps. with prejudice. By order, June 21.

■ Las Vegas (Way of the Cross of Nevada Inc. and People of the Fire Ltd.) TV proceeding. Granted joint request for settlement agreement; dismissed Way of the Cross' app. with prejudice; granted People's app. for new TV station at Las Vegas, and terminated proceeding. By MO&O, June 27.

ALJ Joseph P. Gonzalez made following decisions:

■ Marlow, Okla. (Caddo Broadcasting Corp. and Sherry Lynn Austin) FM proceeding. Granted motion for summary decision by Sherry Austin and resolved air hazard issue in her favor. By MO&O, June 26.

■ Hope Valley, R.I. (Astro Broadcasting System and Fantasy Broadcasting) AM proceeding. Granted joint request for settlement agreement; dismissed Fantasy's app. with prejudice; granted Astro's app. for new AM station at Hope Valley on condition that John J. Fuller divest himself of his 50% interest in ch. 69 at Block Island, R.I., and terminated proceeding. By MO&O, June 19.

ALJ Byron E. Harrison made following decision:

■ Roswell, N.M. (KCBD Associates, et al) TV proceeding. Granted joint request for settlement agreement and dismissed Western Sun's app. with prejudice; granted KCBD's renewal for KSWS-TV; granted KCBD's assignment of lic. of KSWS-TV to Caprock Telecasting Inc.; granted Caprock's assignment of lic. for KSWS-TV to The Stanley S. Hubbard Trust, and terminated proceeding. By MO&O, June 19.

ALJ Edward J. Kuhlmann made following decisions:

■ Sanibel, Fla. (Hillebrand Broadcasting Inc., et al) FM proceeding. Granted motion by Sanibel-Capitva FM Associates and dismissed its app. By MO&O, June 24.

■ Bountiful and Layton, Utah (Bountiful Wireless Corp., et al) FM proceeding. Granted joint request for settlement agreements by all applicants; dismissed apps. of Bountiful Wireless Corp. and Mountain Radio Media Inc.; granted app. of Shirlee Elliott Tischner for new FM station at Bountiful, and terminated proceeding. By MO&O, June 26.

ALJ Edward Luton made following decision:

■ New York (RKO General Inc., et al) AM and FM proceeding. Granted motion by Manhattan Broadcast Associates and dismissed its app. with prejudice. By order, June 20.

ALJ Walter C. Miller made following decision:

■ Venice, Fla. (Holiday Group, et al) TV proceeding. Granted motion by Todd Broadcasting Corp. and dismissed its app. with prejudice. By order, July 1.

ALJ Joseph Stirmer made following decisions:

■ Big Bear Lake, Calif. (Josie Moore and Felice-Tec) TV

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proceeding. Granted joint request for settlement agreement; dismissed Josie Moore's app. with prejudice; granted Felice-Tec's app. for new TV station at Big Bear Lake, and terminated proceeding. By MO&O, July 2.

■ Cordell, Okla. (Carolyn L. Bougue and Big Chief Broadcasting of New Cordell) FM proceeding. By separate orders: granted motion for summary decision by Bogue and resolved air hazard issue in her favor; granted request for settlement agreement; dismissed with prejudice Big Chief Broadcasting's app.; granted Bogue's app. for new FM station at Cordell, and terminated proceeding. By MO&Os, June 25 and 26.

■ Belmont, N.C. (Metro-Crescent Communications Inc.) TV proceeding. Granted motion for summary decision by Metro-Crescent and resolved cross-interest issue in its favor and by ALJ's summary decision granted Metro-Crescent's app. for new TV station at Belmont. June 28.

ALJ James F. Tierney made following decision:

■ Marco Island and East Naples, Fla. (Arkelian Broadcasting Co. and Benitez Communications Inc.) AM proceeding. Granted joint request for settlement agreement; dismissed Benitez's app. with prejudice, granted Arkelian's app. for new AM station at Marco Island, and terminated proceeding. By MO&O, June 28.

Call Letters

Applications

Call	*Sought by*
	Existing AM's
WNAQ	WNVR Sage Broadcasting Corp. of Naugatuck Inc., Naugatuck, Conn.
WEBG	WAJE Ebensburg Broadcast Group Inc., Ebensburg, Pa.

Grants

Call	*Assigned to*
	New AM's
KCFA	Arctic Broadcasting Association, Eagle River, Alaska
KCFA	Five Cities Radio, Grover City, Calif.
WCBJ	ICBC Corp., Miami
WJKB	J & K Broadcasting Inc., Siesta Key, Fla.
WRBR	Richland Broadcasting Co., Richland, Miss.
KLDY	Josephine Schilling-Baine, Lacey, Wash.
	New FM's
*WJIF	Opp Educational Broadcasting Foundation, Opp, Ala.
KDEZ	MSB Communications Corp., Jonesboro, Ark.
	Existing AM's
KFYI	KJJJ The Broadcast Group Inc., Phoenix
KDIA	KFYI Powell Communications (West) Inc., Oakland, Calif.
WKFD	WMYD Seacoast Broadcasting Inc., Wickford, R.I.
WJBS	WKHJ Eugene Schoebinger, Holly Hill, S.C.
	Existing FM
KKHJ	KRSN-FM Community Broadcasting Co., Los Alamos, New Mexico
	Existing TV's
KMSB-TV	KZAZ Mountain States Broadcasting, Nogales, Ariz.
KDTX-TV	KDIA-TV Metroplex Broadcasting Co., Dallas

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General manager for 100KW FM in southeastern Montana. Resume to 60 West Fourth St., St. Paul, MN 55102.

Wisconsin - 50 miles from Milwaukee. AM/FM in medium to small market (100,000 population). Very nice city - you will like it here! I need a general manager or operations manager with ability to direct sales activities. Experience in programming, sales, automation, promotions, and computers would be desirable. If you are a radio pro and have good people skills, you will like our operation. I have the top ARB rated station here - billing the most dollars. I have a "hands off" attitude toward my managers; if they can do the job, I leave them alone. Interested? Box R-31.

General manager. Religious group owned midwest top fifty market AM/FM combo. Must have strong sales background. Good salary and bonus for aggressive manager. Send resume to Box R-49.

Top public radio general manager for extremely successful 24-hour jazz and information station. KLON-FM in Long Beach, California seeks an aggressive, seasoned public radio professional to continue rapid audience growth and community development work already underway. L.A. market, solid staff, excellent facilities. Entrepreneurial ability, superb communication skills, proven success in large market public radio a must. Salary from $45,000/year (depending on experience and qualifications) plus excellent benefits. Beach community. Send letter of intent, resume, and salary history to Eugene L. Asher, Executive Assistant to the President & Director of University Relations, California State University, Long Beach, 1250 Bellflower Blvd., CA 90840. EEO/AA.

Excellent opportunity for management and ownership of a Minnesota AM/FM in a single station community of 12,000. Send resume to 611 First Ave. East, Newton, IA 50208.

Station manager. Small market AC/solid gold AM in S.E. seeks aggressive manager. Only fulltime station in county. Must have strong sales background. Resume to Box R-61.

General manager. Profitable West Coast AM/FM with much greater profit potential. Group owner. Must have GM experience. Please document your past sales, profit and salary figures. $50,000 salary plus incentives. EOE. Box R-62.

A growing New England group looking to hire an experienced general sales manager and general sales manager. Must have a strong sales background and excellent management abilities. Equity possible. Grow with us. Contact Turner Porter 603—772-4757. EOE.

General manager with proven track record. Major market in Northwest. Equity opportunity available. Base salary plus percentage of bottom line. All inquiries confidential. Resume to Maines Broadcasting, Inc., P.O. Box 1513, Midland, MI 48640.

Gen. mgr. Small market. SE of Austin, TX seeks high yield mgr. Must have intense desire to succeed & history that reflects it. Great opportunity for creative sales mgr. looking to move up. Box R-64.

General manager/N. Virginia small market FM. Need dynamic person with strong sales background and ability to manage, for growing area. Send resume and goals to Box R-59.

Earn $50,000 a year...or more! If you have a professional radio background, can accept compensation based on productivity, and are able to communicate with top broadcast management, we have a dynamite new service you need to know about. We'll furnish all the leads you can work...as fast as you can cover them. Call Bob Manley to 806—358-8316.

General sales manager. Successful sales history, solid radio background needed for developing Midwest FM. Extraordinary growth necessitates hiring self-starting organizer to maximize potential. EOE. Box R-73.

Operations manager for NPR station. Will hire, schedule and fill in for announcers. Train on-air staff. Some production. Knowledge of classical and jazz essential, good oral and written skills; demonstrated management ability, BA or equivalent, three years experience in radio. Salary $14K—$16K, benefits. Tape, resume to: Steve Moore, West Virginia Public Radio, State Capitol, Bldg. 6, Charleston, WV 25305.

Program director for New Hampshire Public Radio. Be part of a growing and entrepreneurial station. Must have strong organizational, supervisory, and interpersonal communication skills, knowledge of classical music, jazz, and audience research, suitable on-air presence, minimum of three years in related field. Competitive salary and benefits. Concord is within an hour of Boston, ocean, and mountains. Resume and air-check to Marjon van den Bosch, General Manager, WEVO-FM, 26 Pleasant, Concord, NH 03301 by August 5. EOE/AA.

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

Tartan consultants, Inc. seeks GM's, GSM's, engineers, PD's, news for radio/TV positions in Northeast. No registration fees. 603—431-1481.

HELP WANTED SALES

Southern California: AM/FM combo, top 100 (12 station market), seeking professional salesperson with background in direct/agency sales. Salary plus commission, established list, expenses, and other benefits. Contact Gary Conrad, KGEO/KGFM, Box 260, Bakersfield, CA 93302. 805—327-3587. EOE.

South Florida—need experienced, and professional creative street salesperson (no managers) who want to make some really big money. This is a dynamic, fast growing and competitive market. All replies held in strictest confidence. Send resume to Box 278, Fort Myers, FL 33902. EOE.

General sales manager wanted immediately for top-rated FM and AM combo in medium size market. Must manage sales staffs both stations, work agency and regional accounts and carry some prestige local accounts. Prove yourself and become G.M. This is a really sweet deal for a knowledgeable hard-working person. Send resume and picture to Box R-11. EOE.

Sales manager- WRCN/WRHD, Long Island needs experienced sales pro to hire, train and lead local sales force. Send letter with qualification to President, Box 666, Riverhead, NY 11901. EOE.

IN SEARCH OF EX$ELLence in radio sales. Need mature, professional and creative salesperson; "A closer" with experience, self motivation and excellent communication skills. Future advancement possible in fast-growing, competitive market. Resume to: General Sales Manager, WXUS, P.O. Box 7093, Lafayette, IN 47905.

Dominant A/C stations need experienced, aggressive sales personnel. Excellent growth potential in competitive markets. Good earnings potential. Send resume to WLTS-FM New Orleans/WDLT-FM Mobile, c/o Mr. Ed Muniz, 1639 Gentilly Blvd., New Orleans, LA 70119. EEO.

Selling sales manager needed in New Orleans. Dominant A/C station needs aggressive selling sales manager. Must be able to train and motivate by example. Salary negotiable. Send resume to WLTS-FM/WYAT-AM New Orleans, Mr. Ed Muniz, 1639 Gentilly Blvd., New Orleans, LA 70119. EEO.

Account executive. At least one year experience. Send cover letter/resume to Michael Hewitt, KAFY-Radio, 1527 19th St., Backersfield, CA 93301. EOE.

Aggressive, hardworking salespeople needed for AM-FM that will be competitive in the Albany market. Excellent Incentives, growing group. Resume, references to: Jeff Weber, General Manager, WKOL/WMVQ, P.O. Box 3, Amsterdam, NY 12010. EOE.

Experienced sales manager—responsibilities are training, sales promotions, and sales for small market station. Call·Clara Sailor 1-800—669-7461.

Wanted: profit making manager for small market, southern Appalachian AM. Must be strong leader, motivator, sales oriented, community involved. Salary/commission. Write Owner, 2794 Stonesmith Court, Tucker, GA 30084.

San Antonio's hottest new AC, KSMG is holding open an exceptional list for highly motivated sales people with proven track record. Great opportunity for self-starter who can take advantage of outstanding local acceptance. Substantial starting income and benefits for top professional who can help us reach our financial goals. Call Joyce Scheer, Sales Manager, MAGIC 105 FM, 512—646-0105. EOE.

If you're working 12-hour days, conscientiously consult-selling (or managing) a station and making under $30,000, you should be selling here. We're a Maryland AM/FM with dominant facilities/ratings, a legitimately, booming market, great compensation on active list, and all the sales tools. we'll require your hard work, enthusiasm, and intense desire to grow. We think that this is one of America's best opportunities, so give us your best. EOE. Contact Mike McGough, GSM, WFMD/WFRE, Box 151, Frederick, MD 21701. 301—663-4181.

Community Club Awards (CCA), 30 year old media-merchandising plan has immediate openings for regional sales representatives. Fulltime, Monday-Friday travel. Media management sales required. Draw against substantial commission. Call/write for personal interview. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203—226-3377.

WKIK, Leonardtown, MD. Rapidly growing market of 200,000. Sales up 42% in 1984. Came up 60% in latest Arbitron. New owner building on success. Work hard, get paid well. Sales experience preferred. Contact GM, Bob Johnson. 301—475-8937.

Sales manager for outstanding AM-FM combo in excellent small Iowa city. Must have outstanding sales ability and be a leader/motivator. Resume and earning history to Box R-79. EOE/MF.

Sales manager for college owned commercial AM. Community minded, aggressive sales manager willing to work with student staff. Resume and references to Gregory Pitts, Department of Communications, Louisiana, Pineville, LA 71359. EOE.

Local sales manager for 50,000 watt FM station in Ohio. Minimum 2-3 years experience as a top radio salesperson or sales manager. Excellent opportunity for a person able to accept responsibility. EOE. Send resume only to WDFM, 118 Clinton St., Defiance, OH 43512. Attention A. Kent.

50% commission on sales first three months. Top 100 ADI market, Starstation Adult Contemporary. 24 hour AM station. Send resume KICK, P.O. Box 1336 S.S.S., Springfield, MO 65805, or call 417—869-1561.

HELP WANTED ANNOUNCERS

If you're presently working as a program host for an easy listening station in Ohio, Indiana or Michigan, we may have the job you're looking for. Please write Box R-42.

Live on the beach 103GNI needs an A/C pro w/production for PM drive. Cassettes/resumes to Bobby Mercer, c/o WGNI, 211 N. 2nd St., Wilmington, NC 28401. EOE. M/F.

Sunbelt regional class C FM seeks experienced air personality. Send tape and resume to Mellow Media, 9382 South Hill Rd., Boston, NY 14025.

Great Lakes. Great station seeks seeks great personality to work on shore of great lake (Huron). WDBI-FM, Tawas City wants an A/C winner for afternoons. Tape/resume to: Don Backus, General Manager, 1175 South US-23, Tawas City, MI 48763. Aggressive EOE M/F.

Announcer to grow in creative small market environment. T&R to WZZY P.O. Box 427, Winchester, IN 47394. PBP helpful.

Witty, entertaining morning personality for suburban top 50 FM. Strong production a plus. Growing group. Tape, resume and references to: Jeff Weber, General Manager, WKOL/WMVQ, P.O. Box 3, Amsterdam, NY 12010. EOE.

Wanted: announcer with some engineering or engineer some announcing to assist mgr. Good Position. 314—586-8577 for Mgr.

Top rated living area. Long Island morning drive personality. Immediate. Mature sound for adult format. Good pay and benefits. WLIM, Woodside Ave., Patchogue, NY 11772. EOE.

Announcer/producer-evening air shift. Knowledge of classical and jazz. Some news, promotional spots. BA and two years experience or equivalent. Salary 13-15K, benefits. Tape, resume to: Steve Moore, West Virginia Public Radio, State Capitol, Bldg. 6, Charleston, WV 25305.

Announcer with Pleasant, authoritative delivery for radio station in beautiful Corpus Christi, TX. EOE. Box R-77.

On-air announcer. WALK FM/AM, Long Island's premiere AC, seeking fulltime personality with minimum 5 years on-air experience—evening shift. Air check and resume to Program Director, WALK FM/AM, P.O. Box 230, Patchogue, New York 11772. EOE.

Northern Indiana adult AC station needs night-time entertainer. Two years' commercial experience minimum. EOE. Air check, resume to Allen Strike, P.O. Box 699, Elkhart, IN 46515.

HELP WANTED TECHNICAL

Broadcast engineer. Contract engineering firm seeks qualified and experienced engineer for radio construction and maintenance. Must have strong RF background. Send resume and salary requirements to John R. Rodman III, Fine Tuning Assoc. Inc., P.O. Box 6509, Portsmouth, VA 23703.

Assistant chief suburban NYC AM/FM seeks fulltime technician. Responsibilities include studios, transmitters, automation and a five tower D.A. Experienced or good technical background required. Resume/references WHUD/WLNA, Box 188, Peekskill, NY 10566.

Chief engineer wanted for AM/FM combination in Rocky Mountain West. Immediate availability. Experience required in computer automation. Directional AM, microwave studio to transmitter link, audio proof of performances, and various engineering projects. Inquire to Chris Alexander, KRKK/KQSW, Box 2128, Rock Springs, WY 82901. 307—362-3793.

Chief engineer: applicant must have three years' technical radio experience; previous experience as chief engineer desirable. BS degree in electrical engineering desirable, not essential, based on experience. Must be knowledgeable in AM and FM transmitter operations, with good studio experience; working knowledge of Harris AM and FM transmitters, Kahn Stereo system, multi-track production, Harris 9000 Automation and STL operations desirable. Resume to Joe Schwartzel, General Manager, WINK Radio, P.O. Box 331, Fort Myers, FL 33902. EEO.

Staff engineer, WCRB-FM Boston. Experience with transmitter maintenance, studio construction, component level repair, analogue and digital circuitry. SBE or FCC ticket a plus. WCRB offers excellent benefits and equal opportunity employment. Send resume to David Maxson, Director of Engineering, WCRB, Box 288, Waltham, MA 02254.

HELP WANTED NEWS

WHBC, Akron-Canton; AP Awards for best news operation, newscast, writing, editorial; needs experienced anchor/street reporter. Tape/resume to Box 9917, Canton, OH 44711. EOE.

News director, country FM serving county of 50,000 in umbrella of Dallas-Fort Worth. Responsibilities include gathering, writing and delivering local news in 5-minute newscasts morning and afternoon drive. $1000/month. T&R to KEMM, Box 1292, Greenville, TX 75401.

News director - WGNY AM/FM, Orange, Dutchess Counties, NY. Dominant regional adult facilities. Largest staff outside NYC. ND experience required. Owners and management dedicated to excellence. T&R to Bill Musser, GM, Box 212, Goshen, NY 10924. EOE M/F.

News anchor/reporter wanted for growing major market news staff. Experience required. Solid writing abilities a must. Send air check, resume and writing sample (if available) to KLIF/KPLX Radio, 411 Ryan Plaza Dr., Arlington, TX 76011. Susquehanna Radio is an equal opportunity employer, M/F.

News director needed for two top-rated 24 hr. stations with strong news commitment. WCMR - 5,000 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, P.O. Box 307, Elkhart, IN 46515.

General assignments reporter for top radio news operation. Requires good writing and on-air skills. Send tape and resume to Julie Bode, KTCS-AM-FM, P.O. Box 1017, Fort Smith, AR 72902. 501—646-6151.

News reporter for AM/FM on the coast. Rush T&R to Catherine Sebold, WXQR/WLAS, P.O. Box 760, Jacksonville, NC 28540.

KVON & KVYN, Napa, California seek local news pro with talk show experience. Live in the beautiful Napa Valley 45 miles from San Francisco, and work for stations recognized for their local news commitment. Send your very best cassette samples to Tom Young, Broadcast Park, P.O. Box 2250, Napa, CA 94558. EOE.

SITUATIONS WANTED MANAGEMENT

General manager with a strong tradition of success. Committed to professionalism and goal achievement. Superior leader and motivator. 18 years in management both AM/FM all markets. Competitor with knowledgeable skills that produce high sales and profits. Top drawer with excellent credentials. Box R-9.

Money maker! Fact: the difference between winning and losing the this business is the difference between GM's. And, face it, the best GM's are generally bottom-line part owners who spend money as if it were their own, because it is! Options: 1)Offer an equity position to a proven pro who knows what he's doing (because he's done it, repeatedly!). 2)Offer an opportunity to earn ownership. 3) Offer a combination of options! If you need a complete-charge pro with an industry-wide reputation for developing winners and building championship sales and sales teams, someone who knows how to carve up a market cover it wall-to-wall and a cost-conscious GM who knows how to collect what is sold and, finally, someone whose expertise will pay off from day one (as my references will confirm) then let's talk about winning, together. Box P-127.

General manager. Winner! Sales, promotion, program, motivate, train. Presently major suburban market. Prefer return California. Consider all. Box R-71.

25 year GM. Aggressive, strong, disciplined, organized. Takes charge, self-starting, sales oriented, profit conscious. Community/promotional/programing minded. Inspiring leader, trainer, motivator. Box R-72.

Currently managing station up for sale. Seeking management opportunity with stable organization. Offering complete background including sales, programming, automation, promotions, computers, people management. Prefer West, Northwest, Rocky Mountain areas. Box R-83.

GSM medium market will relocate. 13 years experience in local, regional & national sales development. Box R-74.

SITUATONS WANTED SALES

Radio sales Professional seeks equity position or cash partnership. Reply to Lanny Finfer, 1330 Lily Way, Southhampton, PA 18966.

Experienced account executive desires sales or sales managers position, prefer Penna area. Box R-85.

SITUATONS WANTED ANNOUNCERS

Attention So. NH, eastern Mass. medium markets in need of a creative parttime jock. Jon 603—669-0103, days 8-5 EST.

Available immediately, hard working, dependable announcer seeking entry level position, any shift, will relocate. Mark 303—659-1080.

Enthusiastic, educated, experienced announcer and copywriter with broad musical knowledge and responsible work habits. Looking for East Coast medium market. Jill 914—351-4260 EDT evenings.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201—777-0749.

Attention small market radio: entry level DJ seeks 1st job in radio. Evening/all night. Eager to learn more. Bob 203—755-0239.

Mothballs, that's where i've been for the last two years, out of the biz. now, it's time to come back. 15 years experience, desires AC or MOR format. Prefer Florida, or the Sunbelt but will consider any station, anywhere. If you need a hard worker with a good attitude, then please, answer this ad. Box R-76

SITUATIONS WANTED TECHNICAL

ENG helicopter pilot in top 40 market with strong background in all phases of microwave operations, production, field producing, specializing in crisis management. Seeks position on west coast. 16 years flying helicopters, four solid years ENG experience. Box R-36.

Same sharp engineer/MOYL personality (see previous ads) still available, able to travel if act now! Inside man! Prompt attention neglected maintenance within reason: no impossible quickie major reconstructions, please. 305—791-7027.

SITUATIONS WANTED NEWS

Informed and innovative newscaster anticipates establishing a career outside of hometown Chicago. For air-check tape and resume, contact Roger at 312—477-5427 after 3 PM.

Tired of single station markets where my talent goes unappreciated. Solid, exciting PBP, all sports. 3 years on-air exp. 20 years sports knowledge. Know what I'm talking about. Box R-60.

Experienced sports & news, PBP, excellent writing/delivery skills. Ambitious, professional image. B.A. communications. Rick, 419—592-0706, 592-8060.

Another news department falls to budget ax! Experienced, talented news director must now relocate. Eastern top 40 markets preferred. Responsible news commitment an absolute must! Anchor-reporting position also considered. Mike Ward 616—962-9185.

Employed central Florida sports director seeks upward move. Sportstalk, sportscasts, color, public relations current duties. Five years experience. Stable with great references. Call 813—294-5665.

News director with 9 years experience. Degree, common sense. Medium, major MW, SW market. 307—235-1483.

Hardworking female pro, 9yrs. on-air experience, large and small market. Seeks news anchor/reporter position. Will relocate. Box R-34.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Best at copywriting! Varied radio experience has polished my prime talent--efficiently writing imaginative commercials. Ready to specialize in any medium/large market. Tim, 608—784-3725.

Personable, young talent fresh out of broadcasting school looking for first job. Will do anything and go anywhere on the East Coast. Interested? Call Jim O'Neill at 201—257-5660 for tape and resume.

Successful programer. If it needs fine tuning or complete overhaul, call me. 20 years as management consultant/programmer in all markets - unbeaten. AC/CHR 619—272-7587. Leader, motivator, expert in turnarounds.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager. Northeastern Tennessee. 87th ADI. Send resume to W.H. Lancaster, WJHL-TV, P.O. Box 1130, Johnson City, TN 37601. EOE.

Traffic manager: Successful, two-year old independent seeking creative hard working, task-oriented individual. Will manage staff of three. Traffic experience a must. Columbine Sytem experience a plus. Great opportunity. EOE. Contact General Manager, WPMT (TV), P.O. Box 1868, York, PA 17405-1868.

Business Manager for growing group to manage financial operations of Midwestern UHF independent. Experience required. Opportunity for future growth. EOE. M/F Box R-54.

TV Traffic Manager- Experienced, organized person required to manage a three-person department in Midwest. Experience on the Columbine Traffic System required. EOE, M/F Box R-55.

Station Manager with proven sales and administrative ability for station in growing Texas city. EOE Box R-78.

Earn daily minimum fee of $200. Emerging national broadcast research firm seeks consultants, news, promotion, sales, management. 15 years or more experience ideal candidates. Prompt reply assured. M/F. Letters to Box P-5.

HELP WANTED SALES

Engineer salesperson. Audio/video engineering equipment manufacturer seeking at least one broadcast engineer to take full charge of technical sales. Situation requires solid understanding of sophisticated signal handling devices and applications, adequate communication skills, neat appearance, and determination to win. Good benefits with great opportunities--in a very high quality of life city within an hour of all outdoor sports. Send resume with salary history to Box P-110 before July 20.

Local sales manager. Top 15 market independent TV station. Multi-station operator offering competitive salary and benefits. We require 5+ years' local TV sales experience. Responsibilities include hands-on selling and management of the local sales effort. This is an opportunity to join a growing company. All replies held in strictest confidence. EOE Box R-5.

TV Account executives- Join the Hudson Valley's exciting new independent:WTZA-TV, Channel 62. General Sales Manager now recruiting entire sales department. Sell the hottest segment of media today in one of the most desirable living areas in America between Westchester and Saratoga. We seek high-energy closers. Interested? Send resume to: Sales Department, WTZA-TV, P.O. Box 1609, Kingston, NY 12401. EOE.

General Sales Manager opportunity at rapidly growing NBC affiliate in Raleigh-Durham, 38th market. Applicant must have extensive local and/or national sales experience. Mail resume to: Robert Butler; VP GM; Box 1511, Raleigh, NC 27602. EOE/M-F.

Local Sales Manager. Duties include developing and directing 5 person staff. Prefer minimum 3 years successful sales experience, demonstrated ability to create and implement marketing plans. College degree preferred. Resumes to Jack Baker, VP/GSM, KTIV, 3135 Floyd Blvd., Sioux City, IA 51105. EOE.

General Sales Manager- Move to the beautiful coast of southeastern Connecticut. A special opportunity for a dynamic results oriented person. Must have independent sales experience, be an aggressive motivator and strong leader. Excellent base salary, override and other ample rewards for performance. This is the start of something big. Send resumes to Jim Kontoleon, WLCT, P.O. Box 991, New London, CT 06320 or call 203—444-2626.

Account Executive- Television network affiliate in top 40 New England market seeks assertive, self-motivated local sales A/E with a proven ability to generate new business. Will consider candidate with a strong radio sales background. Excellent company benefits. Send resume to R-92. EOE.

TV company seeks freelance reps. 20% commission for new, contracted clients. Porter Versfelt and Associates/Miami. 305—444-2513.

HELP WANTED ANNOUNCERS

Play-by-play and color announcers wanted for major market NBA telecasts. Only announcers with NBA experience will be considered. Send resume to R-28. All applications will remain confidential. EOE.

HELP WANTED TECHNICAL

Engineering Manager for a top 25 midwest network affiliated station. Exceptional studio and transmitter building with state of the art equipment. Ideal candidate will have an extensive knowledge of installation and maintenance, experience with capital and operating budgets, degree or equivalent, positive people-handling skills and a strong desire to excel. Top salary and benefits. All letters will be confidential. EOE. Box P-139

Chief engineer. Texas Gulf coast station. Varied experience. Minimum 3 years'. Immediate opening. Management background helpful. Must be capable of "hands on" repair. Excellent benefits and salary. Send resume: Box R-35.

Immediate opening in the engineering department for a technical supervisor. Minimum of 4 years of technical experience in the broadcast industry with a strong background in studio repair and maintenance and a working knowledge of RF systems. FCC license required. Send resumes to: Chief Engineer, KTXA-TV, CH. 21, 1712 East Randol Mill Rd., Arlington, TX 76011. An equal opportunity employer.

Engineer in charge for state-of-the-art mobile unit. Experience on TK-47's, BVH-2000's. Abekas digital systems Chyron 4100 necessary. Competitive salary/benefits. Mobile unit supported by large established production facilities. Contact Hal Lipman, E.J.Stewart, Inc. 215—626-6500. EOE/MF.

Broadcast television editing technician with 3-5 years' experience. Must be familiar with a high quality editing system, Sony tape machines, audio and general production equipment. Excellent salary and benefits. EOE.M/F. Reply Box R-56.

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.

Master Control- Entry level Position candidate for future openings in production or engineering. WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

Maintenance Engineer- Washington, D.C. area. Experience preferred, technical school required. Opportunity to learn and maintain state-of-art equipment. WTKK-TV, Box 3150, Manassas, VA 22110. EOE.

RF maintenance technician. Top 5 market TV station requires transmitter person with minimum 5 years' major market RF experience. This individual should be experienced in high power transmitters, two way and ENG RF systems. Supervisory and design experience desirable. Familiarity with Harris transmitters and TV equipment helpful. First or General Class Radiotelephone Operator License a must. We are an equal opportunity employer. Box R-67.

Engineers- Needed for a new 5,000KW, UHF, Northeast market. (Serving Hudson Valley) Construction-operations-maintenance. Semi-turnkey at studio and transmitter. State-of-the-art equipment. General Class FCC license. Resume/Salary requirements to: Chief Engineer, P.O. Box 1609, Kingston, NY 12401. EOE, M/F.

Video maintenance technician. Need component level repair skills on teleproduction equipment, ENG and studio cameras, video special effects generators, 3/4" VCR's and editing equipment, misc. audio equipment. Also digital and logic control. Need formal technical training, 5 yrs' exp; at least 3 yrs' exp with teleproduction equipment. EOE. Send resume P.O. Box 66617, Baton Rouge, LA 70806. ATTN: Jane.

Engineer: Responsible for master control switching, production engineering and remotes, minimum two years experience in television engineering and production. Two years electronic training at a reputable institute. FCC license required. Send resume and salary requirements to Personnel, WTVI, 42 Coliseum Drive, Charlotte, NC 28205. Close out date July 31, 1985. EOE.

Studio/Transmitter Maintenance engineer sought. Applicant should have 5 years' experience in studio UHF transmitter maintenance--troubleshooting to component level: audio, video, digital, RF. Ampex ACR-25 and "widget" construction/design experience a plus. FCC first or general class license mandatory. Salary commensurate with experience. Send resume to: Director of Engineering, KDVR, 100 Speer Blvd., Denver, CO 80203. EOE.

Chief Engineer. Full power UHF start-up to sign on in early 1986 needs Chief Engineer now. Must have supervisory and maintenance experience in studio, transmitter, microwave, engineering operations. B.S. Degree or equivalent experience required. Texas Sunbelt. Send resume to Human Resources Director, Communications Center, 320 North Glenwood, Tyler, TX 75702.

Experienced staff engineer for TV station master control operation. Three years prior experience required. FCC license desirable. Send resume to Charlie Smith, C.E., KRLD-TV, 1033 Metromedia Place, Dallas, TX 75247. EOE.

Assistant Chief engineer. Kansas City. Unusual opportunity for hands-on assistant chief--minimum 5 years broadcasting experience. Quad and 3/4 inch maintenance essential. Contact Jim Cambron, KZKC-TV, Channel 62, 2111 Blue Summit Drive, Kansas City, MO 64126, 816—254-6262.

Assistant Chief engineer for northeast major market independent television station. Position has responsibilities in the ares of maintenance, air operations, production and scheduling of personnel. Applicant should have 5-7 years technical background and 3 or more years experience in a supervisory capacity with a television station(s). Salary commensurate with experience. Box R-86.

Chief Engineer: Tampa,FL division of Florida Production Center has a career opportunity for a quality-oriented, high achiever. Design and maintenance skills required. Excellent benefits. Competitive salary commensurate with experience. Contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL 33603. 813—237-1200 or 1-800—237-4490 outside Florida. EOE/MF.

Maintenance Technician for public television station with expanded signal coverage throughout Southern California. Must have two years full-time experience in the operation, maintenance, and repair of radio and television equipment at a broadcast television station or equivalent. Salary 16K to 19.5K plus excellent family benefits. Send letter and resume postmarked by 7/20/85 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernadino Community College District, 631 S. MT. Vernon Ave., San Bernadino, CA 92410. AA/EOE.

HELP WANTED NEWS

Sports: Southeastern network affiliate is seeking a sports director who understands the meaning of "local". Send Resume/salary requirements to Box R-52. EOE.

Producer: Aggressive number one network affiliate is seeking a creative news producer. Applicants must have strong broadcast writing skills and an ability to communicate with a staff eager to learn. Send tape, resume, and salary requirements to Stephan Foust, News Director, WTVM-TV; Box 1848; Columbus, GA 31994. EOE/MF.

Meteorologists needed for various size markets. AMS seal preferred. Tape, resume, and letter to NEWSPEOPLE, 20300, Civic Center Drive, Suite 320, Southfield, MI 48076.

ENG Editor. WDIV/Post-Newsweek in Detroit has an opening for a full-time union editor in the news department. Must have two years experience editing news. Strong production sense a must. If you are interested in joining one of the most respected news operations in the country, send tape, resume and references to: Personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. No Phone calls please. EOE.

Reporter. Need experienced general assignment reporter for CBS affiliate. Must know how to work a beat and show lots of enthusiasm, Send tape and resume to WCBI-TV P.O. Box 271, Columbus, MS 39701. No calls please.

Experienced TV news producer to oversee 6 and 10 PM programs. Work with assignment editor, reporters, and photographers in developing news product. Send resume and salary requirements. No phone calls please. Don Hickman, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62703. Equal opportunity employer.

Weather anchor. Small market TV station with state of the art weather graphics seeks weather anchor. Meteorologist preferred. Tape/resume to Ron Heller, News Director, KTVO-TV, P.O. Box 949, Kirksville, MO 63501. EOE.

TV Company seeks free-lance reps. 20% commission from new, contracted clients. Porter Versfelt and Associates/Miami. 305—444-2513.

Now is the time to send your tape and resume to Steve Porricelli of Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203—637-3653.

Network affiliate in Honolulu seeks experienced reporter. Must be self-starter with camera presence, good writing skills, ability to dig and desire for self-respect. Send resume, tape and salary requirement to Paul Udell, News Director, KITV, 1290 Ala Moana, Honolulu, HI 96814. EOE.

No. 1 award-winning station needs experienced business/economics reporter to cover dynamic Sunbelt business community. Need 3-5 years on the street plus previous full-time business beat experience. No beginners. Send tape and resume to: Scott Parks, News Director, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

News reporter/anchor: Number-one progressive station in market seeking a weekday reporter/weekend anchor. Must have anchor experience. Send resume and tape by July 25, 1985 to Personnel Director, WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. EOE.

Weather Anchor. WRCB-TV in Chattanooga is looking for a weather anchor for the station's Monday-Friday newscasts. Strong preference for a meteorologist, but willing to consider others. No phone calls. Send resume and videotape to Lee Meredith, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An equal opportunity employer.

Writer/associate producer. staff utility writer for Japanese production co., will write up company proposals, projects, etc. Also work on segments for weekly magazine show. Send resume, sample proposals to: TeleJapan USA, 3rd floor, 964 Third Ave., New York, NY 10155.

Meteorologists. NBC affiliate, top 50 market. Midwest. Broadcast experience required, Resume to: P.O. Box R-70. EEO/M-F.

News Director. Midwest mid 50 market. Management experience required. Must be able to produce, write, and have ability to train young staff. Send resume to Box R-94. EOE.

Co-anchor/reporter Top 30 Midwest network affiliate has opening for co-anchor/reporter for prime evening newscasts. Must have 3-5 years anchor experience, excellent on-air skills, strong writing and reporting abilities. An Equal Opportunity/Affirmative Action Employer. Resume to Box R-91.

Weekend Assignment Editor. Post-Newsweek Station,WFSB, seeking organized, creative, energetic person to coordinate weekend assignment desk coverage. Job includes dispatching and coordinating reporters and photographers and determining the importance of all potential news stories and how they will be developed and followed up for use on the air. 2-3 years experience on an assignment desk required. College degree preferred. Send resume to Mark Effron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

General Assignment Reporter. We are expanding and need an experienced knowledgeable, trained journalist with proven abilities in all phases of television journalism. If interested and qualified, contact Jon Esther, News Director, P.O. Box 25, Evansville, IN 47701. 812—424-9215. EOE-M/F.

News Producer. We are expanding and need an experienced news journalist with a proven track record in producing and/or assisting in the production of televison newscasts. Applicant must be an excellent writer, creative talent, with good organizational skills. Leadership skills a must. I interested and qualified, contact Jon Esther, News Director, P.O. Box 25, Evansville, IN 47701. 812—424-9215. EOE-M/F.

News Producer for 6 & 11 p.m. newscasts M-F. Number 1 station in top 50 market seeks person with news background and producing experience. Qualified persons reply to: Human Resources Manager, WSAZ-TV, Box 2115, Huntington, WV 25721 by July 26. EOE/M-F. No phone calls please.

News Producer for medium market in sunny Southwest. Writing skills, good news judgement a must. Minimum 1 year producing commercial newscasts. Tape and resume to Adam Bradshaw KVBC-TV 1500 Foremaster Lane, Box 44169, Las Vegas, NV 89116.

Reporter/Anchor. Journalism background, degree required. Position entails reporting, editing, producing and anchoring. Enthusiastic, aggressive, experienced applicants only. Contact News Director, KQTV, P.O. Box 247, St. Joseph, MO 65606. Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Assistant promotion manager. Major market network affiliate is seeking a take-charge individual for the #2 position in department. Must have strong writing, hands-on editing and producing skills. Minimum two years experience in all phases of broadcast promotion including on-air, print and radio. Managerial experience a plus. Send resumes and tapes to: Cyndie Reynolds, Promotion Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

PM Magazine co-host needed. If you're ready to have your creativity and talent challenged in a large NE market, can work as a strong, mature team player with male host already on staff, have at least two years on-air experience--preferably PM or similar format--and can produce dynamic, attention-getting, magazine type features, send tape and resume to John Fischer, PM Magazine, 259 Delaware Avenue, Buffalo, NY 14202.

Producer/writer. KPBS-TV public affairs department has an opening for a producer/writer. Primary assignment: producing in-studio programs. Expected to write scripts, proposals for other station producers. Minimum 3yrs. experience with script writing, proposal writing, and producing. Strong writing skills required. Salary range starting at $19,500, depending upon experience, w/a possible cost of living increase anticipated on July 1, 1985. Excellent benefits package. Applications must be received by July 31, 1985 at San Diego State University Employment Office, 3rd floor, Administration Building, San Diego CA 92182. KPBS-TV/FM is an EEO/AA/ Title IX employer. We welcome all applications.

South Florida Affiliate needs creative sports photographer/editor. 1 year experience, minimum.Top-notch operation with visual emphasis. Send tape and resume to: WBBH-TV, 3719 Central Ave., Ft. Myers FL 33901.

Senior Crew Member at PBS station. Required: minimum of 3 years' hands on experience in broadcast television production, with emphasis upon EFP, remote and studio operations. BA or BS in radio/television preferred. Salary: $19,000 per year (with some overtime available). Both resume and demo tape must be sent to Crew Chief, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. No calls accepted.

Hotshot CMX editor needed for hot shop in beautiful mile high Denver. Our work is the best, so we demand the best. Strong EFX and EDL skills required. Great atmosphere and creative people. Resumes to Box R-63.

PM Magazine producer, at least 2 years' experience producing PM or related show required. Send tape and resume to Everett Hughes, Program Manager, WCPX-TV, P.O. Box 66000, Orlando, FL 32853. No phone calls. EEO.

Promotion manager. We have an excellent opportunity and a good salary available for an innovative, experienced, promotion professional who is ready to move into the top spot. KWWL Channel 7 is a dominant NBC affiliate with a big market approach to promotion in a medium market setting. Send a tape that demonstrates your writing, producing, and hands-on production technique, along with your resume, to: Dave Ward, V.P. Operations, KWWL Channel 7, 500 E. Fourth, Waterloo-/Cedar Rapids, IA 50703.

Promotion Manager. Chicagoland's hot new Indy needs super promotion person ready to create the market's most aggressive and effective on-air, print and event promotion. Tapes, resumes/portfolios to: Program Manager, WPWR-TV, 4255 Westbrook Dr., Aurora, IL 60505. No novices or calls please! EOE, M/F.

Attention Producers, videographers. Nationally syndicated television program now accepting animal segments on 3/4" tape to begin airing this Fall. Receive on-air credit. Segments include all domestic and wild animals, Pet Heroes, Celebrity Pets. Send to Gale Nemec, Action Line Group, 1410 15th Street, NW, Washington, D.C. 20005.

Program Director- Person with solid TV experience as #2 in programming at commercial of PBS station to become program director with progressive cable access corporation in Washington, D.C. area that will be operating 3 local channels within 12 months; must have solid experience in programming, scheduling, traffic, operations, and dealing with sources of leased programming. Competitive salary and excellent benefits. Send resume and salary history to P.O. Box 4611, Rockville, MD 20850.

Producer needed for #1 Midwest news operation. Small market CBS affiliate. At least two years' experience required. Candidates must have strong writing and editing talents. EOE, M/F. Resumes to Box R-66.

Director, TV Promotion & Publicity. Milwaukee's public TV stations, WMVS/WMVT, is accepting applications for a director of promotions and publicity. This person will be responsible for planning and implementing advertising, promotion and public relations activities for programs, special functions and fund raising events. Person must have a thorough knowledge of promotion and public relations activities for programs, special functions and marketing principles; a Bachelor's Degree and five years of related experience, which includes coordinating advertising campaigns. Hiring salary is $24,100 to $27,500, plus an excellent benefit package. Call 414—278-6576 for a job description and application form which must be completed and returned by July 24. Milwaukee Area Technical College, an equal opportunity employer.

Art Director for active AM-FM-TV complex. Responsible for design and execution of all print and on-air graphics. Requires B.A. in graphic design or visual communications, plus at least two years broadcast/television work experience. Position open immediately. No phone calls. Send resume and slides or tape to Promotion Director, WHO Broadcasting Co., 1801 Grand Ave., Des Moines, IA 50308.

Promotion Manager. We have an excellent opportunity and a good salary available for an innovative, experienced, promotion professional who is ready to move into the top spot. KWWL Channel 7 is a dominant NBC affiliate with a big market approach to promotion in a medium market setting. Send a tape that demonstrates your writing, producing, and hands-on production technique, along with your resume, to: David Ward, V.P. Operations, KWWL Channel 7, 500 E. Fourth, Waterloo-/Cedar Rapids, IA 50703.

Editors needed for rapidly expanding Florida Production Center, Tampa Division. Experience in computerized editing and digital effects essential. Career opportunity to work in multi-format suites. Competitive salary with excellent benefits. If you are a quality-oriented professional, contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Ave., Tampa, FL 33603/ 813—237-1200 or 1-800—237-4490 outside Florida. EOE/MF.

Production Manager sought by PBS station for field and studio production. Responsiblities include supervising all production staff including directors, photographers, editors and artist, producing and directing programs as needed. Requires extensive directing experience and thorough knowledge of field and studio techniques. Send resume to Director of Programming, WSWP-TV, Box AH, Beckley, WV 25802-2831. EOE.

SITUATIONS WANTED MANAGEMENT

M.B.A. graduate from S.M.U. 8/85, seeks position with opportunities leading to management. Adept at both marketing and financial analysis. Undergraduate minor in Radio/TV. Production, talent and sales experience with small cable operation. Extensive managment, production and talent experience in music industry. Scott Wheeler, 8300 Skillman #703, Dallas, TX 75231. 214—343-6907.

GM/GSM. Heavy independent experience at country's best, sign-ons, programming, promotions, sales. Best credentials in the industry, presently employed, GM Indy. Box R-75.

Current GSM in medium market ready to move up in rank or market size. Proven track record in both local and national sales managment. Will consider NSM in top 50 market. Box R-84.

SITUATIONS WANTED TECHNICAL

Switcher trainee. I have a general radio telephone license plus bachelor's degree in Radio-TV. Call Martin Garbus at 818—842-3364 or write 1233 Alta Paseo, Burbank, CA 91501.

Director of Engineering. Very creative, with impressive list of completed projects seeks new challenge. Heavy experience in technical management, video/audio systems engineering, VHF/UHF hi power transmitters, computer applications & programming, new construction, license filings. Now D.O.E. for two television stations in top 50 markets, managing 35 engineers & million dollar budgets. Inquire with confidence to: Director of Engineering Office, 8530 Wilshire Blvd., Suite 309, Beverly Hills, CA 90211, 213—854-5316.

SITUATIONS WANTED NEWS

Sportscaster- 5 year pro stranded in go-nowhere position. Available now for new challenge and change of scenery. Box R-32.

Experienced journalist looking for opportunity in sports, news, producing or entertainment news. Box R-50.

Enthusiastic, aggressive national news/interview format line producer with extensive live production experience seeks similar sports position. East Coast/ Mid-Atlantic preferred. Currently employed. Box R-48.

News director. Eleven years TV, six years as news director. Seven years radio news. Proven leadership, co-operative attitude toward station goals, solid professional references. Stable, family man. Call Kevin Kelly, 803—579-3864.

News photographer/editor. Award winning photojournalist with 5yrs commercial TV news experience in Southern New Hampshire/Boston market. Want to relocate. Tape available. Alan DuBois 603—669-8391. P.O. Box 4847, Manchester, NH 03108-4847.

Assignment editor. 4 years of contacts, research, logistics. Seeking another market, another challenge. Top 100. Box R-65.

Maturity. Experience. Creativity. Looks. Awards. Female broadcaster with 1 1/2 years' experience as news reporter in top 50 market and 2 years' as producer/co-host of PM Magazine seeking an anchor/reporter position on a news-information program. 219—749-1402.

Intelligent Sportscasting. Ivy educated sports attorney. Collegiate three letter man. Attractive, articulate, knowledgeable, sports nut. Happy to send tape. Please reply to Box R-68.

Gamble & Win! Communication Studies graduate with professional photographic skills looking for ENG-/sports related camera career. Intelligent, motivated and dedicated to excellence. Will relocate. 818—444-8014.

Assignment editor in 25 person newsroom acting as assistant news director without the title or pay looking for new challenge. Seeking a news director or assistant news director position at serious news organization. Box R-82.

Sound like Al Michaels, but have own style. Strong highlights, PBP. Currently sports anchor, top 25. Box R-80.

Journalist.
Looking for reporter-writer-producer slot in southeast or southwest. 10 years' experience: Wall Street Journal, AP broadcast writer, M.E. daily newspaper, overseas experience. Spanish ability, pilot. Jeff Rowe, 213—433-2944, evenings PDST.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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.

Talented, aggressive individual with a complete knowledge of network programming looking to become the next Brandon Tartikoff. Will be a major asset in any programming capacity. Currently involved in television research. Possess full written and verbal skills. Please call 718—297-8740 anytime.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Multimedia coordinator. San Bernadino County is recruiting for an individual with a combination of education and experience to plan and produce multimedia aids such as films, audio tapes, video tapes and photographs for use by elected officials, the public, and governmental organizations. Please apply as soon as possible to San Bernadino County Personnel Department, 157 West 5th Street, San Bernadino, CA 92415, 714—383-2061. An equal opportunity affirmative action employer. M/F/H/.

HELP WANTED INSTRUCTION

Faculty position: Broadcasting/telecommunications. Department of Speech, Metropolitan State College, Denver, CO. Full-time beginning Sept. 1. Application deadline, July 29. Teach undergraduate courses in practical broadcasting/telecommunications, Radio/TV production and workshops and basic speech communication. Other duties: assist department chair, academic advising and supervise locally produced R/TV shows. Minimum: Masters degree and six years experience in commercial or public broadcasting/communications, some college-level teaching. FCC First Class license desirable. Must be committed to speech communication as a profession. Salary commensurate with degree, training and experience. Submit resume, letter of application stating compliance with education and experience requirements and statement of speech communication philosophy. W. Thomas Cook, Chairman, Box 34, Department of Speech, Metropolitan State College, 1006 11th St., Denver, CO 80204. MSC is an EOE.

Instructor, School of Telecommunications. One-year appointment. Responsible for teaching of courses in television/video production and advising of students. Additional teaching assignments in non-broadcast video, cable communications of scriptwriting. Master's degree and experience in television/video production preferred. Additional experience in cable programming/management or non-broadcast video production/managment desirable. $20,000-$22,000 for nine month academic year. Contact: Drew McDaniel, Director, School of Telecommunications, Ohio University, Athens. Ohio 45701.

Instructor, tenurable, to teach technical courses in communications electronics and advise students, assist in developing courses for technical programs of study, and supervise technical laboratory. Bachelor's degree required, Master's degree preferred. Experience in either broadcast electronics of voice/data electronics. Knowledge of digital and analog techniques necessary, micro-processor technology desirable. Candidates lacking complete qualifications are invited to apply. Further training to upgrade skills of successful applicant possible. $20,000-$22,000 for nine month academic year. Additional income for Summer teaching possible. Contact: Drew McDaniel, Director, School of Telecommunications, Ohio University, Athens, Ohio 45701.

HELP WANTED PROGRAMMING

LIBRARY OF Congress, National Library Service for the Blind and Physically Handicapped, Quality Assurance Specialist, GS-1910-11 ($26,381-$34,292). Formulates and maintains quality control objectives for contracts dealing with controlled production of spoken word recordings. Advises on acoustical improvements needed to meet NLS standards and specifications, audits auditions, master tapes and studios for quality acceptability in the areas of electronic and sonic integrity, effective interpretation of text, correct pronunciation and artistic interpretation. Represents NLS at conferences. Requires bachelor's degree plus three years specialized experience with one year at the GS-9 or comparable level. Specialized experience includes knowledge of quality assurance inspection methods, acoustics and audio engineering an theory and practices of linguistics. Call 202—287-5620 for announcement 50373 and for *application procedures. SF-171's* should be sent to: The Library of Congress Employment Office, Room LM-107, James Madison Memorial Building, Washington, D.C. 20540. EEO.

Terrific opportunity in public relations. Public broadcasting stations WNYC-AM/FM/TV is looking for a Manager of Public Relations. B.A. in Liberal Arts and minimum 2 years supervisory experience required. Excellent writing, editing skills; extensive media relations experience; special events planning; write advertising copy. To supervise staff of 3. $27,000-$32,000. Interested candidates send resume to Personnel Director. WNYC. 1 Centre St.. 26th Flr.. New York. NY 10007.

Copy by mail. Guaranteed work. Cost efficient, Tamarack Advertising, P.O. Box 444, North Salt Lake, UT 84054. 801—292-1513. after 4PM MDT.

Producers/Agents say I belong in PR: Creative, assertive, relaxed phone manner. Writing, production, sales experience. Seeking right opportunity in public relations, production or advertising. Relocatable. Paul Anthony, 1933 N. Rodney #305, Los Angeles, CA 90027. 213—664-0450.

HELP WANTED TECHNICAL

Computer Systems senior engineer. Position will entail full understanding and considerable experience in educational technology applications. Should have experience in micro and mini computers (stand alone, networking and down loading); ITFS; satellites (C-band, Ku-band, and Ka-band); and videodisks. Should have an understanding of current/future interactive technology and how to plan for their use. Programming skills in BASIC for interactive applications in the education and training environment desirable. Education covers: K-12, post-secondary, occupational, technical, continuing, and professional. Responsible for developing future plans. Graduate degree preferred, but related experience may substitute. Salary range: $29,897-$40,833. All applications/resumes should reference position number IT692 and must be received by August 1, 1985. Reply to: Department of Information Technology, 110 South Seventh Street, 3rd Floor, Richmond, VA 23219. ATTN: Personnel. EOE/M-F.

Broadcast Engineers! Looking for something creative & challenging? Broadcast Technician II--$1654-$2117 per month/Broadcast Technician III--$1826-$2337 per month.Washington State University's department of Radio-TV Services is growing and needs broadcast engineers. We are building a statewide microwave system, operate three radio stations and a TV station and need good people. Broadcast Technician II requires: two years full-time experience/training in radio or television technician work, ability to perform maintenance on broadcast equipment. Broadcast Technician III requires: four year of full-time experience/training in radio or television broadcast technician work. Strong experience in RF transmission, microwave systems and two-way radio preferred. Experience with Harris, GE and Macom a plus. Apply by July 18, 1985. Send resumes to Staff Personnel, 134 French Administration Bldg., Pullman, WA 99164-1041. 509—335-4521. WSU is an EOE.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

Instant cash- highest prices. We buy TV transmitters and studio equipment. $1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324—1271.

The Northeastern Pennsylvania Educational Television Association is soliciting bids for equipment for an FM translator installation and for a field strength meter. Any responsible organization interested in bidding please write to George B. Seymour, Vice President, Engineering, WVIA-TV/FM. Pittston. PA 18640.

FOR SALE EQUIPMENT

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

TV Transmitter Harris BT18H parallel VHF high band rated 38 KW. 13 years old. Presently in use. Available August 1, 1985. Call Chief Engineer, WJCT Jacksonville, FL 904—353—7770.

New TV start-ups. Fast, cost effective construction. Top quality equipment at lowest costs. Business plans, financing available. Quality Media, 404—324-1271.

New UHF transmitters. Silverline 60kw high-efficiency UHF transmitters, dual exciters, Pulsar, all standard, at an amazing price. Quality Media, 404—324-1271.

Used TV transmitters- 30 and 60 kw UHF, Dual 38 kw Harris HI-Band VHF. 1kw Emcee UHF LPTV, call for your needs. Quality Media Corporation, 404—324-1271.

RCA TCR-100 2" cart - (2) available with 2,000 tapes. Call for details and low price. Quality Media Corporation, 404—324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813—685-2938.

For Sale: Misc. audio and video equipment, including D.A.'s. monitors and 80 racks. Call Diana 818—357-8878.

Used 660ft. tower inside ladder, very heavy, ideal for TV, Class C FM, etc. Excellent condition, can re-erect this area $40,000.00 Buzz or Gary DeJarlais. Phone 507—895-2285.

New 100 watt solid state UHF LPTV transmitter. Time proven modules. Sales, rentalss, loaners. Quick delivery, best prices. Call CommTele 713—479—1614 anytime.

20KW & 10KW FM transmitters, RCA BTF 20-EI (1975) on air RCA BTF 10-EI (1970) w/Moseley exciter, CCA 20,000 DS on air. Call M. Cooper 215—379-6585.

50kw AM, Continental 317C/C2 factory converted to C2 in 1981, on air at full power until new unit arrives. Spares, FCC proof, mint. M. Copper. 215—379-6585.

New manufacturer FCC type accepted solid state 100 watt UHF LPTV transmitter-driver. World-wide, time proven components assembled to make a state of the art, basic transmitter at a basic price. Call anytime 713—479-1614.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialists. Bonded, with 25yrs. experience (Turnkey Operations), T.M.C.I., 402—467-3629.

1046' new FM tower. 52" face. Never erected. Ship now. 612—222-5555.

Videotape! Evaluated blank 3/4", 1" & 2" broadcast quality videotape stock. They look and work like new. All lengths available. Fully guaranteed! Call collect, Carpel Video. Inc.. 301—845-8888.

Harris 9003 Automation. Used less than one month. Clear text logging package, 3 Instacarts and other extras. Will sacrifice, call for price. Irv Laing, Chief Engineer, WXYT, Southfield, MI 313—569-8000.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—641-2042.

Videotape! Evaluated blank 3/4", 1" & 2" broadcast quality videotape stock. They look and work like new. All lengths available. Fully guaranteed! Call collect, Carpel Video, Inc., 301—845-8888.

VPR-2Bs, TR-600s crosspoint latch 6112 switcher, HL-79As, Sony BVH-1100s, VPR-2, AVR-2, TK-29 film camera, TP-7s, Grass 1600-7f switcher, TK-760/780 lenses 22:1 & 25:1. TP-66 projectors. Call Media Concepts 919—977-3600.

50KW AM, CONTINENTAL 317 C1(1968), upgraded in part to C2 by factory in 1981, on air, full power, many spares, w/FCC proof. Call M. Cooper/Transcom Corp., 215—379-6585.

Class A FM equipment package, complete including 300ft. tower, studios, audio and monitors. "UNDER $50,000" Call Transcom Corp., 215—379-6585.

20KW FM & 5KW AM, CCA 20.000DS (1972) w/exciter and stereo, on air w/FCC proof. Gates BC5P excellent cond. 125% Mod., spares & FCC proof. Call M. Cooper/Transcom Corp., 215—379-6585.

Nagra Audio recorders for sale. 3 Nagra III, 2 power supplies, 1 leather carrying case. Call Phil Lefkowitz, I&L Limited. 919—929-2483.

Harris MW-1A transmitter, 1977, never shutdown on it's own, great shape plus gates 250GY with spares, best offer over 8,000.00 501—745-4474.

Weather Radar, Kavouras Dial-up, perfect for TV, excellent condition--$10,000. Like new Onan 45kw generator, transfer switch--$10,500. 618—997-8123.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213—642-2042.

12 yr. old 25KW AEL FM transmitter. Unit removed in operation condition as result of station upgrading. Best offer. 617—997-9436.

Ikegami HL-79 EAL and full EFP package. Fuji, Sony, Sachtler, over 40 items--all in mint condition. Sold as a package only. 702—798-8960.

Videotape! Evaluated blank 3/4", 1" $ 2" broadcast quality videotape stock. They look and work like new. All lengths available. Fully guaranteed! Call collect, Carpel Video. Inc.. 310—845-8888.

VPR-80's with TBC-80's--deluxe color monitor bridge, low hours, mint condition. Three available. WTIC-TV 203—527-6161.

Ampex ACR-25 cartloader, headwheel test jig WTIC-TV. 203—527-6161.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton. CO 80122. 303—795-3288.

Attention radio stations with a dish. Looking at Sat-Com IR, a proven winner coming your way Sept. 1--America's first and most successful Syndicated Real Estate 2-way talk show will be fed live each Sunday at 11am EST--Barter Basis with excellent local avails perfect for your Real Estate, Builders, Developers and Financial Clients. Stations now being cleared on a first come, first served, exclusive market basis. Get your piece of the Real Estate Advertising Dollar in your marketplace! First 50 markets cleared report 100% sales of local avails with a waiting list--play it live or tape-delayed. Hosted by America's only nationally syndicated TV & radio personality covering the world of real estate, who has appeared on ABC's Nightline, and is currently seen weekly on PBS stations nationwide. The show will be cross-promoted on TV, with a heavy national campaign to attract listeners and advertisers. To clear your station, call Diana Calland 202—662-8900, or write Inside Real Estate, Suite 1267, National Press Building, Washington, D.C. 20045.

CONSULTANTS

Paton/Cramer/Paton Broadcasting consultants...Specializing in small and medium station markets. At last an affordable consultant. Call Ted Cramer, 913—491-4000.

MISCELLANEOUS

Time sales training manual: Improve sales performance. Everything salespeople should know: technical information, attitude, organization, follow-up, packaging, independent television, specials, prospecting. Written by professional with 20 years experience. Antonelli Media Training Center, 212—206-8063.

Job hunters! "How to Land That First Broadcast News Job." Handbook praised by TV/Radio Age and top broadcasters. For info, write: Dr. Richard Labunski, P.O. Box 85224, Seattle, WA 98145.

Free joke packet. Writers: Charles Carter, Iz Goldstein, Tom Mason, Eugene Mello, Con Phelan, Peggy Ryan, Cliff Sumption, Fran Welch. Contact: Robert Makinson, GPO Box 3341, Brooklyn, NY 11202. 718—855-5057.

RADIO

Help Wanted Management

TOP 10 GSM

If your are currently a General Sales Manager or Local Sales Manager in a top 30 market and are interested in moving to a Top 10 Northeastern market, send your resume and earnings history to V.P., G.M.

We're part of a major group. Minorities are urged to apply. EOE/M-F. Write box R-95, Broadcasting, etc.

Help Wanted Technical

CHIEF ENGINEER
DETROIT, MICHIGAN

WQRS-FM is looking for an outstanding Chief Engineer for our first class radio station which has new state of the art equipment throughout. We want a quality control oriented engineer who, in addition to being an excellent studio, remote and RF engineer, is also a good administrator with good interpersonal skills. We offer and excellent salary and benefits package. This is an outstanding opportunity to join a large group owned broadcasting company with radio and television stations in major markets nationwide. Send resume and professional references to Gerald T. Plemmons, Vice President-Engineering, Outlet Communications, Inc., 111 Dorrance Street, Providence, Rhode Island, 02903. We are a Rockefeller Group company which is an equal opportunity employer.

Help Wanted News

Capitol Broadcasting Company

RADIO NEWS DIRECTOR

Capitol Broadcasting Company is seeking a news manager for WRAL-FM and the North Carolina News Network. WRAL is the Raleigh's leading radio station with a high community profile. The North Carolina News Network serves more than 80 radio stations via satellite.

This radio news operation is one of the finest in the country and has won virtually every major award including the Peabody, Sigma Delta Chi, Ohio State, Janus and Dupont-Columbia School of Journalism.

We are seeking an experienced radio news manager with high standards and strong leadership skills. To apply, please send a resume and tape to:

Capitol Broadcasting Co., Inc.
Human Resources 2619 Western Boulevard
Raleigh, NC 27605
(no telephone calls please)
Equal Opportunity Employer

Help Wanted Announcers

WANT TO BE A VJ IN BOSTON?

Channel 66 is looking for radio DJ's who want to join our live major market music video operation. Send us your video audition tape or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Send tape and resume to:

Program Director
WVJV-TV
P.O. Box 9166
Framingham, MA 01701

No phone calls please. WVJV-TV is an EOE.

ANNOUNCERS/DEEJAYS

South Central Pennsylvania AM Daytime Station looking for personnel with on-air personality and humor... some talk show capability... inquiries, tapes and resumes to STATION, BOX 71, LEBANON, PA. 17042

Help Wanted Sales

RADIO SALES

WTIC AM/FM Southern New England's leading radio stations are seeking an experienced radio sales person. Applicant must be able to demonstrate a successful sales track record and possess superb communication abilities. We seek only talented individuals looking for an opportunity to grow in a professional broadcast sales atmosphere. To be considered send cover letter and resume to:

Virginia Maniche
WTIC AM/FM
1 Financial Plaza
Hartford, CT 06103
EOE

RADIO SALES MANAGER

Experienced, knowledgeable radio sales manager for new Wichita Kansas AM/FM combo. Must be able to sell at client, agency and retail level. Must be dynamic, enthusiastic leader. If you want to earn top dollars send complete resume to Barry Gaston, New West Radio, P.O. Box 968, Wichita, Kansas 67201.

EOE M/F

Help Wanted Programing, Production, Others

"DON'T FIX WHAT ISN'T BROKEN."
WRONG!

We can make WICC Radio even better. We're a ratings leader but believe that we can build an even stronger share of audience. It'll require creative excellence.

The Operations Manager we're looking for will love the challenge and have the experience and skills to lead a large professional staff.

WICC Radio programs full service in Bridgeport/Fairfield County, CT. and is part of Tribune Broadcasting. Excellent compensation for the right person. Send resume to Ray Gardella, Vice President, General Manager, WICC Radio, 177 State St., Bridgeport, CT. 06604.

Situations Wanted Announcers

OWNER$/MANAGER$

Have a championship season with this veteran husband/wife morning team. Looking for an FM home. We'd also like to program a cost efficient package. Let us make you a winner.

513—429-4845

TELEVISION

Help Wanted Management

GENERAL MANAGER

Top 20 Market Independent. Group Broadcaster seeks General Manager for Denver Station. Candidates must have Independent Station experience as either GM or GSM. Send resumes in confidence to Michael A. Fisher, KDVR-TV, 100 Speer Blvd., Denver, CO 80203.

Help Wanted Sales

GENERAL SALES MANAGER

Excellent financial package, beautiful seacoast living, unusual opportunity. If you have been or are a successful Independent television station local sales manager and are ready to take on the job of General Sales Manager at a new, full power Northeastern Independent Television Station, WE WANT TO HEAR FROM YOU!!!! Applicants must be able to train and supervise local salespersons, handle direct response and national sales. Send resumes to Jim Kontoleon, WLCT, P.O. Box 991, New London, CT 06320, or call 203—444-2626.

Sports Director

Big Ten market network affiliate looking for on air sports personality. Knowledgeable about all sports and TV production. Active sports area, attractive midwestern community. Tape/resume to News Director, WMTV, 615 Forward Drive, Madison, Wisconsin 53711 EOE.

TOP 25 ANCHOR

ABC affiliate seeking individual with 5 years FT anchor experience with excellent news writing skills and demonstrated ability to analyze/interpret as well as cover breaking stories and meet deadlines. All inquiries will be held in confidence. Reply by mail (no phone calls) with tape/resume to Dana James, Personnel Mgr., KATU, P.O. Box 2, Portland, OR, 97207. EOE, M/F.

Help Wanted Technical

ASSISTANT CHIEF ENGINEER

Major east coast CBS affiliate has opening to replace retiring A.C.E. Strong administrative abilities, FCC license and familiarity with studio and transmitter equipment necessary. Budgeting and future equipment planning knowledge desirable. An EEO employer. Box R-69.

Help Wanted Technical Continued

MAINTENANCE ENGINEER

Full service teleproduction facility seeking maintenance engineer. Minimum five years teleproduction facility maintenance experience required. Should be well-versed in 1" videotape repair, studio camera repair, and all aspects of R&D. Prefer computer microprocessor technologist. Contact Richard Parent, Century III Teleproductions, 651 Beacon Street, Boston, MA 02215; 617—267-6400.

DIRECTOR OF ENGINEERING/OPERATIONS

Wold Communications, world leader in satellite communications is lookinf for a Director of ENgineering and Operations for our Washington, D.C. facilities. Candidate should have at least 5 years of television and/or satellite related experience in both the Operations and Engineering areas, be able to manage a technical staff, handle budgets and co-ordinate events. Good salary and benefit package for the right person. Wold is an E.O.E. Position available August 1.

Contact Ed Gordon Senior Vice President, Engineering & Operations, Wold Communications, 6290 Sunset Boulevard, Suite 1203, Hollywood, CA 90028.

WOLD Communications

ASSISTANT CHIEF ENGINEER FOR TECHNICAL OPERATIONS

KRON-TV in San Francisco has an opening for a results- & employee-oriented manager in the Engineering Department. The selected person will be responsible for staffing and assuring quality control for all engineering operations.

Candidates must possess excellent knowledge of TV production techniques, be proficient in all areas of technical operations, and possess strong people skills.

Candidates should have a minimum of 5 years experience in TV or a related industry and a minimum of 3 years of supervisory experience.

Send resumes to Human Resources, P.O. Box 3412, S.F., CA 94119.

We are an EEO employer.

4 KRON-TV

ELECTRONIC/AUDIO ENGINEERS WE NEED YOU AT THE MOTHER CHURCH!

If you are a member of The Mother Church seeking new ways to serve the Cause of Christian Science and you have solid engineering experience you may want to consider the following opportunities. We have immediate openings in these areas:

BROADCAST ENGINEERING

Chief Engineer to manage broadcast engineering functions, facility usage, and equipment purchase and installation for complete audio/video broadcast studios. Experience in broadcast engineering and management needed.

Audio Engineers to support the production of several daily radio broadcast programs. These positions require solid engineering experience at a radio station and/or sound studio, and a willingness to work irregular hours against critical deadlines.

Electronic Maintenance Engineer is needed to maintain all studio and broadcast equipment including audio sound consoles and multi-track recording equipment and to design and modify equipment to meet special needs.

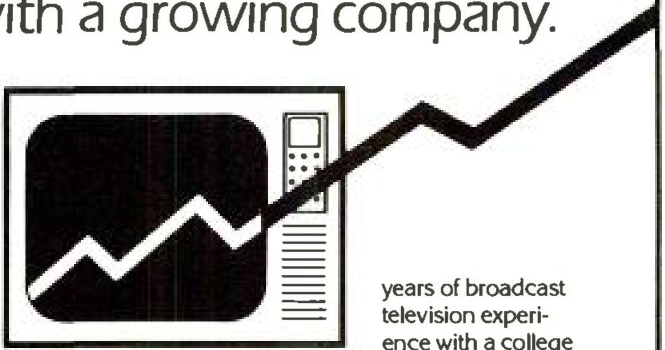
If you are interested, please write for an application to:
The First Church of Christ, Scientist
Personell Department, C13
Christian Science Center
Boston, MA 02115

Or call toll-free: 1-800-225-7090, ext. 3856
In Alaska call collect: (617) 262-2300, ext. 3856

Help Wanted Programing, Production, Others

PRODUCERS

Grow with a growing company.



Medstar Communications is now one of the leading television production companies in the health/medical field for both broadcast and non-broadcast audiences.

We need field producers with strong writing skills and full story capability because we are growing at a rate of 100% per year.

Candidates will need two or more years of broadcast television experience with a college degree and award-winning, verifiable broadcast credits.

If you qualify, send your resume along with a cover letter to Medstar Communications, Inc., 1305 South 12th Street, Allentown, PA 18103 (no tapes or telephone calls, please).

And grow with a growth company.

MEDSTAR

. . . where health matters

PROMOTION DIRECTOR

This 18th market ABC affiliate is looking for a Promotion Director to take charge of a nine-person staff which consists of writer/producers, artists, photographer, and clerical personnel. This individual will oversee the print, radio, billboard, and on-air promotion of the station, as well as plan special events and handle some community outreach projects. Requirements are: Working knowledge of television production, a high degree of creativity, and strong people skills. Send letter and resume to:

Jon Petrovich
Vice President and General Manager

KTVI

TIMES MIRROR BROADCASTING

5915 Berthold Avenue. St. Louis. Missouri 63110

EDITOR

Full service teleproduction facility seeking videotape editor. Minimum 5 years experience. Experience on CMX 340X system required. Knowledge in commercial and show production. Resume, reel and references required. Contact Richard Parent, Century III Teleproductions, 651 Beacon Street, Boston, MA 02215: 617—267-6400.

Situations Wanted News

TOP 30 MARKETS

Rescue one of TV's most talented young Cinema Critics and Entertainment Reporters before he packs in his unrewarding medium market position to starve as a writer in Hollywood. Save him. Box R-45.

Situations Wanted Management

WE'RE BIG ENOUGH

to hire the best and keep them happy. If you qualify, we'd like two cassettes: one of what you do now, and one of what you'd do if you could do radio the way you really want to. P.O. Box 411118, Chicago, IL 60641. EOE

For Fast Action Use
BROADCASTING'S
Classified Advertising

ALLIED FIELDS

Help Wanted Sales

REGIONAL ACCOUNT REPRESENTATIVE

Fortune 500 Company Subsidiary; Leader in the industry; producing Station ID's, Sales and Production Libraries, Music Commercials and Television Commercials, has opening for Sales Representative.

Candidates must have successful track record in Radio and TV Sales, Advertising Agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commision plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, V.P./Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.

Media General
Broadcast Services, Inc.

Business Opportunities

TRAVEL THE WORLD
WITH YOUR OWN
TELEVISION PRODUCTION COMPANY

International Television Productions is now offering franchise opportunities in America's fastest growth industry.

ITP specializes in remote location shooting with emphasis in the multi-billion dollar travel industry. You select your accounts, direct your productions and do the videotaping using the same professional equipment used by the television networks.

ITP provides you with professional editing, narration, special effects, production music and duplicating service. ITP also offers you a comprehensive training program and ongoing support.

This excellent franchise opportunity is now available for a total investment of $48,000 (includes a $21,000 franchise fee and $10,000 recommended operating capital.)

For further information call or write:

International
Television
Productions

954 East 7145 South Suite 101
Midvale, Utah 84047 • Telephone (801) 561-0436

This is not an offering. An offering is made by prospectus only.

WANTED

Investor for major market FM radio station. Opprotunity for participation in management and operation. Write to:

G.T.I.
Suite 208
44 Broad Street
Atlanta, GA 30303

Miscellaneous

THE NYC BOARD OF EDUCATION'S
TV STATION WNYE

recuests proposals immediately from creative co-producer/distributor for a series of programs concerning career education for secondary school students. For details call Barbara Barr at 718—626-2956.

Employment Service

RADIO PERSONNEL NEEDED

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 postage & handling to:

NATIONAL BROADCAST TALENT COORDINATORS
DEPT. B., PO BOX 20551
BIRMINGHAM, AL 35216
205—822-9144-ACT NOW!

LOOKING FOR A JOB IN TELEVISION?

Get DIRECTION, the new National Directory of Television Employers. Well over 2,600 companies listed with addresses, phone numbers and business descriptions. Compiled by insiders of the television industry. DIRECTION also includes a book of job search techniques for television. Get the edge over your competitors with this innovative job search tool! For more information, write Communications Connection, One Linden Place, Dept. A3, Great Neck, New York 11021.

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!

Radio Programing

Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

The Plant Doctor

Plant the Idea Now . . .
Reap Profits in the Fall.

Fall is for planting. Watch your station profits grow this fall with "The Plant Dr."

- :60 daily program
- Dr. Noel Falk, Gardening and Plant Expert
- Station Promo :10 spots and ad slicks provided
- Unlimited promotional ideas you can tie into

Kauffman Creative Services

R.D. #3, Box 570, Palmyra, PA 17078
717-838-3668

For Sale Stations

MONTANA

Several stations for sale in all size markets, some with low-low down payments. Excellent opportunities for owner operators and group buyers...United Brokerage, T.L. Laidlaw, 701—775-0637.

- AM/FM near Birmingham Good billing. Positive cash flow $720.000 Terms
- 3 TV stations within top 7 markets $50.000.000 each Qualified principals only.
- Daytimer Chattanooga area Profitable "discount coupon" company included $350.000. $20.000 D P *to qualified buyers*
- Class C covering 488.000 people in state capitol in MS. $2.5 million Terms

Business Broker Associates
615—756-7635, 24 hrs.

Wilkins and Associates
Media Brokers

PA	FM Full Time	$350,000	CASH
IL	AM Full Time	$500,000	20%
CT	AM Full Time	$800,000	35%
TN	AM	$350,000	CASH
IN	AM/FM	$450,000	30%
VA	AM	$35,000	DOWN PAYMENT
AL	AM/FM	$225,000	25%
AR	AM/FM	$335,000	15%
NC	AM Full Time	$500,000	25%
CO	FM	$35,000	DOWN PAYMENT
SC	AM	$35,000	DOWN PAYMENT

P.O. BOX 1714 – SPARTANBURG, S.C. 29304 – 803/585-4638

EXCLUSIVE OFFERINGS

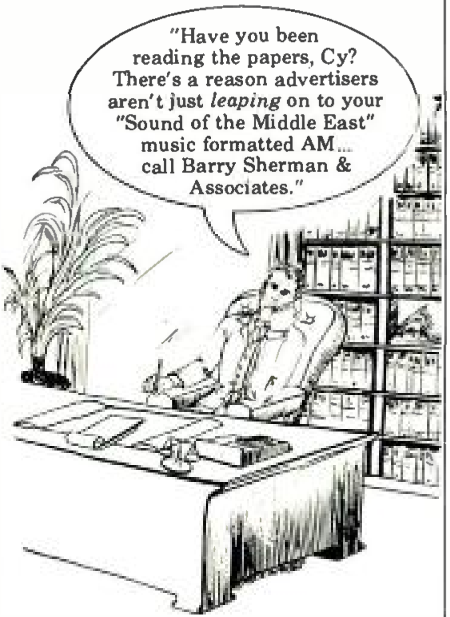
Kansas: AM and FM, $500k, terms
Colorado: Daytimer, good dial position, $230k, terms
Montana: Fulltime with FM CP. $ 160k, terms.

Contact Bill Martin at our Colorado Springs Office.
Bill-David Associates, 2508 Fair Mount St.
Colorado Springs, CO 80909 (303) 636-1584

SPECIALIZING IN FORMAT SEARCH, RATINGS PROJECTIONS AND MARKETING STRATEGIES FOR NEW STATIONS AND ACQUISITIONS

Advanced audience research and analysis to find your most profitable niche. Ratings projections including demographic breakouts for each format alternative. Get the research and radio expertise behind some of radio's biggest success stories. Call us at 313-540-9499.

MARK KASSOF & CO.
SUCCESS STRATEGIES FOR RADIO



Barry Sherman & Associates
full service media brokers and consultants

1828 L St., N.W.
Suite 300
Washington, D.C.
(202) 429-0658

<RAM>

R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Profitable fulltime AM station located in medium-size Midwestern market. $525,000 with liberal terms to qualified buyer.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

BN BROKERAGE NETWORK
"The Leader In Listings"

Colorado Fulltime	AM	$690,000	$150,000 Down
Pennsylvania Poconos	AM/FM	$2,000,000	Cash
Medium Market Iowa	AM	$850,000	Negotiable Terms
Western Maryland	AM/FM	$1,000,000	Negotiable Terms
Central Ohio	AM	$250,000	Minimum Down
Texas	AM/FM	$450,000	Negotiable Terms
New England	AM-FT	$800,000	Discount for Cash
Ohio Valley	AM/FM	$2,500,000	Terms Available

Suite 800-2033 M St., N.W. • Washington, DC 20036 • 202-775-1981
Norman Fischer & Associates • The Holt Corporation

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

Check your budget and chances are we have a station available in the price range you're looking to.

AM Fulltime	$210,000
AM/FM	$295,000
AM Daytime	$425,000
AM/FM (C)	$1,400,000
AM/FM (B)	$2,250,000

AND MORE...

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-6083 (ME)

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast
44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast
500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta
6600 Powers Ferry Rd. #205
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

N.E. FM!

A growing and profitable Class "A" FM serving an atractive college town. A great place to live and work. Price of $700,000 on terms. Contact: Any associate of The Kozacko-Horton Company

KOZACKO • HORTON COMPANY
MEDIA BROKERS/APPRAISERS
Woodland Park • Box 948 • Elmira, N.Y. 14902
607-733-7138

CHAPMAN ASSOCIATES
nationwide media brokers

Location	Size	Type	Price	Terms	Contact	Phone
CA	Med	FM	$1750K	Terms	Jim Mergen	(818) 366-2554
IN	Met	AM/FM	$1700K	Terms	Burt Sherwood	(312) 272-4970
WA	Med	AM/FM	$1050K	$150K	Greg Merrill	(801) 753-8090
KA	Sm	FM	$950K	$150K	Bill Lochman	(816) 941-3733
MO	Sm	AM/FM	$850K	$170K	Bill Lytle	(816) 941-3733
CT	Sm	AM	$500K	Cash	Ron Hickman	(401) 423-1271
AL	Sm	AM	$275K	Terms	Ernie Pearce	(615) 373-8315
TX	Med	FM	$250K	Terms	Bill Whitley	(214) 680-2807
ID	Sm	AM/FM	$215K	$55K	Greg Merrill	(801) 753-8090
IL	Sm	FM	$210K	$50K	Ernie Pearce	(615) 373-8315

For information on these properties, please contact the Associate shown.
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.

- Small & medium market radio station sales ...
- Innovative solutions to your first deal ...

GARY PORTMESS & ASSOCIATES
WASHINGTON, D.C.
202—872-1485

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

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar · Suite1135 - Memphis.Tn. 38157

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
10509 Berry Knoll Dr., Dallas 75230

SOUTHERN ATLANTIC COASTAL FM

Owner/operator class A, in an attractive market area. Gross billing increasing monthly. Very good equipment and real estate. Lovely community to do business in and to live in. Attractive beaches, excellent fishing and golf. Owner must sell. Price: $350,000.00; Down payment: $100,000.00. Send financial resume!

Reggie Martin & Associates
Ron Jones (804) 758-4214
Reggie Martin (919) 363-2891

For Sale Stations Continued

AM-CP

Large Hispanic market, heavy national budget - fulltime - If you know Spanish Radio, you should know about this CP.

512—546-4106

PRW & Associates,
Box 3127,
South Padre Island, TX 78597.

Young man this is your chance, low downpayment, owner financing, a chance to work like crazy, but it's yours. West Texas daytime AM, at least you'll be free in the evening. 512—546-4106, PRW & Associates, Box 3127, South Padre Island, TX 78597.

FOR LEASE WITH OPTION TO BUY OR FOR SALE

AM, 500 watt, daytimer, Anamosa, Iowa. $128,000 net billing. Approximately $9600 expense per month without debt retirement. Schaffer Automation. Country format. Net lease $2000 per month/sale $185,000 w $15,000 down payment, 10 year amortization, 5 year balloon, interest 10.5%, payments $2293.90 per month. (real estate not included) Qualified buyers call Steve Goldin 319—895-8444.

GROUP OWNER RETIRING

Colorado Springs full time.
Will be sold to highest bidder.
Contact Dan Lacy
303—259-4444 or 636-2470

TEXAS GULF COAST

Medium Market FM
$650,000 negotiable. Box R-40

SOUTH TEXAS FM CLASS A

Good area - lots of room for growth. Cash or owner financing. 512—546-4106.

MIDWEST AM

Medium Market
Profitable
$850,000, negotiable terms. Box R-39

AM DAYTIMER

New Bern, NC
Sweetheart deal
Call R.T. Wardell
919—633-2406

LOUISIANA UHF

Medium Market Independent Network Potential. Box R-41.

Cash Flow Machine

Highly profitable AM/FM in Top-100 southern market. Strong history of listenership and profits. Will sell for 8.5 times 1985 cash flow--$9,000,000. Box R-47.

SOUTH FLORIDA

Excellent fulltime AM. Booming high-tech area. $1.25.million—mostly cash. Contact Joseph M. Sitrick at 202—331-9270.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS/NEGOTIATIONS • FINANCING • APPRAISALS

SUNBELT

10,000 watt AM daytimer, 3000 watt FM. 15 acres and building. Billing $225,000 plus. Asking price $550,000, $150,000 down. Box R-81.

NORTH CENTRAL TEXAS CLASS A FM STATION

New station, state of the art equipment from the microphone to the elements. Centrally located, strong small market. Easily negotiable terms. Call W.W. Best, 817—937-6305 or 817—937-6551.

$100,000 DOWN IN HAWAII

Balance over 5 years. Full price is $750,000 for this powerhouse in paradise. Cover Honolulu from the wealthy suburban "bedroom" market of 175,000 just 8 miles away, yet a separate market of its own. Play both sides and come out a double winner. Price will shoot up a quarter million as soon as we're showing a profit which will be very soon. 805—682-2998 before noon.

RADIO STUDIO & OFFICES FOR SALE

1400 sq. ft. modular building. Full AC, studio, automation room, news, engineering, full kitchen & bath, offices, total 9 rooms. Specifically built as radio facility. Easily relocated. Call Jack Spring, KRXV 619—254-2951.

KENTUCKY AM DAYTIMER

Good single sta. market. Small down payment for immediate sale. P.O. Box 881, Dyersburg, TN 38025.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, $15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, $7.50 weekly minimum. All other classifications: 95¢ per word, $15 weekly minimum. Blind Box numbers: $3 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Situations Wanted: $40 per inch. All other classifications: $70 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD,etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Richard Appleton, VP and general manager, WTVD(TV) Raleigh-Durham, N.C., joins Price Communications, New York-based station group, as senior VP, television.

Dick Paul, president and chief operating officer, WITN-TV Washington, N.C., resigns. **Howard Meagle Jr.,** operations manager, WTOC-TV Savannah, Ga., joins WITN-TV as VP and general manager.

Glenn Mahone, president, Sheridan Broadcasting, licensee of WAMO-AM-FM Pittsburgh, resigns but remains consultant to company. Sheridan chairman, **Ronald Davenport,** assumes title of president. **Roger Fairfax,** station manager, WAMO-AM-FM, named VP and general manager of stations.

Mike Turner, general manager, WDXI(AM) Jackson, Tenn., assumes additional duties as general manager of co-owned WJHR(FM) there.


Shields

Stan Shields, station manager, WELI(AM) New Haven, Conn., named general manager.

Michael Raymond, general sales manager, WPLP(AM) Pinellas Park, Fla., joins WVTY(AM) Dunedin, Fla.-WVTY-FM Holiday, Fla., as general manager.

Bob Hendrickson, general sales manager, KAAY(AM)-KLPQ(FM) Little Rock, Ark., joins WTAO(FM) Murphysboro, Ill., as general manager.

Jerry Condra, president and general manager, WPDE-TV Florence, S.C., will leave that station upon completion of transfer of station from Eastern Carolina Broadcasting Co. to Diversified Communications. He will form corporation to buy and operate radio and television properties.

Ray Mirabella, from KSGO(AM) Oregon City, Ore.-KGON(FM) Portland, Ore., joins KWJJ(AM)-KJIB(FM) Portland, Ore., as general manager.

Kenneth Fuchs, assistant manager, Dynamic Cablevision of Florida, Hialeah, Fla., named system manager.

Robert Finke, general sales manager, WALA-TV Mobile, Ala., named station manager.

Roger Gaither, program director, WKXX(FM) Birmingham, Ala., joins WQIZ(AM)-WKQB(FM) St. George, S.C., as operations manager.

Jim Ryan, program director, WCIR-FM Beckley, W. Va., joins WKWK-FM Wheeling, W. Va., as operations manager.

Cindy Haas, assistant operations manager, WJXT(TV) Jacksonville, Fla., named operations manager.

Chip James, Southeast regional director, Rainbow Programing Services, Woodbury, N.Y., joins Daniels & Associates, Denver, as VP, mergers and acquisitions.

Phyllis Griffith, controller, WTBS(TV) Atlanta, named to newly created position of controller-management company, for parent, Turner Broadcasting System. **Barrie Gagliardo,** member of accounting department, WTBS(TV) Atlanta, named controller.

Kristin McEvoy, assistant general attorney, network governmental regulation, ABC, New York, named general attorney.

Marketing

Denise Plaza, account director, Foote, Cone & Belding, New York, named VP.

Stephen Chabre, executive VP, Dailey & Associates advertising agency, Los Angeles, named chief operating officer.

William Miller Jr., supervisor of network television, Young & Rubicam, New York, joins Kenyon & Eckhardt there as associate director of corporate broadcast services.

David Platt, VP, media group supervisor, Campbell-Ewald, Warren, Mich., named senior VP.

Jay Berman, from Torbet Radio, Chicago, joins Weiss & Powell there as VP, Midwest divisional manager.

James Porcarelli and **Stephen Phelps,** senior VP's, group media directors, D'Arcy MacManus Masius, St. Louis, named director, media services, and deputy director, media services, respectively. **Charles Hatcher,** senior VP, director of broadcast production, Cunningham & Walsh, Chicago, joins D'Arcy MacManus Masius, St. Louis, in same capacity.


Porcarelli


Phelps

Carol Davis, from D'Arcy MacManus Masius, New York, joins Tracy-Locke, Dallas, as VP, account supervisor.

Roger Micone, account executive, McCaffrey & McCall, New York, joins ABC-TV there as advertising coordinator.

Jim Terry, account manager, American Greetings Corp., Little Rock, Ark., joins Arkansas Radio Network/The Agriculture Radio Network there as local sales manager.

Robert Swan, manager, Dallas office, Katz Continental Television, Dallas, named divisional VP. **Lee Shuff,** research analyst, bronze team, Katz Continental, New York, named research manager.

Judy Hettler, Turner Cable Sales, Atlanta, named national accounts manager.

Marilyn Ruzbacki, manager of accounting, Turner Program Services, Atlanta, named controller for Turner Broadcasting Sales there.

Diane Killion, associate producer, Needham Harper Worldwide, Chicago, named producer.

Susan Hagy, account executive, Blair Radio, San Francisco, named manager, Houston office. **Robert Knight,** from WJMX(FM) Boston, succeeds Knight.

Polly Sanders, national sales manager, KQAK(FM) San Francisco, joins Selcom Radio there as general manager.

Neal Maziar, account executive, Eastman Radio, St. Louis, joins Christal Radio, Atlanta, in same capacity. **Karen Williamson,** broadcast buyer, Bozell & Jacobs, Los Angeles, joins Republic Radio there as account executive.

Linda Weaver, general sales manager, WRR(FM) Dallas, joins CBS Spot Radio there as account executive.

Henry Dutzek, account executive, United Stations, New York, joins Satellite Music Network there in same capacity.

Lisa Segall, account executive, Republic Radio, Atlanta, joins Selcom Radio there in same capacity.

Martha Bush, from Goldome Bank, Buffalo, N.Y., joins Quinn & Johnson/BBDO, Boston, as account executive, direct response group.

Henry Balfanz, sales manager, WOC(AM) Davenport, Iowa, joins WBCS-AM-FM Milwaukee as general sales manager.

David Reeder, president and general manager, WCTN(AM) Potomac-Cabin John, Md., joins WINX(AM) Rockville, Md., as general sales manager.

John Signaigo, account executive, KARN(AM) Little Rock, Ark., named general sales manager.

Eric Fry, sales manager, KHIT(FM) Bremerton, Wash., joins Crista Broadcasting, Seattle, as sales manager, responsible for sales at Crista's KCIS(AM)-KCMS(FM) Edmonds and KLYN(FM) Lynden, both Washington.

Stu Lunsford, regional sales manager, WBTW-TV Florence, S.C., named local sales manager.

Brandt Magic, staff artist, WCPX-TV Orlando, Fla., joins WESH-TV there as art director.

Bill Merolle, from Naegele Outdoor Advertising, Jacksonville, Fla., joins WJXT(TV) there as marketing specialist.

Becki West, WFIL(AM)-WUSL(FM) Philadelphia, named retail sales manager.

Scott Hildre, account executive, KFGO(AM) Fargo, N.D., joins KTHI-TV there as regional sales manager.

Cynthia Sevier, receptionist, KCNR-FM Portland, Ore., named continuity director.

Kindy Jones, commercial operations manager, WAGA-TV Atlanta, joins WATL-TV there as traffic director.

Mark Dalrymple, account executive, WCCB(TV) Charlotte, N.C., joins WHNS-TV Greenville, S.C., as local marketing executive.

Glenn Harris, from WIBC(AM) Indianapolis, joins WLS-AM-FM Chicago as account executive.

Alice Levy, president, Advertising and Design Services, Colorado Springs, joins KKTV(TV) there as account executive for Pueblo, Colo.

Ronald Napier, account executive, Val-Pak, Lexington, Ky., direct mail firm, joins WLEX-TV Lexington, Ky., as account executive.

Vangel Spencer, from WHYD(AM) Columbus, Ga., joins WLTZ(TV) there as account executive.

Programing

Gerard Ferri, president, Broadcast International, Dallas-based marketing arm of Osmond Enterprises, joins Atlantic Video, Alexandria, Va.-based video production facility, as president.


Braun

Neil Braun, VP, motion picture planning, Home Box Office, New York, named senior VP, film programing.

Michael Manheim, independent producer, joins NBC, New York, as executive producer, long-form programing, NBC Productions.

P.K. Knelman, associate producer, *Cagney & Lacey*, Orion Television, Los Angeles, named co-producer. **Ralph Singleton,** production manager, *Cagney & Lacey*, named co-producer.

David Korda, producer and production manager, joins RKO Filmgroup International, London, as managing director.

Gordon Patzer, associate professor, business administration, Loyola Marymount University, Los Angeles, joins CBS/Broadcast Group there as manager, program analysis, national television research, West Coast.

Appointments, Alvin H. Perlmutter Inc., New York independent television production company: **John Peaslee,** producer, *Adam Smith's Money World*, and **Douglas Sinsel,** coordinating producer, A.H. Perlmutter, named VP's, and **Anthony Padron,** production manager and business manager, to director of administration and finance.

Gregory Ricca and **Nancy Rosenfeld,** associate general counsels, law department, Viacom International, New York, named VP, counsel/communications, and VP, counsel/corporate, respectively. **Katherine Hogan,** senior attorney, named counsel, entertainment.

Jeffrey Gabel, station manager, noncommercial KTOO-TV Juneau, Alaska, joins Public Broadcasting Service, Washington, as associate director, children's and cultural programing.

Bobbi Goodman, coordinator, program development, The Disney Channel, Burbank, Calif., named manager, program development.

Jeffrey Hufford, VP, sales manager, Blair, Chicago, joins Telepictures Corp. there as VP, domestic sales.

Andrea Furman, director of office management, Worldvision Enterprises, New York, named VP, office management and personnel.

Robert Bielak, story editor, *Scarecrow and Mrs. King*, Warner Brothers Television, Burbank, Calif., named executive story editor.

Isadore Miller, VP, business affairs, daytime programing, Benton & Bowles, New York, joins Riverview Productions, wholly owned subsidiary of B&B, there as senior VP, business administration.

Marc Solomon, account executive, Petry Television, New York, joins Lorimar Sports Network there as VP. **Glenn Gurgiolo,** director of programing, Home Sports Entertainment, Dallas, joins Lorimar Sports Network there as VP.

Suzanne Sharp, director, travel and location services, filmed entertainment, Columbia Pictures Industries, New York, named director, corporate travel and location services.

Lou Angone, sales manager and director of relational development, Jones Cable Security, Denver, joins EventTelevision there as director of sales. EventTelevision is pay-per-view joint venture of American Television and Communications, Group W, Telecommunications Inc., Warner Amex Cable and Caesars World.

Sue Steinberg, music director, KMET(FM) Los Angeles, joins Sue Steinberg Enterprises, Sherman Oaks, Calif., radio programing firm, as operations manager.

Stephen Stim, general attorney and director of business affairs, Arts & Entertainment Network, New York, named VP, legal and business affairs.

Matt Jacobson, media director, Grey Advertising, New York, joins The Entertainment Network, Los Angeles, as director of Midwest sales.

Rick Rosenthal, freelance cinematographer and editor, joins Dan Enright & Associates, Los Angeles, as associate producer, *All About Us*, half-hour magazine program to air in IN-DAY programing block.

John Lawrence Farley, director, industrial relations, American Thread, Stamford, Conn., joins ESPN, Bristol, Conn., as director, human resources and administration.

Bette Alofsin, East Coast sales manager, Golden West Television, New York, joins Fries Distribution Co. there as Eastern regional sales manager.

Tom Armbruster, researcher-writer, *Farm Day*, Maryland Public Television, Owings Mills, Md., named host-associate producer for program.

Constance Chatfield-Taylor Hardy, operations manager, Professional Video Services, Bethesda, Md., video production company, named VP, operations.

Gary Grandolph, account executive, 20th Century Fox, Chicago, joins King World there in same capacity.

Robert Lavidge, freelance broadcast producer, joins Multimedia Entertainment, Nashville, as account executive.

Jeff Hawkinson, broadcast manager, WEEK-TV Peoria, Ill., named VP, programing and development.

Rocky Steele, air personality, WCHS(AM) Charleston, W. Va., named program director.

John Mainelli, VP, news and programing, KSDO(AM) San Diego, resigns. **Jack Merker,** weekday morning anchor, KSDO, succeeds Mainelli as program director.

Mike Trombly, announcer, WKNE(AM) Keene, N.H., named program director.

Jim Knight, from WMQM(AM) Memphis, joins co-owned WITA(AM) Knoxville, Tenn., as program director.

Jerry Bahr, production manager, KWWL-TV Waterloo, Iowa, joins WTVM(TV) Columbus, Ga., as production manager.

Carolyn Herring, assistant program manager, TKR Cable Co., Warren, N.J., named assistant program manager.

Tim Bedore, afternoon air personality, KQAK(FM) San Francisco, joins KYUU(FM) there as production administrator.

Karim Karim, producer, KTVY-TV Oklahoma City, named executive producer, *AM Oklahoma* and *PM Magazine*.

Ruth Pinedo, music director, KLOS(FM) Los Angeles, resigns.

Sonny Dixon, director-editor and assistant production manager, WNFT(TV) Jacksonville, Fla., joins 4 Productions, subsidiary of WJXT(TV) there, as director-photographer.

Kirk Russell, from KUBE(FM) Seattle, joins KVI(AM) there as air personality.

Sandy Travis, from KLZ(AM) Denver, joins KBRQ-AM-FM there as air personality.

News and Public Affairs


Dominic

Virgil Dominic, assistant general manager, WJKW-TV Cleveland, named VP and corporate news director for parent, Storer Communications, Miami.

Appointments, ABC News, Washington: **Dan Noyes,** field producer, CNN, Washington, to associate producer, morning news; **Gail Fendley,** producer, ABC-owned KABC-TV Los Angeles, to producer, morning news, and **Stephanie Lambedakis,** producer-writer, CNN, Washington, to writer, morning news.

Appointments, ABC News: **Ken Triven,** senior producer, *The People's Business*, Pennsylvania Public Television Network, Hershey, Pa., joins NBC News, Washington, as senior producer. **Gary Froseth,** news director, KDKA(AM) Pittsburgh, succeeds Triven.

Jeffrey White, director, financial planning and analysis, CBS Records, New York, named VP, finance and planning, CBS News.

Steve Swenson, assistant news director, Group W's KFWB(AM) Los Angeles, joins co-owned WINS(AM) New York as news director.

Stephen Cassidy, senior producer, Headline News, Turner Broadcasting System, Atlanta, joins Turner's CNN as New York bureau chief.

Len Mailloux, news director, WPJB(FM) Providence, R.I., joins WKOX(AM) Framingham, Mass., in same capacity.

Jon Esther, news editor and anchor, WCPO-TV Cincinnati, joins WEHT(TV) Evansville, Ind., as news director.

Karen Rariden, managing editor, WPTA-TV Fort Wayne, Ind., joins WOTV(TV) Grand Rapids, Mich., as assistant news director.

Chuck Larson, air personality, WENS(FM) Shelbyville, Ind., named public service director.

Sheila Jack, Washington correspondent, Medill News Service, Washington, joins WDVM-TV there as urban affairs researcher-associate producer.

Stephen Clark, Washington bureau reporter, KCNC-TV Denver, named early morning anchor.

John Hambrick, anchor, WNBC-TV New York, joins WTVJ(TV) Miami as 6 and 11 p.m. anchor. He succeeds Ralph Renick, long-time WTVJ anchor who resigned in April to run for governor (BROADCASTING, April 15)

Wendy Rutledge, from KRLD-TV Dallas, and **Tim Malloy,** from WPIX(TV) New York, join KCOP-TV Los Angeles as 10 p.m. anchors.

Carla McMillan, copywriter, WSAV-TV Savannah, Ga., joins WESH-TV Orlando, Fla., as community events director.

Charles Van Dyke, correspondent, RKO Radio Networks, Washington, joins UPI Radio Network there as anchor-reporter.

Bob Vernon, 5 and 10 p.m. anchor, KARK-TV Little Rock, Ark., joins KSTP-TV Minneapolis-St. Paul as weekday anchor.

Rhonda Pickett, part-time anchor, WOWO(AM) Fort Wayne, Ind., named anchor.

Ruth Bernstein, reporter, WTVC(TV) Chattanooga, joins WOKR(TV) Rochester, N.Y., as reporter and weekend co-anchor.

Dennis Edwards, anchor-reporter, WTVR-TV Richmond, Va., joins KPLR-TV St. Louis as weekend anchor.

John Miller, science reporter, WEWS(TV) Cleveland, joins WSVN-TV Miami as health and science reporter.

Christopher Nance, reporter-weather anchor, KPIX(TV) San Francisco, joins KNBC(TV) Los Angeles as weekend weather anchor.

Mike Bush, sports director, KMBC-TV Kansas City, Mo., joins KSDK-TV St. Louis as sports anchor.

Joe Burnsed, news photographer, WJXT(TV) Jacksonville, Fla., named chief photographer.

Technology

Rick Post, from CBS Operations and Engineering, New York, joins NBC, New York, as technical manager, *NBC Weekend Nightly News*. **Mike Mathews,** director, private satellite network, New York, joins NBC there as network news technical manager, *NBC News at Sunrise*.

Robert Van Buhler, chief engineer, KDKB(FM) Phoenix, joins WBAL(AM)-WIYY(FM) Baltimore as director of engineering.

Named regional sales managers, Artel Communications Corp., Worcester, Mass.: **Ron Pretlac,** from Computervision Corp., Culver City, Calif., to Los Angeles; **Malcolm Shub,** from Micro Synergy Inc., Chicago, to Chicago, and **Richard Stucky,** from Wicat Systems, San Jose, Calif., to San Francisco.

Bruce Heeb, VP, engineering, Federal Signal Corp., University Park, Ill., joins Switchcraft, Chicago, in same capacity.

Michael Pelech, director of photography, VCA Teletronics, New York, assumes additional duties as production account executive.

Arthur Curtis Jr., marketing manager, American Printing House for the Blind, joins Allied

Film and Video, Detroit, as national sales representative.

Edward Schmidt, assistant chief engineer, WKJG-TV Fort Wayne, Ind., named chief engineer.

Promotion and PR

Laurie Fishman, administrator, corporate events, NBC, New York, named manager, corporate events.

Steven Berman, VP, dramatic series development, Columbia Pictures Television, Los Angeles, named senior VP, creative affairs.

Carol Olwert, senior manager, corporate media relations, St. Regis Corp., New York, joins ABC public relations there as director, news information. **Tom Goodman,** press representative, *World News Tonight with Peter Jennings*, ABC News, New York, to manager, news information, ABC News, New York. **Elise Adde,** news information coordinator, ABC News, Washington, succeeds Goodman. **Diana Kavett,** financial analyst, broadcast operations and engineering division, ABC, New York, named manager, advertising administration, ABC-TV.

Marilyn Sollar, senior publicist, Showtime/The Movie Channel, New York, named manager, industry public relations.

David White, account executive, MG and Casey Inc., Southfield, Mich., named VP.

Gini Wharton, publicist, The Boasberg Co., Kansas City, Mo., named senior publicist.

Pamela Becker, associate producer, Action Pictures, New York, joins Pamela Giddon & Co., publicity and promotion firm there, as account executive.

Rosanna Licht, from Paralyzed Veterans of America, Washington, joins BG&P Public Relations there as account executive.

Charles Munch, from Stone/Hallinan Associates, New York, joins Solters/Roskin/Friedman there as account executive.

Bob Wagner, reporter-anchor, WROC-TV Rochester, N.Y., joins Hutchinson/Young & Rubicam there as account executive, public relations division.

Nicholas Van Hoogstraten, from WKBD-TV Detroit, joins KTLA(TV) Los Angeles as director of advertising and promotion.

Jerry Grimes, director of promotion and community affairs, KJAC-TV Beaumont, Tex., joins WEHT-TV Evansville, Ind., as marketing-promotion director.

Allan Lafferty, director of communications, United Way of Southeastern Pennsylvania, Philadelphia, joins KYW-TV there as marketing and communications manager.

Allied Fields

Sam Thurm, senior VP, Washington, Association of National Advertisers, Washington, retires Aug. 31 after 12 years in that post. He will remain consultant to ANA.

Edward Djerejian, spokesman, State Department, Washington, joins White House there as deputy press secretary for foreign affairs.

Diane Healey, VP, marketing services, NBC, New York, joins Communications Equity Associates, Tampa, Fla., as senior VP, broadcast services.

Robert Frieden, associate, Dow, Lohnes & Albertson, Washington, joins Hogan & Hartson there in same capacity.

Jim Winters, director of broadcasting, Cincinnati Reds, Cinncinati, joins San Diego Padres, San Diego, in same capacity.

Norman Davis, from WPLG(TV) Miami, joins Steel, Hector & Davis, Miami, as attorney, specializing in communications law.

Carolyn Sawyer, reporter, WIS-TV Columbia, S.C., will receive 1985 Radio and Television News Directors Foundation Michele Clark Fellowship. Fellowship is in memory of CBS correspondent Michele Clark, who died in plane crash while covering 1972 presidential campaign.

Kenneth Goldman, market research director, HBO, New York, joins R.H. Bruskin Associates, New York market research firm, as VP, client services.

Stephen Steck, president, noncommercial WMFE-FM-TV Orlando, Fla., elected chairman of Florida Public Broadcasting Service. **Richard Lehner,** general manager, noncommercial WUFT-FM-TV Gainesville, Fla., elected vice chairman.

News directors elected to Radio-Television News Directors Association board of directors: **Lois Matheson,** KOMO-TV Seattle, region 1 (Washington, Oregon, Idaho, Montana); **Hal Kennedy,** KKTV(TV) Colorado Springs, region 3 (Colorado, Wyoming, Utah, New Mexico); **Bill Goodman,** KPRC-TV Houston, region 4 (Texas, Oklahoma); **Tom Bier,** WISC-TV Madison, Wis., region 5 (Wisconsin, Minnesota, North Dakota, South Dakota); **David Ellsworth,** WGN(AM) Chicago, region 7 (Illinois, Indiana), and **Tom Wayne,** WTOG(TV) Tampa-St. Petersburg, Fla., region 14 (Florida, Georgia, North Carolina, South Carolina).

Elected officers, North Carolina CATV Association, Raleigh, N.C.: **Jim Heavner,** Village Cable, Chapel Hill, president; **John Howell,** Summit Cable Services, Winston-Salem, vice president; **Wanda Parsons,** Jones Intercable, North Wilkesboro, secretary; **Wharton Winstead,** Roxboro Cablevision, Roxboro, treasurer.

Elected officers, North Central Texas Chapter, Society of Cable Television Engineers, Dallas: **Lynn Watson,** Showtime/The Movie Channel, president; **Terry Walthall,** Star CATV, first vice president; **Ken Leeder,** Capitol Cities Cable TV, second vice president, and **Tom Hill,** Sammons Communications, secretary-treasurer.

Deaths

Gardner (Mike) Cowles Jr., 82, founder of *Look* magazine and member of family whose interests included broadcast properties, magazines and newspapers, died of heart attack July 8 at Long Island, N.Y., hospital. He had cancer. He is survived by daughter, three sons and stepson.

Jerome Glassman, 65, chairman of board, Community Service Broadcasting, Mount Vernon, Ill., died of cancer June 13 in Mount Vernon. Community Service owns three AM's and three FM's in Illinois, West Virginia and Tennessee. He is survived by his wife, Elaine, and two sons.

Barry Crane, 57, television producer-director and champion contract bridge player, was found bludgeoned to death July 5 at his home in Studio City, Calif.

Joan Wilson, series producer at noncommercial WGBH-TV of Public Broadcasting Service's *Masterpiece Theatre* and *Mystery!*, died of cancer July 4 at Massachusetts General hospital, Boston. Wilson joined Boston public broadcasting in 1967 to produce, direct and act in WGBH-TV's Radio Drama Development Project. She went on to produce weekly series, *Elliot Norton Reviews*, for station, as well as local and national series and specials, including *Picadilly Circus* and *Classic Theatre: The Humanities in Drama*. In 1973, she became producer of *Masterpiece Theatre*, and bought such shows as "Upstairs, Downstairs," "I, Claudius," "Poldark" and "The Jewel in the Crown." *Mystery!*, begun in 1980, featured series including "Rumpole of the Bailey" and "Reilley: Ace of Spies" among others. During her tenure, *Masterpiece Theatre* won 13 Emmys, two Peabody awards and Christopher award. Wilson twice won CPB award for exceptional achievement in local programing, and was given Matrix award by Women in Communications. She is survived by her husband, Jeremy Brett, son and daughter.

Gerard Harrington, 83, radio newsman, writer-actor and veteran newspaper journalist, died July 5 at his home in Sapulpa, Okla. He had cancer. He began his broadcast career in 1930s on experimental W1XBS (now WQQW[AM]) Waterbury, Conn., where he wrote and delivered news and was featured actor in comedy and variety program. During World War II, he was director of publicity, British War Relief Society Inc., and in that capacity arranged for donated air time from NBC, CBS and Mutual Radio and provided theater and radio personalities who volunteered their time. He helped raise $60 million for British victims of bombing raids. In 1981, he was guest political analyst on CNN. He is survived by his wife, Bethel, son and daughter.

Elizabeth Wharton, 64, reporter-editor, United Press International, Washington, died of cancer July 4 at George Washington University hospital.

Al Martin, 54, chief engineer, WKBD-TV Detroit, drowned June 25 while on vacation in northern Ontario, Canada. He is survived by his wife, Betty, and five children.

Phil Foster, 72, actor-comedian who portrayed Frank DeFazio, father of Laverne, on ABC's *Laverne & Shirley*, died of heart attack July 8 at Eisenhower medical center in Rancho Mirage, Calif.

Steven Rivenburgh, 29, air personality, WKAA(FM) Ocilla, Ga., died June 5 of self-inflicted gunshot wound at his home in Tifton, Ga.

Man behind the Voice

For some who have held the post, serving as director of the Voice of America has seemed like doing a tour as a lion tamer working with an unruly group of cats. They are hard to keep from going after each other and, occasionally, the man in the cage. If he manages to keep the blood-letting to an acceptable minimum, there may still be those in the audience who criticize the performance on other grounds. But Ernest E. (Gene) Pell, the fourth person to hold the job under the Reagan administration, does not seem troubled. The former foreign correspondent who served as Moscow bureau chief for NBC News, leans back in his chair in his office, smiles and, in the kind of basso, richly timbred voice that once seemed essential for radio announcers, says, "I love it; the most challenging job I've ever had."

Pell, a Harvard graduate with an MS in journalism from Boston University who was a Nieman Fellow at Harvard, seems never to have held a job in broadcasting of lesser rank than anchor/reporter at a Boston television station. He was a national political correspondent for Westinghouse Broadcasting Co. and chief of its foreign news service, as well as a correspondent in Moscow and, later, Washington, for NBC News. Yet he is not the first to take advantage of an offer to leave what, to some, is a glamourous job worth killing for.

In some cases, a kind of midlife crisis is brought on in the seasoned correspondent as he finds himself competing for air time on the evening news programs night after night with young, ambitious correspondents seeking to make a name for themselves. Pell likens his conversion to Paul's. "For Paul, it was the road to Damascus. For Pell, it was the road to Richard Allen's house."

He had been staking out the home of the then-National Security Council adviser who was under intense press and official scrutiny because of his acceptance of gifts from Japanese who had met with Nancy Reagan. After several days of arriving at the house at 5:30 a.m., Pell found himself one morning driving through the dark in a thunderstorm; at the house, he saw the usual collection of reporters and camera crews and assorted technicians. As the morning wore on, the lawns and sidewalks of the neighborhood were filling up with the litter of the stakeout contingent, and the crew members themselves, as Pell recalls, were "harassing Allen, his wife and his children." Pell asked himself: "What has this got to do with journalism?" He made a decision then to try another line of work.

That turned out to be a job with the VOA as director of news and current affairs, in January 1982. In the seven years Pell spent abroad, he had become familiar with the work of the BBC and the VOA. In the Soviet Union, he said, those services were the only sources of reliable information. Pell was recruited for the VOA by James Conkling,

ERNEST EUGENE PELL—director, Voice of America; b. March 15, 1937, Paducah, Ky.; BA, English, Harvard University, 1959; MS, journalism, Boston University, 1963; U.S. Navy, 1959-62; anchor/reporter, WBZ-TV Boston, 1963-67; national political correspondent, 1967-69, and chief, foreign news service, 1969-74, Westinghouse Broadcasting Co.; anchor/reporter, WBZ-TV, 1975-77; anchor/reporter, WCVB-TV Boston, 1977-78; correspondent, Moscow, 1978-80, and Washington, 1980-82, NBC News; director, news and current affairs, VOA, 1982; chief correspondent, WCVB-TV Boston, 1982-83; deputy director (programs), VOA, 1983-84; acting director, VOA, 1984-85; present position since June 13; m. Linda Holwick, June 15, 1985; children, by former marriage—Anne Lanza, 24; Jennifer, 22.

then the director, and Frank Scott, a former NBC executive whom he knew and who was then director of programs at the Voice (and is now director of VOA-Europe). "I was fascinated with the prospect of learning about government from the inside," Pell said.

Except for a 10-month period beginning in October 1982, when he returned to commercial television as chief correspondent for WCVB-TV Boston (he says he felt he had helped calm the turmoil rocking the Voice at that time and had set in motion a program of computerizing the newsroom; he also notes that the federal pay cap was low, and the cost of a college education for two daughters was high), Pell has been associated with the VOA ever since. And although his nomination as director was only confirmed by the Senate last month, he had been acting director since August. So he is not an unknown quantity.

Generally, he is regarded as a "professional," with "all of the credentials as a journalist," as one former VOA official put it. Indeed, Pell is the first broadcast journalist to hold the job since John Chancellor, who left NBC News for a couple of years in the Johnson administration to head the Voice. Pell is also seen as "very proud and self-assured—his friends would even say 'stubborn,'" according to one who knows him. And there evidently is something intimidating about him. "He's a bad man to have as an enemy," said one source who spoke (naturally) on condition he not be named.

It may be that such a mix of characteristics is helpful (if not essential) in running the Voice, with its 3,000 employes speaking 42 languages and representing a diversity of backgrounds. There are staffers, some from abroad, who have been with the Voice for years and who have seen many directors come and go. There are those who were journalists in the private sector who carry the traditions of that calling in their bones, and there are foreign service officers who think it unnatural that the Voice does not operate under policy guidelines laid down by State.

Then there is USIA Director Charles Z. Wick, Pell's boss, who is known for a violent temper. Some thought the two would mix about as well as flint and steel, but the expected explosion never came. "They seem to have gotten along extremely well," said one who knows both.

Pell was luckier than some of his predecessors in arriving on the scene when controversy was not rending the agency and making it a source of front-page news. Charges that Wick was trying to politicize the agency were subsiding. But the critics never rest.

The Miami Herald's Peking correspondent, Michael Browning, wrote a column in the paper's June 30 edition that for most of its 25 paragraphs blistered the VOA. "In the past five years," began a not atypical paragraph, "the VOA has been effectively turned into a worldwide shill for the Reagan administration and its policies." A former VOA official who continues to monitor the agency, says Browning's views are "consistent" with those he has heard from foreign journalists. But Pell regards such criticism as "a bum rap," and staffers with years of experience say the agency is as free as they have seen it of political interference. Certainly, there is no sign of the policy officers from State and USIA who in the early 1970's were said to have been assigned to the VOA and to have contributed to the VOA product.

Pell, the former foreign correspondent for NBC News, appears to have made the transition to another world of journalism, one that, he argues, has "higher standards" than the one he left. The VOA, he notes, does not labor under the pressures that afflict commercial broadcasters worried about winning a ratings race. VOA correspondents have the luxury of devoting four minutes to a piece; they don't have to cut and compress what they regard as meaningful material into one minute and 15 seconds. And the VOA, Pell says, does daily documentaries and original drama "that are not done anywhere else in radio, except maybe by the BBC."

The pride and enthusiasm sound authentic. Pell talks like a man who genuinely loves his job. In Pell, President Reagan may finally have found a VOA director who will be around for a while.

Four network bureau chiefs are to meet this morning (Monday, July 15) with White House deputy press secretary **Larry Speakes** on his directive that White House is to have control over **broadcast feed of presidential speeches.** Speakes' July 5 memo asserting networks' microphones would be barred was White House response to networks' use of President Reagan's off-cuff remark—offered in advance of nationally broadcast speech on release of hostages, and picked up by broadcasters—that he would take cue from "Rambo" next time Americans were taken hostage (BROADCASTING, July 8). Speakes said that ad lib was off record and that networks broke agreement in reporting and broadcasting it. ABC, CBS, NBC and CNN bureau chiefs are known to feel Speakes' plan is unacceptable; that White House communications agency cannot provide broadcast quality feed. New system was employed on Thursday, in connection with taping of presidential remarks that were to be broadcast on Saturday (July 12). Signal provided Mutual, as radio pool, was "not broadcast quality," according to Jim Rutledge, CNN deputy bureau chief. Bureau chiefs last week were said to have number of counter proposals for discussion in meeting with Speakes.

□

Group of **congressmen** issued statement last week **calling for major television networks to develop voluntary guidelines in reporting hostage situations.** After recent coverage of hostage crisis in Lebanon, group, led by Representative Thomas Luken (D-Ohio), is concerned that future hijackers may think they can get sympathetic exposure on networks. "We must find a way to neutralize television as a tool of terrorism," Luken said. They suggested that networks might prohibit on-air dialogue between anchormen and spokesmen for kidnappers, and network pools to restrict kidnappers access to airwaves. Luken stressed congressmen were not interested in introducing legislation. "We're not in business of censorship," Luken said. Other members calling for action include Henry Waxman (D-Calif.), James Broyhill (R-N.C.), Jim Bryant (D-Tex.), Thomas Bliley (R-Va.), Jim Bates (D-Calif.), Carlos Moorhead (R-Calif.) and Jim Slattery (R-Kan.).

□

Are **RCA and MCA talking merger?** That was rumor in New York last week. Quoting unnamed sources, *Wall Street Journal* and *New York Times* reported last week that two companies have had merger discussions off and on for past year. Journal said talks were currently off, but "might resume." "We are not commenting on that," said RCA spokesman Howard Enders. "It's our policy not to comment on any rumor of acquisitions or divestitures." David Londoner, analyst with Wertheim & Co., said he was unaware of any talks, but that his firm has been telling clients for long time that MCA may diversify by merging with another company. Merger of corporations would cause at least one regulatory problem: FCC rules forbid broadcast networks from having financial stake in any of programing they buy and from syndicating programing domestically. RCA owns NBC and MCA owns Universal Television, which produces television programs for NBC and others, and MCA TV, which syndicates programs domestically and internationally.

□

Warner Communications is postponing for second time company's annual meeting, most recently scheduled for Aug. 9. Company cited continuing discussions with 29.5% owner, Chris-Craft Industries, over latter's desire for increased representation on 14-member Warner board—it currently has three seats ("Top of the Week," July 8). Chris-Craft last week filed with Securities and Exchange Commission saying it had arranged $175 million in additional credit for funds that might be used to purchase more Warner stock. Total of such credit available to Chris-Craft and subsidiary, United Television, now stands at $325 million. SEC filing also said Chris-Craft had retained First Boston Corp. as adviser concerning investment in Warner and that it recently purchased 117,000 additional shares of Warner. At midday Friday, Warner was trading at 31 3/4.

□

Raleigh, N.C., ABC affiliate **WRAL-TV will become CBS affiliate,** effective Aug. 4. Present CBS affiliate WTVD(TV) is owned by Capital Cities Communications, which is in process of acquiring ABC. WTVD was identified as one of stations that would not be spun-off as result of Capital Cities-ABC combination. "The proposed merger between Capital Cities and ABC set up some opportunity in the market," explained CBS Television Network President Tony Malara. "Our decision to do this simply indicates a desire to get with the new partners as soon as possible." WRAL-TV is principally owned by James Goodmon and his brother, Ray. WRAL-TV is on channel 5; WTVD is on channel 11.

□

FCC last week **rejected complaints by CIA and American Legal Foundation** (ALF) **alleging fairness and news distortion violations by ABC.** At issue in complaints were ABC *World News Tonight* broadcasts last year which, among other things, broadcast statement asserting agency had attempted to arrange killing of Hawaii investment banker. FCC said CIA and ALF had not presented adequate case on any of those issues. FCC, however, also upheld ruling permitting government agencies to file such complaints against broadcasters. In other action, FCC also rejected news distortion and personal attack complaint ALF had filed against CBS over July 1983 *Pentagon/Underground*, segment of CBS's *Our Times with Bill Moyers*. FCC ruled ALF had not presented evidence supporting claim that CBS knowingly distorted information. FCC rejected personal attack complaint, contending only person or group attacked, or authorized agent for that person or group, can file such complaints. FCC also eliminated its requirement that radio licensees file network affiliation and transcription contracts, but retained that requirement for television stations affiliated with national networks.

□

Organization that represents **owners of backyard earth stations** says its members **will ignore announcements of Turner Broadcasting System and ESPN that they will charge home dish owners** who view their programs, which are not yet scrambled (BROADCASTING July

From Dandy Don to Broadway Joe. *"I can't think of anyone who's going to be more fun than this," began Roone Arledge (c), in announcing that Joe Namath (l) will replace Don Meredith in the booth on* Monday Night Football. *Namath reportedly signed a five-year deal for $1 million a year. ABC confirmed the contract length, but only revealed that its terms were "very good," and that the last three years of the deal depended upon ABC's renewal of its contract with the NFL for broadcast rights to the Monday night games. Namath, who greeted a reporter's question on whether he had any experience behind a microphone with a "no" and a smile, will debut on Aug. 3 when ABC broadcasts the Hall of Fame game between the Houston Oilers and the New York Giants. In making the announcement, Arledge said the "NFL has done well by us" when it came to making the 1985-86 schedule. Arledge said that the network has thought of moving the Monday night games to 8 p.m. NYT, "but not this year."* Monday Night Football's *ratings were down 6% last season.*

Namath will join O.J. Simpson and Frank Gifford (r) in the booth. Both Namath and Simpson will be inducted into the Hall of Fame before the Aug. 3 game. Gifford is already in the hall.

). SPACE—Satellite Television Industry Association—said neiher it "nor any other recognized representative of the satellite arth station industry or the consumer was contacted concerning doption" of marketing plans. Accordingly, SPACE said, marketng plans are not in compliance with Cable Communications Poli-y Act of 1984, under which TBS and ESPN say they acted. Act ermits programers to charge owners of backyard dishes for programing that is scrambled or that is offered under marketing plan. 'BS and ESPN say they have established marketing plans under vhich fees are being charged. But SPACE says legislative history f act makes it clear that, to be valid, marketing plan must be esult of marketplace agreement. Said SPACE General Counsel Richard L. Brown: "The unilateral imposition of a marketing plan or unscrambled signals is not permitted." He added that SPACE as contacted the two programers on the issue.

□

Results from spring **Arbitron sweep results** for radio show that contemporary hit radio formats in New York (WHTZ(FM)) and Los Angeles (KIIS(FM)) were mosted listened to in 12 plus metro share in May 1985. In Chicago, MOR/talk outlet WGN(AM) was number one.

□

Attorneys for All-Industry Radio Music License Committee have dvised U.S. Postal Service of **"possible mail fraud"** in connection vith mailing to radio stations seeking "music license fees" on ehalf of **apparently nonexistent music license organization.** Attor-eys submitted letter from organization calling itself **"Recording Artists of North America"** sent to KLTE(FM) Oklahoma City along vith blanket music license contract requiring station to sign or ace copyright infringement. Letter is signed by "Herbert A. Greenbaum," identified as "executive vice president and general ounsel" of RANA. Attorney Alan J. Weinschel of Weil, Gotshal & Manges said no Greenbaum is listed in national directories of ttorneys, nor does state of Delaware have any record of incorporaion certificate for RANA—organization states on letterhead that it s "a Delaware corporation." In addition, no offices of RANA could e found at organization's mailing address of 641 Lexington Aveue, New York. Weinschel said RANA "contract" appeared to be early verbatim copy of ASCAP contract. "This appears to be a cheme to deceive radio stations into paying 'license fees' to RANA as they do to the legitimate music licensing organizations. Unaware that RANA is fictitious, stations may pay the demanded ees rather than chance the legal action threatened," Weinschel varned in letter to Postal Service.

□

oca-Cola Co. took to airwaves last Wednesday (July 10) to flash ews throughout country that Coke was backing down. In TV ommercial and on newscasts, Coca-Cola said it was bringing ack original formula it had abandoned three months ago, after 99 ears. Coca-Cola made no mention in commercial that there had een outpouring of protests against shelving old Coke. Commeral represented blitz operation as Coca-Cola itself produced **30-econd spot** from copy created by agency, McCann-Erickson, New ork. Commercial featured Coca-Cola president Donald R. Keogh, ho thanked consumers for trying new Coke and then issued nnouncement that original Coke formula would return soon. ommercial provided impetus for news coverage and all three TV etworks integrated developments into their newscasts. Last hursday (July 11), Coca-Cola held meetings in its Atlanta headuarters and in New York formally announcing impending return original drink to be called Coca-Cola Classic. Officials said **in-ouse commercial represented "one-shot" effort** and would not be epeated. They would not discuss advertising plans for Coca-Cola lassic but indicated formidable campaign would be mounted. troduction of new Coca-Cola in April was supported by camaign estimated to cost more than $10 million. McCann-Erickson, ew York, is agency.

□

ans for construction of **full-scale TV and motion picture studio at alt Disney World** in Florida were announced last week by Michael Eisner, chairman and chief executive of Walt Disney Producons. Eisner also disclosed that Disney has obtained rights to GM/UA film library, MGM name and MGM's Leo the Lion logo connection with new facility and separate admission attraction at Disney World to be known as "Disney-MGM Studio Tour." Project is estimated to cost $300 million. Disney officials said plans called for four full-size studios, capable of expansion to 12, with groundbreaking expected next fall and completion set for some time in 1987.

□

FCC proposals to modify auxiliary broadcast rules are being greeted uneasily by broadcasting organizations. National Association of Broadcasters, Society of Broadcast Engineers and others support, in principal, commission plans on channel-splitting to promote efficient use of microwave frequencies designated for TV electronic newsgathering and aural station-to-transmitter links. But proposal's specifics, covering widely-used 2 ghz, 7 ghz and 13 ghz auxiliary and 950 mhz aural STL band, are opposed, groups said in comments.

□

Voice of America is asking radio news directors across country to help it undertake what it calls "bold experiment"—**first regular broadcasts to Western Europe in more than 25 years.** VOA-Europe, in letter to some 500 radio news directors, asked for story ideas and for names of those interested in offering freelance pieces. VOA said Western European audiences are "hungry for information about American institutions, personalities and life styles." Letter, which was unsigned, said that to satisfy that "hunger. VOA-Europe will produce a varied menu of news, information, feature and entertainment programing tailored to the tastes of this very special audience." But because it has "only a small permanent staff," it will depend on free-lance contributors for "significant portion of its total output." Backup material sent with letter says VOA will pay $50 and up for pieces, with payment increasing with "difficulty and complexity of the story." Rogene Waite, VOA spokesperson, indicated Voice's plans for proposed service were indefinite; she said it was in "exploratory stage." VOA has not developed programing specifically for Western Europe since 1955, when service was discontinued for budgetary reasons. However, VOA-Europe is reaching English-speaking residents of Paris three times each morning, seven days each week over stereo FM station ICI et Maintenant (96.6 mhz). Ten-minute newscast, along with other VOA news and current affairs features, is part of three-hour program, *Good Morning, Paris,* which has been broadcast since Nov. 15, 1984.

□

Milestone for stereo TV—100 stations on-air—should be reached in matter of days. Tally will pass 90 this week, according to BROADCASTING's count, and broadcasters are starting new service at rate of about six per week (see "In Sync," page 55). Major impetus for recent climb is launch of NBC's stereo network feed Tuesday (July 16), which comes one year after first stereo broadcast last July. TV stereo numbers compare well to often cited parallel with color TV's advent in 1950's. For example, in September 1954, after year of intermittent color broadcasts, NBC scheduled first regular series of color program feeds. Estimated number of color affiliates at time—50, one-eighth of 400 total stations.

Marvin L. Stone, 61, former editor of *U.S. News and World Report,* was sworn in on Friday (July 12) as **deputy director of U.S. Information Agency.** Stone, who will serve as second in command of agency and head it in absence of Director Charles Z. Wick, retired from *U.S. News and World Report* in April, after 25 years with magazine. Stone's wife, Terry, held Bible, as Woodward Kingman, USIA's associate director of management, administered oath.

Editorials

Start of something good?

Until the text of its decision becomes available, the legal niceties of the FCC's rejection of the Central Intelligence Agency's fairness complaint against ABC remain to be appraised. But, judged by the evidence available, a government press release, the commission made the right decision—on all points but one.

It correctly refused to investigate editorial judgments made in preparation of a newscast. It was on equally sound ground in rejecting the CIA's argument that ABC's erroneous report of a CIA assassination plot had made the CIA a controversial issue of public importance to which the fairness doctrine and personal attack rules would apply.

The ground may be mushier, however, beneath the FCC's denial of petitions urging it to rule the CIA and other government agencies ineligible to file fairness doctrine and news distortion complaints. In filings by an unlikely convergence of organizations that often are on opposite sides, the American Civil Liberties Union, the Media Access Project and the Radio-Television News Directors Association, the FCC was urged to declare that the same First Amendment that prevents agencies of government from filing libel suits against news media also prevents them from attempting to suppress the media through the FCC. The commission's official discussion of its finding on that subject was missing in its press release.

In his own justification of the ruling on the ACLU, MAP and RTNDA filings, FCC Chairman Mark Fowler said he could understand "the public's apprehension were we to have the two government agencies involved here conspiring to leverage the power of the FCC so as to weaken ABC New's scrutiny of the CIA." But he noted that the FCC accorded the CIA no special rights as a petitioner and rejected the CIA as a matter of law, without ever contacting ABC.

True enough, but can Fowler guarantee as antiseptic a relationship between a future FCC and another government agency that may seek redress against a hated news report? The invitation to suppressive action has only been confirmed by the FCC's decision of last week.

Is the CIA mad enough at ABC and now the FCC to test last week's decision in the courts? If temper still runs high, the First Amendment and broadcasters could be done a favor.

Fair game

A sense of *deja vu* is generated by the controversy over sexually explicit—some would say "raunchy"—rock lyrics. Parents are disturbed by what children—some of them quite young—are hearing on the radio and seeing in music videos. And the National Association of Broadcasters is showing concern about the bad publicity some of that programing is attracting. Fifteen years ago, the furor was over drug lyrics. Remember "I Smoke Marijuana," a line from "What About Me?", the song performed by the Quicksilver Messenger Service, a group in San Francisco? It was at issue before the FCC in 1971.

Of course, there is one significant difference in the direction the current controversy is taking. No one—yet—is seeking to enlist the government in an effort to ban the lyrics some find offensive. The women running the Parents Music Resource Center—many of them married to men of national prominence—appear to have the wit and sophistication to know better. In 1971, the FCC volunteered in the cause. In response to the prodding of then-Commissioner Robert E. Lee and the pressure generated by a mounting national concern over the drug problem, the commission issued a notice observing that it had received complaints about records that "promote or glorify the use of illegal drugs," and pointedly reminding broadcasters of their responsibility to know the content of the lyrics they air. For its pains, the FCC was roundly denounced for a clumsy attempt at censorship.

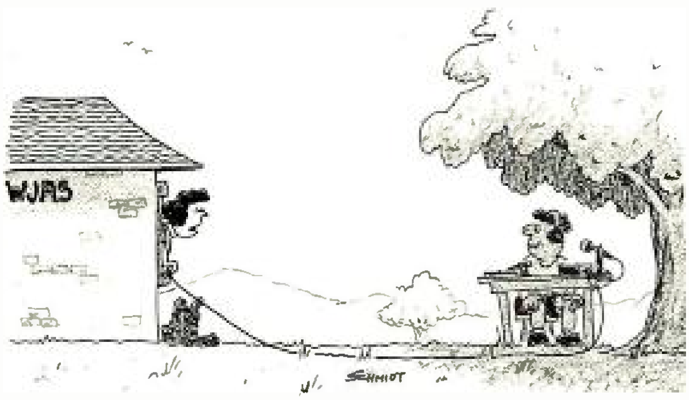
The PMRC says it is seeking to accomplish its goals through education of the public and by persuading the music industry "to clean up its act." And it is succeeding in one of its principal goals—gaining publicity. Two PMRC members will be on *Donahue* this week, and several congressional committees are said to be eager to share with PMRC the national attention a hearing would provide.

Such tactics are often described as "pressure" when employed by groups with whose objectives one disagrees. But at least the FCC, far more sensitive these days than in 1971 to the requirements of the First Amendment, is (properly) not even a factor. What is at work is a public airing of an issue of concern to an apparently growing portion of the public. It may make some people uneasy, not least those opposed even to the use of social pressure to deal with what they consider socially unacceptable expression. Broadcasters, more than most, should be aware that the value of the First Amendment is that its principles apply to all.

Off limits

The commission is being given all kinds of advice, some of it bad, on how to handle proposed takeovers of big broadcasting companies, especially networks. The bad kind was exemplified in the testimony of Anthony Hoffman, a prominent financial analyst, who told the House Telecommunications Subcommittee last week that the FCC ought to look deeply into every major transfer application to include an analysis of the quality of programing proposed. Hoffman said that if the government fails to take restraining action, "there will be a second wave of deals with even more bizarre financing schemes."

There are other sources urging the FCC to decide whether an incumbent's or a challenger's programing is likely to be better. However the FCC decides to manage the bulls that are loose in its shop, appraising broadcast programing is not among its options.



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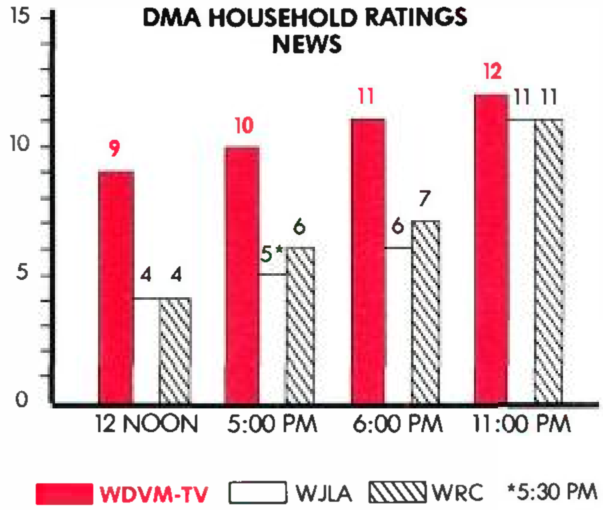

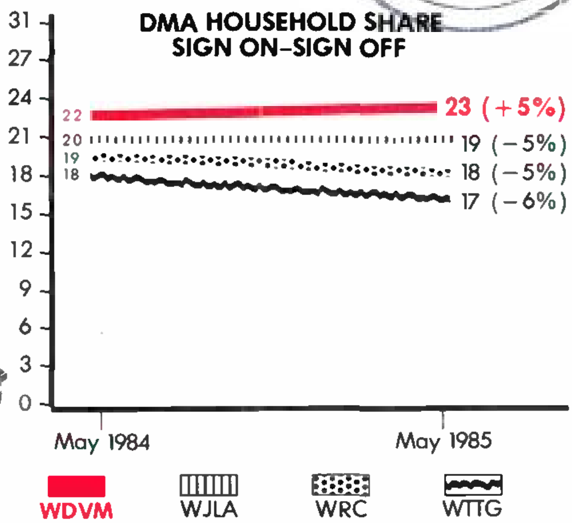

WDVM-TV has been awarded 26 Emmys — more than the other afficiates combined.

Source: Sign on-sign off, May 1984–May 1985 NSI. News, May 1985 NSI M–F Program Averages.

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