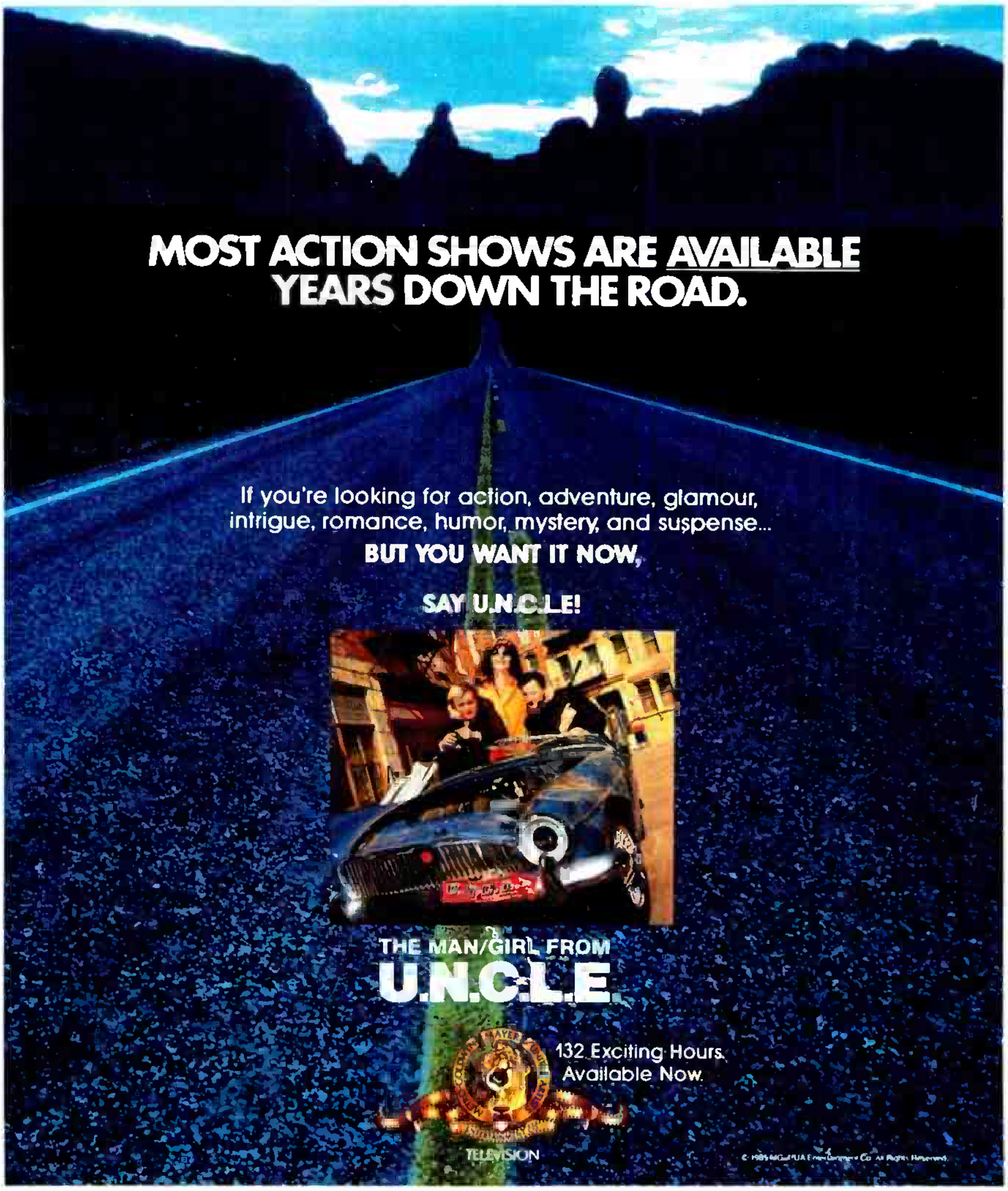
The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

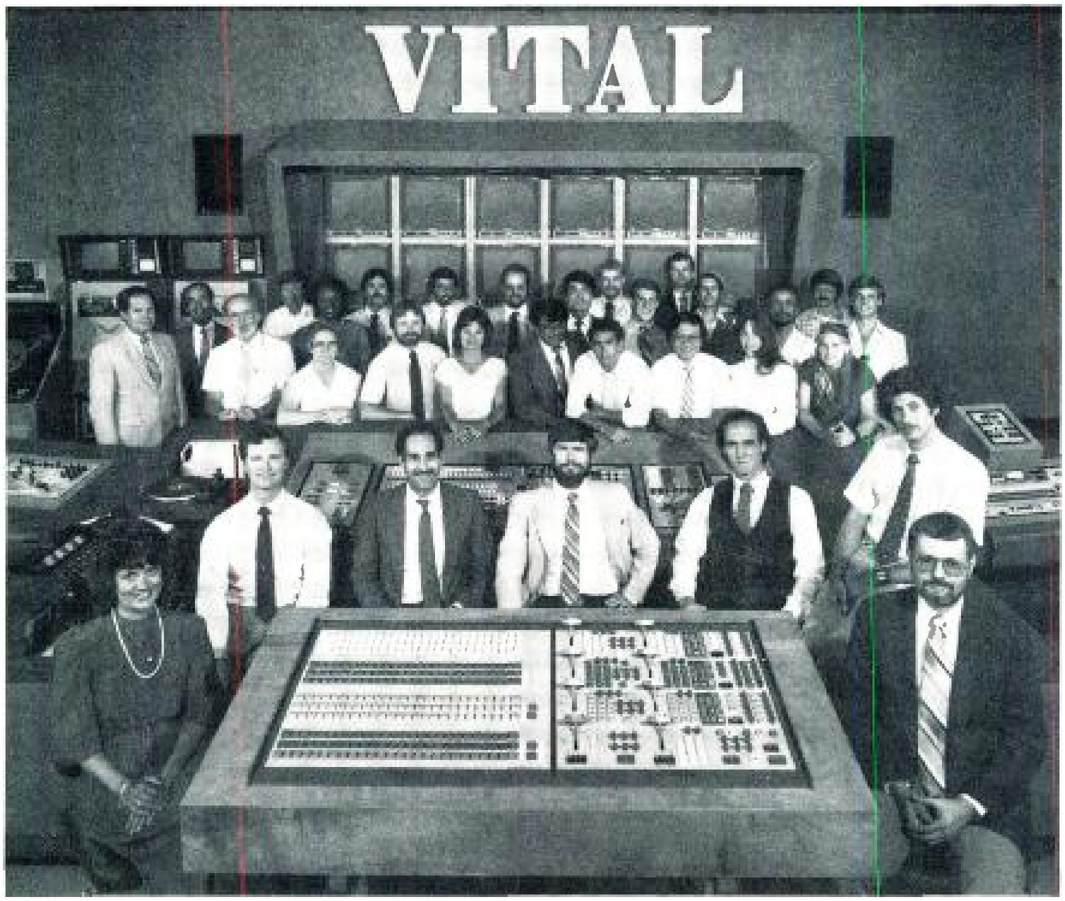
Broadcasting Aug 19



54th Year 1985

Going to the summit over super radio ◇ Scrambling scramble

People keep asking our R&D Department "What's New?"



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Vol. 109 No. 8

Broadcasting Aug 19

Summit on Super Radio proposal
The figures behind the Murdoch acquisition
A cable scrambling situationer

MEETING OF MINDS ☐ Leaders of top trade associations related to radio meet at NAB for discussion of proposed "super radio" association. **PAGE 31.**

PUTTING IT TOGETHER ☐ Rupert Murdoch and investment bankers still assembling financial package for Metromedia purchase. **PAGE 35.**

FIRST REMEMBERED ☐ Broadcasters and members of the legal community, among others, are kicking off bicentennial celebration of the U.S. Constitution. **PAGE 36.**

HOLLYWOOD BEAT ☐ Agreement is reached whereby Murdoch will keep Metromedia Producers Corp. autonomous production unit, although Murdoch owns 50% of another studio, 20th Century Fox. **PAGE 36.**

GOING PUBLIC ☐ Two companies with divergent interests in the Fifth Estate, cable MSO Rogers Cablesystems and group broadcaster TVX, make public offering statements. **PAGE 37.**

TAKING A LOOK ☐ FCC designates former Dodge City, Kan., station, KTTL(FM), for rehearing but programing issues will not be a part of proceedings. **PAGE 38.**

MOUNTING OFFENSIVE ☐ ABC is making inroads into CBS dominance in daytime ratings among the networks. **PAGE 42.**

AOR LOOK ☐ Torbet Radio study finds that successful album-oriented-rock formats are "melting pots" for other format possibilities. **PAGE 46.**

TAKING BIDS ☐ Some 150 companies mailed prospectuses for UPI. **PAGE 55.**

SAYING NO ☐ FCC shelves tariff relief request made by NAB that seeks to alleviate higher rates for radio stations. **PAGE 60.**

FROM ONE AGENCY TO ANOTHER ☐ FCC reprimands Los Angeles sheriff's office for alleged improper influence in UHF television proceeding. **PAGE 60.**

TRICKLING IN ☐ ABC/Capcities merger draws few petitions to deny at FCC. **PAGE 62.**

OPENING DAY ☐ CBS's new magazine show, *West 57th*, opens to mixed reviews. **PAGE 68.**

CONUS CONNECTION ☐ Satellite news gathering company plans "full text" television from Washington for the benefit of stations nationwide. **PAGE 69.**

NEW INFO ☐ Bonneville Telecommunications announces expansion of its text service with three new financial-information services for users of Macintosh computer. **PAGE 71.**

THE RIGHT PLACE ☐ Ray Stanfield, of Chapman Associates, has had a varied career in broadcasting, but he has found his niche in the successful sale of broadcast properties. **PAGE 95.**

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Fame

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Family

TELEVISION

Closed Circuit

'arget

'ollowing Register & Tribune Co. and 'he Evening News Association, next idding war for closely held stock of 'ifth Estate company may take place in opeka, Kan. Reported bid price on arely traded shares of Stauffer Communications has risen in past few /eeks from $65 to $85. Even at that price ompany seems to be ripe for more idding. Stauffer's million shares times 85 represents seven times its 1984 perating income. Compare that with urrent ENA bid price of $1,300 times 53,000 shares, 24 times that company's 984 operating income.

No definitive word could be obtained on ulnerability of Stauffer to acquisition, ut ownership filing, dated Jan. 2, at FCC hows largest shareholder, John H. tauffer, company's senior VP, with 4% of hares and only four other shareholders, ll board members, having more than one ercent of stock. Other consideration is ompany's incorporation under protective aws of Delaware.

3usy bird

RCA Americom's Satcom K-II, 16-ransponder Ku-band bird slated for December launch, is sold out or close to t. Hubbard Broadcasting has leased four ransponders primarily for Conus Communications' services. Under contract vith NBC, Comsat has leased four for rogram distribution system it's building nd operating for broadcast network. NBC has picked up two and options for wo others, which it plans to use for atellite news gathering and other nspecified applications. And AT&T has, ccording to sources, tentative agreement o lease two for unknown purposes. RCA s hanging on to remaining two, which it is easing piecemeal to syndicators for rogram distribution.

Vomen and MMDS

'CC late last Friday (Aug. 16) informed Court of Appeals in Washington that ommission believes that by rejecting ottery preferences for women BROADCASTING, Aug. 12), it has met ourt's concern in staying lotteries for nultichannel multipoint distribution ervice. As result, FCC said it believes it an now proceed with lotteries. But ommission's letter to court appears to oncede that reasonable people might isagree with FCC's interpretation. Letter dds that FCC won't take steps toward holding lottery for 30 days, "in the event that the commission has misread the court's intention and the the court wishes to issue a further order concerning this matter."

Syndicated hit

Poised to break into charmed circle of top-selling syndicated series is Blair Entertainment's *Divorce Court*, which has been sold in 121 markets for 1985-86 season, up from 57 in 1984-85. Blair Entertainment has cleared series in top 40 markets, and reportedly closed number of deals last week, including New York. WABC-TV New York carried strip show last season but elected not to renew. According to Blair, *Divorce* was snapped up by WNEW-TV. Production on second year of series is proceeding in Los Angeles.

Call for action

National Association of Broadcasters intends to ask full FCC to override Common Carrier Bureau's shelving of association's request for relief from rate increases imposed by telephone companies for local audio transmission services (see page 60). Jeff Baumann, NAB senior vice president and general counsel, said bureau's indication that filing would be considered at some later time wasn't sufficient. NAB wants FCC to provide "any sort of immediate relief" it can before radio broadcasters drop public service and sports programing. "We're asking the FCC to look at the tariffs in an expedited fashion before we see more cuts in service," Baumann said.

Future bargaining

Network-owned television stations have reputation, deserved or not, of living with burdensome union contracts. Chance to find out how this would affect Scripps Howard—which has purchased ABC-owned WXYZ-TV, Detroit, contingent on Capcities/ABC waiver for WPVI(TV) Philadelphia—apparently will not come to pass. It turns out WXYZ-TV is sole ABC-owned TV station that is not part of NABET contract currently being negotiated. Station is instead represented by International Brotherhood of Electrical Workers (IBEW) which has contract expiring Nov. 30. Neither side has yet had talks, leaving open possibility current contract will be extended and that Scripps Howard, rather than ABC, will do talking with IBEW on new contract.

News on television

C-SPAN cameras will go to Radio-Television News Directors Association convention at Opryland hotel in Nashville Sept. 11-14 to provide coverage, much of it live, of key speeches and panel sessions. Among events on C-SPAN's schedule are speeches by Dan Rather, Peter Jennings, Jane Pauley and Jack Anderson. Coverage will total 25 hours.

RIF at FCC

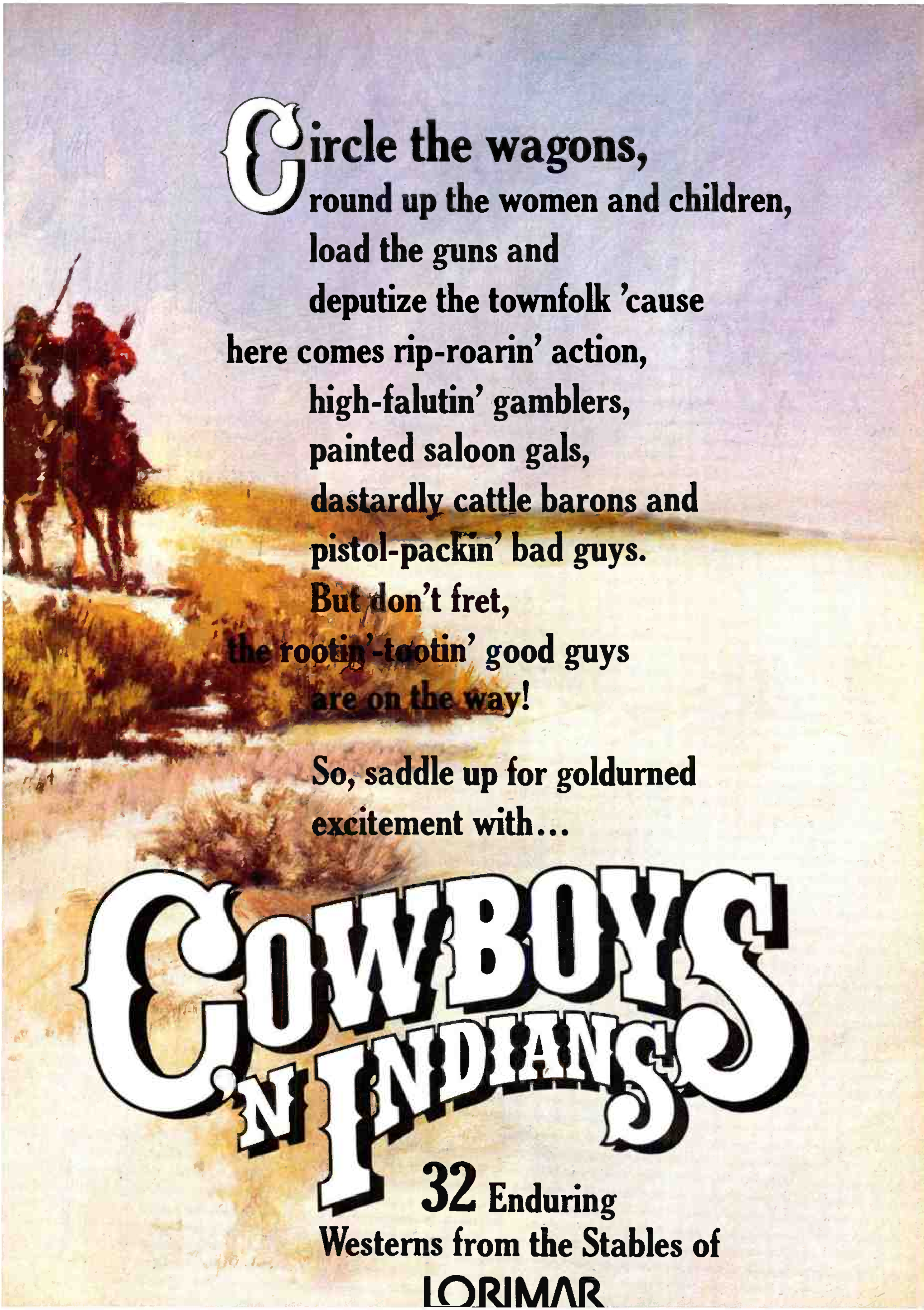
FCC Chairman Mark Fowler is reportedly planning to reorganize commission's Office of Science and Technology. It's said that reorganization would, among other things, abolish chief scientist's job, currently held by Robert S. Powers. Powers is said to be interviewing for jobs outside agency. Abolition of job would give Powers option of taking early retirement.

Weighing anchors

With return of Bill Kurtis to CBS's WBBM-TV Chicago starting Sept. 16, observers say real battle will be between WBBM-TV, once dominant in all news parts but on decline, and ABC's WLS-TV, which dumped long-time 6 p.m. news leader WBBM-TV from first place in May. Two stations are running neck and neck during early news period beginning at 5 p.m. WBBM-TV still holds lead (but is slipping) at 10 p.m. Kurtis will co-anchor 10 p.m. news with Walter Jacobson. In as yet unannounced format, he will co-anchor 6 p.m. news, currently anchored by Don Craig and Harry Porterfield. WBBM-TV will have new news director effective today—Jay Newman, who held same position at CBS-owned WCAU-TV Philadelphia. News directors at both WLS-TV and NBC-owned WMAQ-TV say they are not planning any on-air changes to counter return of Kurtis.

Winter book

December or January will be witching hour for House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), who is eyeing Colorado Senate seat. That is when Gary Hart (D-Colo.), who currently holds seat, will decide whether to run for re-election or make run at Presidency in 1988. If he opts for presidential race, Wirth is considered leading candidate for Senate. If not, Wirth will seek re-election to House.


Circle the wagons,
round up the women and children,
load the guns and
deputize the townfolk 'cause
here comes rip-roarin' action,
high-falutin' gamblers,
painted saloon gals,
dastardly cattle barons and
pistol-packin' bad guys.
But don't fret,
the rootin'-tootin' good guys
are on the way!
So, saddle up for goldurned
excitement with...
COWBOYS 'N INDIANS
32 Enduring
Westerns from the Stables of
LORIMAR

Bottom line emphasis at Eastern Cable

How to improve a cable system's profitability. That is what a survey of cable executives said they wanted this year's Eastern Cable Show to focus on, and that will be the thrust of the show, said Dick Carlton, executive director of the Southern Cable Television Association. To that end, the Cable Television Administration and Marketing Society was commissioned to assemble most of the sessions for this year's show, which will convene at the Georgia World Congress Center in Atlanta Aug. 25-27. Registration for the program is running between 5% and 10% ahead of last year, said Carlton, who added that total attendance should fall somewhere above 3,500, which compares to last year's total of 3,405. Exhibitors are expected to total 150, about the same as last year.

Management sessions include one entitled "New Challenges in Revenue Enhancement," which will be moderated by Gary Weik, president of Harte-Hanks Cable, and will feature Ken Bagwell, president of Storer Cable; Steven Dodge, president, American Cablesystems; James Robbins, vice president, operations, Cox Cable, and Kevin Rorke, executive vice president, American Television and Communications Corp. Another is entitled, "Pay TV: Who Turned Out the Lights?", to be moderated by Doug Wenger, vice president, marketing, Storer Cable. Featured panelists include: John Billock, senior vice president, marketing, HBO; Jack Heim, senior vice president, sales and affiliate marketing, Showtime/The Movie Channel Inc., and Ajit Dalvi, vice president, marketing, planning and development, Cox Cable.

Other sessions will focus on cable advertising sales, pay per view, new marketing techniques, small-system marketing and business strategies, personnel policies and theft of service.

At a luncheon scheduled for Monday, the keynote speaker is Representative Patrick Swindall (R-Ga.).

A concert at the show's Tuesday night banquet will feature The Association and Chubby Checker. On Monday night, Turner Broadcasting System will sponsor Cable Night at the Braves with Turner's Atlanta Braves taking on the Pittsburgh Pirates.

Running for Special Olympics. Jones Intercable held its 5-10 kilometer race last week in Oxnard, Calif., for the benefit of the Special Olympics. Standing in the center of the picture to the left of Nickelodeon's Dangermouse (that's the mouse with the eyepatch) is Glenn Jones, chairman of Jones Intercable. Also on hand for the event: Oxnard Mayor Nao Takasugi; former Olympians Terry Schroeder (a spokesman for Special Olympics), Frank Shorter; Don Kardong and Jeff Galloway, and marathoners Bill Rodgers and Amby Burfoot.

Cable radio

The two-year-old, New York-based Council for Cable Information (CCI) last Wednesday (Aug. 14) unveiled a new, $750,000 national radio advertising campaign scheduled to air over six networks for eight weeks beginning today (Aug. 19).

Developed by Wills & Evans, Inc. (formerly Manhattan Group), the new campaign consists of three 30-second spots and two 60-second "local" spots that contain a 20-second "doughnut" for customized use by local cable operators. The spots center on three "notable" cable subscribers: Lisa Birnbach, author; Samantha Smith, the youngster who wrote and visited Soviet Party Leader Uri Andropov, and Xavier Roberts, creator of the Cabbage Patch doll. They discuss the value they get from watching cable television. The campaign's objective, according to CCI President Kathryn Creech, is "to cultivate positive consumer attitudes toward cable television in order to attract new subscribers and reinforce the appreciation of cable's value among current subscribers."

Spots will air over the CBS Radio Network, the Satellite Music Network, Westwood One, United Stations Radio Network One, Mutual, and the Transtar Radio Networks/CNN Radio—the last sold in combination by Katz Radio. During the eight-week flight, over 1,300 spots are scheduled, said Creech.

This national radio campaign is part of CCI's ongoing marketing effort that began with a $6-million campaign that ran earlier this year on both network broadcast television and radio. Another $12 million has been earmarked for national advertising next year, said Creech, adding that television will be the "primary" vehicle. Creech said that the council opted for radio at this time because, through the aural medium, the campaign is able to achieve the "widest possible awareness" in the marketplace at a much lower cost than television, especially during the fall season.

Not so fast

The Choice Channel, a Los Angeles-based pay-per-view service, announced Aug. 6 that it had struck a good deal with AT&T allowing it to co-locate its national telephone order-taking system and operations at AT&T's national switching facility. But, as things have turned out, the deal was too good to be true.

AT&T spokesman Jim Byrnes, readin from a prepared statement, said last Thurs day (Aug. 15) the Choice Channel an nouncement of the co-located facilities wa "premature." He acknowledged that an un identified AT&T employe had agreed t such an arrangement and signed a memc randum of understanding. But, he said, th employe "did not have the authority to ex ecute such an agreement . . . [and] wa clearly unaware of our corporate policy tha prohibits customer co-location."

Co-locating the Choice Channel at th AT&T hub would amount to bypassing th local telephone companies on the Choic Channel's incoming 800 toll-free call Byrnes said. "And we have been saying tha we will not bypass the local telephone com panies." What's more, he said, AT&T has n tariff to provide such a service and any at tempt to get one approved by the FC would likely be met by stiff opposition.

Byrnes said that AT&T is now workin with the Choice Channel to come up with a "alternative arrangement" to meet its need

Bob Block, director of strategic plannin Choice Channel, confirmed that the tw companies were negotiating a resolution. still hope we will be located in an AT& building," he said. "One of the problems i what co-location means. That's what we ar trying to work out in our discussions."

AT&T also signed agreements to provid 800 and satellite transmission services t the Choice Channel and, so far, it's stickin by them. In addition to two transponders o Telstar 303, AT&T will provide two uplink and downlinks along with back-up generat ing equipment to guard against disruptio of service.

The Choice Channel said cable operator with receiving dishes looking at Satcom III R will be able to receive signals simulta neously from Telstar 303 with retrofit equip ment to be provided by the Choice Channe at no charge.

ACE setup

he National Academy of Cable Program- ıg, which sponsors the cable industry ACE rograming awards, announced last week ıe officers and committee chairmen who 'ill assist Academy Chairman Ralph Ba- ıch, chairman of Viacom International Inc., ı guiding the academy through its first full ɜar.

The officers: David Horowitz, president ıd chief executive officer, MTV Networks ıc. (vice chairman); Larry Wangberg, presi- ənt and chief executive officer, Times-Mir- ır Cable (secretary), and C. Robert Manby, ıairman, RKO Pictures Inc. (treasurer).

The chairmen of the operating commit- ·es: Arthur Sando, vice president, corpo- ıte communications, Turner Broadcasting ystem (promotion); David Hall, vice presi- ənt/general manager, The Nashville Net- ork (awards dinner); Lynn Roth, executive :oducer of *The Paper Chase* for 20th Century ɔx Television (creative); Gary Bryson, ex- :utive vice president, American Television ıd Communications (membership); harles Engel, president, Universal Pay TV ıetwork ACE competition); Manby (special ward); Gene Linder, executive director/- :ograming and production, ATC (system CE competition), and Robert Wussler, ex- :utive vice president, Turner Broadcasting ystem (telecast production).

The academy's first big job is the selec- ɔn of the 1985 Network Ace Award win- ɜrs and the presentation of the awards at a ıla this December in Los Angeles.

Cable's shares

dvertising-supported cable is the fastest- :owing segment of all television viewing ıd is also—contrary to popular belief—the ıain beneficiary of audience-segmentation ends, the Cabletelevision Advertising Bu- ·au said last week in an analysis of A.C. ielsen Co. figures.

The analysis covered total-day TV view- g—viewing in all dayparts—from October ɜ84 to March 1985, the period when the :oadcast networks run primarily original :ograming and their rankings are essen- ally determined.

"The traditional yardstick for measuring ıdience trends has been the performance the three broadcast networks in prime me," said Robert Alter, CAB president and ıief executive. "However, since prime me viewing to these three networks now :counts for only 20% of total television ewing, and even less—17%—in cable ɔmes, it is important to look at total-day ɡures to gain a true understanding of the ynamic shifts that are taking place be- ıuse of audience segmentation."

CAB said its analysis showed not only at advertising-supported cable's audi- ıce is growing, but also that independent / stations, thought to be gaining viewers ɔm audience-segmentation trends, are in ct losing share along with broadcast net- ork affiliates.

CAB looked at total-day distribution of levision viewing in three universes: all ca- e households, cable households with a pay ·rvice and all television households.

Within all cable households, CAB said, e Nielsen figures showed cable program- g with a 10% audience share increase, to ɜ from 30 in the same period a year earlier. Ad-supported cable's increase was 15%, from a 20 to a 23 share (satellite networks rose 17%, from a 12 to a 14 share, and superstation audiences grew 13%, from an 8 to a 9 share). Pay cable's share remained at 10, while broadcast network affiliates dropped by 3%, from a 60 share to a 58; independents were down 8%, from a 13 to a 12, and public television's share was unchanged at 3.

In cable households with a pay service, cable programing attracted a combined 40 share, up 11% from the 36 recorded a year earlier. Again, advertising-supported cable showed the biggest gain, 20%, going to a 24 share from a 20 a year earlier. Satellite networks were up 15%, to a 15 share, and superstations were up 29%, to a 9. Pay cable's share was unchanged at 16. Broadcast networks were down 4% to a 53 share, independents were off 7% to a 13 and public television remained unchanged at 3.

Within the all-television universe, cable's total share was up 13%, to 18. Ad-supported cable grew by 18%, to a 13 share. Satellite networks were up 17%, to a 7 share, and superstations were up 20%, to a 6, while pay's share stayed at 5. Broadcast networks dropped 4% to a 68, independents were down 6% to a 15 and public television's share rose by 33%, to a 4.

"This statistical analysis confirms that dramatic shifts are taking place in television viewership and that advertising-supported cable is by far the main beneficiary of this trend," said the bureau. Contrary to widespread belief, the independents are not gaining viewers as the result of broadcast network erosion. In fact, the independents are declining in audience share along with the broadcast networks. Advertising-supported cable's share of audience nationally reached 13% and is rapidly approaching the independents' 15 share. In cable homes, the advertising-supported services nearly double the audience share of indies, 23 to 12."

Pool results

A settlement has been reached among the parties competing in the distribution hearing at the Copyright Royalty Tribunal for the 1983 cable royalty pool. Copyright holders have agreed to the claim made by National Public Radio for 0.18% (about $143,000) of the entire royalty fund. NPR, so far, is the only party to reach a complete settlement.

Lock and roll

Under the umbrella title *Slams & Jams*, professional wrestling and roller derby will start on ESPN next week (Aug. 27). *Slams & Jams*, to be presented on Tuesdays, will consist of the 90-minute *AWA Championship Wrestling* at 8 p.m. (NYT) and *Championship Roller Derby*, a one-hour game-of-the-week presentation featuring International Roller Derby League teams, at 9:30.

Larry Nelson, Minneapolis-St. Paul radio personality, will host the wrestling show, which will be produced by the American Wrestling Association in association with ESPN and will include personal profiles and tapes of past as well as current matches. Paul Greenwood, Los Angeles radio personality, will be host of the roller derby show. It will be produced by ESPN with production assistance by the International Roller Derby League and will include a weekly segment of highlights, interviews and profiles with sportscaster Lee Pete as host.

LUTHERAN TELEVISION CHRISTMAS &

THE STABLEBOY'S
CHRISTMAS

A Family Holiday Shines with Fantasy and Love

TH
THAT FORG

An Animated

THE STABLEBOY'S CHRISTMAS

The figures in a Nativity scene come to life...a child learns to give...and a family shares an unforgettable Christmas Eve. Audiences delight in this warm holiday story. The professional cast features Danielle Brisebois of "All In the Family" and Sparky Marcus of "The Bad News Bears," with special guest appearances by other well-known stars.

THE STABLEBOY'S CHRISTMAS

30 minutes—3 minutes for sales or PSA. No program charge. Closed captioned (tape only). Available in Spanish. An Emmy Award winner. Call Jan Meyer or Gerri Meuser, 314-647-4900. In Canada, write to Box 481, Kitchener, Ontario N2G4A2, or telephone 519-578-7420.

THE CITY THAT FORG ABOUT CHRISTMAS

What happens when an entire town loses the spirit of Christ In this animated special starr young Benji and his dog Wald the unexpected leads to a ha finale for all. The voices of Seb Cabot, Louis Nye and Charles Nelson Reilly add warmth to t charming visuals.

LUTHERAN TELEVISION, 2185 HAMPTON AVE. ST. LOUIS, MO 63139-2983, IN CANADA, BOX 481, KITCHENER, ONTARIO N

VERY SPECIAL SPECIALS FROM LUTHERAN TELEVIS

ITY

CHRISTMAS

Ageless Appeal

CHRISTMAS IS

A Yuletide Classic for Family Viewing

CITY THAT FORGOT
UT CHRISTMAS

inutes — 4 minutes for sales
A. No program charge. Closed
oned (tape only). Available
anish. Call Jan Meyer or
Meuser, 314-647-4900. In
da, write to Box 481, Kitchener,
rio N2G4A2, or telephone
578-7420.

CHRISTMAS IS

A journey with Benji and Waldo back to the time of the Nativity. Superb animation and gentle humor have made this show a family favorite. Hans Conreid stars. Schedule with "The City That Forgot About Christmas" for an hour of animated viewing.

CHRISTMAS IS

30 minutes — 3 minutes for sales or PSA. No program charge. Closed captioned (tape only). Available in Spanish. Call Jan Meyer or Gerri Meuser, 314-647-4900. In Canada, write to Box 481, Kitchener, Ontario N2G4A2, or telephone 519-578-7420.

ERAN TELEVISION, 2185 HAMPTON AVE. ST. LOUIS, MO 63139-2983, IN CANADA, BOX 481, KITCHENER, ONTARIO N2G4A2

RY SPECIAL SPECIALS FROM LUTHERAN TELEVISION

Business Briefly

TV ONLY

Knomarks Inc. □ Campaign for national introduction of Primo self-shining shoe polish is set to begin in early October in markets to be determined. Initial flight is for 10 weeks. Commercials will be placed in fringe, prime and daytime slots. Target: women, 21-54. Agency: HBM/Creamer Inc., New York.

Pace Foods □ Four-week flight is set for mid-October start in about 25 markets, including Denver, Oklahoma City, Dallas and Corpus Christi, Tex. Commercials will be positioned in daytime, fringe and prime segments. Target: women, 18-49. Agency: Bozell & Jacobs, Dallas.

Burger King □ Fall campaign is set to kick off in late August and in early September in more than 40 markets throughout Southeast. Commercials will be slotted in daytime, fringe, prime and sports periods. Target: adults, 18-49. Agency: J. Walter Thompson, Atlanta.

Meyerowitz Furs □ In its first use of television, 34-year-old company is launching campaign in New York on Sept. 15 and will continue until mid-December. Commercial focuses on Meyerowitz family and stresses it is "real" family. Commercials will be telecast in all dayparts. Target: adults, 28 and older. Agency: Herman & Rosner, Astoria, Queens, N.Y.

Wendy's International □ Restaurant chain will begin flight in nine Florida markets in early September and run through end of year. Commercials will be positioned in all time segments. Target: adults, 18-34; 18-49. Agency: Ensslin & Hall, Tampa, Fla.

RADIO ONLY

Larsen Co. □ Frozen vegetable products will be spotlighted in four-week flight starting in early September in about 19 markets, including Cleveland, Flint, Mich., and Toledo, Ohio. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Campbell-Mithun, Chicago.

Columbia Crest □ In test flight for San Michelle Wine, advertiser will begin four-week effort in mid-September in Spokane, Wash., and Sacramento, Calif. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Cole & Weber, Seattle.

Kuppenheimer Clothes □ Men's suits will be advertised by retail chain in abou 30 markets in flights ranging from four to six and eight weeks, beginning in September and continuing through November in certain markets. List of markets includes Cleveland, San Francisco, Indianapolis, Nashville and Norfolk, Va. Commercials will be carried in all dayparts. Target: men, 35-64. Agency: BDA/BBDO, Atlanta.

Webster University □ Three-week flight focusing on undergraduate as well as adult education programs will be carried in St. Louis, Chicago, Louisville, Ky., and Kansas City, Mo., starting in mid-September. Commercials will be placed in all time segments. Target: adults, 25-44. Agency: Hughes Advertising, St. Louis.

RADIO AND TV

Bama Pies □ Fourth-quarter flights are in planning stages to run in about 12

Break additions. CBS-TV has expanded the commercial inventory in its weekend *Sports Break* and nightly *News Break* segments. Previously, each vehicle carried a 10-second commercial, preceded and followed by a news and sports update. Now the commercial window is being expanded to 15 seconds. To accommodate the expanded inventory, CBS will pull back on time devoted to promotional spots rather than carve out additional time from the news and sports segments.

Jerry Dominus, vice president of sales for the CBS Television Network, said that CBS expanded the commercial inventory because "there are relatively few advertisers that have 10-second copy any more." According to Dominus, more advertisers are making commercials at 15-second lengths and CBS is "looking to increase the pool from which we find sponsors. This is strictly a marketing initiative." Dominus emphasized that CBS is not selling stand-alone 15-second commercials in any other daypart or vehicle. *News Break* airs each night at 9:50 p.m., while *Sports Break* is seen each weekend night at 9:58 p.m.

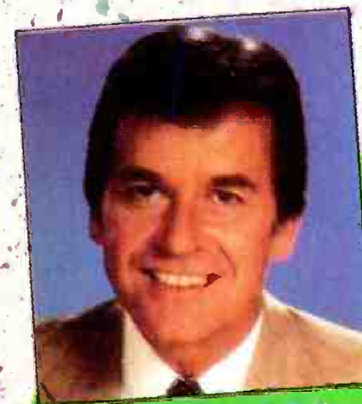
ON SATURDAY SEPTEMBER 28th,

DICK CLARK'S

"Nitetime"

HITS THE AIR!

THE BEACH BOYS



DICK CLARK

ALL FIVE ABC O+Os ARE SET! OVER 60% OF THE COUNTRY HAS ALREADY BEEN CLEARED SINCE JULY 15th.

WABC • New York
KABC • Los Angeles
WLS • Chicago
WCAU • Philadelphia
KGO • San Francisco
WBZ • Boston
WXYZ • Detroit
WDVM • Washington, D.C.
WPLG • Miami
WCCO • Minneapolis
WAGA • Atlanta
KIRO • Seattle
WTVT • Tampa
KMOX • St. Louis
KOVR • Sacramento
WTHR • Indianapolis
WTNH • Hartford
KTVK • Phoenix
WCPO • Cincinnati

WTMJ • Milwaukee
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WPRI • Providence
WTKR • Norfolk
WOWK • Charleston
WNYT • Albany
WGHP • Greensboro
KSLA • Shreveport
WIXT • Syracuse
WXEX • Richmond
WJRT • Flint
WBIR • Knoxville
WPEC • West Palm Beach
WJXT • Jacksonville
WFRV • Green Bay
WDBJ • Roanoke

WHEC • Rochester
WAND • Champaign
WTAJ • Johnstown
WTVC • Chattanooga
KOLD • Tucson
WPTA • Ft. Wayne
KELO • Sioux Falls
KTNV • Las Vegas
KTHI • Fargo
KRDO • Colorado Springs
KSBW • Monterey
WREX • Rockford
WINK • Ft. Meyers
WBNG • Binghamton
KGBT • Harlingen
WMAZ • Macon
KJCT • Grand Junction
KLDO • Laredo

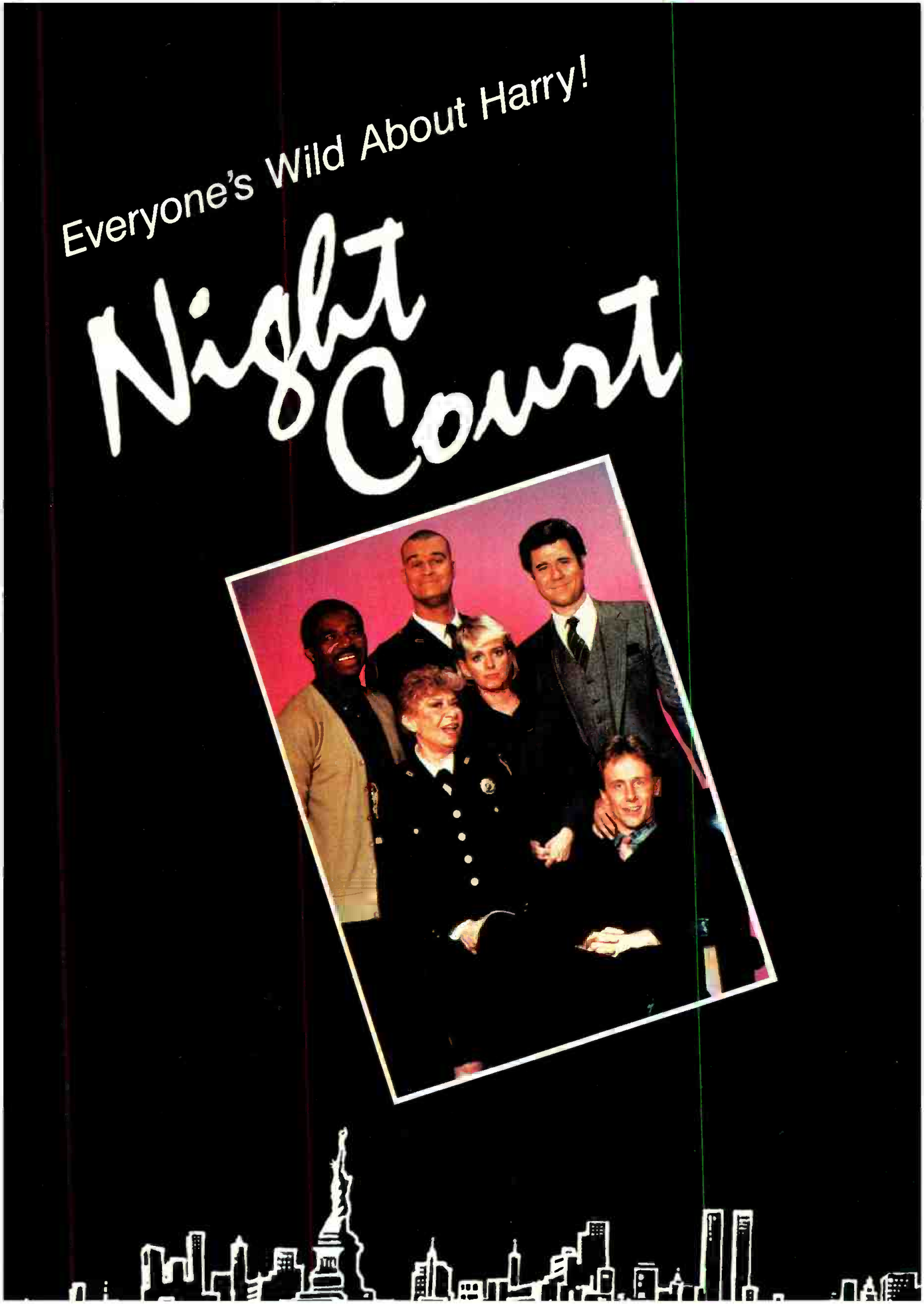
HALL & OATES

WEEKEND TELEVISION HAS NEVER BEEN SO MUCH FUN!

CALL YOUR KING WORLD ENTERPRISES REPRESENTATIVE NOW FOR MORE INFORMATION BEFORE IT'S TOO LATE!

PRODUCED BY DICK CLARK TELEVISION PRODUCTIONS, INC.

DISTRIBUTED BY KINGWORLD ENTERPRISES™


Everyone's Wild About Harry!
Night Court

WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

markets, starting in October on radio and television in some markets and only on television in others. Commercials will be carried in all dayparts. Target: women, 25-54. Agency: Lowe, Runkle Co., Oklahoma City.

Domino's Pizza □ Restaurant chain will launch campaign in early September advertising on television only in some markets, radio only in others and a combination in still others. Flights will continue for two to three weeks. Commercials will be carried in all dayparts. Target: adults, 18-49. Agency: Karsh & Hagan, Denver.

Ad Vantage

Lots of sugar. Approximately $2 million will be spent this year by sugar industry to promote—on radio exclusively—advantages of consuming sugar on regular basis. Sponsor is Sugar Association, Washington, which said campaign is designed to respond to strong competition from artificial sweeteners and other nutritive sweeteners, primarily corn syrups. Campaign began in early August and will continue for five months on major radio networks and in regional spot radio in top 10 media market cities. Copy also makes point that sugar has low calorie content—only 16 calories per teaspoon. Actor Eli Wallach stars in 30-second radio commmercial. Campaign was created by North Castle Partners, Greenwich, Conn.

□

Radio praised. Radio's growth as creative medium was stressed last week in speech by Frank DeVito, president and director of creative services of SSC&B: Lintas USA, during creative seminar sponsored by Thomas J. Lipton Inc. DeVito said that radio "is where some really great advertising is finally starting to happen." DeVito said that he was not selling radio over TV but noted that radio has several selling points today when compared to television. He said radio production costs are fraction of TV production costs, people aren't zapping radio as they zap television commercials, and term, "network erosion," does not apply to radio.

□

Reaching for success. General managers and other top officials of television stations gathered in New York last week for three-day Television Bureau of Advertising-sponsored seminar on "Marketing Your Station for Success." Seminar is intended to provide station managers with greater understanding of sales and sales strategy. Speakers included executives from General Foods, Saks Fifth Avenue, Benton & Bowles and Blair Television. TVB sponsored first seminar last April and plans to offer it three times annually.

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Broadcasting

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New York: 630 Third Avenue, 10017. Phone: 212-599-2830.
Stephen McClellan, *associate editor.*
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John Lippman, *assistant editor.*
Geoff Folsie, *staff writer.*
Scott Barrett, *editorial assistant.*
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Hollywood: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Richard Mahler, *correspondent.*
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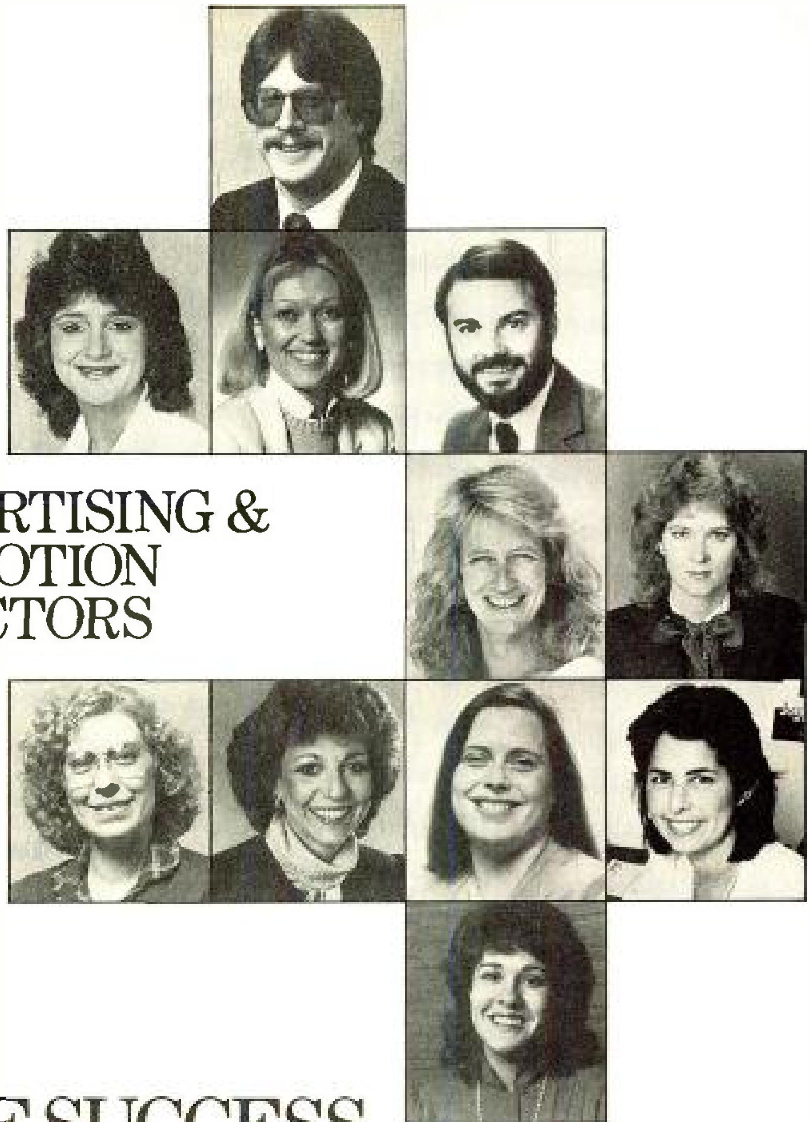
Sandra Klausner, *editorial-advertising assistant.*

ABC ABP American Business Press Inc

Founded 1931. *Broadcasting-Telecasting* * introduced in 1946. *Television* * acquired in 1961. *Cablecasting* * introduced in 1972 □ * Reg. U.S. Patent Office. □

TELEVISION. Cablecasting.



ADVERTISING & PROMOTION DIRECTORS

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Top Row

JOHN LEWINSKI, WRKO AM, Boston

Second Row (Left to Right)

NANCY NOVELLINE CLAYBURGH, WROR FM, Boston
ARIEL ADAMS, WFYR FM, Chicago
TONY BONVINI, WAXY FM, Miami / Ft. Lauderdale

Third Row

PAT HINES, KRTH FM, Los Angeles
ROBBYNN LYSTRUP, KHJ AM, Los Angeles

Fourth Row

DEWEY KEENER, WHBQ AM, Memphis
MARY RECCHIA, WOR AM, New York
GAIL TONNESSEN, WRKS FM, New York
VICKI MANN, KFRC AM, San Francisco

Fifth Row

LYNN ALPER, WGMS AM/FM, Washington

RKO RADIO

1440 Broadway New York, N.Y. 10018 • (212) 764-7000

A Division of RKO General Inc.

Datebook

This week

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

Aug. 21-23—Libel Defense Seminar sponsored by the *National Association of Broadcasters* and the *Libel Defense Resource Center*. Hyatt Regency, O'Hare. Chicago.

Aug. 22-23—*National Religious Broadcasters Association* Southcentral regional convention. Ramada Inn, Memphis.

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

Aug. 23-24—"Investigative Reporting in Agriculture," conference sponsored by *University of Missouri-Columbia, Investigative Reporters and Editors and Agricultural Editor's Office*. Hamilton Inn, Columbia, Mo.

Also in August

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. 5—*Cabletelevision Advertising Bureau* local advertising sales workshop. Quality Inn, Vernon, Conn.

Sept. 5—First meeting of land mobile radio/UHF television technical advisory committee. FCC, Washington.

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

Sept. 7—37th annual prime time Emmy Awards presentation banquet, primarily for creative arts categories, presented by *Academy of Television Arts and Sciences*. Beverly Hilton hotel, Los Angeles.

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

Sept. 9—Deadline for entries in 28th annual *International Film & TV Festival of New York* awards competition. Information: (914) 238-4481.

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

Sept. 10—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency, Minneapolis.

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. 12—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton International at O'Hare, Chicago.

Sept. 13—Deadline for applications in *American Film Institute's* independent filmmaker program. Information: (213) 856-7679.

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 regional meeting. Los Angeles Marriott, Los Angeles.

■ **Sept. 16**—Comment deadline on *FCC's* AM technical rules. FCC, Washington.

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.

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. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Portland Airport, Portland, Ore.

■ **Sept. 17-18**—*Society of Broadcast Engineers* Tri-State convention, hosted by SBE chapters from Indiana, Ohio and Kentucky. Cincinnati Mariott hotel, Cincinnati.

Sept. 17-20—*Telocator Network of America* annual convention and exposition. Speakers include Congressmen Al Swift (D-Wash.) and Matthew Rinaldo (F

■ Indicates new entry

Major Meetings

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 18-21, 1986—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

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

June 8-11, 1986—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

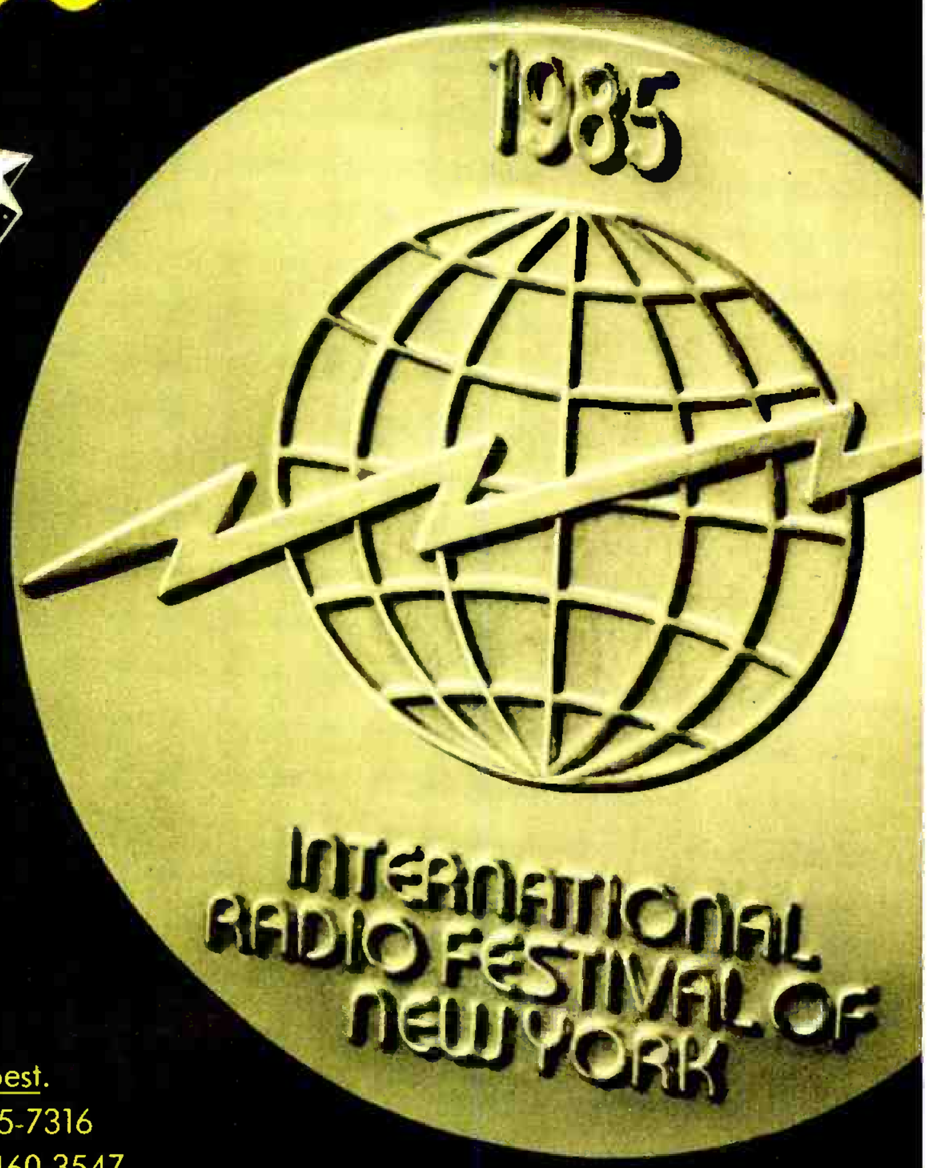
June 11-15, 1986—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Loew's Anatole, Dallas. Future conventions: June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

June 19-22, 1986—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

Entertainment: Coast to Coast

"BEST ENTERTAINMENT MAGAZINE RADIO PROGRAM— 1985"



Give your advertisers and listeners our best.
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CBS RADIO RADIO

THE PROGRAMMING SERVICE WITH THE CBS DIFFERENCE

Produced by Kris Stevens Enterprises

N.J.). MGM Grand hotel, Las Vegas. Information: (202) 467-4770.

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**—Sixth *Midwest Radio Theater Workshop*, sponsored by noncommercial KOPN(FM) Columbia, Mo. Information: (314) 874-1139.

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

Sept. 19—*Cabletelevision Advertising Bureau* local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles.

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. 19-22**—National Video Festival, "Intersections: Video and Film/Cinema and Television." Presented by *American Film Institute* and sponsored by *Sony Corp.* AFI campus, Los Angeles. Information: (213) 856-7705.

Sept. 20—*Association of Federal Communication Consulting Engineers* annual fall social, riverboat cruise of Potomac. Washington Boat Lines, pier four, Washington.

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. 23**—Presentation of National Distinguished Achievement in Communications Award to Thomas Leahy, executive vice president, CBS/Broadcast Group, CBS Inc., on behalf of *American Jewish Committee*. Waldorf-Astoria, New York. Information: (213) 751-4000.

Sept. 24—*International Radio and Television Society* newsmaker luncheon, with FCC Chairman Mark Fowler. Waldorf-Astoria, New York.

Sept. 24—*Cabletelevision Advertising Bureau* local advertising sales workshop. St. Louis Airport Marriott, St. Louis.

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—*Cabletelevision Advertising Bureau* local advertising sales workshop. Cleveland Airport Marriott, Cleveland.

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

Sept. 26-29—Southeast area conference of *American Women in Radio and Television*. Ritz Carlton Buckhead, Atlanta.

Sept. 27-28—19th annual South Dakota Broadcasters' Day, sponsored by *South Dakota State University*. South Dakota State University and Holiday Inn, Brookings, S.D.

Sept. 27-29—*North Dakota Broadcasters Association* annual convention. Sheraton-Galleria hotel, Bismarck, N.D.

Sept. 28-Oct. 1—*Texas Association of Broadcasters* radio-TV engineering conference/fall convention (management conference). Registry hotel, Dallas.

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. 1—*New Jersey Broadcasters Association* 39th annual convention. Golden Nugget casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 1—*Nebraska Broadcasters Association* annual convention. Holiday Inn Midtown, Grand Island, Neb.

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—Deadline for entries for 1986 *Ohio State Awards* for programs broadcast from July 1, 1984, through June 30, 1985. Information: (614) 422-0185.

Sept. 30-Oct. 3—Sixth annual Nebraska Videodisk Symposium, sponsored by *University of Nebraska-Lincoln's Nebraska Videodisk Design/Production 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. 1**—Deadline for entries in *National Radio Broadcasters Association*'s "Best of the Best" in radio audience and/or sales promotions. Information: (202) 466-2030.

■ **Oct. 1**—Deadline for entries in 15th annual U.S. Television and Radio Commercials Festival, sponsored by *U.S. Festivals Association*. Information : (312) 834-7773.

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. 3—Dinner-dance honoring Donald Menchel, president, MCATV, sponsored by *Brandeis University*. Proceeds will be used to establish scholarship. Plaza hotel, New York.

Oct. 3-4—*Washington Executive Broadcast Engineers* fall conference. Cavalier hotel, Virginia Beach.

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

Oct. 4-6—Journalism ethics conference, sponsored by *Foundation for American Communications*. Dallas/Fort Worth Airport Hilton and executive conference center, Dallas.

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 Com-*

Stay Tuned

A professional's guide to the intermedia week (Aug. 19-25)

Network television □ **CBS:** *The Ninth Annual Circus of the Stars*, Wednesday 9-11 p.m.; *Hometown** (comedy-drama), Thursday 10-11 p.m. **NBC:** *Today—At Night* (special edition of news magazine), Monday 8-9 p.m. **PBS** (check local times): *Comedy With Monteith and Rand* (stand-up performance), Sunday 9:30-10 p.m.

Cable □ **Arts & Entertainment:** *Diana** (10-part dramatic series), Monday 9-10 p.m.; *The Best of Beethoven: "Eroica Symphony,"* Thursday 8:30-10 p.m. **Christian Broadcast Network:** *The Heart Has Its Reasons* (documentary), Thursdsay 10:30-11:30 p.m. **HBO:** *Apt. 2-C Starring George Carlin* (comedy), Wednesday 10-10:30 p.m. **Showtime:** *Jackie Gleason's Second Honeymoon* (tribute/series clips), Monday 8-9 p.m. **WTBS(TV) Atlanta:** *Iran: Behind the Veil* (documentary), Sunday 5:05-7:05 p.m.

Syndication □ **Major League Baseball Productions:** *Countdown to History: The Pete Rose Story* (profile), to air on 114 stations when Rose breaks Ty Cobb's career hit record.

Play It Again □ **ABC:** "The Sting" (drama), Sunday 8-10:45 p.m. **CBS:** *The Blue and the Gray* (three-part mini-series), Friday 8-11 p.m., Saturday 9-11 p.m. and Sunday 8-11 p.m.

Academy of Television Arts & Sciences (Directors Guild Theatre, 7950 Sunset Blvd., Hollywood) □ Free archival screening: *Three for Tonight*, a 1955 CBS-TV adaptation of Paul Gregory's stage show, "The Nat King Cole Show," Wednesday 8-9:30 p.m. Information: (818) 506-7880.

Museum of Broadcasting (1 East 53d Street, New York) □ *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

Errata

CBS did not purchase KRQR(FM) San Francisco as part of Taft deal as indicated in lead "Fates & Fortunes" item in Aug. 12 issue. It already owned station.

□

Mark Renner, from WPTA-TV **Fort Wayne, Ind.**, joins WANE-TV there as account executive, not **Bruce Cynar**, who is general sales manager of WANE-TV.

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ANOTHER BROADCAST INNOVATION FROM MATSUSHITA ELECTRIC *munity Affairs* meeting. Albuquerque Marriott, Albuquerque, N.M.

■ **Oct. 7-10**—Electronic Imaging '85, international electronic imaging exposition and conference, sponsored by *Society of Photographic Scientists and Engineers* and *Digital Design magazine*, and organized by *Institute for Graphic Communication*. Sheraton-Boston hotel, Boston. Information: (800) 223-7126.

■ **Oct. 7-10**—31st annual *University of Wisconsin* broadcast engineering and management seminar (formerly "broadcasters' clinic"). Holiday Inn, Madison, Wis. Conference and exhibitor information: Don Borchert (608) 263-2157.

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 regional conference, "Building Relationships." Holiday Inn-Chicago City Center, Chicago. Information: (312) 668-5300.

Oct. 10—*International Radio and Television Society* "Broadcaster of the Year" luncheon, honoring ABC's Ted Koppel. Waldorf-Astoria, New York.

Oct. 10—*Connecticut Broadcasters Association* annual meeting and fall convention. Parkview Hilton, Hartford, Conn.

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

Oct. 10-12—Western area conference of *American Women in Radio and Television*. Rainbow hotel, Great Falls, Mont.

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

Oct. 11—Fourteenth annual "CSU Broadcast Day," *Colorado State University*. Overall theme: "Radio-Television and Politics." Luncheon speaker: former President Gerald R. Ford. Information: Dr. Robert K. MacLauchlin, department of speech communication, CSU, (303) 491-6140.

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 regional convention. Holidome, Irving, Tex.

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. 16-18—*International Music Video Festival*. The Kensington Rainbow, London. Information: (212) 245-4580.

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*. Drake hotel, Chicago. Information: (312) 545-7500.

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

Oct. 22-24—*Mid-America Cable TV Association* annual convention. Vista International, Kansas City, Mo. Information: (913) 841-9241.

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. 22-25—*Southern Educational Communications Association* conference of regional public broadcasters. Excelsior hotel, Little Rock, Ark. Information: (803) 799-5517.

Oct. 23-25—*National Religious Broadcasters Association* Eastern area conference. Philadelphia Airport Marriott, Philadelphia.

■ **Oct. 25-27**—Radio sales university, sponsored by *National Radio Broadcasters Association*. Adam's Park hotel, Philadelphia. Information: (202) 466-2030.

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

Open Mike

Change for the better

EDITOR: Your Aug. 5 editorial on the Network Acquisition Control Act reflects an unfortunate misunderstanding of the nature of the legislation and of CBS's support of it. Contrary to the suggestion in your article, the proposed legislation does not introduce into the Communications Act the concepts of "direct regulation of networks" or of programing regulation. Indeed, the legislation does not give the FCC *any* new substantive authority. The commission has long recognized that, where a network is also a station licensee, the FCC has the substantive power to consider the public interest impact that a transfer of control would have on network operations. The proposed legislation would merely codify the FCC's past procedural practice by insuring that evidentiary hearings will continue to be held in transfer cases involving the hostile takeover of a national broadcast network.—*George Vradenburg III, vice president and general counsel, CBS Inc., New York.*

All for one

EDITOR: Regarding the article on page 29 and the editorial in your Aug. 5 issue: Good for you, National Radio Broadcasters Association! Although both are electronic broadcast media, radio is radio and television is television.

If a "Super Radio-Only Association" is finally formed, we shall all benefit.

Notice there is no American Newspaper Publishers and Poster Printers Association, even though both interests fall within the designation of the print media. Maybe they know something we are about to learn: one strong organization devoted only to radio broadcasting; one, and only one, truly major annual convention, and only one monthly dues check. Call it the United States Radio Broadcasters Association and let's get on with it.—*Norm Hankoff, president/general manager, KTHO(AM)-KZFR(FM) South Lake Tahoe, Calif.*

Classical notes

EDITOR: There has been a lot of deserved praise for the Live Aid broadcast. It was indeed a technological and entertainment phenomenon. However, as a fund raiser, it was a bomb, at least by the standards set by the country's commercial classical music stations. Assuming $60 million *pledged* (and how much of that will finally be collected?) and 120 ABC-TV stations, 100 independent TV's, 180 ABC radio stations and 2,700 cable systems carrying MTV, the average amount of pledges per outlet was a mere $19,300.

During the fall of '84 and the spring of '85, *nine* commercial FM classical music stations (KCMA Tulsa, Okla.; KKHI San Francisco; KVOD Denver; WCRB Boston; WCLV Cleveland; WFMT Chicago; WGMS Washington; WORS Detroit, and WOXR New York) raised and *collected* over $2,300,000 for their respective symphony orchestras and

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other arts organizations, or an average of $256,000 per outlet.

Over the past 16 years, American commercial classical music stations have raised over $30 million for arts organizations, an amount undoubtedly unmatched or not even approached by any other radio format for all causes combined. This further underscores the upscale quality of the concert music audience and the impact that classical music stations have on it.—*Robert Conrad, vice president and program manager, WCLV(FM) Cleveland.*

Programing's the thing

EDITOR: Over the past few years, there has been much fanfare over the technical improvements made in AM broadcasting, such as stereo and better receivers. However, two things could deliver a mortal blow to that once proud service: lack of a single national standard and poor programing.

It is time for the AM stations to choose one standard for stereo and stay with it. The FCC acted most irresponsibly in using a "free market" approach here.

Listening to the nighttime programing on many major AM stations across the eastern half of the country (and the daytime programing on many stations here on the eastern seaboard), it seems that there would be little need for stereo anyway. All one hears on many of these stations is news, paid religion and inane talk shows. The lack of creativity among AM station managers and owners is appalling. After all, FM radio did not gain listener acceptance until the owners of stand-alone FM's discovered that there were types of programing available other than classical music or the syrupy elevator music with which they flooded the airwaves 20 years ago. Despite the current Madison Avenue thinking, music is not dead on AM. Stations such as WLS Chicago, WFIL Philadelphia and WHN New York are running music formats that are unique and quite successful; in fact, WHN successfully fought off an FM competitor. AM also has an advantage over FM for mobile listeners in high-rise cities (such as New York), hilly areas and fringe areas: freedom from the annoying "picket fencing" that plagues FM reception in such areas. Of course, there are disadvantages which were enumerated by Major Armstrong 40 years ago. But good programing can cause listeners to overlook those disadvantages.

One trick some AM's could try is riding the nostalgia wave. Stations that were successful 15 years ago but have now made the Sunday morning ghetto their format (such as New York's WABC and WMCA and Chicago's WCFL at night) could try bringing back their old formats, with some modifications to account for current tastes (such as reducing clutter). What New Yorker who grew up in the 50's and 60's doesn't have fond memories of WABC's All-Americans or WMCA's Good Guys? And how many of those currently listen to Owen Span or John Scheuer, two mainstays of those stations?

Use a little imagination . . . or the AM service will pass into history.—*Philip E. Galassor, Lakewood, N.J.*

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Monday Memo

A First Amendment commentary from Steve Bookshester, NAB, Washington

Let's not disappoint John Peter Zenger

On Aug. 4, 1735, John Peter Zenger awaited the start of his trial. Zenger, an immigrant German printer, was the publisher of the *New York Weekly Journal*. The newspaper was filled with attacks on the colonial governor, William Cosby, and his cronies, and also featured essays on freedom of the press and other issues of the time.

Almost two years earlier, Cosby had decided that Zenger must be stopped. But twice, grand juries had refused to indict. The assembly would not act, nor would the Court of Quarter Sessions. Finally, in November 1734, Cosby had gotten another body, the colony's council, to issue a warrant charging Zenger with publishing "seditious libels," thereby inflaming the people's minds "with contempt of his Majesty's government, and greatly disturbing the peace thereof."

The crime of seditious libel was the crime of defaming or ridiculing the government in a way that would lower it in the people's esteem, therefore, "breaching the peace." In a case of seditious libel, truth was not a defense. In fact, a true attack on government was the worst offense, because a true attack was held more likely to disturb the peace.

Zenger's chances didn't look very good. His first two lawyers were disbarred when they challenged the process by which the judges were appointed to their posts. His appointed counsel attempted to serve him well, but it didn't seem Zenger could beat the charges against him. As the trial opened, out of the courtroom crowd rose Andrew Hamilton of Philadelphia, widely believed to be the best lawyer in the colonies.

Hamilton's defense strategy was simple. He admitted that Zenger had published the articles in question, but argued that they were not false, and therefore could not be libelous. The judge responded that the law was clear, that truth could not be a defense. He also ruled that the jury's only role was to decide whether Zenger had published the articles. He, the judge, would determine whether they were libelous.

But Hamilton continued to address the jury, concluding that the issue before them was "the best cause... the cause of liberty," and that by reaching a verdict in Zenger's favor they would lay a foundation for the right to expose and oppose arbitrary power "by speaking and writing truth." Which verdict they did indeed reach, thus placing themselves and Zenger in the history books and the generations to follow forever in their debt.

On this 250th anniversary of Zenger's trial, we remember the courage of Zenger and those whose works he published, and the wise advocacy of Hamilton. Let us recall,

Steve Bookshester joined the National Association of Broadcasters as assistant general counsel and First Amendment attorney in April 1984. Before that, he spent almost five years as a staff attorney at the FCC, serving first in the Mass Media Bureau and then in the Office of General Counsel. Before going to the FCC, Bookshester was an associate with the Washington law firm of Kass & Skalet, and was legislative counsel to Representative Barbara A. Mikulski (D-Md.).

however, most of all, that public opinion saved the day for Zenger and freedom of the press. All of Hamilton's eloquence would have gone for naught had not his words struck a chord in harmony with the times.

A few months ago, the American Society of Newspaper Editors released a major study of media credibility. Broadcasters might take some comfort in the ASNE finding that TV is ranked as the most reliable source of news by a substantial majority of the population. Television is also the medium most people would choose to get their news from if forced to pick one source. (Although it should be noted that, as the Radio Advertising Bureau reports, radio is most Americans' first daily news source and the medium on which they rely for fast-breaking news and information in emergency situations.)

But there is little comfort to be found in many other ASNE study findings. For example:

- Seventy-eight percent of those surveyed agree with the statement that most reporters "are just concerned about getting a good story, and they don't worry much about hurting people." Similarly, 63% believe "[t]he press often takes advantage of victims of circumstances who are ordinary people."
- Sixty-eight percent think "reporters frequently overdramatize the news," and more than half feel that "the personal biases of reporters often show in their news reports."
- Although a majority of those surveyed believe it is very important for the media to do investigative reporting, more than half also disapprove of such techniques as using hidden cameras, undercover reporters and unidentified sources in stories.

A reading of this spring's Television Information Office/Roper report yields similar results. The report shows that people are using television news as their main information source and generally think TV is doing a good job. The bad part comes in Roper's questions asking whether members of various groups are fairly portrayed on television news programs. More than 25% say that blue-collar workers, women who hold jobs, women who are homemakers, police, blacks, Hispanics, teen-agers and the elderly are too unfavorably portrayed.

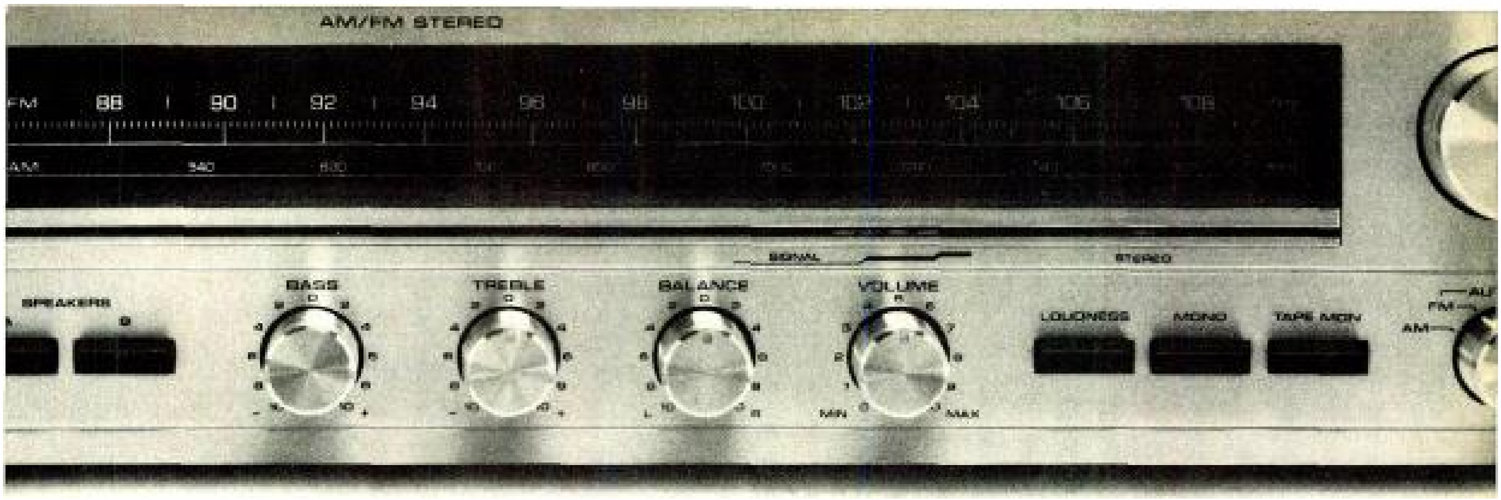
There is a large price to be paid for the public mistrust reflected in the ASNE and TIO studies. It is paid in lost libel trials, in the ease with which the government can move to close off sources of information and in the renewed tendency of those in politics to blame too many of the discontinuities of national life on the media. And it is paid in the inability to get fairness doctrine repeal through Congress. Too quickly, the focus shifts to treating the press—particularly the broadcast press—as part of the problem, if not the problem itself.

Much can be done to change this situation. Broadcasters need to explain better, at times other than periods of crisis, and in ways other than the public exposure of the journalistic process in the course of a libel trial, how the industry operates. Every station should think about establishing a community outreach program. Such a program can provide a forum to show other people how we do what we do, acknowledge shortcomings and ask for advice and understanding.

From the smallest daytimer up to the networks, broadcasters need to create mechanisms that will make ours a more open and responsive industry. Letters and calls of complaint deserve responses. There needs to be a system to make sure complaints are received.

And broadcasters, like others in the media, probably need to spend less time beating themselves and each other over the head in public for real and imagined journalistic wrongs, and more time quietly looking at journalistic practices and figuring out how to do things better.

The problems I have addressed are real, and they are critical to the future of broadcasting and of all media. The press freedoms we in America enjoy, even those somewhat truncated freedoms thus far accorded broadcasters, are not a necessary result of the evolution of human society. They must be treasured and nurtured. All of us must remember that without public support, without the understanding that the First Amendment belongs to and serves all of the people, the joy of "speaking and writing truth" could pass on into history.



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Broadcasting Aug 19

Vol. 109 No. 8

Trade association summit scorns 'super radio' idea

NRBA-advanced plan to create one major group to consolidate functions now spread among many gets cold shoulder at Washington meeting attended by 12 organizations; NRBA may decide to go it alone

They came, they talked, they left. So much for the radio summit attended by thirty-two association executives and broadcasters in Washington last Friday to discuss a proposal to create a "super radio" association. The idea, supported originally and, in the end, exclusively by the National Radio Broadcasters Association, was rebuffed by the rest of the group, which, as one attendee said, felt it to be an idea whose "time had not come." Nonetheless, super radio is not yet dead. NRBA's board will review the proposal Sept. 10 and may decide to pursue it on its own.

The super radio proposition was debated by representatives from key radio trade associations during a two-and-a-half-hour meeting hosted by the National Association of Broadcasters. Super radio is the brainchild of NRBA's executive committee, which adopted a resolution in July calling for a summit meeting to pursue the development of such an organization.

NRBA advocates the establishment of a new association responsible for all facets of the radio business—management, sales, programing and engineering. It would involve a merger of the NRBA, the Radio Advertising Bureau, NAB's radio department and the radio divisions of the Radio-Television News Directors Association and the Broadcast Financial Management Association, among others.

Originally, NRBA said it would not meet with NAB until after its own board meets on Sept. 10. However, after realizing the "enormity of the list" of attendees for the gathering, NRBA felt it should be there, said its president, Bernie Mann, Mann Media, High Point, N.C. It's a proposal, however, that recevied a hostile reception from the NAB. While NAB agreed to explore the idea, the association's radio directors resented the proposal and questioned NRBA's motives (BROADCASTING, Aug. 12). Some directors disliked the idea enough to suggest canceling future joint NAB-NRBA Radio Management and Programing Conferences.

During the meeting Mann recommended the associations establish a committee to explore the idea and conduct a survey among radio broadcasters to assess the industry's interest in the proposal. However, he noted, "there wasn't any enthusiasm" for doing that. NRBA doesn't have any specific structure in mind, Mann said. "All we have is that there seems to be a sense out there that there is a need for one organization," he added.

If the concept of super radio is going anywhere it will be up to the NRBA board, Mann said, to do something about it. It can do two things, he noted: reject or endorse it. If it supports the concept, he noted, it may authorize the association to conduct its own survey. And NRBA Chairman Bill Clark of Shamrock Broadcasting, San Franciso, said there is a "high degree of enthusiasm" on the board for the proposal.

Although, Clark admitted, NRBA stood alone at the meeting, "there was certainly a call for cooperation between the organizations." The discussion was characterized by most as "candid and cordial." While some attendees stated an interest in pursuing areas in which all the associations can cooperate and work together there were no other endorsements for super radio. "We don't think it would serve the best interests of our members," said RTNDA President Lou Adler, WOR(AM) New York.

To NAB, the idea of super radio is dead, NAB President Eddie Fritts said. He noted that NAB had canvassed its radio board members earlier and that nobody embraced the concept. Fritts held a telephone conference with his radio board following the meeting. "As far as we're concerned, it's a nonissue," he said. Fritts maintained that there is "strength in diversity." And while it might sound good to form a super radio association, in the real world, he noted, "it doesn't always work."

RAB President and Chief Executive Officer Bill Stakelin described the meeting as a "useful exercise." He noted they'll be waiting to see what NRBA's board will do.

"In my view, there is a need for a diversity of organizations representing diverse constituents," said Radio Network Association board member Jack Clements, Mutual Broadcasting, Arlington, Va., who also sits on NAB's board. "I want RNA to represent us [Mutual]. I also want NAB to represent us on the Hill. I want any organization that re-

Inside the NAB building Friday: Joint Board Chairman Snider has the floor presents us on the Hill to represent both radio and television because it gives them more clout."

(In a closed-circuit telephone call linking NAB's radio board after the summit meeting, Clements announced that he was resigning from NRBA "this afternoon at 5 o'clock." He later told BROADCASTING that he had changed his mind.)

BFM's Executive Director Bob McAuliffe, said the seeds of Super Radio have been planted. "If it is somehow supposed to happen then somehow the membership will tell its board." American Women in Radio and Television President Norma Cox said her organization did not endorse the Super Radio idea.

But perhaps the essence of the meeting was summed up best by Broadcast Promotion and Marketing Executives President Beryl Spector: "There was not a ground swell of support for it. Everything hinges on what NRBA decides to do next."

Representatives from nine trade associations attended last Friday's session, including NAB, NRBA, RAB, RTNDA, BFM, AWRT, BPME, RNA and Station Representatives Association. The individual delegations:

AWRT: President Norma Cox, Howard Cox & Associates; Diane Sutter, WTKN(AM)-WWSW(FM) Pittsburgh; Marlene Belles, KTVU(TV) San Francisco; Sue Dimick, Hood & Hope, Tulsa, Okla., and Phyllis Tritsch, AWRT executive vice president.

BFM: McAuliffe and Gordon King, Post-Newsweek Stations, Washington.

BPME: Spector.

NAB: Joint Board Chairman Ted Snider, Snider Corp., Little Rock, Ark.; Past Joint Board Chairman Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla.; Radio Board Chairman John Dille, Federated Media, Elkhart, Ind.; Radio Vice Chairman Bev Brown, KGAS(AM) Carthage, Tex., and Fritts.

NRBA: Clark; Mann; Peter Ferrara, executive vice president, and Larry Keene, WWOC-FM Avalon, N.J.

RAB: Carl Wagner, Taft Broadcasting, Cincinnati; Jack Sampson, Sampson Communications, Hutchinson, Kan.; Gary Stevens, Doubleday Broadcasting, New York; Chairman Dick Harris, Westinghouse Broadcasting and Cable; Stakelin; Wayne Cornils, executive vice president.

RNA: Bob Lobdell, president-executive director, and Clements.

RTNDA: Adler; Treasurer Lou Prato, Medill News Bureau, Washington; Steve Vogel, WJBC(AM)-WBNQ(FM) Bloomington, Ill., and Ernie Schultz, RTNDA executive vice president.

SRA: Jerry Feniger, managing director, New York.

Also participating were officials from state broadcasting associations including Dale Bring, Ohio; Wally Gair, Illinois, and J.T. Whitlock, Kentucky. □

ENA's latest strategy to save itself

Company is said to be looking for outside investor to save it from unfriendly takeover by Perenchio and Lear; Kizer files suit against ENA

Last week started out with most people looking for a "white knight" to appear in Detroit, but by the end of the week it appeared the Evening News Association was planning to get by with a less dramatic form of rescue. Talk focused on a number of strategies, including enticing a friendly investor to pick up a large piece of the company's 453,000 outstanding shares.

Meanwhile curiosity was aroused about what L.P. Acquisition Co. would do to get its proposed $1,000-per-share hostile tender offer moving (BROADCASTING, Aug. 5). Early in the week the Los Angeles-based partnership of A. Jerrold Perenchio and Norman Lear decided to postpone its purchase of any shares that may have been tendered until the Sixth Circuit Court of Appeals in Cincinnati issued a decision on L.P.'s appeal of an unfavorable ruling the week before (BROADCASTING, Aug. 12). A revised and higher bid was expected soon, to bring its offer more in line with the $1,300 bid that was being publicly reported last week for the shares of closely held ENA.

On Friday morning (Aug 16), former ENA executive vice president, Peter A. Kizer, who had been fired by the company for releasing internal financial reports to L.P., responded in a 16-page lawsuit against the Detroit-based group owner and publisher. The suit painted a picture of ENA chairman, Peter B. Clark, as having pursued ENA's *Detroit News*'s war with competitor *Detroit Free Press* to the detriment of the broadcasting division, the company, the shareholders and the employes.

Kizer did not deny providing information to L.P., but said the Wayne County Circuit Court should enter a judgement against Clark and the board of ENA, for "wrongfully diverting monies to *The Detroit News*." Kizer requested a jury trial and according to Michigan law, the amount of monetary damages would be decided by a jury.

The suit said that Clark, by publicly discussing Kizer's firing had "intentionally made a public spectacle of Mr. Kizer, exposing him to shame and ridicule and causing him extreme emotional distress and loss of esteem in the community and in the broadcasting industry as a whole. As a result of Mr. Clark's actions, Mr. Kizer's good reputation has been severely damaged and he will have an extremely difficult time obtaining employment within the broadcasting industry."

Strength in numbers

The $23.5-million sale of the Stuart Broadcasting Co. to DKM Broadcasting (see "Changing Hands," page 70) makes DKM one of two radio groups with the largest number of stations, 17. (Gannett also bought its 17th station two weeks ago: KTKS-FM Denton, Tex. [Dallas], spun out of the Capcities-ABC merger [BROADCASTING, Aug. 12].)

DKM, owned by the principals of Dyson, Kissner Moran Corp., a New York-based diversified holding company, was formed last year to purchase seven Schering-Plough radio stations that were spun off (BROADCASTING, June 4, 1984). DKM chairman, Robert Dyson, called the Stuart acquisition "a perfect addition to the DKM group."

Operation and management of the Stuart group will continue under Richard Chapin, who will become president of DKM-Midwest. Chapin, who has been president of Stuart Broadcasting since 1956, was National Association of Broadcasters joint board chairman in 1971-73.

ENA responded to the suit that afternoon with a statement by its outside counsel, who said the suit was "without any merit" and that Kizer affirmed he had "acted in complete breach of trust. . . to further its [L.P.'s] takeover offer."

Information on the profitability of ENA's broadcasting operations was provided by the complaint, which said the company's five TV and two radio stations earned $16 million in 1982; $19 million in 1983, and $29 million in 1984. Those numbers compared to losses for the *Detroit News* of $11 million, $14 million and $8.5 million, respectively.

Kizer said he was repeatedly asked to cut expenses at the broadcasting division by Clark, who reportedly asked him in mid-1983 to cut divisional operations an additional 10% to 20%. Continuing restrictions on expenditures, Kizer claimed, caused several of the broadcasting properties, including its WDVM-TV Washington, to lose market share.

The suit also said that Clark's purpose in repeatedly asking for belt tightening was to fund the newspapers, losses, which were obscured from the company's shareholders. The document added that when shareholders asked the ENA chairman in 1984 for more specific financial information, they were told that the company would be attempting to make purchases to broaden the activities of the company. But the suit said: "Mr. Clark instructed Mr. Kizer to create the impression that ENA was making acquisition efforts but not to put ENA in the position where it would be called upon to make a realistic offer for another company."

BROADCASTING asked Kizer whether he intended to retain his seat on the executive committee of the National Association of Broadcasters, and his position as vice chairman of the NAB's TV board: "I think it's my desire to let things stand for the time being. I hope to get that resolved soon but I still think I can be effective at the NAB and I hope they

Kizer

will give me an opportunity."

The question at the beginning of the week was: "Who had the book," a several-inch-thick document with financial and other information delivered to a select list of potentially friendly companies chosen by ENA that seemed to offer a clue as to who the friendly white knights might be. Speculation was that ENA might favor an alliance with another publisher. Gannett and A.H. Belo were among those mentioned. It was reported by one informed source that the investment banking firm of Shearson Lehman Brothers was working for Gannett on the matter.

Other names included Jack Kent Cooke, who recently failed in an attempt to take over Greenville, S.C.-based Multimedia, and was reported to have hired the investment banking firm, First Boston Corp., to represent his bid. Speculation also included two other companies that made bids for Multimedia: Wesray, the Morristown, N.J., investment firm and group owner headed by William Simon, and Culver City, Calif.-based Lorimar. Wealthy, Detroit-based real estate developer Alfred A. Taubman also has been mentioned.

And other parties might be interested in certain of ENA's properties. CBS, it was said, might wish to acquire ENA's WDVM-TV Washington.

The ENA board was still in the process of deciding last week what their strategy would be to fend off the L.P. tender offer and others interested in the company. At a Thursday meeting the board listened to options from its investment bankers, Salomon Brothers, who were then told to pursue some particular possibilities.

But the idea that "the book" was an indication that the whole company was a candidate for sale or primed for a merger was not true according to one of those involved: "That information was distributed to know who will be your friends at the right time and at what price they are interested . . . there is a big difference between shopping a company and getting an indication of interest."

The right time to have allies might be determined after this Tuesday when the U.S. Sixth Circuit Court of Appeals will decide whether to uphold a lower court decision giving ENA protection under the Michigan anti-takeover statute. That law would delay a tender offer for a majority of the company's shares by L.P., or any other hostile bidder, by at least 60 days and possibly up to 130 days. But a company spokesman said that a favorable ruling, while it would give the company more time to make up its mind, would only affect the timing of a decision, not the inevitability of one.

It was suggested by one of those involved that a strategy high on the list would be to have one or two "friendly" companies or other parties buy a large block of the company's stock, thereby allowing those shareholders who wanted to sell to do so, but keeping the current management in place. Joint ownership of a media company would not be unusual. Earlier this year both *The Washington Post* and Gannett ended up with large minority positions in the *Minneapolis Star and Tribune*. Other strategies, such as a

Clark

leveraged buyout, are now on the back burner, according to one of those involved. □

Indie encounter

The campaign by independent broadcasters to repeal cable's compulsory license continues to mount. The Association of Independent Television Stations held a legislative strategy session with about 100 of its 131 members in Chicago last week. Not only has INTV laid out its strategy, but it also is amassing a "substantial war chest" to pay for its lobbying effort. (The INTV board approved a special assessment on members to fund its legislative fight several weeks ago.) INTV and the National Association of Broadcasters are launching an attack on Capitol Hill to eliminate the compulsory license following the U.S. Court of Appeals decision declaring the FCC's must-carry rules unconstitutional (BROADCASTING, Aug. 5).

INTV President Preston Padden told BROADCASTING the group discussed its grassroots lobbying strategy during the day-long meeting and left "united and enthusiastic." The broadcasters are seeking support for legislation that Representative Barney Frank (D-Mass.) plans to introduce after Congress returns from its August recess. The bill would repeal the compulsory license for most cable systems (all but the

Padden

Henderson

smallest, those with 2,500 or fewer subscribers). The measure would also provide some incentive for local carriage.

Padden noted that key leaders of the independent conmmunity spoke out. Jim Dowdle, president and chief executive officer of Tribune Co., stood up and gave a "rousing call to arms," Padden said. And, David Henderson, president and chief operating officer of Outlet Communications, reiterated that stand, he added. Also addressing the broadcasters was former FCC Chairman Robert E. Lee.

In addition to those battle cries, INTV heard from new UHF station operators, who maintained they are encountering difficulty getting on cable systems.

The scrambled business of scrambling

While NCTA is hard at work trying to devise a plan to keep home dish owners from watching cable services for free, it still needs to find solution to problems of programers

The cable industry wants to scramble the satellite feeds of cable programing services and collect the additional revenues that could come from C-band direct—the business of selling the services to the rapidly growing number of home earth stations (TVRO's). That it hasn't yet figured out how to do it is not for want of trying.

Since last spring, the National Cable Television Association has been trying to devise a plan to insure that the cable services are scrambled and to provide some role for cable operators in the C-band direct business. The trick, which NCTA has yet to master, is to come up with a plan that balances the conflicting ambitions of the cable operators and cable programers to control the C-band business and that avoids running afoul of the federal antitrust laws and, to the extent possible, the increasingly powerful home satellite lobby.

The cable operators' principal goal is to see the cable services scrambled as quickly as possible. The Cable Communications Policy Act of 1984, which gave owners of home TVRO's the right to tune in any cable signal as long as it remained unscrambled, helped trigger the explosion in backyard dishes. By most estimates, there are now more than a million, and that number is growing by up to 75,000 a month.

What really has the cable operator concerned is not so much the sheer numbers as the intrusion of dishes into their franchise areas. According to First Communications Group, publisher of the *Home Satellite Newsletter*, nearly one-third of all dishes now being sold are to customers in cable-franchised areas.

Some consumers faced with the choice between cable and the purchase of a dish are opting for the latter. They can buy a steerable dish capable of locking on to every C-band satellite for around $2,500 and make monthly payments that are comparable to a cable system's monthly subscription fee for basic and a couple of pay services. What's more, with the dish they will not only be able to receive all the cable services, but a considerable amount of broadcast programing as well, including syndicated programing and hundreds of sporting events on their way to television stations.

To end the threat posed by the dishes, the cable operators realized they had to get their services scrambled. Why should consumers pay them monthly subscription fees for something they could get free with a dish? The major purveyors of pay-per-channel services were no problem. They were already committed to scrambling to appease their principal program suppliers, the motion picture studios. Indeed, Home Box Office has already implemented a scrambling system and is scrambling HBO and Cinemax feeds part time.

The problem has been the basic services. They have little economic incentive and little money to scramble. Recognizing the fact, the cable operators have shown a willingness to pick up the lion's share of the cost of scrambling their services (descrambling them at cable headends). But in exchange they want to control the C-band direct market. The last thing the cable operators want to do is to create a service with which they will have to compete.

The latest NCTA plan was released to the press in early July and discussed at a special NCTA board meeting two weeks ago in Washington. Under the plan, cable operators would form a nonprofit consortium to pick a scrambling system and build a $1-million computer facility that would be interconnected with the satellite uplinks of participating programers. Once the services' feeds were scrambled, consortium members would use the computer facility to authorize or deauthorize descramblers at cable headends as well as in the homes of dish owners.

Although it's not spelled out in the public plan, the consortium members would presumably also pay to outfit their cable system

headends with the necessary descramblers. According to an NCTA survey, most MSO's are willing to pick up that cost, which runs $400-$450 per channel per headend. The survey also found that about half the cable systems would also be willing to pick up the scrambling cost of the cable programers, which run about $250,000 per satellite feed.

The consortium would not get involved in marketing of C-band direct services. Each consortium member that wanted to be in the business would have to negotiate with cable programers for the rights to sell their services to owners of backyard dishes. Those rights may or may not include exclusive territorial rights.

In addition to the consortium, the plan would also set up a "lifeline entity"—a separate operation that would insure that all dish owners could subscribe to cable services once they were scrambled, a requirement of the Cable Act. It would offer cable services on an a la carte basis at prices determined by the programers. In addition, it would collect revenues, skim off a "cost-plus" fee and send the rest to the programers. It would pay the consortium to use its on-off computer.

Although the NCTA plan met with approval from the NCTA board members and seemed to avoid the antitrust pitfalls, it upset many of the programers. As a result, NCTA President Jim Mooney is now meeting with programers to see whether the plan can be modified to accommodate their concerns. His job, as he put it, is "to romance the programers." NCTA hopes to have a revised programer-friendly plan for its next board meeting, Sept. 19-20 in Washington.

Why the programers are balking at the current NCTA plan is easy to understand: The plan strips the programers of control over their own products and gives the cable operators considerable leverage in negotiating their distribution deals with the programers.

The cable programers see C-band direct as a new medium and an opportunity to increase their share of the subscriber revenue. But with the cable operators in control of C-band direct, the programers fear it will become an extension of cable in which they will have to accept the same terms they now get from cable operators for distribution of their products over cable systems.

Three of the leading basic cable programers—Turner Broadcasting System (CNN, CNN Headline News and superstation WTBS(TV) Atlanta), MTV Networks (MTV and VH-1) and ESPN—are trying to pull cable programers together into a group that would scramble their feeds and offer them in a package to dish owners. Terry McGuirk, who is heading the effort for TBS and who is a member of the NCTA board, is expected to outline the programers' plan at the NCTA's September board meeting.

An indication of what CNN and ESPN might charge for their services came last month when they began notifying dish owners through spots in their programing that their services were no longer free, that dish owners who wanted to continue receiving the services *legally* would have to pay annual subscription fees of $25 for CNN and $19.95 for ESPN. The Cable Act gave programers the right to charge for unscrambled services as long as they provided some mechanism for collecting the fees.

TBS, MTV and ESPN are not the first programers to try to organize programers. HBO worked at it for about a year and a half before giving up. Showtime/The Movie Channel Inc. has also made an effort, but has put its plans on the back burner until the NCTA has had a chance to resolve the situation.

Should the operators and programers fail to come up with a workable scheme, Satellite Broadcasting Corp., a start-up company headed by former Warner Amex Cable Communications executive Holmes Harden, could step in. It has offered to cover the cost of scrambling the programing services and of supplying headend descramblers and the necessary computer facilities. But in exchange it wants the exclusive C-band direct rights.

Some cable programers and most cable operators see SBC only as a last resort. Neither group likes the idea of cutting in a third party for a share of the C-band direct revenue, even though the third party is willing to pick up all of the cost. By SBC's own estimates, it will cost up to $100 million to implement its plan. And some cable executives are skeptical of SBC's ability to raise that kind of money.

Whatever plan the cable industry ultimately adopts must take into account the impact on the home satellite industry. The wrong plan could cause Congress to try to impose regulations on the C-band direct business to protect dish owners. The Satellite Television Industry Association, the industry's trade association known as SPACE, has evolved into an effective lobbying force in Washington and is carefully watching every move the industry makes.

So far, SPACE doesn't like what it sees. Following strong talk at the NCTA convention about scrambling and cable control of C-band direct, SPACE persuaded its allies on Capitol Hill to introduce two bills—one imposing a two-year moratorium on scrambling, the other giving the FCC the power to regulate the market if it determined that C-band direct terms and prices were "not fair and reasonable." SPACE is concerned about the cable industry's dictating the terms and prices for C-band direct service.

In a two-page ad that appeared in a trade publication, SPACE questioned the legality of the ESPN and CNN offers. To make its point, it listed the names of dozens of dish owners who refused to pay for ESPN and CNN and challenged the services to sue.

SPACE is also up in arms over HBO's part-time scrambling of HBO and Cinemax. SPACE Chairman Taylor Howard has written Michael Fuchs, HBO chairman and chief executive officer, charging that in scrambling the programing part-time, HBO is "deliberately violating [its] word" to Senator Barry Goldwater (R-Ariz.) and the American public not to scramble its services until dish owners have had a chance to buy descramblers.

NCTA Chairman Ed Allen believes the major cable programing services will be scrambled within a year to 18 months. But considering the problems and the complexities involved in solving them, it might be wiser to use the formula of an industry consultant in making prognostications: Take the cable industry's most conservative guess and double it. □

Working through the financial maze of Murdoch-Metromedia

Financing for Australian publisher's purchase of six TV stations is going through new permutation

Three months after Rupert Murdoch's $1.55-billion purchase of six Metromedia Broadcasting Corp. (MBC) television stations was announced (BROADCASTING, May 13), Metromedia Chairman John Kluge and Murdoch still haven't figured out how the latter will finance the acquisition.

According to a number of sources, the two parties and Drexel Burnham Lambert, the investment banking firm that underwrote the $1.9 billion (face value) of MBC notes, had been working up until the beginning of this month to arrange for Murdoch to inherit that debt.

A more likely possibility, it seems now, is that they will try to arrange an exchange of the notes for a new package of securities that will involve newspaper and other assets of News Corp., the company Murdoch controls. One of those close to the situation said the new issue would be "unlike any type of securities you have seen before."

While parts of this largest station sale in Fifth Estate history have become unsettled, other news since the initial agreement, including the release last Thursday (Aug. 15) of the latest MBC financial results, suggests that the purchase may be a better business proposition than originally regarded.

Under the original deal, Murdoch was to buy all seven Metromedia stations for $2 billion, consisting of the assumption of MBC notes and between $600 million and $700 million in cash, the exact amount depending on how much interest on the notes had been expensed by the closing date. Murdoch is to keep six of the stations, selling WCVB-TV Boston to Hearst Broadcasting Corp. for $450 million. That last sum is required by the terms of the MBC notes to be used to retire the senior notes, kept within MBC to help make continuing interest payments or invested in another broadcast property. The price of the six stations to Murdoch, however, would still have effectively been $1.55 billion.

That sum is roughly 15 times estimated 1985 cash flow (cash flow theoretically represents the money available after expenses necessary to keep operations going have been met), a multiple regarded as breaking new ground at the high end of the range.

One person who has seen the financial statements of the stations said the only Metromedia property that has not been contributing to the company as expected is KRLD-TV Dallas, a UHF independent that, it was said, is not generating any excess money to pay off debt. It has been a year and a half since Metromedia bought KRLD-TV and converted it from a Spanish format, but the going has been slow, made no easier by the presence of three other independent stations, including a VHF, in the market.

The Metromedia stations are reportedly doing well as a group, however, with last Thursday's results showing a 14.5% revenue increase over the first half of last year to $177 million. But apparently that does not come close to supporting the debt Murdoch would have to assume if he took on the MBC notes.

The precise size of the MBC debt depends to a certain extent on the future course of interest rates. The company has stated that the $1.3 billion of debt will bear an "overall effective rate, on an accrual basis, of 15.4%," giving an annual interest figure of $200 million. That cost to MBC does not all have to be paid annually, however, because $960 million of the debt total is in zero coupons, bonds with interest that accumulates but is not actually paid until the whole note is due, in this case in six successive annual note redemptions of $160 million beginning in 1988. The "zeroes" would have the effect of creating a payment balloon of nearly $300 million—the $160 million added to the annually paid interest on the other types of notes—only two years after Murdoch would likely take control of the stations.

Another way to analyze the cost to Murdoch is to subtract Hearst's contribution of $450 million from the $600 million-$700 million in cash Murdoch has to produce on the closing date. That would leave him with the MBC debt and the additional borrowing cost on $150 million-$250 million. Even assuming a continuation of the roughly 15% increase the TV stations have shown so far this year, cash flow from the stations would not cover debt payments until 1993, and then just barely.

Even now MBC's bottom line is covered by red ink, with 1985 first half cash flow of $65.8 million exceeded by interest payments of $66.4 million, a number that does not even include the hidden interest of the "zeroes" and rising principal due on other securities. It does include, however, the payments on a $40-million note for WFLD-TV Chicago that Murdoch won't have to worry about. Furthermore, the cash flow number includes results from the 10 radio stations which won't be part of MBC after Murdoch takes over.

More recent financial developments look better for Murdoch. Changes in exchange rates and the U.S. prime rate have helped Murdoch. A simple calculation of what the changes mean for News Corp.'s 1986 operating profit, as estimated by Morgan Stanley & Co., shows that Murdoch now has 7% more purchasing power than he had at the time of the acquisition agreement.

An improvement in exchange rates will have the greatest benefit if Murdoch can transfer to News Corp. at least some of the station's debt load. Specifically what is being considered now by Kluge, Murdoch and Drexel is a transfer to the company's U.S. subsidiary, News American Holdings Inc. Reports are that the new structure would replace some or all of the current notes with at least some preferred stock in MBC's successor, which will also incorporate Metromedia Producers Corp. (see story, page 36). A filing with the Securities and Exchange Commission is not likely to be filed until at least a month from now, but one source said: "If we haven't completed this thing in two-and-a-half months, we will start worrying."

If Murdoch is successful in changing the structure of the purchase—such a change would require approval by a majority of MBC's bondholders—the acquisition will close (at the earliest) late this year, meaning Murdoch will start paying off the debt in 1986. And if the strength of the stations shown in the first half continues, the $1.55-billion price tag as a multiple of 1986 cash flow comes down from 15 to 13. Considering the changes in interest rates and currency exchange rates, the multiple gets timid, by today's standards, to a multiple of 12. That would not take into consideration whatever potential synergy could exist between the Murdoch stations and 20th Century Fox.

That relationship, according to one Murdoch associate, is what the News Corp. chairman thinks the picture is all about: "Considering what plans he has for the stations and what he could liquidate them for if the deal doesn't work out, he is not crazy," the associate said. "He knows that the stations have upside potential. The problem of previous Metromedia production efforts like *Alan Thicke* and *Rituals* affected the stations because it hurt the lead-out of those shows. It also hit an already capital-strapped company with additional loss so they weren't always buyers in the marketplace for product that they should have been getting."

Another associate: "I think that one reason there is the impression [Murdoch] overpaid is that he was quoted as saying this was the first time he paid more wholesale than retail. But with this purchase he short-cut a long assemblage period and got entry into key markets. If one would agree with the concept that with independent television there is some networking possibility [but not, this source emphasized, a fourth network], then the $200 million or $300 million extra Murdoch might have paid is not so important." □

Broadcasters to join celebration of Constitution

NAB calls on its members to participate in 'We the People' project commemorating freedoms

Broadcasters, the legal community and others are kicking off a campaign to commemorate the bicentennial of the U.S. Constitution in 1987. The celebration begins next month with recognition of the 250th anniversary of John Peter Zenger's libel trial. Zenger's acquittal established truth as a defense against libel charges and resulted in the institution of the free speech principles embodied in the Constitution (see "Monday Memo," page 28).

The project, called "We The People," is spearheaded by the American Bar Association and is endorsed by the National Association of Broadcasters, which is calling on its members to join in the activities. It is an ongoing project that will span five years and recognize the adoption of the Constitution in 1787 and the Bill of Rights in 1791.

NAB's executive committee adopted a resolution stating its support for the commemoration and encouraging broadcasters to take an active role: "As broadcasters, who cannot yet exercise the full First Amendment rights enjoyed by other media, it is particularly important that we participate in efforts which will aid our fellow citizens in developing an increased appreciation of the role of our constitutional system of government in the protection of their personal liberties."

Other organizations also involved are the Society of Professional Journalists, Sigma Delta Chi; American Newspaper Publishers Association Foundation; American Society of Newspaper Editors; American Association for Adult and Continuing Education; American Association of Community and Junior Colleges; American Library Association; National Association of Bar Executives; National Community Education Association, and the Office of Smithsonian Symposia and Seminars. Many of the early bicentennial activities will take place at the state and local level, leading up to national events beginning in 1987.

It's a project, said NAB's First Amendment counsel, Steven Bookshester, that allows broadcasters to work with a diversity of organizations in their communities. "It enables us to work on a subject, the First Amendment, that's very important to us," he said. "But it also gives us a chance to do it in the context of public education, where it isn't a self-serving effort on the part of either broadcasters or newspapers, but more an effort to help people understand why this is important to them," he said. Bookshester also said that the project provides an opportunity to "inject the issue of broadcasters' need for full First Amendment rights."

While NAB is not planning any major event to commemorate the Zenger anniversary, it is sending background information to stations that want to participate in local activities. NAB, he said, is just starting to

How Murdoch's production pieces will fit together

Last week, employes at Metromedia Producers Corp. (MPC) were assured that new owner Rupert Murdoch would operate the company as a separate and autonomous unit from Murdoch's other holdings, including 20th Century Fox Television, a division of 20th Century Fox, in which Murdoch has a 50% stake. According to the memo, an "agreement in principle"—contingent upon approval of the transfer of ownership of MPC's parent company, Metromedia Broadcasting Co.—had been reached between MPC and Murdoch. MPC President Charles D. Young called the terms of the agreement "basically good news."

The future of MPC following Murdoch's $2.1-billion purchase of Metromedia had been held in abeyance until last week, when the two parties reached an agreement whereby Murdoch will buy MPC for $40 million in cash (BROADCASTING, Aug. 12). Until that time, the company had MPC on the block, and had received offers from seven bidders. According to an informed source, three of the bids were in the $35-million to $40-million range.

MPC's revenue for 1984 was said to be approximately $80 million to $90 million, according to one familiar with the company, who estimated its cash flow at between $5 million to $10 million. For 1985, the source said, revenues would be more than $100 million. MPC's sales are said to be 55%-60% international, and 40%-45% domestic.

In the wake of the sale, the question of what Murdoch would do with the two production studios persisted, with speculation centering on whether, if not when, MPC would be folded into Fox. Although consolidation is a possibility, it is not necessarily a foregone conclusion. One source familiar with the syndication business said the two companies could operate alongside each other in the same way that Coca-Cola hopes to operate Columbia Pictures Television and Embassy Telecommunications (Coke is also among owners of Tri-Star Pictures). With the two companies, Murdoch's share of the syndication market would only stand to be increased, the source said.

MPC programing includes 24 half-hours of *Small Wonder*, 117 hours of *Dynasty*, 68 hours of *Vega$*, as well as international rights to *Fantasy Island*, *Starsky and Hutch* and *Charlie's Angels*. Among Fox products are *Dance Fever*, *$100,000 Pyramid*, *M*A*S*H*, *Fall Guy* and *Trapper John*.

According to Phil Oldham, vice president at Katz American Television, the rep for the MBC group, the two syndication companies Murdoch will own may shift from a "more laid-back" management style to a more aggressive one. Oldham said that whereas Metromedia management had agreed to clear a show on all of its stations (guaranteeing 26% coverage of the country) in joint ventures with producers, as in the case of *Fame* with MGM/UA Television, a more aggressive stance of first-run shows might be undertaken.

Evidence of Murdoch's interest in first-run production, he said, is the impending sale of ABC affiliate WCVB-TV from the station group, which makes Metromedia an exlusively independent group. Every station in the group would therefore be free to program itself, creating another incentive for the production of more shows.

Along with *Small Wonder*, a first-run venture of the New Program Group (Hearst, Gannett, Metromedia, Storer and Taft), MPC has two other first-run projects, *Expedition Danger* and *Miller's Court*, plus others in development. First-run programing at Fox includes *$100,000 Pyramid*, *Animal Express*, *Fox Mystery Theater* and *Dance Fever*.

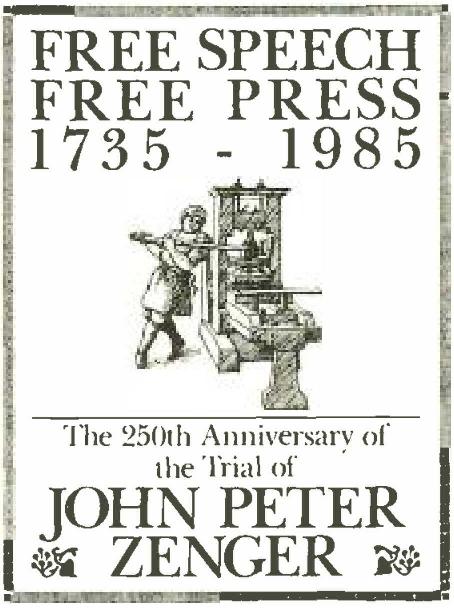
think about what it will do. One idea, Bookshester said, is to make the bicentennial the theme for NAB's 1987 convention.

Private sector involvement in the project, Bookshester expects, will continue to operate under the ABA umbrella. As part of the Zenger commemoration, ABA has developed state bar association planning committees to sponsor community forums on the First Amendment.

According to ABA, the forums will examine the U.S.'s free speech/free press heritage and "its relevance in contemporary life." Each community, ABA said, will be able to choose from four basic formats or devise its own. Among the formats suggested are: mock legislative hearings, town hall meetings and mock trials and debates. ABA also is circulating a handbook, "Speaking and Writing Truth," to serve as a guide for groups participating in the forums.

A number of workshops, forums and seminars are already scheduled by the ABA committees and some broadcasters are taking part in those events. KING-TV Seattle, in conjunction with a state education program, "Today's Constitution and You," and the Washington State Bar Association, is taping a mock trial for presentation to area high schools in October. According to ABA, the trial examines a hypothetical scenario involving a high school student, Peter Zenger, who ignores a ban placed on an article he wrote, implicating the school football team in a cheating scandal. School authorities want him to "hold the story and divulge his sources, helping them catch the cheaters and exonerate the rest of the team." After the videotape, various panel discussions featuring students, journalists, lawyers and faculty members will be held.

A conference on constitutional issues is planned for Nov. 14 and 15 at the Gannett Center of the Missouri School of Journalism. And the Ohio Association of Broadcasters has established a bicentennial program with the Ohio State Bar Association and the Ohio Newspaper Association. In



Florida, a three-hour symposium on the First Amendment will be held on Sept. 7, and noncommercial WXEL-TV West Palm Beach is taping it for a one-hour program that will air later. The North Dakota Public Broadcasting System is underwriting a video production of Zenger's trial.

"There's no better way to reach the public than through the broadcast medium," said Robert Peck, staff director for the ABA's "We The People." Peck believes broadcasters will play a key role in the project. "This is a very important anniversary for the country and for broadcasters as well," he said. "For broadcasters I think this is important too, because broadcasters don't currently enjoy full First Amendment rights. And it's important for people to understand the kind of First Amendment considerations that go into broadcasting," he added.

Peck said the centerpiece of the ABA project is a series of eight, one-hour PBS programs that will air in 1987. The series, *We The People*, is being co-produced by noncommercial KQED-TV San Francisco and will "trace the historic development of fundamental constitutional principles and analyze their contemporary importance." In addition, he said, NPR will broadcast 13 half-hour weekly radio programs to supplement the TV series. And, Peck said, the American Newspaper Publishers Association Foundation is sponsoring a 52-week series of newspaper articles on the subject.

ANPAF also is promoting, with the National Archives Volunteers Constitution Study Group, a "Bicentennial '87" lecture series (see box, page 68). Another scheduled bicentennial activity is an international symposium on constitutional issues, to be held at the Smithsonian Institution in May 1987.

As for the networks, the bicentennial may provide yet another forum for programing. ABC has purchased the rights to a book, "Miracle at Philadelphia," concerning the drafting of the Constitution. An ABC spokeswoman said the book is an ABC Entertainment Division project that could "possibly air" during the anniversary of the Constitution. CBS, a spokeswoman said, is looking at several ideas for participating in the celebration but there are no definite plans. NBC said there was "nothing in the works at this time." □

Going against the trend

While going private is latest rage, Rogers Cablesystems and TVX announce plans to go public

There is an irony to the initial public offerings of stock proposed last week by two Fifth Estate companies: Rogers Cablesystems of America Inc. (RCAC) and TVX Broadcast Group Inc. The offering by RCAC, a wholly owned subsidiary of the Toronto-based MSO, Rogers Cablesystems Inc. (RCI), is a response to indebtedness of a similar size that ultimately forced Miami-based Storer Communications to propose going private.

The proposed offering of TVX, a Virginia Beach, Va.-based owner of independent television stations, would result in a public company that, instead of trading at a substantial discount to private market value as has been the case with publicly traded Fifth Estate companies, will have a market capitalization (share price times number of shares outstanding) that, according to several station traders, is more than the recently tested private market value of the TVX stations. Both companies are proposing wading into the public market at a time when media companies are enjoying a warm reception from investors.

In a preliminary filing with the Securities and Exchange Commission last week, RCAC proposed to offer 3.5 million shares at between \$14 and \$17 per share through Shearson Lehman Brothers. The company is composed of the 11 cable systems that Rogers kept two years ago on ending its joint partnership with United Artists Communications, Rogers UA Cablesystems.

Based in Delaware, RCAC, a wholly-owned subsidiary of RCI, passed 591,200 homes as of May 31, and served 341,000 basic subscribers and 399,000 pay subs. The largest of the 11 systems, in San Antonio, Tex., currently accounts for nearly 56% of RCAC's basic subscribers and three-quarters of its revenue. The other 10 systems are in Arizona, Arkansas, California, New Mexico, Oklahoma, Tennessee and elsewhere in Texas. Average revenue per subscriber as of May 31 was \$23.24. All systems are either complete or virtually completed and all have at least 30 channels.

The prospectus provided an illuminating breakdown of an MSO's revenue and expenses (see chart, page 38) and also showed that the loss of basic and pay subscribers resulting from the charging of higher rates for both types of services appears to work in the MSO's favor. RCAC recorded an 8% loss in pay subscriptions and a 1% drop in basic subscribers between Aug. 31, 1984, and May 31, but revenue rose. Higher fees, including a 50% increase in its San Antonio system's monthly basic fee in December 1984 to \$9, were said by the company to be both a cause of the subscriber drop and of the higher revenue.

Total debt for RCI and its subsidiaries as of May 31 was approximately \$570 million, and the prospectus said "at the request of the lending banks, RCI has agreed to take certain actions... to reduce its indebtedness." Among those actions is the public offering, the net proceeds of which will go the parent company. Other debt-reducing actions of RCI include the sale of certain U.S. systems that are part of its other U.S. operations, not part of RCAC.

If the offering takes effect, shareholders will own 25% of RCAC, with the majority of shares controlled by Edward S. Rogers, chief executive officer of both the company and its parent. Other officers of the company are Colin D. Watson, chief operating officer, and Philip B. Lind, vice chairman.

TVX is proposing to offer two million shares, expected to be priced between $14 and $16. The preliminary prospectus issued last week said that roughly 90% of the estimated minimum net proceeds of $25.7 million would be used to pay various outstanding debts and the preferred stock. Additionally, $2.9 million would go for working capital.

In calendar and fiscal 1984, TVX had $15.5 million in revenue, $1.8 million of which was received in bartered goods. The company showed an operating loss (before interest expense, depreciation and non-film amortization) of $1.5 million, and recorded a net loss of $5.7 million. It has current assets of $8.8 million compared to current liabilities of $12.6 million, a ratio that has stayed relatively the same for the last two-and-a-half years.

The principal officers of the company are Aubrey E. Loving Jr., who before starting the company in 1977 was president of WNVZ(FM) (formerly WQRK[FM]) Norfolk and WTJZ(AM) (formerly WTJD[AM]) Newport News, both Virginia. TVX President Timothy S. McDonald joined the company in 1979; previously he was a vice president and director of operations at WTTG(TV) Washington. All the officers and directors of TVX would hold 22.3% of the stock after the offering.

All of the stations currently owned and contemplated by TVX are UHF independents. Three of its four currently owned stations were built by the company: WMKW-TV Memphis, WCAY-TV Nashville and WTVZ(TV) Norfolk, Va. The fourth, WNRW(TV) Winston-Salem, N.C., was purchased in October 1980. In June 1985 TVX sold a fifth station, WRLH-TV Richmond, Va., for $12.5 million cash and a three-year, $1.2-million consulting and noncompete agreement.

A Rogers Cablesystems profile

	(in thousands)	*(% of total revenue)*
Revenue		
Basic fees	$31,500	45%
Pay fees	$32,686	47%
Advertising	$587	1%
Other*	$5,286	8%
Total	$70,059	**
Expenses		
Pay fees	$14,472	21%
Administration	$13,460	19%
Technical	$10,882	16%
Marketing	$2,417	3%
Franchise fees	$1,955	3%
Basic fees	$1,594	2%
Local programing, PPV	$1,220	2%
Copyright	$875	1%
Total	$46,895	67%
Operating income***	$23,164	33%

*Unaudited figures are for nine months ended May 31, 1985. * Includes rental of convertors, and pay-per-view and home security services available to approximately 40,000 subscribers. ** Adds to 101% because of rounding. *** Operating income is before interest expense and income; depreciation and amortization, and taxes.*

In the past four months the company has set its sights on significantly enlarging the group. In May, TVX agreed to purchase WLFL-TV Raleigh-Durham, N.C., for $10.4 million cash, a five-year note for $4.2 million and assumption of $1.6 million in liabilities. To comply with the FCC's signal overlap rules, TVX expects to sell WNRW(TV). TVX also signed or completed purchases of three construction permits: KJTM-TV Pine Bluff, Ark.; WNYB-TV Buffalo, N.Y., and KRRT(TV) Kerrville (San Antonio), Tex.

After the offering, underwritten by Salomon Brothers and Investment Corp. of Virginia, the proposed company would have 5.9 million total shares (34% held by the purchasing shareholders), giving TVX a market capitalization of between $80 million and $95 million. Three station traders contacted by BROADCASTING all said the stations had been for sale recently, but that the valuations, and in one case an offer, for the four existing stations fell short of $80 million, although the company had apparently asked for at least that amount.

The proposed publicly traded company would include WLFL-TV, subject to FCC approval, and the three construction permits. But according to the prospectus, those transactions—a $17-million price tag for WLFL-TV and about $13 million for the three CP's—will require additional financing from loans totaling $40 million.

Two current lenders/investors who would fare well under the offering are Citicorp Venture Capital Ltd. and First Capital Corp. of Chicago. Between them they invested $5.5 million in the company between 1982 and 1983. The preferred stock they received first returned 16% but that was voluntarily reduced in 1983 to 12%. Upon completion of the offering, the preferred stock would be retired and they would receive $2.9 million and 25.8% of the total shares outstanding, valued at about $22 million (assuming an issue price of $14). □

FCC avoids programing issues in Dodge City case

Order setting KTTL(FM) for comparative hearing lists areas ALJ may address

The FCC last week released the text of its order designating the renewal application of KMCS(FM) (formerly KTTL[FM]) Dodge City, Kan., for comparative hearing with the competing application of Community Service Broadcasting Inc.

The commission also made Dodge City Citizens for Better Broadcasting and the attorney general for Kansas parties to the proceeding. (Dodge City Citizens had petitioned to deny the station's renewal. The Kansas attorney general had filed an informal objection.)

The station's broadcasts of attacks on Jews, blacks and other minorities had attracted national attention two years ago (BROADCASTING, May 30, 1983).

In its order, the FCC refused to designate programing issues against the station. (The FCC said the First Amendment and Section 326 of the Communications Act prohibited it from censoring broadcast material or interfering with a licensee's discretion in selecting and broadcasting particular programing.) That jibes with what the commission said it was going to do when it addressed the renewal application at an open meeting last spring (BROADCASTING, April 29). But the order gives the administrative law judge limited discretion to designate programing issues against the licensee.

The order also designated issues on the impact that the licensee's violation of commission regulations requiring the maintenance of issues/programs lists should have on its qualifications. It designated an issue on the impact that the continued operation of a radio common carrier service by Nellie and Charles Babbs (the owners of the station) after their state license had been revoked should have on their character qualifications. (The commission also left the ALJ discretion to fine the Babbses for that.) In addition, the commission left the ALJ with a limited discretion to consider whether a variety of state and local legal proceedings against the Babbses—including copyright infringement and defamation suits—should have an impact on the licensee's character.

The ALJ's discretion to designate programing issues is severely limited. In its order, the FCC found that the licensee had failed to comply fully with reporting requirements for issues/programing lists. The order requires the licensee to file with the ALJ a list that complies with the rules. "Should the licensee demonstrate that the issue-oriented programing was presented in response to significant community issues as reasonably identified by the licensee, that, standing alone, could resolve this issue," the FCC said.

"In addition, however, we direct the administrative law judge to offer the parties participating on this issue an opportunity to seek addition of a programing issue on the basis of a well-pleaded petition to enlarge issues at that time. The burden will be on the licensee to present adequate programs/issues lists demonstrating compliance with the reporting requirements.... If the licensee meets this burden, then further inquiry would be warranted only if one of the other parties meets the standard burden of establishing a *prima facie* case that an additional programing issue is warranted. If the licensee fails to meet this burden, the administrative law judge will determine whether there is nevertheless sufficient evidence in the record to find that [the station] met its responsibility. □

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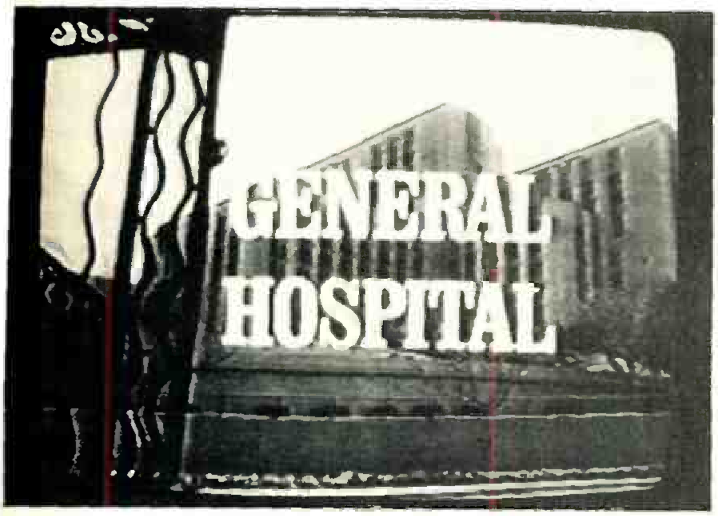

Two from ABC's stable of soaps: "General Hospital" and "All My Children"

ABC mounts a threat in the daytime

CBS's longtime leadership is under attack—but how serious it all is depends in part on which ratings one pays heed to; what's for certain: something's going on out there

Ratings improvements do not happen quickly in the daytime. They are "glacial," according to Michael S. Brockman, vice president for daytime and children's programs, CBS Entertainment. For more years than not, the glacier out in front has been CBS's, but daytime watchers are beginning to discern some movement. ABC has been challenging CBS in recent weeks, saying that it has logged wins for seven of the past 10 weeks of daytime programing, and tying CBS for first another week.

Historically, CBS was the daytime winner from the 1956-57 season until the 1971-72 season, except for the 1958-59 season when it tied with NBC. Since then, CBS winning streaks have been interrupted by ABC winning seasons during 1972-1974 and 1978-1983.

As is not uncommon with ratings issues in television, there is some disagreement over daytime numbers. According to CBS vice president for research, David F. Poltrack, while ABC's recent victories are based on a simple average of each network's schedules (ABC: 11 a.m.-4 p.m. NYT; CBS: 10 a.m.-4 p.m. NYT; NBC: 10 a.m.-4 p.m. NYT), CBS contends that "common time," or average ratings of programs during hours when all three networks offer programs, should be the standard. Common time presently excludes 10-11 a.m., when ABC does not program, 12-12:30 p.m., when CBS is dark, and 4-4:30, when both ABC and NBC are dark. According to Brockman, common time figures are more meaningful because that is when clearances among affiliates are highest.

In common time terms, CBS says that ABC has only won one of the past 10 weeks, not eight. CBS says it has taken eight of those weeks, tying once with ABC.

Using the straight ratings averages, for Sept. 24, 1984, through Aug. 4, 1985, CBS had a 7.1/25, ABC had a 6.9/23, and NBC a 5.0/18. Using common time, CBS says that for the same period it averaged a 7.3/27 while ABC has averaged a 7.2/25, and NBC a 5.4/18. For the 1983-84 broadcast year, using straight averages, CBS had a 6.5/23, ABC had a 6.1/21, and NBC had a 4.9/18. Using common time, CBS had an 8/27, ABC a 7.2/25, and NBC a 5.4/18.

CBS has been including common time ratings once again along with the straight ratings averages, in its weekly mailings to the press, as of the middle of this past June.

CBS's "As the World Turns"

NBC's "Days of Our Lives"

Poltrack said that while CBS research has always provided common time and straight ratings averages to its communications department to send to the press, the common time figures had been eliminated from mailings because they became a source of confusion for some reporters.

Poltrack says that the ratings resurgence by ABC is the result of the deletion of *The Edge of Night* from its schedule at 4-4:30 p.m. as of Dec. 28. *Edge*, which had been on for 28 years, slipped to a 2.7/9 average in October 1984, while dropping to a clearance level of 62%. "It's like the fat man who cuts off his arm to lose weight," says Poltrack. At the time of the program's removal from the schedule, ABC said that it hoped to return to 11 daytime half hours.

Jacqueline Smith, vice president for daytime programs, ABC Entertainment, said that ABC's ratings growth is attributable to the "very strong" performance of the schedule's three afternoon hours, from 1 to 4 p.m.: *All My Children, One Life to Live* and *General Hospital*. Smith said that ABC's afternoon compensates for the morning hour (11-12 a.m. NYT)—*Trivia Trap* and *Loving*—which contains "serious problems."

By the end of the year ABC will choose from among four hour-long shows in development: *Malibu Lifeguards*, shot on location in Malibu; *Fitzgerald and Fennelli*, a "soapcom" (serial/ comedy); *Love on Trial*, and *Single*, a serial based on the novel of the same name. The chosen show will follow a reborn version of *Love American Style*, featuring guest stars and a stock company. The repair of the 11-12 a.m. NYT period should "insure our number-one position," she said.

As for ABC's ratings growth over the last year, Smith pointed out that last summer, with the Olympics, ABC had to film 25 days in advance of an episode's air time, as opposed to the customary two weeks. With


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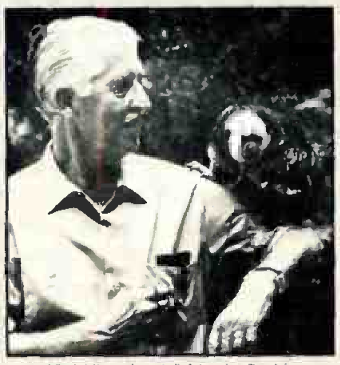
monitoring of story lines being critical to maintaining good ratings, Smith said that ABC had an obstacle to overcome in its daytime programing. In fact, she said, "I don't pay as much attention to ratings as to story lines. We have a sense when we have a good story, and most of the time ratings fall without one."

According to Brockman, CBS has 12 projects of different form in development. While he feels "confident that we will maintain a leadership position" in the coming season, Brockman said that a key to the daytime situation is "being prepared"—and that, he added, is "an on-going process that takes 52 weeks a year." In that regard he said that only two forms have consistently "succeeded in the 35-year history of daytime"—serials and game shows—and that a key to that success was the way shows are produced. A look at the plot summaries of serials shows that they are often indistinguishable, and that success has "more to do with production and writing," which he said CBS watches

Syndication Marketplace

Paramount Television Distribution and Video Programing's *Webster* has been cleared in nine more markets: WKBD-TV Detroit, WDCA-TV Washington, WUAB(TV) Cleveland, WATL-TV Atlanta, KPHO-TV Phoenix, WXIX-TV Cincinnati, KSHB-TV Kansas City, Mo., WNOL-TV New Orleans and WVTV(TV) Milwaukee. The show is now in 18 markets. Approximately 100 guaranteed episodes of *Webster* are available for 1988 for 10 runs. ■ **Fox/Lorber Associates** has sold *Broadway Video Specials*, a package of seven comedy specials for cash in 35 markets, according to David M. Fox, executive vice president. All are one hour except for one that runs 90 minutes. The package is available immediately for two runs over two years. It has been in the marketplace for a year-and-a-half, according to Fox, who said he was "disillusioned with cash sales." Clearances include KTLA(TV) Los Angeles, KTXA(TV) Dallas, WUAB(TV) Cleveland and KTXH(TV) Houston. ■ **Mutual of Omaha's** *Wild Kingdom*, now in its 24th year, and its 15th in syndication, has been renewed in 192 markets for fall. Last year the show was on 218 stations. *Wild Kingdom* is sold on a barter basis with the stations getting four minutes and Mutual of Omaha keeping two. Twelve to 15 new episodes of the show are produced annually, making it the half-hour with the longest history of first-run production, according to Mutual. No show is repeated within three years. Marlin Perkins is stepping down as host this year.


"Broadway Video's" Steve Martin


"Wild Kingdom's" Marlin Perkins

■ **Metromedia Producers Corp.** has cleared *Small Wonder* in 61 markets, representing 70% of the country. The first-run, half-hour sitcom about a child robot is being sold on a cash-plus-barter basis with stations keeping five minutes and MPC getting one. Most stations are scheduling the show for weekend access, according to Carl Menk, MPC vice president. Clearances include WNEW-TV New York, KTTV(TV) Los Angeles, WFLS-TV Lansing, Mich., WTAF-TV Philadelphia, KBHK-TV San Francisco, WCVB-TV Boston and WJBK-TV Detroit. ■ *Halley Returns*, a package on the return of Halley's Comet this December, has been sold in 57 markets by **Sherry Grant Enterprises**. Sale of the show is on a cash plus "time banking" basis, where stations finance the noncash portion of the sale through an exchange of advertising time with time buyers arranged by Sherry Grant Enterprises. The package includes a half-hour documentary, with an optional two-minute window for a local television personality; 20 30-second advertiser-supported feature segments, with optional opening and closing billboards; and 20 90-second features for news and other local programs. Host of the documentary is Admiral Alan B. Shepard, the first man in space and commander of the Apollo 14 lunar mission. The package is produced by Lee Services Group in association with Sherry Grant Enterprises. Clearances include KTTV(TV) Los Angeles, KBHK-TV San Francisco, KXAS-TV Dallas, KHOU-TV Houston, and WAGA-TV Atlanta. ■ Dick Clark's weekly *Nitetime* premieres Saturday, Sept. 28, and is being geared to compete again *Saturday Night Live*. The one-hour show is being sold on a cash-plus-barter basis for weekends only by **King World**, with stations getting 12 minutes and King keeping two. So far the show has been cleared on 194 stations. Clark said the show will emphasize "lifestyles of rock's famous" and will be geared for an 18-49-year-old audience that he said will consist of the "graduates of *American Bandstand*." Each show will include three dance numbers involving the audience, live and lip-synced musical performances and comedy performances from a variety of acts and The Assembly, a troup that will appear in every show. ■ **Marnel Broadcast Services** has cleared *Fabian's Good Time Rock 'n' Roll Revival*, two hours of concert footage to be taped on Aug. 29, on 39 stations covering 50% of the country. The show will be broadcast in stereo and includes performances by Chubby Checker, Bo Diddley, Chuck Berry, Lesley Gore, the Crystals, the Diamonds and others. Sales are on a barter basis for two runs, with stations and Marnel each getting 11 minutes. The show has a mid-November to mid-December window. Clearances include WPIX(TV) New York, KCOP(TV) Los Angeles, WTAF-TV Philadelphia, KBHK-TV San Francicso and WDCA-TV Washington. ■ **Orbis Communications** has two programs for sale for January 1986. *Bob Uecker's Wacky World of Sports*, a package of six new half-hour specials that will run monthly, is being sold on a barter basis with three minutes for both stations and Orbis. The show will feature sports bloopers, "The Shooting Chef," surfing reports from California's beaches and commentary and comedy from Uecker. Orbis is also selling *War Chronicles*, a 13-part half-hour series portraying the great battles of World War II. The series will be hosted by Patrick O'Neal. ■ **Viacom Enterprises** has begun selling two two-hour *Honeymooners* specials on a barter basis with Viacom keeping 10 minutes and stations getting 12. *The Honeymooners Anniversary Special* is available between Sept. 28 and Nov. 2, and *Seasons Greetings from the Honeymooners* is available between Nov. 10 and Dec. 15. The shows include new wrap-arounds and segments from the original *Honeymooners* show. Viacom is hoping to break its own clearance record of 152 stations, set with *The Twilight Zone Silver Anniversary Special*. ■ **Syndicast** has cleared its package of four half-hour one-time-only *College Football Previews* hosted by Bill Fleming on 125 stations covering 85% of the country. Three of the specials cover the Big 10, Pac 10 and SEC conferences, and the fourth special, the *Top Ten Countdown*, covers teams from across the country and gives the Football Writers Association top team picks for the coming year. Sales are on a barter basis, with stations getting four minutes and Syndicast getting two minutes that have been bought by General Motors Parts Division. Clearances include WABC-TV New York, KNBC(TV) Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia and KRON-TV San Francisco. Syndicast is also selling *The Grand Tour*, a tour of the world with television celebrities hosted by Dick Cavett that has been cleared on 76 stations on a cash basis. The program includes a trip on the Orient Express as well as travels to Puerto Vallarta, Mexico; Innsbruck, Austria; Venice, Italy, and Vail, Colo. Clearances for *The Grand Tour* include WOR-TV New York, KTTV(TV) Los Angeles, KRON-TV San Francisco and WXYZ-TV Detroit. ■ General Motors and the National Science Foundation, for the, sixth year will support the production of a series of 100 90-second reports, *How About...*, designed for local newscasts and highlighting advances in science and technology. Mr. Wizard Studios, Canoga Park, Calif., produces the reports that now appear in more than 150 markets, 93% of them network affiliates. There is no charge for the inserts, which include a brief on-camera credit for the sponsors. The series is hosted by Mr. Wizard, Don Herbert. ■ **LBS Communications** has cleared a joint production with Tribune Broadcasting, *Tales From the Darkside*, a weekly, half-hour, first-run gothic mystery series, on 102 stations, covering 81% of the country. There are 24 new episodes being produced for the coming season, which begins Sept. 26. All five Tribune stations will carry the show, which will include an episode written by Stephen King. Terms of sale are barter with three-and-a-half minutes for the stations and three for LBS.

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closely. "They have to be as fresh as possible," he said, "and that doesn't happen overnight."

At NBC Entertainment, Brian Frons, vice president of daytime programs, said that producers of the third-placed network's shows have changed their emphasis, with action and adventure being accented to bring in younger audiences. NBC has five shows in development for the 10-11 a.m. NYT hour on its schedule. Frons also said NBC is "taking a hard look" at the future of *Search for Tomorrow* (12:30-1 p.m. NYT). In all, he said, bringing NBC back in ratings will require "drastic improvements" from 12:30 to 4 p.m. "That's where the money is," he said in reference to advertising dollars, "and that's where there's softness in the competition." Such softness, he said, was a reference to the effect a hit such as ABC's *General Hospital* could have on a daypart that is not prone to change easily.

NBC has reported that it is the only network that gained female viewers 18 years of age and older from Oct. 1, 1984, to May 24, 1985, going from 3.59 million during the same period a year ago to 3.72 million this year, a gain of 4%. For the same period, CBS slipped from 5.16 million to 4.96 million, a decline of 9%, and ABC from 5.07 million to 4.69 million, a decline of 7%.

Frons said that the strength of NBC's schedule was in its two "powerhouses"—*Wheel of Fortune* (11-11:30 a.m. NYT) and *Days of Our Lives* (1-2 p.m. NYT)—adding that the success of the schedule depends on *Days*: "Whither goes *Days* goes the afternoon lineup."

As for the progress of *Santa Barbara*, which finds itself in a tough position (3-4 p.m. NYT) opposite *General Hospital* on ABC and *Guiding Light* on CBS, Frons reiterated NBC Chairman Grant Tinker's willingness to give the show a two-year trial. □

Torbet study tracks attitudes about AOR

Choice of records, use of consultants are subjects

Many album-oriented rock (AOR) station managers and program directors believe the most successful AOR outlets are "melting pots" of many other formats. That was one of the findings of a Torbet Radio programing survey which obtained responses from 109 AOR station managers (50) and program directors (59).

The survey also revealed that over half of

Twelve in a row for NBC

NBC racked up its 12th consecutive ratings victory during the week ending Aug.11, with a Nielsen National Television Index average rating/share of 12.6/24. And ABC managed to better its usual summer performance thanks largely to a rebroadcast on Tuesday (9-11 p.m. NYT) of the pilot of *Moonlighting*, which tied for third for the week. ABC and CBS each scored 11.2/21.

NBC had four of the week's top five programs, and six of the top 10, as CBS and NBC each had two of the top 10. Among the top 10 for NBC was an unsuccessful pilot for the 1984-85 season, *Anything for Love*, starring Vicki Lawrence and Lauren Tewes, which placed 10th. According to an NBC spokesman, the network is considering bringing the show back into production, possibly as a midseason replacement. NBC has already ordered two more scripts, but has not OK'd production. A new cast would be used if it is produced, and it would be retitled *What Are Friends For?*.

The premiere of NBC's new news magazine, *American Almanac*, with Roger Mudd (Tuesday 10-11 p.m. NYT), scored a 10.1/18 to place 45th on the week's schedule of 63 programs. The week's other two news magazines, *20/20* (16.5/30) on ABC and *60 Minutes* (16.2/35) on CBS, were seventh and eighth, respectively.

Ratings and the number of homes using television (HUT) were down from last year, which was boosted by the summer Olympics, continuing a pattern seen in recent weeks. HUT's were at 53.9, compared to 56.9 in the same week last year. Combined network ratings were down from 43.4 last year to 35, and combined shares were down from 77.6 to 65.3.

In nightly wins, ABC took Saturday and Tuesday (the highest-rated night of the week) while NBC took Wednesday, Thursday and Friday and CBS took Monday and Sunday.

■ A closer race than usual for a Monday took place last week, with CBS pulling out a victory, but only by one-tenth of a rating point. The *ABC Monday Night Movie* (14.1/24), *Command 5*, scored a 14.1, with its second hour getting a 14.8 rating.

■ ABC won Tuesday night with the third-ranked *Moonlighting* pilot, along with a good lead-in at 8-9 p.m. with *Who's the Boss* (13.8/27) and *Three's a Crowd* (14.3/26). The *CBS Tuesday Night Movie*, "The Wall," got an 8/14. *American Almanac* got a 10.1/18 on NBC at 10-11.

■ With *Anything for Love* and the fifth-ranked *Facts of Life* (9-9:30), NBC took Wednesday. *Steel Collar Man*, an unsuccessful pilot on CBS at 8-9 p.m., did an 11/21.

■ In NBC's Thursday line-up, the addition of another episode of *Cheers*, in place of *Night Court*, gave the network both the 8-9 and the 9-10 hours. But NBC could not win 10-11 from ABC's *20/20*.

■ Friday, another NBC win, saw *Miami Vice* (10-11) capture an 18.6/34 to rank second for the week. At 8-10, ABC was winning the night, with *Webster*, *Comedy Factory*, *Benson* and *Off the Rack*.

■ Saturday saw ABC win the night, even though it lost 10-11 p.m. to *Hunter* (11.1/22). At 8-11, the *CBS Saturday Night Movie*, "Ivanhoe," scored a 9.3/19.

■ Sunday belonged to CBS's regular lineup with the number eight and six shows, *60 Minutes* (7-8), and *Murder, She Wrote* (8-9). *Crazy Like a Fox* (9-10) placed 12th.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	19.8/39
2.	Miami Vice	NBC	18.6/34
3.	Family Ties	NBC	18.3/34
4.	Moonlighting	ABC	18.3/32
5.	Facts of Life	NBC	17.4/31
6.	Murder, She Wrote	CBS	16.7/32
7.	20/20	ABC	16.5/30
8.	60 Minutes	CBS	16.2/35
9.	Cheers	NBC	15.8/29
10.	Anything for Love	NBC	15.7/28
11.	Cheers	NBC	15.6/27
12.	Crazy Like a Fox	CBS	15.2/27
13.	Highway to Heaven	NBC	14.4/27
14.	Three's A Crowd	ABC	14.3/26
15.	Newhart	CBS	14.3/23
16.	The Cradle Will Fall	CBS	14.1/25
17.	Kate & Allie	CBS	14.1/24
18.	Command 5	ABC	14.1/24
19.	Trapper John, M.D.	CBS	14.0/25
20.	Her Life as a Man	NBC	13.9/25
21.	Who's the Boss?	ABC	13.8/27
22.	The Covenant	NBC	13.7/23
23.	A Team	NBC	13.4/25
24.	Cagney & Lacey	CBS	13.2/23
25.	Simon & Simon	CBS	12.8/23
26.	Riptide	NBC	12.3/21
27.	Hill Street Blues	NBC	12.2/22
28.	TV Bloopers & Practical Jokes	NBC	12.2/22
29.	Scarecrow & Mrs. King	CBS	12.0/22
30.	Webster	ABC	11.9/27
31.	St. Elsewhere	NBC	11.5/21
32.	Benson	ABC	11.2/23
33.	Hunter	NBC	11.1/22
34.	D-5-B: Steel Collar Man	CBS	11.0/21
35.	Love Boat	ABC	10.9/22
36.	Scene of the Crime	NBC	10.9/20
37.	T.J. Hooker	ABC	10.8/24
38.	Hardcastle & McCormick	ABC	10.8/20
39.	Off the Rack	ABC	10.7/20
40.	Finder of Lost Loves	ABC	10.6/21
41.	Comedy Factory	ABC	10.5/22
42.	Hotel	ABC	10.5/19
43.	Motown Review	NBC	10.4/20
44.	Disney Special	NBC	10.1/20
45.	American Almanac	NBC	10.1/18
46.	Gimme A Break	NBC	9.4/19
47.	Life's Embarrassing Moments	ABC	9.4/17
48.	Ivanhoe	CBS	9.3/19
49.	Mama's Family	NBC	9.3/18
50.	Venom	ABC	9.0/17
51.	The Electric Horseman	ABC	9.0/16
52.	Zorro, The Gay Blade	CBS	8.9/17
53.	Magnum, P.I.	CBS	8.7/17
54.	Knight Rider	NBC	8.5/19
55.	Knots Landing	CBS	8.5/15
56.	Foulups, Bleeps & Blunders	ABC	8.3/15
57.	The Wall	CBS	8.0/14
58.	Our Time	NBC	7.8/18
59.	Rock 'n' Roll Summer Action	ABC	7.6/14
60.	It's Your Move	NBC	7.5/16
61.	Ripley's Believe it or Not	ABC	6.9/15
62.	Dynasty	ABC	6.8/12
63.	Dukes of Hazzard	CBS	6.1/13

•indicates premiere episode

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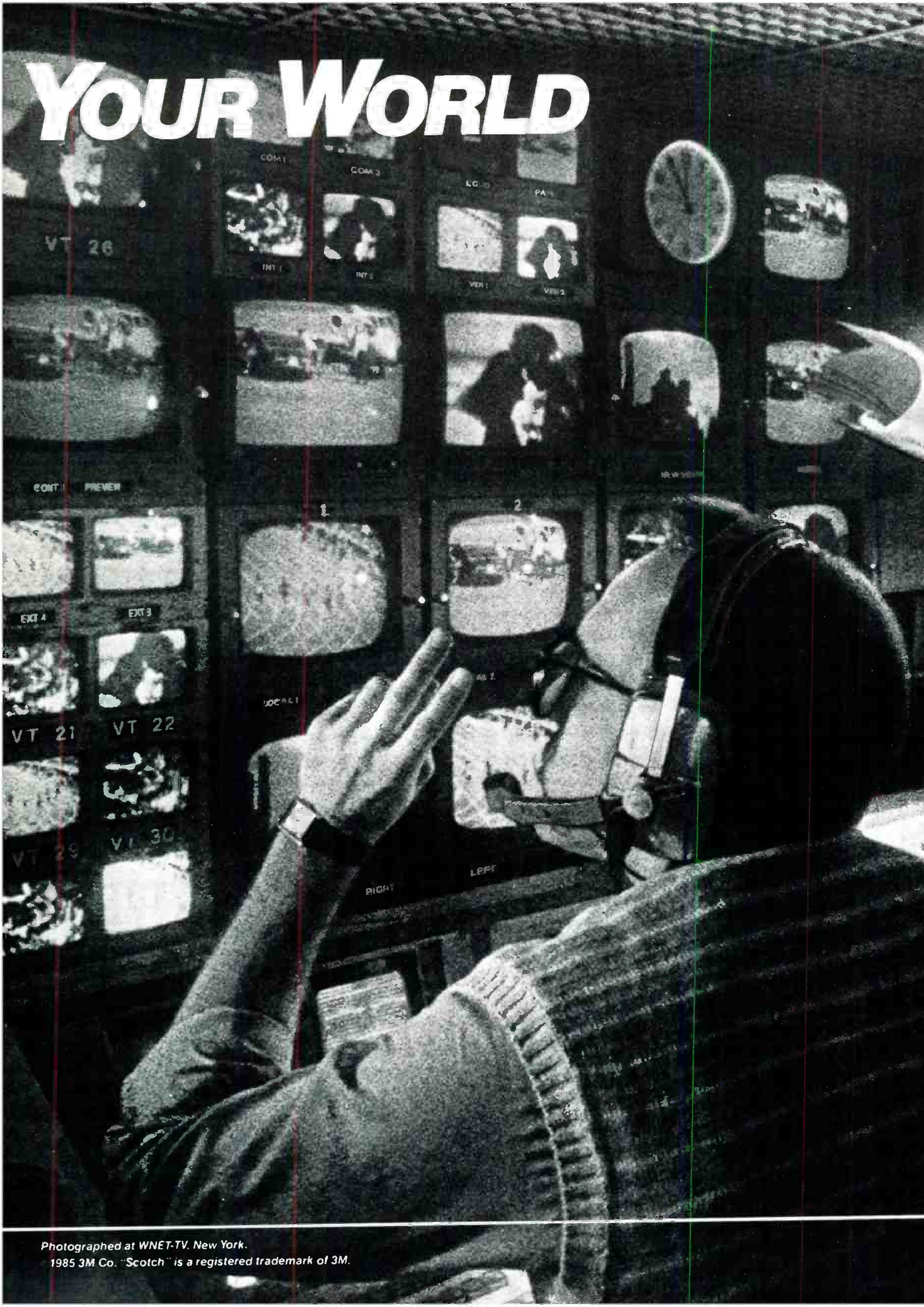
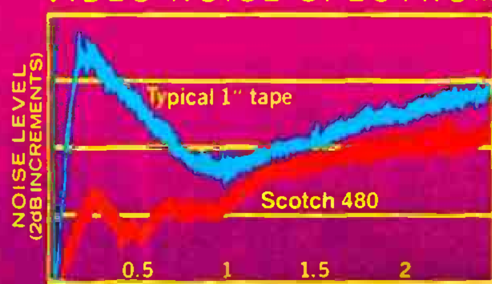


Photographed at WNET-TV, New York.

Now it's a network feed. Later, a local production. Record it, replay, erase and record again. Signal after signal. Day after day on the same roll of tape. And with millions watching, every second of every show has to look perfect. But you know you're covered... because you know your tape.

We know you need a versatile videotape that you can work on for weeks and still maintain your original picture quality. That's why we created Scotch® 480, with a uniquely smooth surface technology. Resulting in extremely low color noise and dropout levels—and exceedingly high picture quality. Making 480 the one videotape that can guarantee even the most demanding broadcaster superior versatility and image durability. Plus, Scotch engineers are always just a call away. Scotch 480. One tough tape that makes us number one in the world of the pro.

VIDEO NOISE SPECTRUM



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THE ALL-IN-ONE 1-INCH TAPE.

Scotch

AUDIO & VIDEO TAPES

NUMBER ONE IN THE WORLD OF THE PRO

3M


YOUR WORLD
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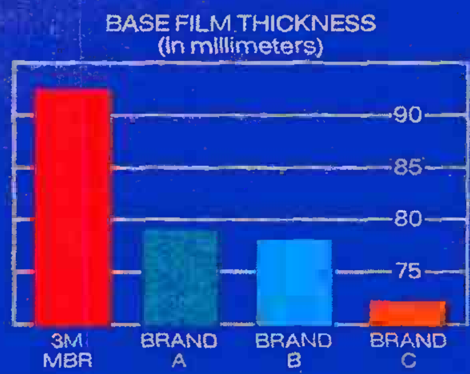
Fifteen minutes to air time, and you have six minutes of videotape to edit into thirty seconds. You don't have any time to worry about whether the machines are aligned perfectly. But you don't have any reason to worry either. Not if you have a tape you can rely on.

We know you need a videocassette that can handle the toughest editing conditions. So we created the Scotch™ ¾-inch MBR videocassette with a thicker backing to reduce tape "crunching" and edge damage. We also gave it our exclusive Anti-Stat Treatment for fewer transient dropouts. Less color noise and better signal to noise, too.



It's available in hanger cases, including Mini U-Matics. With our red doors and hubs for easy Anti-Stat identification. With our engineers just a phone call away. With all the toughness it takes to be number one in the world of the pro.

OUR TAPE

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AUDIO & VIDEO TAPES

NUMBER ONE IN THE WORLD OF THE PRO

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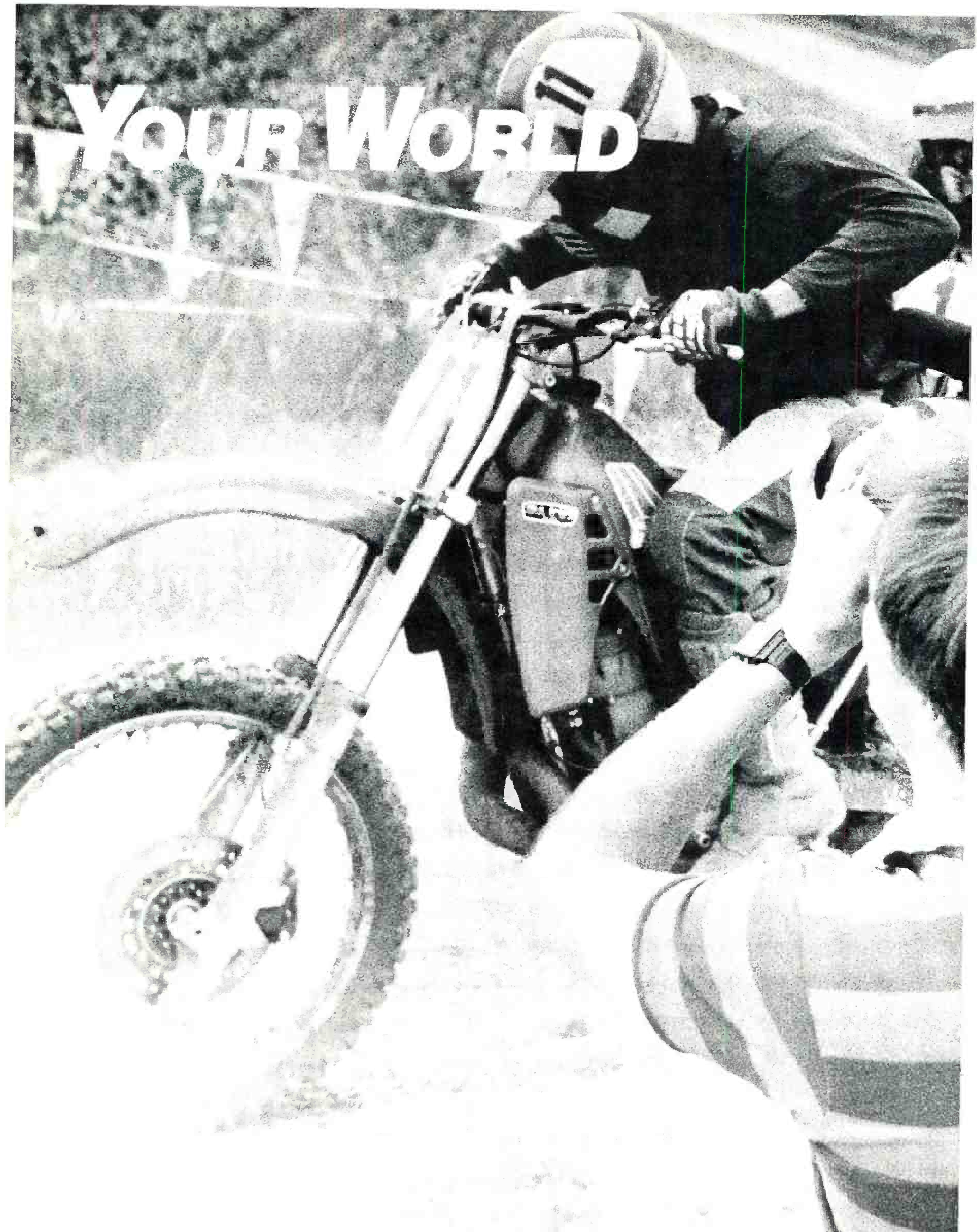
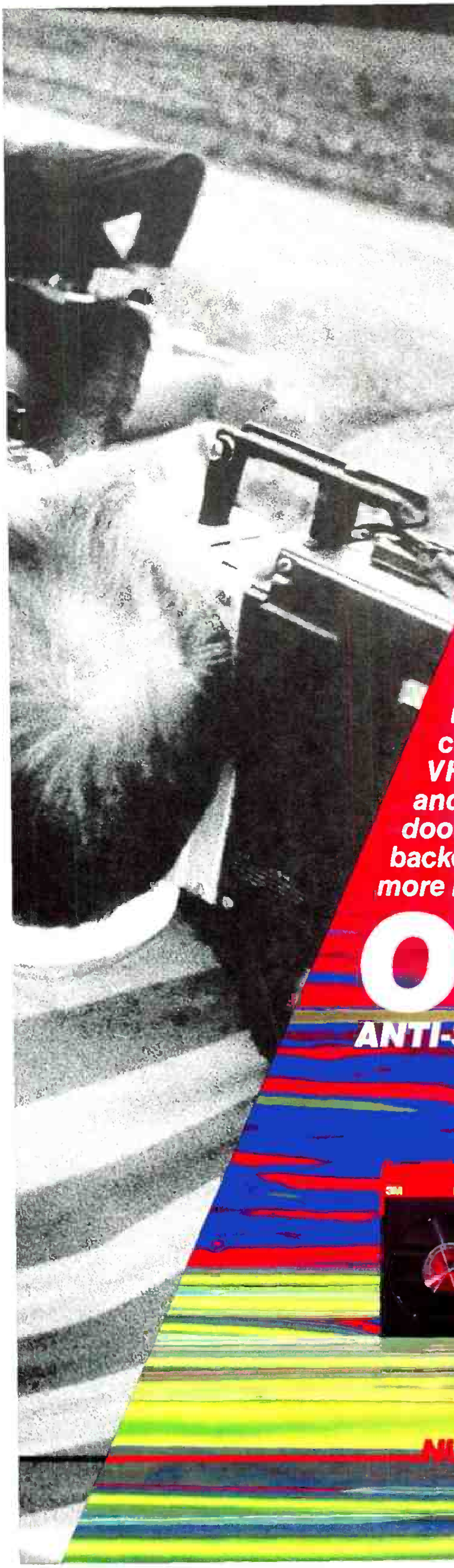
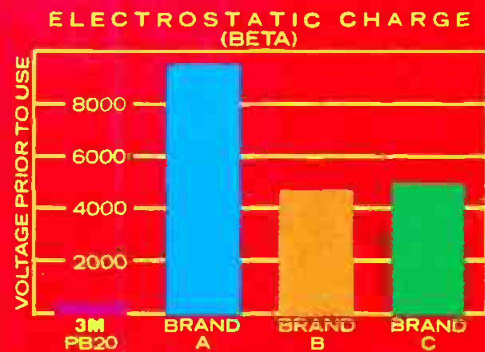

YOUR WORLD



You've waited three hours in the dust and hot sun to get that spectacular finish, only to have your once-in-a-lifetime shots destroyed by transient dropouts caused by particles drawn into your videocassette by a static charge. But that's always been a risk, until now.

We know you need a ½-inch videocassette that can go anywhere without picking up static-drawn souvenirs that will destroy your picture. So we developed the exclusive Scotch™ Anti-Stat Treatment, giving our new ½" Broadcast Videocassettes the industry's lowest electrostatic charge levels for unsurpassed dropout performance. With outstanding color reproduction and signal to noise. Hanger cases are available in VHS and Beta, in 10 and 20-minute lengths. All distinguished by our red doors and hubs for easy Anti-Stat identification. All backed by our engineers, just a phone call away. All the more reason we're number one in the world of the pro.



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all respondents feel trade magazine music charts "do not accurately reflect the strengths of records." (A similar response was reported in a survey of country music stations, conducted by Austin, Tex.-based Balon & Associates and revealed at the annual Country Radio Seminar in Nashville [BROADCASTING, March 18]. Several questions for the Torbet study were provided by Balon.)

According to the Torbet survey, program directors have the most influence in choosing the records to air (97%) followed by music directors (86%), disk jockeys (46%) and general managers (7%)—some respondents checking more than one choice on Torbet's questionnaire. Program directors say they also look at listener requests, local record sales, call-out research and in-store surveys for record selection. General managers agree that program directors have a large measure of input as well as music directors, but they rank themselves equal to disk jockeys as to record preference input. Among other findings:

- Nearly half (46%) of those polled use the services of consultants. But on the question of how much influence a consultant exerts on the station's playlist, some disparity arose between program directors, 23% of whom answered "a lot," and general managers, 40% of whom gave that answer.
- Over half (56%) of all respondents said they were not satisfied with the programing produced by syndicators. The leading choice, however, for the "best" syndicated AOR product currently being offered was Westwood One's *In Concert* series.
- Fifty-one percent of the respondents program half or more of their format with oldies.
- Sixty-six percent of all respondents feel AOR radio is becoming a one-per-market phenomenon.
- The AOR station listed oftenest as the one looked up to as a role model was WBCN(FM) Boston. That was followed by WMMS(FM) Cleveland, WMMR(FM) Philadelphia, and KFOG(FM) San Francisco.
- One of the ways respondents said stations can improve the financial health of the AOR format is to inform agencies that 25-34-year-olds (male and female) are the core audience, and not just the traditional target of 18-24-year-old males.
- This was the second in a series of six programing studies that Torbet Radio is planning for 1985. □

Sharing. Program and news directors from five ABC Information Network affiliate stations met recently in New York to share programing ideas with ABC staffers. Present were (top row, l-r): Denny Nugent, program director, WHAS(AM) Louisville, Ky.; Brian Rublein, news director, WHAS(AM); Ken Kohl, program director, KOMO(AM) Seattle; Dan Fabian, program director, WGN(AM) Chicago; Dave Ellsworth, news director, WGN(AM).

Seated, l-r: Len Diebert, news director, WMAL(AM) Washington; Rod Hansen, news director, WJR(AM) Detroit, and Joe Bacarella, program director, WJR(AM).

Business

Testing the waters for sale of UPI

Prospectus mailed to companies that have expressed interest in buying wire service; business community also shows interest

Two investment banking firms, Ladenberg Thalmann and Bear Stearns, on behalf of UPI management and the company's creditors, last week mailed an informal prospectus to almost 150 companies and investor groups that sources described as having expressed at least a passing interest in buying the financially troubled wire service.

Among the better known media companies that expressed interest, sources close to the situation said last week, were Turner Broadcasting System, Times Mirror Co., Reuters, Dow Jones, New York Times Co. and Dun & Bradstreet. The wire service has also drawn strong interest from investment groups, sources said, including Wesray Corp., the investment firm headed by former U.S. Treasury Secretary William Simon; Citicorp.; Merrill Lynch, and Lazard Freres. Executives close to the situation suggested

Bottom Line

Brotherly Loews. New York-based conglomerate, Loews Corp., filed with the Securities and Exchange Commission last Monday, saying it was seeking to increase its holdings in CBS from 9.8% to up to 15%. Although Loews did not amend "purpose" section of initial filing, which indicates that CBS stock is being bought only for investment purposes, increased interest would require approval under Hart Scott Rodino Act. Loews, controlled by brothers, Laurence A. Tisch and Preston Robert Tisch, participated in recent CBS share repurchase, under which approximately 25% of shares tendered were repurchased by CBS for consideration worth about $150.

□

Feeding growing families. Coming to bond market is still-to-be-priced offering of Price Communications for $75-million subordinated debentures due in year 2000 with sinking fund payments of $12.25 million beginning 1996, and $25-million zero coupon notes maturing in 1990, in offering managed by Morgan Stanley. New York-based group owner and publisher said it also intends to offer $25 milllion of subordinated convertible Euronotes. Price said it is also negotiating $75-million unsecured credit facility with RepublicBank Dallas and is "considering acquiring another AM and FM radio combination...in the $18-to-$20-million range." Price said net proceeds would be used to finance current and future acquisitions, add working capital and retire $26.2 million of senior indebtedness.

□

Comcast convertibles. Bala Cynwyd, Pa.-based MSO, Comcast Corp., announced $50-million offering of 7% convertible subordinated Eurobonds due in year 2000, through syndicate led by Morgan Grenfell & Co. Ltd. and Merrill Lynch Capital Markets. Bonds are convertible into Comcast class A common stock at $23.875 per share and holders may redeem bonds in 1990 at premium to yield 9.99% annual interest.

that of the almost 150 inquiries from outside parties, perhaps 50 can be considered "serious." A source speculated that the interest from the financial community is as strong as it is because UPI has demonstrated over the past nine months that the service can make a profit by "shedding the overhead and fat that the company lived with under Scripps Howard."

UPI was founded in 1907 by E.W. Scripps Co. as an alternative news service to the Associated Press. At the time, Scripps papers in a number of markets could not gain access to AP because that service was awarded to papers on a market-exclusive basis. From the start, UPI's focus had been less on making money than simply gathering news, regardless of cost, in competition with AP. But with layoffs totaling about 400 over the last three years and, more recently, some rather drastic wage and benefit concessions by UPI employes covered under the Wire Service Guild, the company has a made a profit over the last nine months of slightly more than $2.1 million on revenue of almost $70 million. It's the first time the company has made a profit in more than two decades.

According to estimates filed with the bankruptcy court in Washington (UPI filed for reorganization under Chapter 11 of the federal bankruptcy laws almost four months ago) and in the prospectus mailed to potential buyers last week, the company expects to end calendar year 1985 with a profit of between $3 million and $4 million on revenue of $92 million. The company qualifies for $34 million in tax-loss carry fowards for this year. In 1984, UPI lost $1 million on revenues of $105 million.

According to the documents mailed to prospective UPI buyers last week, a deadline of Sept. 13 has been established for the submission of preliminary offers. At that time, parties must submit, said one source, "a range of values they are prepared to pay for UPI" as well as evidence of financial and operating capability to run the company. Ladenberg Thalmann and Bear Sterns will review each of the offers received by the deadline, and, by Oct. 4, will narrow the list to "a couple of dozen serious proposals," the source said. Those finalists will receive "full access" to UPI's financial books and then decide whether or not they will submit a final bid.

Meanwhile, both the Wire Service Guild and principal UPI owners, William Geissler and Douglas Ruhe, have filed motions objecting to UPI management's request for a 90-day extension to the period, currently scheduled to expire Aug. 28, in which it and the UPI creditors committee have exclusive rights to file plans for the reorganization of the company.

Bankruptcy court judge George Bason has asked for briefs on the objections and will make a decision on the matter within the next 10 days.

Also last week, a federal mediator, Edward McMahon, began discussions with management and guild representatives over further wage and benefit concessions that management says are necessary if the company is to remain profitable and thereby attract a buyer. The guild contends that UPI employes have sacrificed enough and that further concessions are not only unreasonable but in violation of the current union agreement with the company. Discussions, which began Wednesday afternoon (Aug. 14), were expected to last several days, possibly running into this week. At deadline, there was no word on the progress of the talks. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
C-Cor Electronics	Fourth	$6,574	-17	($303)	NM	($0.10)
	Year	$27,500	40	$35	-88	$0.01
Centel	Second	$340,100	-6	$32,000	6	$1.14
FC&B	Second	$75,415	5	$6,077	34	$1.60
Liberty	Second	$86,097	9	$8,191	42	$0.80
Meredith	Fourth	$120,302	3	$9,342	12	$0.99
	Year	$474,921	5	$42,747	11	$4.53
Multimedia	Second	$88,501	12	$12,823	19	$0.77
Playboy Enterprises	Fourth	$47,445	1	($816)	NM	($0.08)
	Year	$192,333	3	$6,699	-75	$0.71
Rogers†	Third	$91,097	20	($7,983)		($0.39)
Satellite Music Net.	Second	$3,502	141	$170	NM	$0.02
SFN Companies	Second	$128,073	51	($3,767)	NM	NM
SSS	Half	$14,900	16	$1,565	-34	$0.27
Telepictures	Second	$34,608	65	$1,818	60	$0.21
United Television	Second	$21,876	2	$2,712	41	$0.25

** Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful. † Canadian dollars as of May 31.*

Centel said cable operations served 302,000 subscribers at end of June, up 23% from year ago. ■ **Foote, Cone & Belding** said percentage of revenue increase would have been higher but for strength of U.S. dollar which contributed to 5% decline in non-U.S. revenue. Norman W. Brown, FC&B president, noted, "The lack of drive in U.S. advertising expenditures to date includes a number of substantial client budget reductions, as well as some postponement of spending in the second half of the year. These actions obviously reflect uncertainties regarding U.S. economic growth." ■ **Cosmos Broadcasting,** subsidiary of Liberty Corp., had 13% increase in second quarter revenue to $23.5 million, and 63% increase in operating income to $2.6 million. ■ **Meredith** said fourth-quarter profit declines in magazines and book operations were offset primarily by broadcasting and new magazines. Des Moines, Iowa-based company said anticipated sale of WGST(AM)-WPCH(FM) Atlanta should close in first quarter of fiscal 1986 and add $6.7 million, or 71 cents per share, to earnings. ■ Broadcasting revenue for **Multimedia** was $42.5 million, up 15%, while cable television revenue increased 13% to $18.6 million. Net earnings figure includes sale of radio stations for after-tax gain of $500,000. ■ Net income for **Playboy Enterprises** in previous-year quarter was $4.7 million, or 48 cents per share. Previous-year income included extraordinary item of $12.4 million resulting from sale of real estate and casino interest. Company said 1985 earnings suffered from "substantial profit shortfall in *Playboy* magazine." For year, video division, including The Playboy Channel and home video operations, was "slightly profitable." Fourth-quarter operating loss of $1.4 million resulted principally from "increased amortization of the substantial investments in programing made in fiscal 1984 and 1985, and a slight decline in subscribers," which company said stood at 753,000 as of June 30. Company said that although average number of subscribers increased from 609,000 to 762,000 in fiscal 1985, "much of company's programing investment had been predicated upon unrealized subscriber level projections made by Rainbow Programing Services Co., distributor of The Playboy Channel. ■ Net loss for **Rogers** in third quarter last year was $7.9 million (all figures in Canadian dollars). Operating income increased 53% to $34.3 million but continuing depreciation and interest costs led to loss. As of May 31, U.S. subscribers totalled 466,000 and "discretionary services" were 558,000. ■ **Satellite Music Network** said that revenue from national advertising increased 284% in second quarter while affiliate fees rose 44%. ■ **Satellite Syndicated Systems** said that despite strong showing by Satellite Program Network cable channel, lower earnings for first half resulted from cable system operations, including financing costs; from cable audio channel, Star Ship Stereo, and from higher transponder costs. ■ **SFN** is now privately held and has notes and preferred stock trading on American Exchange. Company had net earnings of $3.7 million in comparable quarter last year. Operating income was up 54% to $15.2 million but increased interest expense and amortization, largely associated with Feb. 1 leveraged buyout, resulted in net loss. Part of reason for revenue gain is inclusion of recently acquired broadcasting properties in results. ■ **Telepictures** said second-quarter revenue grew primarily because of "increased sales of programing produced by the company." ■ Improvement in earnings for **United Television** come primarily from company's equity holding in Warner Communications, which earned $516,000 for United in second quarter, compared to loss of $523,000 in year-ago period. Operating income for television stations declined 6% to $6.2 million, which was attributed to "an increase in operating expenses, especially programing costs."

Which station is No. 1 in the Top 100 markets in total day share of homes with a BIG BIG 41% ?

Which station is No. 1 in the Top 100 markets in prime time share of homes with a HUGE HUGE 38% ?

Cosmos Broadcasting Corporation. Represented by HRP.

An NBC affiliate.

*May 1985 Arbitron.

Stock Index

		Closing Wed Aug 14	Closing Wed Aug 7	Net Change	Percent change	P/E Ratio	Market Capitalization (000,000)
	BROADCASTING						
N	ABC	115 1/4	114 3/8	7/8	0.77	18	3,350
N	Capital Cities	211 1/2	209 1/2	2	0.95	20	2,726
N	CBS	112	107 3/8	4 5/8	4.31	19	3,334
O	Clear Channel	18 1/2	18 1/4	1/4	1.37	26	54
N	Cox	75	74 7/8	1/8	0.17	23	2,116
O	Gulf Broadcasting	15 3/8	15 1/4	1/8	0.82	140	685
O	Jacor Commun.	3 3/4	3 3/4				21
O	LIN	31 1/2	31 7/8	- 3/8	- 1.18	24	830
O	Malrite	13 7/8	13 1/2	3/8	2.78	17	116
O	Malrite 'A'	13 3/8	13 1/8	1/4	1.90	16	57
O	Orion Broadcast	1/32	1/32				2
O	Price Commun.	10 5/8	10 5/8				63
O	Scripps Howard	44 1/2	43	1 1/2	3.49	26	460
N	Storer	85 3/4	85 1/2	1/4	0.29		1,410
O	SunGroup Inc.	3 5/8	3 5/8				5
N	Taft	78 3/4	79 5/8	- 7/8	- 1.10	15	710
O	United Television	22 3/4	23 3/8	- 5/8	- 2.67		249
	BROADCASTING WITH OTHER MAJOR INTERESTS						
A	Adams Russell	25 1/2	25 1/8	3/8	1.49	18	156
A	Affiliated Pubs	46	45 5/8	3/8	0.82	20	563
N	American Family	22 1/2	22	1/2	2.27	12	672
O	Assoc. Commun.	26	27 3/4	- 1 3/4	- 6.31		124
N	A.H. Belo	51 1/4	51 1/2	- 1/4	- 0.49	18	593
N	John Blair	17 1/4	17 3/4	- 1/2	- 2.82	86	138
N	Chris-Craft	49 3/4	48 3/8	1 3/8	2.84		317
N	Gannett Co.	60 1/4	59 1/4	1	1.69	21	4,830
N	GenCorp	45 1/2	45 3/4	- 1/4	- 0.55	51	996
O	GrayCommun.	104	104			18	52
N	Jefferson-Pilot	41 1/2	44	- 2 1/2	- 5.68	6	1,273
O	Josephson Intl.	8 1/2	8 5/8	- 1/8	- 1.45		40
N	Knight-Ridder	36	36			17	2,009
N	Lee Enterprises	39 3/8	40	- 5/8	- 1.56	19	509
N	Liberty	29 1/2	29 1/2			14	298
N	McGraw-Hill	46 3/4	46 1/2	1/4	0.54	16	2,354
A	Media General	78 5/8	77	1 5/8	2.11	15	549
N	Meredith	64 1/4	63	1 1/4	1.98	14	607
O	Multimedia	58 5/8	59	- 3/8	- 0.64	28	978
A	New York Times	44 3/8	45 3/8	- 1	- 2.20	16	1,775
O	Park Commun.	36 3/4	37	- 1/4	- 0.68	23	338
N	Rollins	24 7/8	25 3/8	- 1/2	- 1.97	35	363
T	Selkirk	23	23 1/2	- 1/2	- 2.13	50	187
O	Stauffer Commun.	80	65		23.08	11	65
A	Tech Operations	67 7/8	70 5/8	- 2 3/4	- 3.89	16	55
N	Times Mirror	51 3/4	53 3/4	- 2	- 3.72	15	3,715
N	Tribune	46 1/8	45 1/4	7/8	1.93	17	1,867
A	Turner Bcstg.	21	19	2	10.53	44	457
A	Washington Post	115 1/2	115 3/4	- 1/4	- 0.22	16	1,481
	PROGRAMING						
O	American Nat. Ent	1 1/2	1 3/4	- 1/4	- 14.29	8	4
O	Barris Indus	14 7/8	14 7/8			25	96
N	Coca-Cola	71 5/8	71 1/4	3/8	0.53	15	9,370
N	Disney	87 1/2	89 3/8	- 1 7/8	- 2.10	59	2,890
N	Dow Jones & Co.	42 7/8	42 3/4	1/8	0.29	21	2,757
O	Four Star	5	5			5	4
N	Gulf + Western	38 1/8	37 3/4	3/8	0.99	12	2,674
A	Fries Entertain.	10 5/8	10 5/8			152	36
O	King World	21	20 3/4	1/4	1.20	17	107
O	Robert Halmi	2 5/16	2 7/16	- 1/8	5.15		40
A	Lorimar	35 7/8	34 5/8	1 1/4	3.61	9	274
N	MCA	62 1/2	63 1/8	- 5/8	- 0.99	33	3,092
N	MGM/UA	24 7/8	24 1/4	5/8	2.58		1,236
N	Orion	10 1/2	10 1/4	1/4	2.44	36	99
O	Reeves Commun.	10 5/8	10 1/2	1/8	1.19		132
O	Sat. Music Net.	5 5/8	13 1/2	- 7 7/8	- 58.33		38
O	Telepictures	23 1/2	24 7/8	- 1 3/8	- 5.53	18	183
N	Warner	29 3/4	30	- 1/4	- 0.83		1,812
A	Wrather	19 3/4	19 3/4				139
	SERVICE						
O	BBDO Inc.	46 3/4	44 1/2	2 1/4	5.06	14	295
O	Compact Video	6 1/2	6 1/2		8.33		28
N	Comsat	34	33 3/4	1/4	0.74	11	615
O	Doyle Dane B.	23	22 1/2	1/2	2.22	15	121
N	Foote Cone & B.	53 7/8	53 3/4	1/8	0.23	12	191
O	Grey Advertising	190	196	- 6	- 3.06	11	115
N	Interpublic Group	41 1/4	41 3/8	- 1/8	- 0.30	14	448
N	JWT Group	32 1/8	32 7/8	- 3/4	- 2.28	17	289
A	Movielab	8 1/8	8 1/4	- 1/8	- 1.52		13
O	Ogilvy & Mather	44 1/2	43 3/4	3/4	1.71	16	407
O	Sat. Syn. Syst.	5 3/4	6 3/4	- 1	- 14.81	10	33
O	Telemation	6 1/8	5 5/8	1/2	8.89	6	7
O	TPC Commun.	3/8	0 3/8				4
A	Unitel Video	7 3/4	7 7/8	- 1/8	- 1.59	26	17
N	Western Union	14 3/8	13 3/8	1	7.48		351
	CABLE						
A	Acton Corp.	2 3/8	2 1/2	- 1/8	- 5.00		14
O	AM Cable TV	2 3/4	2 3/4				10
N	American Express	43 1/2	42 7/8	5/8	1.46	15	9,481
N	Anixter Brothers	16 1/4	16 5/8	- 3/8	- 2.26	18	296
O	Burnup & Sims	8	8 1/4	- 1/4	- 3.03	7	72
O	Cardiff Commun.	3/32	15/16	-	0.05	94	4
O	Comcast	18	18 3/4	- 3/4	- 4.00	27	351
N	Gen. Instrument	16 7/8	16 3/4	1/8	0.75		547
N	Heritage Commun.	17 1/8	16 7/8	1/4	1.48	36	249
O	Jones Intercable	6 5/8	6 3/4	- 1/8	- 1.85	13	61
T	Maclean Hunter X	13 3/4	13 3/8	3/8	2.80	19	507
A	Pico Products	3 1/4	3 3/8	- 1/8	- 3.70		11
O	Rogers Cable	9 1/4	9 3/8	- 1/8	- 1.33		211
O	TCA Cable TV	23	23 1/4	- 1/4	- 1.08	32	154
O	Tele-Commun.	32 1/2	31 5/8	7/8	2.77	295	1,516
N	Time Inc.	58 3/4	59 7/8	- 1 1/8	- 1.88	17	3,570
N	United Cable TV	31 3/8	31	3/8	1.21	49	316
N	Viacom	49 1/8	47 7/8	1 1/4	2.61	22	767
	ELECTRONICS/MANUFACTURING						
N	Arvin Industries	23 1/4	23 1/4			9	270
O	C-Cor Electronics	7 1/2	7 3/4	- 1/4	- 3.23		22
O	Cable TV Indus.	2 7/8	3 1/8	- 1/4	- 8.00	18	9
A	Cetec	7	6 1/2	1/2	7.69	9	15
O	Chyron	6 1/2	6 5/8	- 1/8	- 1.89	13	60
A	Cohu	9 5/8	9 3/4	- 1/8	- 1.28	9	17
N	Conrac	13 1/2	13 1/2			6	81
A	CMX Corp.	1 5/8	1 3/4	- 1/8	- 7.14		6
N	Eastman Kodak	44 3/8	45	- 5/8	- 1.39	12	10,126
O	Elec Mis & Comm.	12	10 7/8	1 1/8	10.34		35
N	General Electric	61 1/8	62 1/2	- 1 3/8	- 2.20	12	27,804
O	Geotel-Telemet	1 5/8	1 3/4	- 1/8	- 7.14	20	5
N	Harris Corp.	26 7/8	27 1/2	- 5/8	- 2.27	12	1,081
N	M/A Com. Inc.	20 3/8	20 5/8	- 1/4	- 1.21	21	887
O	Microdyne	6 5/8	6 5/8			83	3[illegible]
N	3M	78 3/4	80 1/8	- 1 3/8	- 1.72	13	9,041
N	Motorola	35 1/4	36	- 3/4	- 2.08	12	4,193
N	N.A. Philips	34 1/2	34 1/8	3/8	1.10	7	995
N	Oak Industries	1 3/8	1 1/4	1/8	10.00		2[illegible]
N	RCA	43	43			12	3,53[illegible]
N	Rockwell Intl.	40 3/8	40 1/2	- 1/8	- 0.31	11	6,01[illegible]
N	Sci-Atlanta	13 1/8	13 1/8			20	30[illegible]
N	Signal Co.s	41 3/4	43 3/8	- 1 5/8	- 3.75	16	4,61[illegible]
N	Sony Corp.	15 1/4	15 3/4	- 1/2	- 3.17	12	3,52[illegible]
N	Tektronix	62 3/4	63 5/8	- 7/8	- 1.38	9	1,22[illegible]
A	Texscan	1 5/8	2	- 3/8	- 18.75	27	1[illegible]
N	Varian Assoc.	30 3/8	30 3/4	- 3/8	- 1.2	214	67
N	Westinghouse	33 1/4	34	- 3/4	- 2.2	111	5,82[illegible]
N	Zenith	19 1/8	19 1/4	- 1/8	- 0.657		44
	Standard & Poor's 400	208.29	209.20	-.91			

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 b[y] BROADCASTING's own research.

FCC shelves NAB's rate relief request

Association had said that telco increases would cost radio stations an average of 39% more this year

The prospects of relief for radio broadcasters from higher rates for local telco audio transmission services look grimmer than ever.

In an order last week, the FCC Common Carrier Bureau shelved a plea for relief by the National Association of Broadcasters from tariffs that went into effect April 1 (BROADCASTING, Aug. 5). Under those tariffs, the NAB said letters from broadcasters indicated average increases by regional Bell operating companies of 390%.

NAB's request for relief came in response to an FCC investigation of the special access tariffs of local exchange carriers (BROADCASTING, June 24). In comments, NAB had charged that rate increases by many local telephone companies for local audio transmission services were unreasonably high and became effective without adequate notice or adequate cost justification. It said many stations have eliminated or cut back on local or public service programing as a result of the rate hikes and urged the FCC to initiate an "expedited independent analysis."

In its order last week, however, the bureau said NAB's pleading had not been "responsive" to its investigatory order and would not be considered in the current phase of its investigation. (That means the telcos will not have to respond to NAB's allegations for the time being.) The bureau added, however, that it would consider the NAB pleading in a later phase of its investigation, should NAB opt not to withdraw it. The bureau also noted that the commission had imposed an accounting order on the telcos to permit refunds if the bureau concluded at the end of that later phase of its investigation that the rates are unreasonable. In addition, it said it was already investigating complaints by broadcasters that the rates are higher than they should be under tariff and that they were imposed without lawful notice.

Barry Umansky, NAB deputy general counsel, said the association believed the bureau had "misconstrued" the NAB's filing and was considering asking the full commission to review the staff action.

Jay Witkin, outside counsel to NAB, conceded the bureau's "deferral" was bad news for radio broadcasters. He noted that broadcasters are already paying the higher rates, and it's not known when the later phase of the investigation will begin. And the accounting order won't be of help where broadcasters are already cutting back on service, Witkin said.

Also last week, the NAB asked the FCC to reject or suspend and investigate a fresh round of tariff proposals by local telephone companies that the association alleged would further increase audio private line rates. "On the basis of NAB's analysis to date, it is apparent, for the most part, that the new July 2, 1985, [local telco]-proposed provisions not only worsen the rate damage done by the April 1, 1985, tariffs, but perpetuate the cost justification failures which have persisted since the first filing of special access tariffs," NAB said. □

Settling down. Lawyers for ABC Inc. last week ended that company's court efforts to determine who disclosed that ABC paid nearly $500,000 in the out-of-court settlement of a sexual harrassment case brought against the network and one of its former vice presidents, James Abernathy (BROADCASTING, July 8, 15). Under terms of the settlement of the $15-million lawsuit brought by former ABC staff member, Cecily Coleman, in the U.S. District Court in Washington, the amount of the settlement was to be kept secret. Following ABC's move to drop the motion for sanctions, the National Organization for Women's Legal Defense and Education Fund, which had been accused of breaching the settlement agreement (and which had assisted Coleman), praised ABC. In a joint statement after a hearing last Monday, NOW-LDEF said it "considers ABC to be a company of integrity and is optimistic about employment opportunities for women at ABC. NOW-LDEF looks forward to a productive relationship with ABC in the future." ABC said that it was "gratified" by the NOW-LDEF statement and "shares its optimism concerning their future relations."

TV tariffs protested. ABC, CBS, NBC, the Hughes Television Network, the Association of Independent Television Stations, the National Association of Broadcasters and the Public Broadcasting Service have petitioned the FCC to reject or suspend and investigate the July 2 tariff proposals by local telephone companies that the broadcasters said would result in substantial rate increases for TV program transmission service, "for which no justification has been provided." In a petition at the FCC, the broadcasters, among other things, said the telcos' TV service rate base was "highly" inflated and their claimed revenue requirement was "burdened by grossly excessive" claimed expenses. "The BOC's [Bell operating companies] use factors for calculating expenses, derived from their experience with nontelevision services, that are simply not appropriate for the video service," the group said. "Additionally, they allocate to the television service claimed expenses for operation and maintenance of the entirety of the television service investment in plant, even though over one-half of their claimed investment sits completely idle, neither operated nor maintained."

The group also charged that the telcos were proposing widely variant charges for video circuits that were essentially similar. They also took issue with the "topping" proposals of several carriers. Topping had traditionally limited the total local video channel charges for part-time customers for a single circuit over a 30-day period to an amount roughly comparable to that paid by a full-time customer on a monthly basis for the same circuit, the group said. The group said a recent FCC prescription for topping effectively limited the total amount a customer could be assessed for use of the same part-time channel over a consecutive 30-day period to twice the charges for a full-time channel. "The carriers' proposal would increase the potential charges for part-time use of a channel over a 30-day period to as much as 10 times the rates for the similar full-time channel," the group said.

L.A. county sheriff reprimanded by FCC for allegedly attempting to influence it

The FCC has alleged that Los Angeles County Sheriff Sherman Block may have engaged in an improper attempt to influence the outcome of a commission proceeding aimed at furnishing the sheriff with additional UHF television spectrum (BROADCASTING, May 13). At the same time, the FCC formally warned the sheriff that a repetition of such actions may result in sanctions.

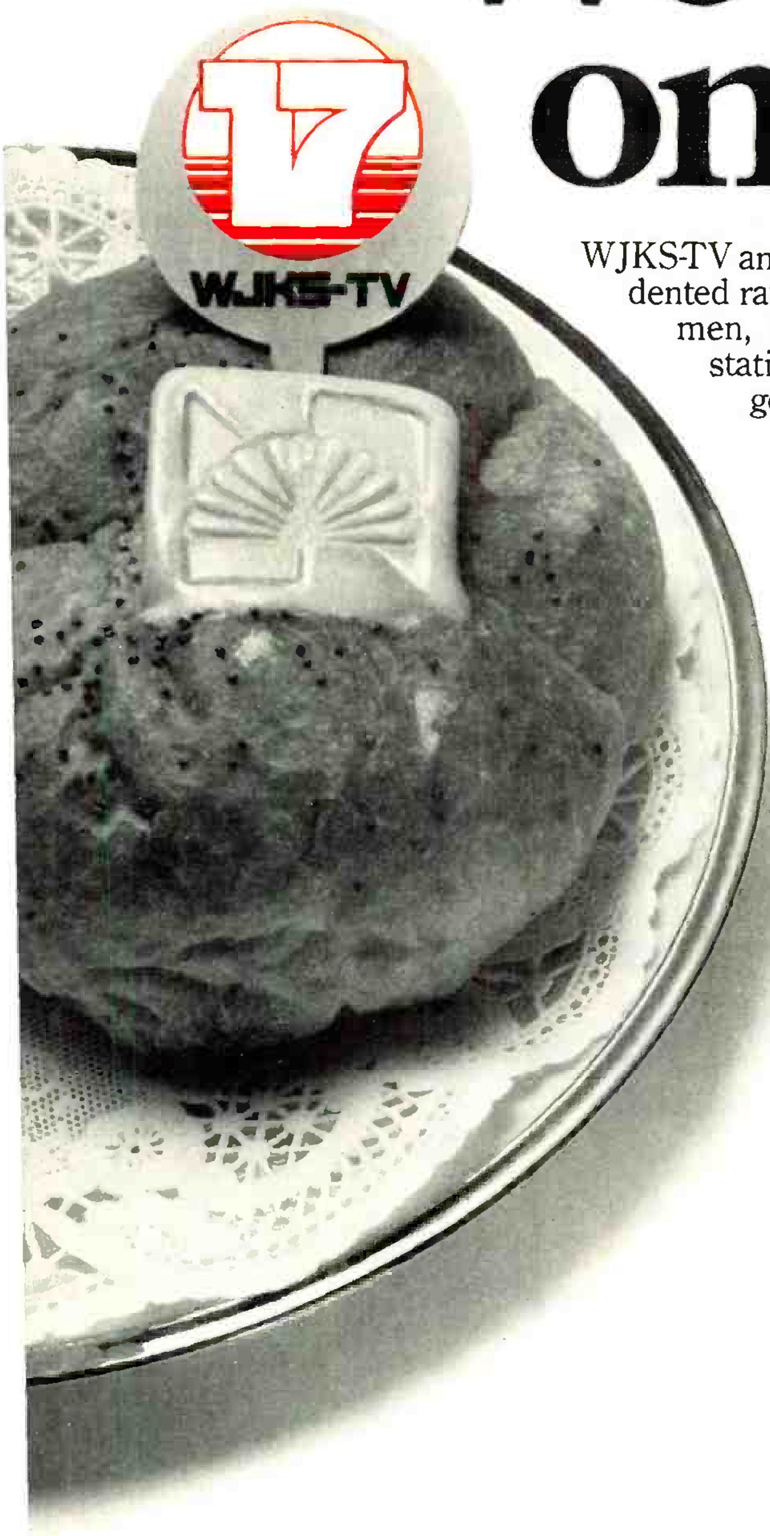
At issue was a June 5 letter Block sent to Mitchell E. Daniels Jr., director of the White House's office of intergovernmental affairs, on the sheriff's spectrum quest. "Specifically, in August 1981, we petitioned the FCC for the allocation of unused UHF radio spectrum to allow the construction of a system that will meet the department's critical public safety operational requirements," Block told Daniels. "Although some progress has been made toward acquiring this spectrum, our needs as yet remain unfulfilled.

"The FCC has agreed with our needs for new radio frequencies and has initiated a rulemaking proceeding. . . proposing alternative methods of providing spectrum, several of which are inadequate. The commission must provide us with an option that truly solves our communications problems," Block said.

"I am looking forward to a prompt and successful conclusion to this lengthy regulatory process," Block added. "I will welcome your interest in this matter and look forward to further discussing it with you."

In a July 17 memo, the White House referred the letter to the FCC, for its "review and whatever action, if any, you deem appropriate." The White House memo appeared to contain some bad news for Block "We have no continuing interest in this mat-

We're on a roll!



WJKS-TV and NBC are very pleased to announce unprecedented ratings gains. We're No. 1 in Prime Time with men, teens and kids,* and Jacksonville's No. 2 station overall.** That's good news for us and good news for you.

Our up-to-the-minute NEWSWATCH 17, and our great NBC programs showed phenomenal audience gains...raising the ratings for us and making lots of dough for all of our advertisers.

WJKS-TV and NBC. We're on the move together. #2 today. Headed for #1 tomorrow.

LET'S ALL BE THERE THIS FALL.

17 WJKS-TV JACKSONVILLE

YOUR NBC STATION IN JACKSONVILLE

*Nielsen rates WJKS-TV #1 with men 18-49 and 25-54, teens and kids (May '85).

**Arbitron reports WJKS-TV Jacksonville's #2 station sign-on to sign-off (May '85).

MEDIA GENERAL BROADCAST GROUP

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ter," the memo said.

In an Aug. 9 letter to Block, Edward Minkel, FCC managing director, warned that the commission's proceeding was a restricted rulemaking. "As such, all ex parte contacts are prohibited," Minkel said. "This proscription extends to the solicitation or encouragement of others to make any presentation which an interested person is prohibited from making," Minkel said.

"Please note that, although the parties to this proceeding are being notified that this correspondence has been placed in a public file associated with, but not made a part of, the record of this proceeding, further ex parte presentations or solicitations may subject you to . . . sanctions." □

Petitions to deny filed in ABC merger

Concerned Citizens for Media Parity has petitioned the FCC to deny Capital Cities Communications Inc.'s proposed $3.5-billion acquisition of ABC. In a petition at the FCC, the group alleged that the merger would "greatly hurt" independent broadcasters and the amount and quality of news information and public affairs programing available to the supplemental markets and the Philadelphia ADI. "We are also particularly concerned that Capital Cities, which we have demonstrated has a poor record of minority management mobility, will have great power and control over this marketplace," the group said. CCMP did not identify its membership, and no telephone was listed for it.

In yet another filing, the Telecommunications Research and Action Center said it wouldn't oppose Capcities receiving a waiver of the duopoly rules to retain both ABC's WABC-TV New York and WPVI-TV Philadelphia, but only if the FCC bases the waiver exclusively upon a finding that such a waiver would advance the legislative goals of Section 331 of the Communications Act. That section permits automatic renewal of the licensee of a VHF TV station that moves to a state without a VHF station. In its application at the FCC, Capcities, in arguing for the waiver, said it would make a major effort to improve television news and public affairs programing for the benefit of residents of Delaware, which has no commercial VHF station, and New Jersey, which has one. (Capcities said WPVI-TV would open auxiliary studios in Wilmington, Del., and expand its bureau in Trenton and open news bureaus in Atlantic City and Harrisburg, all New Jersey, if the waiver were granted.)

"Although petitioner believes that only proposals involving relocation of a city of license can fully implement Section 331, we recognize that the Capital Cities proposal fulfills many of the important Delaware and New Jersey service goals of Congress when it adopted that statute [Section 331]," TRAC said. "Because the Capital Cities proposal constructively addresses congressional concerns, and because a waiver of the duopoly rules based on Section 331 here would not constitute a precedent for other waivers, petitioner does not oppose the grant of the waiver on that basis." □

Washington Watch

LPTV's. FCC has tentatively granted low-power television applications of Mountain TV Network Inc. for chs. 14, 20, 24, 30, 36, 46, Lamar, Colo.; chs. 32 and 54, Limon, Colo.; ch. 35, Craig, Colo.; ch. 31, Beaver, Utah; ch. 50, Sisseton, rural Roberts county and rural Marshall county, S.D.; ch. 23, Clayton, N.M.; chs. 18 and 34, Heppner, Ore.; chs. 15, 17 and 25, Scipio, Utah; ch. 17, Monticello, Utah; ch. 20, Burns, Ore.; ch. 18, Kingman, Ariz.; ch. 30, Vernon, Ariz.; ch. 36, Central, N.M.; ch. 36, Ajo, Ariz., and ch. 31, McArthur, Idaho. It also has tentatively granted applications of Wireless Cable Broadcasting Co. for chs. 47, 52, 57, 60 and 69, Catherine, Kan.; chs. 57, 60 and 69, Bunker Hill, Kan.; chs. 47, 52, 60 and 69, Cedar, Kan.; CBC-TV, ch. 51, Whitefish, Mont.; Arapahoe County TV Club, chs. 14 and 18, La Sal, Utah; Trinity Broadcasting of Tennessee, ch. 50, Nashville; Free State Broadcasting Inc., ch. 43, Batesville, Miss.; United Television, ch. 51, Aurora and rural Juab County, Utah; Communications Engineering Inc., ch. 54, Mercury Nevada Test Site, Nev.; Killington Ltd., ch. 18, Killington, Vt.; Northeast Communications Corp., ch. 18, North Conway, N.H.; Roy H. Park Broadcasting of Virginia Inc., ch. 68, Petersburg, Va.; Regents of University of New Mexico and Board of Education of Albuquerque, N.M., for ch. 54, Capulin and Des Moines, N.M.; Blue Mountain Translator District, ch. 44, Elgin, Ore.; University of Utah, ch. 50, Ogden, Utah; Frontier Community Communications Inc., ch. 27, Lawton, Okla., and Retherford Publications Inc., ch. 26, Mangum, Okla.

□

Turned down. FCC has denied request by Bill Branch, reporter for KOVR(TV) Sacramento, Calif., for declaratory ruling that equal opportunities provisions of Section 315 of Communications Act are unconstitutional. In petition, Branch contended that equal opportunities provisions are inconsistent with First Amendment (BROADCASTING, Sept. 3, 1984). He also took issue with FCC's 1965 interpretation in *In re WMAY* that said any appearances by broadcasters who are also candidates for public office can trigger equal opportunities requirements. Branch had wanted to run for election to town council while remaining as on-air newsman.

□

Fiber optic approval. FCC has concluded that construction of fiber-optic cable that would link U.S., Hawaii, Japan and Guam as early as 1988 would be in public interest. AT&T, with 44% interest, would be largest owner. Other U.S. carriers and foreign governments would own rest.

□

Beat goes on. Telecommunications Research and Action Center and Henry Geller have asked FCC to dismiss short-form transfer application with which Hollywood producer Norman Lear and A. Jerrold Perenchio, doing business as L.P. Media Inc., are seeking interim approval to take over Evening News Association (BROADCASTING, Aug. 12). "This case represents the commission's last chance to pull back from the precipice of total subversion of the [Communications] Act's scheme as to transfers of control," TRAC and Geller said in filing at FCC. In another filing at FCC, G. William Miller, L.P. Media's proposed trustee, said trustee agreement conformed fully with FCC precedent, that concept of voting trust arrangement was "prudent" method for commission to use to maintain neutrality during tender offer and fulfill its functions under Communications Act, and that FCC has statutory authority to grant Miller's short-form application.

□

NAB support. National Association of Broadcasters has given its support to petition for rulemaking by AGK Communications Inc. seeking elimination of restrictions on AM-FM program duplication between midnight and 6 a.m. Under proposal, duplicated programing broadcast during that time would not be counted in 25% AM-FM program duplication limit. "Were the commission to adopt petitioner's proposal, service to the public would only be enhanced," NAB said in comments at FCC. "The commission would encourage broadcasting during hours where no such broadcast operation is required while not affecting the integrity of the overall AM-FM nonduplication rule."

□

More NAB. National Association of Broadcasters has told FCC that there's no "inherent" conflict between single majority stockholder exception to its attribution rules and minority incentive provisions of multiple ownership rules. But NAB, in comments at FCC, recommended reconciling any "potential" conflicts between two by making minority incentive provisions more attractive. NAB said FCC should leave single majority stockholder exception as is. Under single majority stockholder exception, parties are permitted to own up to 49.9% of media company's voting stock without being considered owner under FCC rules, as long as single stockholder owns more than 50% of company's voting stock. Minority incentive permits entities to own up to 14 broadcast stations in any service, as long as two stations in each service are controlled by members of racial or ethnic minorities. For television stations, those provisions also permit entity to reach up to 30% of nation's television households, as long as interests exceeding 25% are attributable to stations controlled by ethnic or racial minorities. "One possible alternative for the commission would be to raise the ownership attribution benchmark beyond the present 5%—10% for 'passive' investors—level for group owners investing in minority-controlled stations."

The week's worth of news and comment about radio

Media comparison

Radio's adult audience is larger than television's in every hour of the day (Monday through Friday) from 5 a.m. to 5 p.m., the Radio Advertising Bureau said last week. The assertion was based on a special study by the Arbitron Ratings Co. comparing radio and TV ratings for adults 18 years of age and older in five markets. RAB said figures for the individual metro areas—New York, Los Angeles, Chicago, San Francisco and Philadelphia—were combined to show a weighted, five-market composite picture.

"This data clearly demonstrates the different use patterns between radio and TV," said Robert Galen, RAB senior vice president for research. "Radio's morning audience, which is two to five times greater than TV's, confirms the importance of radio as the first source of news and information for Americans.

"The data also suggests that radio can deliver an advertiser's message closer to the time of purchase than TV can. Radio's larger daytime audience and its out-of-home mobility are distinct advantages over TV."

Armstrong winners

Radio programs ranging from rock music to the examination of Latins in America were among the winners of the annual Major Armstrong Awards announced by the Armstrong Memorial Research Foundation at Columbia University in New York. The first-place winners in the six categories were: music—IS Inc., Mill Valley, Calif., for the weekly *Hot Ones* show on the British rock group, Culture Club, distributed by the United Stations Radio Networks; news—WEEI(AM) Boston for "Beverly Fire"; news documentary—CBC Radio, Toronto, for "Whispers of Hate," and also in the education category for "George Orwell 1984"; public or community service—Elizabeth Perez Luma, independent producer, Philadelphia, for "Latin USA: A Tale of Four Cities," creative use of medium—Karen Frillmann, independent producer, New York, for "Long Journey of Poopie Nongena." There were also seven awards given to runners-up and honorable mention programs in addition to four "special" awards.

Food for thought

The opening general session at the upcoming Radio '85 Programing and Management Convention in Dallas next month (Sept. 11-14) will feature a 20-25-minute multi-media presentation spotlighting the United Support of Artists (USA) For Africa's hunger relief efforts as well as the making of the "We Are The World" recording.

The presentation, which will be presented by talent manager Ken Kragen, president of Los Angeles-based Kragen & Co. and one of the founding members of the USA For Africa Foundation, will focus on radio's role in making the public aware of world hunger, especially the Good Friday worldwide broadcast of "We Are the World" (BROADCASTING, April 8).

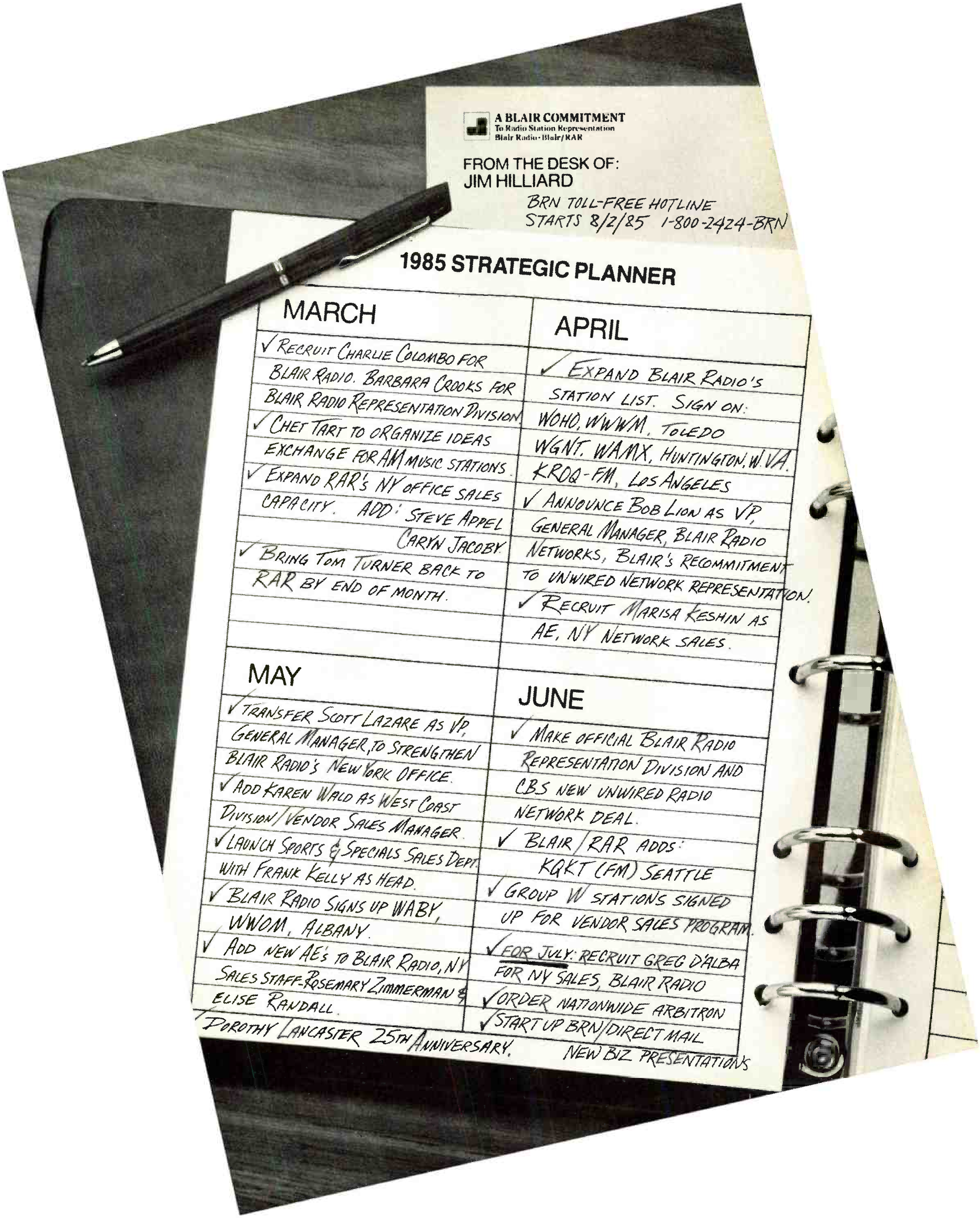
The opening session of this second annual meeting, which is a joint effort of the National Association of Broadcasters and the National Radio Broadcasters Association, is slated for Thursday morning (Sept. 12) at the Dallas Convention Center.

Jackson on radio

Former presidential candidate, the Rev. Jesse Jackson, has a new syndicated program, *Jesse Jackson Commentary*. The two-minute radio program will air twice daily, during morning and evening drive times, in about

Pro-Line President Comer Cottrell and Jackson

100 markets nationwide, a spokeswoman for the series' sponsor, Dallas-based Pro-Line hair products, said. The show will feature Jackson's comments on drug abuse politics, black economic power, housing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Blair Radio · Blair/RAR
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JIM HILLIARD
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STARTS 8/2/85 1-800-2424-BRN
1985 STRATEGIC PLANNER
MARCH
✓ RECRUIT CHARLIE COLOMBO FOR BLAIR RADIO. BARBARA CROOKS FOR BLAIR RADIO REPRESENTATION DIVISION.
✓ CHET TART TO ORGANIZE IDEAS EXCHANGE FOR AM MUSIC STATIONS.
✓ EXPAND RAR'S NY OFFICE SALES CAPACITY. ADD: STEVE APPEL
CARYN JACOBY.
✓ BRING TOM TURNER BACK TO RAR BY END OF MONTH.
APRIL
✓ EXPAND BLAIR RADIO'S STATION LIST. SIGN ON:
WOHO, WWWM, TOLEDO
WGNT, WAMX, HUNTINGTON, W.VA.
KROQ-FM, LOS ANGELES
✓ ANNOUNCE BOB LION AS VP, GENERAL MANAGER, BLAIR RADIO NETWORKS, BLAIR'S RECOMMITMENT TO UNWIRED NETWORK REPRESENTATION.
✓ RECRUIT MARISA KESHIN AS AE, NY NETWORK SALES.
MAY
✓ TRANSFER SCOTT LAZARE AS VP, GENERAL MANAGER, TO STRENGTHEN BLAIR RADIO'S NEW YORK OFFICE.
✓ ADD KAREN WALD AS WEST COAST DIVISION/VENDOR SALES MANAGER.
✓ LAUNCH SPORTS & SPECIALS SALES DEPT. WITH FRANK KELLY AS HEAD.
✓ BLAIR RADIO SIGNS UP WABY, WWOM, ALBANY.
✓ ADD NEW AE'S TO BLAIR RADIO, NY SALES STAFF-ROSEMARY ZIMMERMAN & ELISE RANDALL.
✓ DOROTHY LANCASTER 25TH ANNIVERSARY.
JUNE
✓ MAKE OFFICIAL BLAIR RADIO REPRESENTATION DIVISION AND CBS NEW UNWIRED RADIO NETWORK DEAL.
✓ BLAIR/RAR ADDS:
KQKT (FM) SEATTLE
✓ GROUP W STATIONS SIGNED UP FOR VENDOR SALES PROGRAM.
✓ FOR JULY: RECRUIT GREG D'ALBA FOR NY SALES, BLAIR RADIO
✓ ORDER NATIONWIDE ARBITRON
✓ START UP BRN/DIRECT MAIL NEW BIZ PRESENTATIONS

and apartheid in South Africa.

It takes two

The use of morning broadcast teams successful on some stations for years, appears to be growing in popularity, if the nation's largest market is any example.

Two New York City stations, NBC's adult contemporary WYNY(FM) and Straus Communications' talk-formatted WMCA(AM), have announced new morning teams. WYNY now has the wake-up duo of Paul Harris and Rick Harris (not related) , billed as "Harris and Harris." Paul was formerly morning drive personality for WHCN(FM) Hartford, Conn., while Rick held the same spot at WAPP(FM) New York.

WMCA(AM) said the husband and wife team of Bob and Betty Sanders will join the station beginning Sept. 9 as hosts of the morning program—to be called *Breakfast With Bob and Betty*——from 5 a.m. to 9 a.m., six days a week. Prior to WMCA, Bob and Betty Sanders handled morning duties at CBS-owned WBBM(AM) Chicago for the past 10 years. "*Breakfast with Bob and Betty* offers a return to old-fashioned values and friendly, insightful information. That's what adults are looking for in this hectic world," said WMCA Vice President and Station Manager Carey Davis.

Museum piece. NBC Radio Entertainment donated its 30-hour, July 4 holiday special, *The Rock of Your Life*, to the Museum of Broadcasting. The program, which was produced by Denny Somach Productions, celebrated the 30th anniversary of rock 'n' roll with music and interviews spanning 1955 to 1985. Making the presentation to Museum of Broadcasting President Robert M. Batscha (left) are Frank Cody (center), director of programing for NBC Radio Entertainment, and Willard Lochridge, vice president and general manager, NBC Radio Entertainment.

Down-under 'Companion'

Australian FM listeners are now able to tune into Minnesota Public Radio's weekly *A Prairie Home Companion*. Beginning in early August, the popular two-hour humor program, which is distributed to 263 stations in the U.S. by American Public Radio, is being transmitted over the FM network of the Australian Broadcasting Corp. (ABC) through a deal struck between ABC and Minnesota Public Radio in July.

The show, hosted by Garrison Keillor, is heard in Australia's provincial cities, state capitals and in Canberra, the nation's capital. It originates from Adelaide, the broadcast center for the ABC. However, unlike the U.S. broadcast of *Prairie*, which is aired live on many stations each Saturday afternoon at 5 p.m. (CT), the Australian broadcast is on a two-week, tape-delay basis, according to American Public Radio officials.

American Public Radio, which was launched in January 1982, also reports that it has topped the 300 mark in affiliations for *PHC*, boasting a total of 303 stations.

Cram course

The National Radio Broadcasters Association will sponsor the next session of its radio sales university in Philadelphia, Oct. 25-27. The 12-hour training seminar will be held at the Adam's Park hotel and taught by Dan DiLoreto, executive vice president of Swanson Broadcasting, and Dennis Collins, vice president and general manager of WGBS(AM)-WLYF(FM) Miami. Subjects will include "What Do We Sell?", "Tools of Professional Selling," "Prospecting," "Determining Customer Needs," "Presentations" and "The Competition."

Labor Day special

Westwood One Radio Networks, Culver City, Calif., will offer stations a 12-hour, Labor Day weekend (Aug. 30-Sept. 2) special spotlighting 24 rock artists and groups in past concert performances. Titled *The Isle of Dreams Festival*, the broadcast is scheduled to feature such artists as David Bowie, Elton John, the Eagles, The Who, Led Zeppelin and the Rolling Stones. The special will be co-hosted by WNEW-FM New York personality Carol Miller and KLOS(FM) Los Angeles personality Steve Downes.

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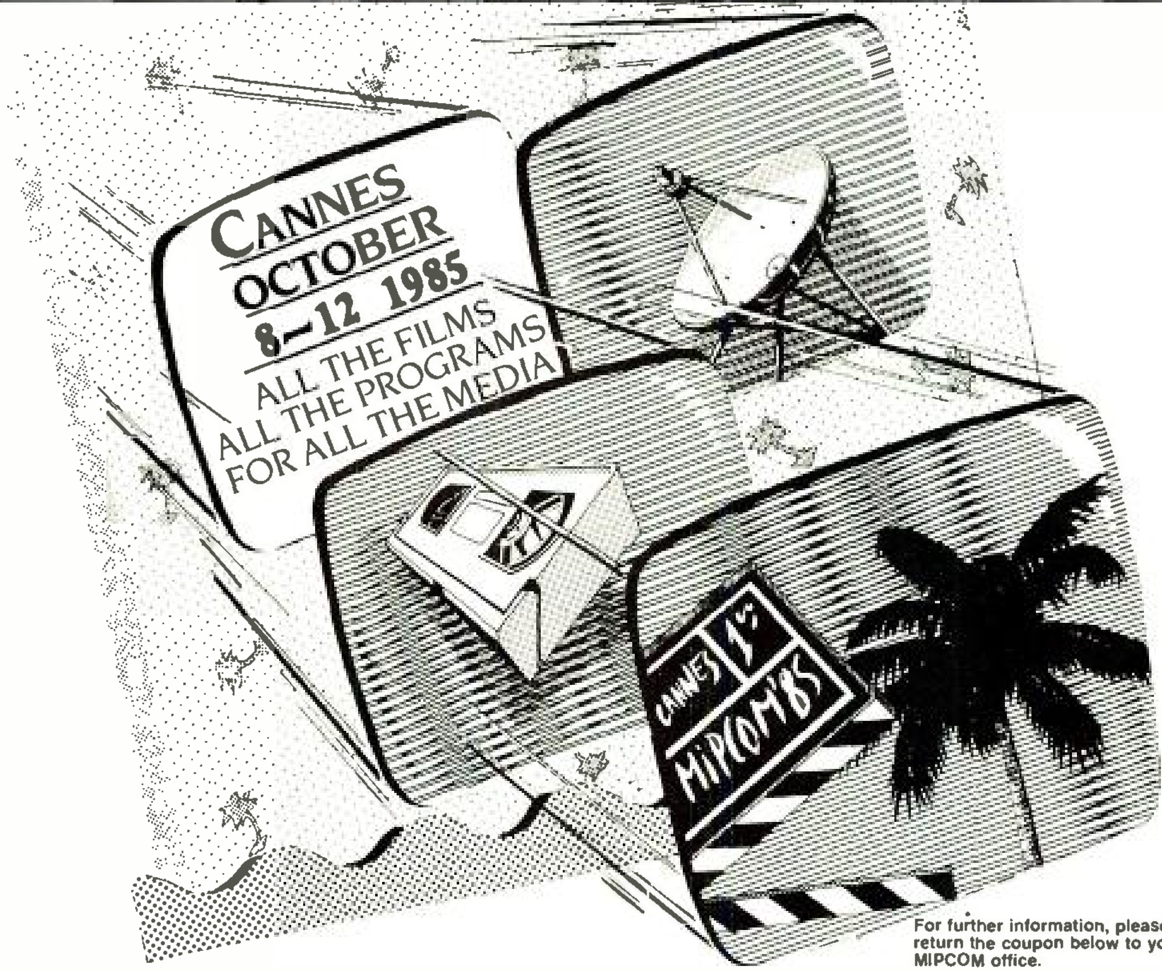

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B

'West 57th' opens to mixed reviews

New CBS news magazine draws praise and criticism for its flashy video style, rock music

West 57th, CBS's new prime time news magazine program which debuted last Tuesday (Aug. 13) at 10 p.m., was, for better or for worse, the talk of media critics and journalists alike last week. The critics argued whether the program, with its emphasis on flashy video techniques and synthesized music, represented a prototype of things to come in television journalism or whether the show had forsaken journalism entirely in favor of the lighter kinds of features seen on such popular syndicated programs as *Entertainment Tonight* and *Lifestyles of the Rich and Famous*. And there were plenty of comparisons of the video techniques used on *West 57th* to those seen on MTV's music videos.

But while the program provided a wealth of material for newspaper columns around the country for a day or two, others were wondering what all the concern was about. "I think all the fuss is misguided," said Richard Salant, former president of CBS News. "This is not 'the end of the old and the beginning of the new' journalism." From all the hype leading up to the first show last week, Salant expected an hour full of "rock music and glitzy graphics. I didn't find that." Despite what he saw as some shortcomings in the way some of the pieces on the premiere broadcast were handled, from a journalistic standpoint, talk of "Ed Murrow turning over in his grave" at the thought of adding some video spice to a news program is "exaggerated," Salant said.

The shortcomings that Salant saw in the program concerned the content of the stories and not the program's stylistic approach. The lead story was a rather fluffy piece on karate- champion- turned- B-movie-actor, Chuck Norris. "He had absolutely nothing to say," said Salant, who believed the piece overlooked the real story which is: "Why has he become a star? What does that say about the [movie] theater-going public?" On a piece about Ethiopia, Salant said, "I didn't know what it was trying to say." But those problems can be worked out over time, he added, noting that "*60 Minutes* wasn't that marvelous its first time out either."

Another former CBS News president, Fred Friendly, now professor at Columbia University, was much harder on the program and its concept. "It's the saddest day in the history of broadcast journalism," said Friendly. He said it represented an effort to turn television into "an electronic midway, devoid of journalism and devoid of taste."

The reviews from television critics were mixed. Some, such as the *Washington Post*'s Tom Shales, thought the program bold and brave. Others, such as the *New York Times*'s John Corry, hated it. The program, said Shales, "shakes, rattles and rolls the cobwebs out the magazine format and reinvigorates prime time journalism with irreverent and ambitious inventiveness." The troupe of on-camera journalists who take turns doing stories, he said, "plays second fiddle to the wit and enterprise of producers, cinematographers and tape editors in this electric endeavor, but technique is used purposefully, not gratuitously." Corry, on the other hand, found the program to be a "mess. Nothing works well except the synthesizer music. It's as if news and entertainment fell into combat and neither side won."

In the ratings, *West 57th* averaged a national 10.5/19, which was lower than both NBC, which averaged a 12.8/23 with a *Remington Steele* rerun, and ABC, which averaged a 13.6/24 for a *Magruder and Loud* rerun. □

Campaign commentator. Speaking at the National Archives in Washington last Wednesday (Aug. 14), Martin J. Schram, national correspondent for *The Washington Post*, said that the 1984 presidential campaign "transformed the way that presidential politicking is going to be conducted from now on." The "real" campaign of 1984, he said, was the "one that reached us on television"—not just campaign commercials, but the network and local news as well. Ads don't make it on their own, Schram said. "You really have to get your message across effectively on the television news."

(Schram, who covered the 1984 campaign in great part by watching the debates, the primaries and the fall elections with different groups of about 20 people across the country, gauging their responses to the candidates before and after each event, spoke on "The Impact of Television on the Political Process." It was co-sponsored by the National Archives Volunteers Constitution Study Group and the American Newspaper Publishers Association Foundation, as part of a series on the First Amendment for a Bicentennial '87 lecture series.)

According to Schram, in 1984 Reagan succeeded in "transforming" the three networks "into the tools of his trade. ABC, NBC and CBS," Schram said, "wound up doing for Reagan what MGM did for him years earlier. . . They unwittingly treated the nation to a portrayal of the all-purpose, all-American politicalist, one part Dutch Reagan and one part Duke Wayne."

Schram said that, to a great extent, it was the type of television coverage—the pictures and image coming across the screen—rather than the amount of coverage the different candidates received that affected the voters. He said that the Reagan campaign "adroitly [used] television" to alter Reagan's image, for example. By setting up "beautiful, superb [campaign] pictures" for the television cameras to photograph, Reagan had a better chance of getting coverage on the news and changing the voters' perception of him, Schram said. An example, Schram said, was when Reagan's staff decided to counter the negative charges against the President's environmental record by showing pictures of the President "in one bucolic setting after another."

What should be done in the future? Schram said that, "in part, the answer has to be that we have to require that the public airwaves be opened up to all candidates, including [during] the primaries." He suggested that the "test ought to be" whether a candidate is elligible for matching funds or the ballot, and if so he or she would be eligible "for one half-hour a week for a campaign on television on the local stations, and on the networks."

Conus plans to offer full-text TV service of capital events

Beginning Sept. 7, Conus Communications will provide, via satellite, unedited television coverage of press briefings and other events open to cameras at the White House and executive branch departments.

The new service, Conus Washington Direct, will be available on a nonexclusive basis for a fee to television stations, newspapers, cable systems and other foreign and domestic news services.

The cornerstone of the service will be live coverage of the daily late-morning press briefings from the White House press room, usually conducted by Deputy Press Secretary Larry Speakes.

But the service will also capture for its clients other briefings and ceremonial events from the White House and the Old Executive Office Building next door and, as it matures, from such executive branch departments as the Defense and State Departments. The service will also try to cover any public appearance by the President in the Washington area.

According to Conus Vice President/General Manager Charles Dutcher, the service will beam between one-and-a-half and two hours a day during its first months in operation. In time, he said, he expects the service

Media in the courts. Response to media coverage in courtrooms in Kansas has been generally positive, according to initial returns of a survey currently under way by the Office of Judicial Administration for the Kansas Supreme Court. The survey expands one conducted in four Kansas court districts last year between Jan. 1 and Sept. 30, in which attorneys, jurors, witnesses and judges participating in trials with camera coverage were questioned. In last year's study, trial participants were asked their feelings about media coverage—in the printed press, television and radio. According to Ron Keefover, education-information officer of the Supreme Court of Kansas, the study concluded that participants were aware of cameras in the courtroom, but their concentration was unaffected during the trial proceedings. All 12 judges surveyed said that "cameras [TVand still] should be made permanent" in the courtroom; the jurors responded that they thought a fair trial was possible for them or their families if it were "subject to photographic, television or radio coverage." Attorneys felt that entire trials, rather than brief clips, should be televised.

Keefover said that so far, responses gathered in this year's survey, which was expanded to iunclude 13 of 31 judicial state court districts between Jan. 1 and Sept. 30, are "about the same" as last year's. The complete results of the 1985 study are expected to be presented to the Supreme Court at a public hearing in November.

to grow "considerably more than that."

Conus Communications is a limited partnership, of which Minneapolis-based group broadcaster Hubbard Broadcasting is the founder and general partner. Its principal service is to coordinate Ku-band satellite newsgathering (SNG) and interexchange among 23 member stations. (Eighteen of the 23 member stations are also limited partners of Conus.)

Conus will use the same Ku-band satellite technology for Conus Washington Direct as it does for its SNG service. Conus will park a transportable Ku-band uplink on Jackson Place, across Pennsylvania Avenue from the White House. Signals from the White House and the Old Executive Office Building will be sent to the uplink via microwave; those from other locations, via microwave or tape.

For its services, Conus leases a transponder on Satellite Business Systems' SBS III Ku-band satellite. Conus plans to shift its traffic to RCA Americom's Satcom K-II after the latter's launch in December or January. Conus has long-term leases for four transponders (two protected ones at $3.6 million each a year and two unprotected at $1.8 million each a year) on the satellite.

Most broadcast stations may soon have access to Satcom K-II. Since NBC is planning to use the satellite for program distribution, most of its affiliates will have earth stations looking at the bird.

In addition, to induce television program syndicators to lease time on two of the transponders for distribution of their programming, RCA is giving away a 3.7-meter Ku-band earth station and $1,000 to install it to any television station that promises to keep the dish pointed at the satellite. So far, according to Dutcher, 440 stations have taken up RCA on its offer.

What television stations will pay for the Conus Washington Direct service will vary with their markets, Dutcher said. Stations in New York may have to pay between $25,000 and $35,000 per year, he said, while those in markets outside the top 100 may pay $5,000 or $6,000. "It's a little difficult to say what the rates will be until we get into the market," he added. □

Forty years of coping. On Wednesday, Sept. 18, ABC News will broadcast a special three-hour prime time report on the post-World War II world has taken, entitled *45/85*. The program is hosted by Peter Jennings and Ted Koppel with Av Westin as executive producer. It will explore some major events that have shaped the nuclear age through the eyes of "witnesses" including former Presidents Richard Nixon, Gerald Ford and Jimmy Carter and former Secretary of State Dean Rusk. Cultural changes as well as political events will be explored. The program is fully sponsored by IBM.

Bonneville and Apple hope for fruitful partnership

roadcaster will transmit financial ata services via satellite and M subcarrier to personal computers

onneville Telecommunications announced ıst Tuesday (Aug. 13) in an 11-city video ress conference plans to introduce this fall ıree new financial-information services for sers of Apple Macintosh personal comput-rs: MacMonitor, MacStock and MacInves-or.

Bonneville will transmit the services to ubscribers over its data distribution net-vork, which combines satellite communica-ions and FM subcarrier broadcasting to each what Bonneville claims will be four of very five offices in the country.

MacMonitor and MacStock are essential-y quotation services. The former, modeled n Bonneville's currently available Market Monitor service, provides commodities quo-ations; the latter offers quotations in stock, tock options and selected commodities. MacInvestor offers financial information and two-way communications service that can be tailored to meet the needs of financial nstitutions.

Because the new services make use of Macintosh technology, Bonneville said they epresent "a quantum leap forward" in the apidly growing field of electronically deliv-ered stock and commodities information. For one thing, the Macintosh's graphics ca-pability permits users to display information on three types of graphs (bar, line and point and figure).

According to John Sculley, president and chief executive officer of Apple, who spoke from Apple headquarters in Cupertino, Ca-lif., the news services will help Apple real-ize its goal of making Macintosh a "real player" in the business marketplace.

Both Sculley and Kenneth J. Bentley, president of Bonneville Telecommunica-tions, who spoke from a studio in Salt Lake City, stressed the ease with which the ser-vices could be accessed with the Macintosh. The MacStock service, Bentley said, is de-signed to allow customers to worry about "what stock to buy, not what key to push."

According to Bonneville, the services are intended for investors handling portfolios of commodities and securities valued at more than $100,000. Bonneville provided com-plete price information only for the Mac-Monitor service. It costs between $1,740 and $2,100 per year, depending on payment plan. (Bonneville is also selling the Macin-tosh hardware and software needed to re-ceive any of the services for $3,400.)

The Bonneville data distribution network is now six years old. Bonneville uses it to transmit data for a number of clients, includ-ing retailers and electronic publishers.

The network sends data via satellite to around 50 FM stations (including Bonne-ville's owned and operated stations) which then broadcast it locally over subcarriers. The data is received by special data receiv-ers, a combination FM tuner and data pro-cessor.

The data can also be transmitted directly via satellite to offices and homes. However, this requires the installation of a small-aper-ature earth station at each receive site and, according to one Bonneville spokesman, adds about $75 a month to the price of the services.

Bonneville Telecommunications Satellite Systems Division handled the video press conference, in which video emanated from the U.S. Chamber of Commerce in Wash-ington as well as Apple's headquarters in Cupertino, Calif., and Bonneville's head-quarters in Salt Lake City. After being mixed in Salt Lake City, it bounced off a satellite and was downlinked and displayed on large projection TV screens before reporters in Boston, Chicago, Dallas, Los Angeles, New York, Philadelphia, San Francisco, Seattle and Washington.

The production went smoothly until the start of the Q-and-A period. The questions from reporters via audio links did not come in on cue, the voices of technicians leaked onto the air and, on at least one occasion, the wrong picture was switched to air. □

Changing Hands

PROPOSED

KFOR(AM)-KFRX(FM) Lincoln and KRGI-AM-FM Grand Island, both Nebraska; KWTO-AM-FM Springfield, Mo.; KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwein, Iowa. □ Sold by Stuart Broadcasting Co. to DKM Broadcasting for $23.5 million. **Seller** is Lincoln, Neb.-based station group princi-pally owned by James Stuart and family. It has no other broadcasting properties. **Buyer**

is Atlanta-based station group of three AM's and four FM's, headed by Robert Dyson, chairman. Sale will put DKM among radio groups with most stations in their portfolio (see box, "Top of the Week"). KFOR is on 1240 khz with 1 kw day and 250 w night. KFRX is on 102.7 mhz with 100 kw and antenna 430 feet above average terrain. KRGI(AM) is on 1430 khz with 5 kw day and 1 kw night. KRGI-FM is on 96.5 mhz with 100 kw and antenna 416 feet above average terrain. KWTO(AM) is on 560 khz full time with 5 kw. KWTO-FM is on 98.7 mhz with 100 kw and antenna 600 feet above average terrain, it holds CP for 75 kw and antenna 550 feet above average terrain. KSAL is on 1150 khz full time with 5 kw. KYEZ is on 93.7 mhz with 100 kw and antenna 300 feet above average terrain. KOEL(AM) is on 950 khz with 5 kw day and 500 w night. KOEL-FM is on 92.3 mhz with 100 kw and antenna 370 feet above average terrain. *Broker: The Mahlman Co.*

WPMI(TV) Mobile, Ala. □ Sold by Hess Broadcasting Corp. to WPMI Television Co. for $11,950,000, comprising $11.2 million cash and remainder note. **Seller** is principally owned by Roy L. Hess, who also owns 33.34% of WHSI(TV) Portland, Me. **Buyer** is principally owned by Michigan Energy Resources Co. (90%), publicly owned utility holding company which owns WSTR-AM-FM Sturgis, Mich., and six cable systems in Michigan. It is headed by William Matheson. Other interests in buyer are held by William G. Evans (6%) and Gordon Gray (4%). Evans also has interest in WFFG(AM) Marathon, Fla.; WHIA(AM)-WAZE(FM) Dawson, Ga., and is purchasing WARI(AM)-WXLE(FM) Abbeville, Ala. (see below). Gray is one-time general manager of WOR(AM) New York, and principal in WFTV(TV) Orlando, Fla. WPMI is independent on channel 15 with 5,000 kw visual, 500 kw aural and antenna 1,706 ft. *Broker: Blackburn & Co.*

KKPL-AM-FM Opportunity, Wash. □ 89% sold by Alpha Radio Inc. to Christenson Communications Co. for $4 million, comprising $2.4 million cash assumption of $1.6 note and remainder in notes. **Seller** is owned by Garry Munson, who also owns KCFX(FM) Harrisonville, Mo. **Buyer** is owned by Scott V. Christenson, general manager of station, who owns 11% of seller. KKPL(AM) is daytimer on 630 khz with 1 kw. KKPL-FM is on 96.1 mhz with 100 kw and antenna 2,380 feet above average terrain.

KCEY(AM)-KMIX(FM) Turlock, Calif. □ Sold by FMW Broadcasting Inc. to Radio Associates Inc. for $3,375,000, comprising $1 million cash, $250,000 noncompete agreement and remainder assumptions and notes. **Seller** is owned by Robert Fenton and Harry (Bud) MacMurray. Fenton has interest in KHSN(AM)-KOOS(FM) Coos Bay, Ore., and KMYC(AM)-KRFD(FM) Marysville, Calif. MacMurray is owner of KATO(AM)-KXKQ(FM) Safford, Ariz. **Buyer** is owned by brothers, Kenneth V. and Jerry Miller; Martin DeVrou, Phillip Siegfried and Robert M. Salmon. Salmon is general manager of WKMI(AM) Kalamazoo, Mich. Millers are both attorneys, DeVrou is automobile dealer and Siegfried is certified public accountant, all from Kalamazoo. KCEY(AM) is on 1390 khz full time with 5 kw. KMIX is on 98.3 mhz with 1.6 kw and antenna 390 feet above average terrain. *Broker: Hogan-Feldman Inc.*

KNGL(AM)-KBBE(FM) McPherson, Kan. □ Sold by Bengel Broadcasting Co. to Davies Communications Inc. for $589,000, comprising $540,000 cash and remainder noncompete agreement in note. **Seller** is owned by Bernard M. Brown, who is also station manager of KAYS-TV Hays, Kan. **Buyer** is owned by E. Jerry Davies (47.5%), his wife Helen (47.5%), and two others. Davies owns advertising agency in McPherson, Kan. Buyers have no other broadcast interests. KNGL is daytimer on 1540 khz with 250 w. KBBE is on 96.7 mhz with 3 kw and antenna 245 feet above average terrain.

WARI(AM)-WXLE(FM) Abbeville, Ala. □ Sold by Henry County Radio Inc. to Abbeville Wireless Corp. for $450,000, comprising $300,000 cash and remainder note. **Seller** is owned by B.C. Eddins and Clark Jones who also have interest in WFMH-AM-FM Cullman, Ariz. **Buyer** is owned by William Evans and John Thacker. Evans is station manager of WPMI(TV) Mobile, Ala., which is being sold (see below). Evans and Thacker have interest in WHOS(AM)-WDRM(FM) Decatur, Ala.; WFFG(AM)-WMVM(FM) Marathon Fla., and WHIA(AM)-WAZE(FM) Dawson, Ga. WARI is daytimer on 1480 khz with 1 kw. WXLE is on 94.3 mhz with 3 kw and antenna 385 feet above average terrain. *Broker: Chapman Associates.*

KBNG(AM) Yakima, Wash. □ Sold by Big Bang Inc. to Andrew Vallejo for $399,000 comprising $101,000 cash and remainder note. **Seller** is owned by Robert H. Schultz who has no other broadcast interests. **Buyer** owns KAJR(FM) Yakima and cable systems in Eatonville, and Bonney Lake, both Washington. KBNG is daytimer on 930 khz with 1 kw.

WFPA(AM) Fort Payne, Ala. □ Sold by Dekalb Broadcasting Inc. to Fort Payne Broadcasting Co. for $350,000, comprising $110,000 cash and remainder note at 9.5% over 10 years. **Seller** is owned by Betty Holderfield, who has no other broadcast interests. **Buyer** is owned by Gilbert H. Watts and family. They have no other broadcast interests. WFPA is on 1400 khz with 1 kw day and 250 w night.

WXLI(TV) Greensboro, N.C. □ Sold by Consolidated Broadcasting Corp. to Trinity Broadcasting Network Inc. for $300,000 cash. **Seller** is owned by Billy R. Satterfield who has no other broadcast interests. **Buyer** is nonprofit, nonstock corporation headed by Paul F. Crouch, president. It is based in Santa Ana, Calif., and owns seven TV's. WXLI(TV) is independent on channel 61 with 500 kw visual 50 kw aural and antenna 564 feet above average terrain.

For other proposed and approved sales see For the Record, page 75.

In Sync

Home, stereo home

With nearly two-thirds of U.S. households now in receiving range of a television stereo signal, the TV product industry is preparing for delivery next fall of consumer set-top decoders to allow monaural TV sets to receive stereo sound.

Most currently sold TV sets have built-in stereo jacks, and Sears, for example, is already delivering $100 plug-in stereo decoders from its catalogue in four to five days, while Radio Shack's $140 TV top converter (also a plug-in) is to be available in stores by the end of October.

For the vast majority of older sets without the jacks, multichannel sound is also within reach. One unusual approach with these sets has been developed by Proton, a Long Island City, N.Y., consumer product manufacturer. Its $150 V622 MTS stereo TV decoder includes a special RF probe, which, when attached to the exterior of the set near its audio signal circuitry, tunes in the over-the-air stereo difference signal, and then processes the entire multichannel sound signal through the unit's stereo decoding circuitry to provide either stereo or mono sound.

In 90% of TV sets, according to the company, the probe can be attached by set owners since the decoder box includes a signal strength meter that varies in intensity according to the proximity of the probe to the stereo signal. Only sets with metal cases or inside large consoles must have the probe internally installed by a serviceman.

The decoder was developed by FM circuit designer Larry Schotz, who has previously collaborated with Proton on its audio and video products. It will be available in stores in October, according to the company.

SNG to go

Dalsat Inc. and Centro Corp. have signed a nonexclusive agreement to jointly market their satellite news gathering expertise. San Diego-based Centro builds and equips remote broadcast vehicles; Dalsat, based in Plano, Tex., supplies Ku-band transportable uplinks to broadcast TV crews.

Charles Willingham, Dalsat president, said the firm has a similar nonexclusive marketing agreement with Wolf Coach, an Auburn, Mass.-remote van manufacturer.

Since its formation in 1978, Dalsat has engineered transportable C-band satellite transmission systems for industrial firms, as well as the commercial TV networks. The company, which conducted a Ku-band rain attenuation study for NBC in 1984, began work in the Ku-band earlier this year in conjunction with satellite-time supplier GTE Spacenet.

"The technology of Ku-band SNG," Willingham told BROADCASTING, "will find a very active market over the next 18 to 24 months, and continuing for another three to five years. In the next year, I expect to see a market in excess of 100 stations."

Panasonic goes Waco

KCEN-TV Waco, Tex., has purchased nearly a half-million dollars in Panasonic half-inch M-format video gear over the past six months and has put the finishing touches on its refurbished studios when its new MVP-100 spot player began airing the ABC affiliate's commercial breaks.

Also using M-format equipment in the Waco market is NBC affiliate, KXXV(TV), which went on the air last spring with a full, half-million-dollar, half-inch M facility, including an eight-deck MVP-100, studio and portable VCR's, edit controllers and Recam cameras.

At KCEN-TV, the automated MVP will use 16 decks, making it capable of up to 12 hours of continuous programing without changing a single videocassette, according to Panasonic.

In addition to the MVP, the station has taken deliveries from Panasonic of six AU-300B studio VCR's, three AU-S220 portable VCR's with adapters to bring video output to air quality and six AK-30 hand-held cameras. According to Ken Smith, chief engineer, currently in use at the station are two of the studio VCR's and all the cameras, connected to three-quarter-inch U-matic recorders for newsgathering in the field.

The majority of the products will be used for studio applications, noted Dan Lesmeister, vice president and general manager of the station, although the station eventually plans to move all the way to the half-inch format. "We are using two-inch, three-quarter-inch and one-inch gear now," he commented, "and you don't just dump all that. But within two years we'll buy another $500,000 in M-format products for the field."

Gearing up

For small broadcast control rooms, **JBL** has developed the Urei Model 809 Time Align studio monitor. According to the Northridge, Calif., company, the $699-per-monitor units can adjust crossover group delay parameters to eliminate "time smear," the effect when high and low frequency portions of sound do not reach the listener's ear simultaneously.

□

An audio monitor system for stereo broadcasters in TV or radio is soon to be delivered by **Mark Electronics** in Gainesville, Fla. The Osar Model 202 uses three LED VU meters and a three-inch-by-five-inch speaker to prevent phase errors. The unit costs $450.

TELECASTINGS

VCR influence

Implications for advertisers in the emerging growth of videocassette recorders are examined in a report issued by Ogilvy & Mather, New York. Ogilvy concludes that a loss in network ratings from VCR's could be more severe than from cable; the widespread availability of hit movie titles on cassette "undoubtedly contributes to lower television usage levels on Saturday night"; current measurement standards for VCR's fail to satisfy industry needs, and increased competition from VCR's could lead monthly pay services to seek advertising. The agency says that the growth of new technologies will put pressure on the broadcasting industry to experiment with unusual program formats, split-screen commercials and even limiting commercials between shows when channel switching is at its greatest.

Music video sale

Odyssey, the music video network launched by National Christian Network last January, is up for sale. According to Ray Kassis, president of NCN, a Canadian investment group proposed buying Odyssey for $4.5 million last April when it had a universe of about eight million viewers. But the group couldn't come up with the financing and the deal fell through, he said.

Odyssey now reaches almost 18 million homes, primarily through broadcast television outlets that take portions of the 24-hour service, and has commitments from stations reaching another 10 million, said Kassis. In the current viewing universe, about 65% of the viewers are reached through UHF outlets, 25% through VHF stations, and 5% each through cable systems and low-power television stations.

The Odyssey format combines top-40 and urban contemporary music videos and does not accept videos featuring explicit sex and violence. Kassis described the network as a "sleeper" that has grown faster than any other music video network. He acknowledged the network has had problems selling advertising time, due largely, he said, to its distribution through three different media (full-power and low-power broadcast and cable) that advertisers don't quite know how to fit into their media mix. He would not say how much advertising the network has sold this year, but said it was "not enough to sustain the operation." Kassis contended the network would "really take off" for the right investor willing to develop it.

Video publisher

Simon & Schuster, New York, launched its video division last week with the announcement that Granada Television's *The Jewel in the Crown* television series would be its first release. S&S said the 12½-hour, five-cassette deluxe collector's edition would be available in stores Sept. 18 with a suggested retail price of $399.95. *The Jewel* was nominated for six awards in this year's Emmy competition. It is being distributed to video stores by Paramount Home Video and to book stores by the Simon & Schuster sales force.

Denver viewing

A.C. Nielsen Co. said three Denver stations—KDVR(TV), KWGN-TV and KMGH-TV—have signed for the metered television audience measurement service that Nielsen Station Index will start there in November. The first two are independents; the third is a CBS affiliate. Denver, ranked by Nielsen as the 19th largest television market, will be the 12th with Nielsen's metered service, following the company's start of metering in Miami-Fort Lauderdale, Fla., in October. Denver ratings will be based on an initial sample of 300 meter-equipped households, which Nielsen says it will expand to 350 in 1987.

One-stop captioning

Noncommercial WGBH-TV Boston's Caption Center, which has offices in Boston and Los Angeles, will open a branch in New York this month to provide closed captioning for television commercials ("Closed Circuit," June 24). In cooperation with Movielab Video Inc., WGBH-TV will "perform all phases of the captioning process" in the Movielab building at 619 West 54th Street. According to Barry Cronin, director of electric text services, WGBH-TV Educational Foundation, "The Caption Center, New York, is being established to meet the growing demand for our services by the New York advertising community." More than 300 national advertisers regularly caption their commercials, the center said.

More TV from Hofstra

Hofstra University, Hempstead, N.Y., will establish a new Hofstra Television Institute—a production facility to be used primarily for undergraduate course work but also for university and community program production—at a cost of more than $5 million. The facilities will also be available for rent by outside producers. The facilities include three large studios with state-of-the-art production equipment as well as downlinking facilities and a mobile production unit. The institute will be inaugurated in November with a three-day conference on television (Nov. 19-21) that will include Bruce Christensen, president, Public Broadcasting Service; James Duffy, president, communications, ABC Broadcast Group; James Rosenfield, senior executive vice president, CBS/Broadcast Group; Brandon Tartikoff, president, NBC Entertainment; Frank Stanton, president emeritus, CBS Inc., and Neil Hickey, New York bureau chief, *TV Guide*. The university plans to tape the conference for distribution to cable or PBS. Dr. J.R. Block, assistant to the president for information systems at Hofstra, is director of the conference and will oversee operation of the television institute.

Raising more money

Eighteen noncommercial television stations have been honored for their fund-raising activities, in the eighth annual Public Broadcasting Service Development Awards. The competition marks "exemplary efforts" in raising support for public television during 1984 from such sources as on-air membership drives, auctions, direct mail and grants from foundations, corporations and other organizations, PBS said. Among the top honorees: WNPB-TV Morgantown, W.Va., which increased its fund-raising 240% over the previous year: Arkansas Educational Television, which showed a 119% increase in membership income, a 661% jump in local underwriting and a 141% boost in state appropriations, and KCTS-TV Seattle, which showed a 49% rise in development income, including more support through special events, membership and underwriting, PBS said.

Interview opportunity

From mid-August until mid-September, four free sample feeds of a new syndicated series, *V.I.P. Newsmaker Interviews*, will be available to TV stations requesting them, according to the Visnews Group, which is offering the new service and the samples. The Visnews Group is a consortium of Visnews Ltd., Viscom International and BrightStar Communications. Viscom International, New York, is serving as coordinator of the service in the U.S.

Viscom officials said the weekly, satellite-delivered service is designed to give local stations direct access to major national and international news figures, presenting a live interview a week, with subscriber stations having a voice in selecting interviewees and in questioning them.

Jack Albert, executive vice president of Viscom, said: "Initial response has been very positive from news directors across the country who have been looking for such a service on a guaranteed regular basis." Norm Fein, executive producer of *V.I.P.*, said the service will help station news departments expand their coverage "at low cost" and still "keep final editorial control over the content." The guests, producer Tom Freebairn said, "will range from a scientist or doctor who is working quietly on a cure for a disease to an athlete who has broken a major record or a head of state speaking to the world."

Viscom said it will use its own facilities and the international Visnews Group network to line up and broadcast the interviews. The service is being sold on a market-exclusive basis under the direction of Ed Helfer, vice president of marketing.

The first of the four samples is due to be fed this week, and the final one—said to feature "a major world figure"—during the Radio-Television News Directors Association convention in Nashville Sept. 11-14.

All together now

Three sitcom series created for superstation WTBS(TV) Atlanta will be put together in a 90-minute block on Monday evenings, starting Sept. 2 at 6:05 p.m. NYT.

Down to Earth, the original made-for-WTBS situation comedy, will move on that date from its current Friday-night spot to Mondays at 6:05. *Safe at Home* will continue in its present 6:35 Monday slot. And *Rocky Road*, about two sisters and a brother and their struggle to keep their ice cream parlor (and their lives) in order, will premiere Sept. 2 at 7:05 p.m.

"This is a move to create a block of first-run, original situation comedies in the early fringe on the day when the HUT [homes using television] numbers are up," said Jack Petrik, WTBS executive vice president and general manager. "These original superstation sitcoms are strong, versatile and fresh, and together they make a very strong lead-in to WTBS prime time programing."

The three sitcoms are produced for WTBS by the Arthur Co. at Hollywood Center Studios in Hollywood. *Down to Earth* is produced in conjunction with Procter & Gamble; the two others are produced in association with WTBS owner Turner Broadcasting System. All three are taped in performance before studio audiences.

Sell out

SIN Television Network has sold all available commercial time for its telecasts of the SIN National Song Festvial in Miami on Aug. 24 at 9-11:30 p.m. and of the OTI International Song Festival in Seville, Spain, on Sept. 21 at 8-10:30 p.m. (both NYT). Sponsors make a single buy for both programs. Among those signed are Armour-Dial Inc., AT&T Communications, Coca-Cola USA, Colgate-Palmolive Co., Eastern Airlines and Sears Roebuck.

For the Record

As compiled by BROADCASTING, Aug. 8 through Aug. 14, 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

■ *WARI(AM)-WXLE(FM)* Abbeville, Ala. (AM: 1480 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 385 ft.)—Seeks assignment of license from Henry County Radio Inc. to Abbeville Wireless Corp. for $450,000, comprising $300,000 cash and remainder note. Seller is owned by B.C. Eddins and Clark Jones, who also have interest in WFMH-AM-FM Cullman, Ariz. Buyer is owned by William Evans and his wife, Janice, June Thacker and John Thacker (no relation). Evans is station manager of WPMI(TV) Mobile, Ala., which is being sold (see below). It has interest in WHOS(AM)-WDRM(FM) Decatur, Ala.; WFFG(AM)-

WMVM(FM) Marathon, Fla., and WHIA(AM)-WAZE(FM) Dawson, Ga. Filed Aug. 7.

■ WFPA(AM) Fort Payne, Ala. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license fom Dekalb Broadcasting Inc. to Fort Payne Broadcasting Co. for $350,000, comprising $110,000 cash and remainder note at 9.5% over 10 years. Seller is owned by Betty Holderfield, who has no other broadcast interests. Buyer is owned by Gilbert H. Watts and family. They have no other broadcast interests. Filed Aug. 7.

■ WPMI(TV) Mobile, Ala. (ch. 15; independent; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,706 ft.; ant. height above ground: 1,729 ft.)—Seeks assignment of license from Hess Broadcasting Corp. to WPMI Television Co. for $11,950,000, comprising $11.2 million cash and remainder note. Seller is principally owned by Roy L. Hess, who also owns 33.34% of WHSI(TV) Portland, Me. Buyer is owned by Michigan Energy Resources Co., publicly owned utility holding company which owns WSTR-AM-FM Sturgis, Mich., and six cable systems in Michigan. It is headed by William Matheson. Acquiring company is headed by William G. Evans, who also has interest in WFFG(AM) Marathon, Fla.; WHIA(AM)-WAZE(FM) Dawson, Ga., and is purchasing WARI(AM)-WXLE(FM) Abbeville, Ala. (see above). Filed Aug. 7.

■ KCEY(AM)-KMIX(FM) Turlock, Calif. (AM: 1390 khz; 5 kw-U; FM: 98.3 mhz; 1.6 kw; HAAT: 390 ft.)—Seeks assignment of license from FMW Broadcasting Inc. to Radio Associates Inc. for $3,375,000, comprising $1 million cash, $250,000 noncompete agreement and remainder assumptions and notes. Seller is owned by Robert Fenton and Harry (Bud) MacMurray. Fenton has interest in KHSN(AM)-KOOS(FM) Coos Bay, Ore., and KMYC(AM)-KRFD(FM) Marysville, Calif. MacMurray is owner of KATO(AM)-KXKQ(FM) Safford, Ariz. Buyer is owned by Kenneth V. Miller, his brother, Jerry, Martin DeVrou, Phillip Siegfried and Robert M. Salmon. Salmon is general manager of WKMI(AM) Kalamazoo, Mich. Millers are attorneys, DeVrou is automobile dealer and Siegfried is certified public accountant, all from Kalamazoo. Filed Aug. 6.

■ KAYK(AM) Pueblo, Colo. (1480 khz; 1 kw-D)—Seeks assignment of license from Erway Broadcasting Corp. to Colorado Communications Wireless Radio Co. for $195,000, comprising $30,000 cash and remainder note. Seller is owned by Guy S. Erway, who is also app. for new FM in Pueblo, Colo. Buyer is owned by Susan E. Leary (51%) and her husband, Allan (49%). Allan Leary is engineer at WNYT(AM) Albany, N.Y. Filed Aug. 9.

■ KDEC(AM) Decorah, Iowa (1200 khz; 1 kw-U)—Seeks assignment of license from The Scenic Broadcasting Co. to Decorah Radio Inc. for $380,000, comprising $65,000 cash and $325,000 note. Seller is owned by Verne Koenig, who has no other broadcast interests. Buyer is owned by Paul Scott, and his wife, Sally, who also own WRJC-AM-FM Mauston, Wis. Filed Aug. 7.

■ KNGL(AM)-KBBE(FM) McPherson, Kan. (AM: 1540 khz; 250 w-D; FM: 96.7 mhz; 3 kw; HAAT: 245 ft.)—Seeks assignment of license from Bengel Broadcasting Co. to Davies Communications Inc. for $589,000, comprising $540,000 cash and remainder noncompete agreement in note. Seller is owned by Bernard M. Brown, who is also station manager of KAYS-TV Hays, Kan. Buyer is owned by E. Jerry Davies (47.5%), his wife, Helen (47.5%), and two others. Davies owns ad agency in McPherson, Kan. It has no other broadcast interests. Filed Aug. 7.

■ WLPQ(AM) Pittsburg, Ky. (980 khz; 1 kw-D)—Seeks assignment of license from Q Radio Group to Hughes-Moore Associates for $150,000 cash. Seller is principally owned by John B. Begley, who has no other broadcast interests. Buyer is equally owned by Paul J. Hughes and Kevin A. Moore, who also own WKLU(AM) Midway, Ky. Filed Aug. 9.

■ WXLI(TV) Greensboro, N.C. (ch. 61: independent; ERP vis. 500 kw; aur. 50 kw; HAAT: 564 ft.; ant. height above ground: 489 ft.)—Seeks transfer of control of Consolidated Broadcasting Corp. from Billy R. Satterfield to Trinity Broadcasting Network Inc. for $300,000 cash and agreement to loan seller $1.4 million. Seller has no other broadcast interests. Buyer is nonprofit, nonstock corporation headed by Paul F. Crouch, president. It is based in Santa Ana, Calif., and owns seven TV's. Filed Aug. 8.

■ KSVN(AM) Ogden, Utah (730 khz; 1 kw-D)—Seeks assignment of license from Weber Broadcasting Co. to Rolando Collantes for $100,000. Seller is owned by Wendell T. Winegar and his wife, Elaine. It has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 8.

■ KKPL-AM-FM Opportunity, Wash. (AM: 630 khz; 1 kw-D; FM: 96.1 mhz; 100 kw; HAAT: 2,380 ft.)—Seeks assignment of license from Alpha Radio Inc. to Christenson Communications Co. for $4 million, comprising $2.4 million cash assumption of $1.6 note and remainder in notes. Seller is owned by Garry Munson, who also owns KCFX(FM) Harrisonville, Mo. Buyer is owned by Scott V. Christenson, general manager of station, who already owns 11% of seller. Filed Aug. 8.

■ KBNG(AM) Yakima, Wash. (930 khz; 1 kw-D)—Seeks transfer of control of Big Bang Inc. from Robert H. Schultz to Andrew Vallejo for $399,000, comprising $101,000 cash and remainder note. Seller has no other broadcast interests. Buyer owns KAJR(FM) Yakima and cable systems in Eatonville, and Bonney Lake, both Washington. Filed Aug. 8.

New Stations

Applications

AM's

■ Sun Valley, Nev.—Sun Valley Radio seeks 550 khz; 500 w-D. Address: 716 South 7th Ave., La Grange, Ill. 60525. Principal is owned by Janice L. O'Brien, who has no other broadcast interests. Filed May 20.

■ Waldport, Ore.—Edward C. McElroy Jr. seeks 850 khz; 250 w-U. Address: 593 S.E. Douglas, Toledo, Ohio 97391. Principal has no other broadcast interests. Filed Aug. 1.

FM's

■ Central Valley, Calif.—Lola Jean Broadcasting seeks 99.3 mhz; 130 w; HAAT: 1,495 ft. Address: P.O. Box 661, Anderson, Calif. 96007. Principal is owned by Lola Jean Teeters (90% general partner), her husband, Terry (22.% ownership); Robert Korolock (10% general partner; 32.5% ownership) and Linda Newman (55% ownership). They have no other broadcast interests. Filed June 12.

■ Central Valley, Calif.—Broadcast West Associates seeks 99.3 mhz; 107 w; HAAT: 1,524 ft. Address: 2304 East Enid Circle, Mesa, Ariz. 85204. Principal is owned by John Henry Warren (51%) and Ronald David Hoon (49%). Warren is anchor and Hoon is business reporter for KTSP-TV Phoenix. Filed June 11.

■ Central Valley, Calif.—Happy Valley Telephone Co. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 18025 Olinda Road, Anderson, Calif. 96007. Principal is owned by Kenneth J. Waters (12.97%), his wife, Frances (33.01%), and Lawrence Blashaw (6.92%) with 32 others. It has no other broadcast interests. Filed June 12.

■ Central Valley, Calif.—Richard P. Bott seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 8603 Buchingham Lane, Kansas City, Mo. 64138. Principal owns Bott Broadcasting, Kansas City-based station group of four AM's. It is also app. for new AM and eight new FM's. Filed June 11.

■ Central Valley, Calif.—Werner G. Wistler Jr. seeks 5150 SW Griffith Dr., Beaverton, Ore. 97005. Principal has interest in new AM's in East Helena, Mont., and Windsor, Calif. Filed June 12.

■ Central Valley, Calif.—Jeffrey Broadcasting Corp. seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 1330 Hartnell Ave., Redding Calif. 96002. Principal is owned by Leonard Freeman (38%), his wife, Nancy (38%), her mother, Jeanette Aldi and Aldi's husband, A. Joseph Aldi. It also KCLM(AM) Redding, Calif. Filed June 12.

■ Central Valley, Calif.—Spanish Aural Services Co. seeks 99.3 mhz; 90 w; HAAT: 1,635 ft. Address: 839 Timber Cove Dr., Seabrook, Tex. 77586. Principal is owned by Roy E. Henderson, who also owns KYND(AM) Seabrook, Tex. It is also app. for nine new FM's. Filed Aug. 12.

■ Central Valley, Calif.—Mt. Shasta Broadcasting Co. seeks 99.3 mhz; 3 kw; HAAT: 321 ft. Address: 8844 Ravenwood, Stockton, Calif. 95209. Principal is equally owned by Roger L. Turnbeaugh, his wife, Beatrice; Stephen Snell, his wife, Peggy; Stephen Snell's brother, Christopher, and his wife, Hope. It has interest in KEEN(AM)-KBAY(FM) San Jose, and KCUR(AM)-KWIN(FM) Lodi, Calif. Christopher Snell is general manager of KEEN(AM) and Stephen Snell is general manager of KBAY(FM). Filed June 11.

■ Central Valley, Calif.—Axell Broadcasting seeks 99.3 mhz; 147 w; HAAT: 1,449 ft. Address: 85 Ranch Vista Drive, Oroville, Calif. 95965. Principal is owned by Luann Axell and her husband, Wade. It is also app. for new FM in Fort Bragg, Calif. Filed June 12.

■ Corcoran, Calif.—Radio Corcoran seeks 348 West Sierra Madre Blvd., Sierra Madre, Calif. 91024. Principal is owned by Mary S. Volken, who has no other broadcast interests. Filed June 12.

■ Corcoran, Calif.—Mrs. Toni Burns seeks 102.3 mhz; 3 kw; HAAT: 300 ft. Address: 3285 Hunters Point Dr., Lexington, Ky. 40515. Principal has no other broadcast interests. Filed June 12.

■ Coalinga, Calif.—Ken Braddick seeks 102.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box, Asheville, N.C. 28802. Principal has no other broadcast interests. Filed June 12.

■ Fort Bragg, Calif.—Small Market Minority Radio seeks 97.7 mhz; 3 kw; HAAT: 263 ft. Address: 6161 Oakey, Las Vegas 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed Aug. 12.

■ Fort Bragg, Calif.—Axell Broadcasting seeks 97.7 mhz; 1.6 kw; HAAT 448.5 ft. Address: 85 Ranch Vista Drive, Oroville, Calif. 95965. Principal is owned by Luann Axell and her husband, Wade. It is also app. for new FM in Corcoran, Calif. Filed June 12.

■ Ferndale, Calif.—Betty Bennett seeks 99.3 mhz; 450 w; HAAT: 838 ft. Address: 3228 Tudor Dr., Lexington, Ky. 40503. Principal has no other broadcast interests. Filed July 12.

■ Johannesburg, Calif.—Small Market Minority Radio seeks 103.9 mhz; 3 kw; HAAT: 68 ft. Address: 6161 Oakey, Las Vegas 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed Aug. 12.

■ Johannesburg, Calif.—Robert Adelman seeks 103.9 mhz; 185 w; HAAT: 1,000 ft. Address: 118 South Robinson, Tehachapi, Calif. 93561. Principal is general manager of KTPI(AM) Tehachapi, Calif. Filed July 11.

■ Johannesburg, Calif.—Kitchen Productions Inc. seeks 103.9 mhz; 185 w; HAAT: 1,000 ft. Address:204 South Gold Canyon, Ridgecrest, Ga. 93555. Principal is owned by Edward K. Tipler and James L. Rieger, who have no other broadcast interests. Filed July 12.

■ Julian, Calif.—Small Market Minority Radio seeks 101.1 mhz; 1 kw; HAAT: 380 ft. Address: 6161 Oakey, Las Vegas 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed Aug. 12.

■ Julian, Calif.—Nuevo Communications Inc. seeks 100.1 mhz; 63 w; HAAT: 1,857 ft. Address: 15677 Oak Valley Rd., Ramona, Calif. 92065. Principal is equally owned by Andrew G. Smith, Harold Schacter and John R. Singer, who have no other broadcast interests. Filed July 10.

■ Julian, Calif.—Susan Landborg seeks 100.1 mhz; 15 w; HAAT: 1,476 ft. Suesspath, Quogue, N.Y. 11959. Principal has no other broadcast interests. Filed July 11.

■ Sutter Creek, Calif.—Susan E. Turgetto seeks 101.7 mhz; 1.23 kw; HAAT: 514 ft. Address: 454 East Cypress St., Covina, Calif. 91723. Principal has no other broadcast interests. Filed July 12.

■ Sutter Creek, Calif.—Jane A. Filler seeks 101.7 mhz; 3 kw; HAAT: 299.7 ft. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal is app. for two new AM's and two LPTV's. Filed July 12.

■ Sutter Creek, Calif.—Silverado Broadcast Group seeks 101.7 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 4260, Napa, Calif. 94558. Principal is owned by Shari L. Wareham and her husband, Robert. It has no other broadcast interests. Filed July 12.

■ Apalachicola, Fla.—BFJ Timm seeks 105.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1874, Tallahassee, Fla. 32302. Principal owns Tallahassee-based station group of three AM's and five FM's. It also owns three cable systems in Ga. Filed July 9.

■ Mexico Beach, Fla.—Mexico Beach FM Group seeks 99.3 mhz; 3 kw; HAAT: 327 ft. Address: P.O. Box 13437, 32410. Principal is owned by Major Bernard (20%); F. Deborah Bell (10%); Charles R. Withers (20%) and his wife, Angela (25%), and Delia F. Hamilton (25%). It has no other broadcast interests. Filed July 12.

■ Mexico Beach, Fla.—Robert G. Kerrigan and George W. Estess seek 99.3 mhz: 3 kw; HAAT: 145 ft. Address: P.O. Box 12009, Pensacola, Fla. 32589. Principals have no other broadcast interests. Filed July 12.

■ Waimea, Hawaii—Hawaii Broadcasting Co. seeks 99.1 mhz; 100 kw; HAAT: 1,532 ft. Address: 1145 Kilauea Ave., Hilo, Hawaii 96720. Principal is headed by Richard Henderson, pres. It also owns KPUA(AM)-KWXX(FM) Hilo. Filed July 12.

■ Waimea, Hawaii—Mid-Pacific Broadcasting Co. seeks 99.1 mhz; 100 kw; HAAT: 1,008 ft. Address: 400 Hulani Street, Hilo, Hawaii 96720. Principal is owned by Michael Linch, his wife, Patricia and four others. It also owns KHLO(AM) Hilo and is app. for new FM in Hilo. Filed July 12.

■ Waimea, Hawaii—Tropic-Air, Ltd. seeks 99.1 mhz; 38.5 kw; HAAT: 3,126.6 ft. Address: 1018 Cedar Grove

1., Lynnewood, Pa. 19096. Principal is owned by Karen Gross, who has no other broadcast interests. Filed July !.

Quitman, Ga.—Benson Broadcasting Co. seeks 105.3 hz; 3 kw; HAAT: 279.6 ft. Address: 417 Ilex Dr., Wilington, N.C. 28403. Principal is owned by Relia Lynn enson, who is also app. for new FM in Hurlock, Md. led July 12.

Quitman, Ga.—Nankin Broadcasting Co. seeks 105.3 hz; 3 kw; HAAT: 328 ft. Address: 202 W. Screven St., 1643. Principal is owned by Rodney C. Edmundson, who is no other broadcast interests. Filed July 12.

Sparta, Ga.—Julia F. Hendrick seeks 97.7 mhz; 3 kw; AAT: 328 ft. Address: 1707 Cedarwood Road, Milledgelle, Ga. 31061. Principal owns WKGQ(AM) Milledgelle. Filed July 12.

Mechanicsville, Md.—Historic Southern Maryland roadcasters seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Ad-ess: 2473 Yarmouth Court, Waldorf, Md. 20601. Principal is owned by Carol A. Kelly, who has no other broadst interests. Filed July 12.

Bridgeport, Neb.—Jane A. Filler seeks 101.3 mhz;)0kw; HAAT: 1,100 ft. Address: P.O. Box 61002, Sacraento, Calif. 95860. Principal is app. for two new AM's id two LPTV's. Filed July 12.

Bridgeport, Neb.—Ken Braddick seeks 101.3 mhz;)0kw; HAAT: 1,100 ft. Address: P.O. Box, Asheville, .C. 28802. Principal has no other broadcast interests. iled June 12.

Big Flats, N.Y.—Margaret Greene seeks 97.7 mhz; 3 w; HAAT: 300 ft. Address: 429 Cobia Ave., Venice, Fla. 3595. Principal is also app. for new FM in Appatomax, a. Her son, Richard Greene, has interest in WLVL(AM) ockport, N.Y. Filed July 12.

Big Flats, N.Y.—Robert C. Watkins seeks 97.7 mhz; 3 w; HAAT: 615.3 ft. Address: 19 Roberts Ave., Corning, .Y. 14830. Principal has no other broadcast interests. ile July 12.

Redfield, S.D.—Mary Verkest seeks 103.7 mhz; 100 w. Address: Route 8, Ayward, Wis. 54843. Principal wns WFCL-AM-FM Clintonville, Wis., and is app. for ew FM's in Baraga and Wishek, both North Dakota. Filed ıly 12.

'V's

Little Rock, Ark.—Magnolia Communications seeks h. 42; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 480 ft.; nt. height above ground: 250 ft. Address: 1505 North lickory, Pine Bluff, Ark. 71611. Principal is owned by I.S. McPherson, who has no other broadcast interests. iled July 12.

Lewiston, Me.—Ashley Communications seeks ch. 5; ERP vis 1,000 kw; aur. 100 kw; HAAT: 386.; ant. eight above ground: 155 ft. Address: 2801 Bill Ownes arkway, Longview, Tex. 75606. Principal is owned by amona Ashley, who has no other broadcast interests. iled July 25.

Lewiston, Me.—Kennebec Valley Television Inc. eeks ch. 35; ERP vis 1,000 kw; aur. 100 kw; HAAT: ,739 ft.; ant. height above ground: 1,525 ft. Address: 10 ommon St., Waterville, Me. Principal is owned by V. Vilson Hickam (20%); Elie J. Roy (20%); Ronald G. 'ournier and his wife, Joan (20%); Judith P. Williams 20%) and Clarence Ostalkiewicz (20%). It has no other roadcast interests. Filed July 24.

Lewiston, Me.—John R. Powley seeks ch. 35; ERP is 1,000 kw; aur. 100 kw; HAAT: 434.5 ft.; ant. height bove ground: 200 ft. Address: 1536 Logan Ave., Altooa, Pa. 16602. Filed July 24.

Lewiston, Me.—Thomas L. Gagnon seeks ch. 35; :RP vis 1,000 kw; aur. 100 kw; HAAT: 2,000 ft.; ant. eight above ground: 2,407 ft. Address: 150 Wood Rd., }raintree, Mass. 02184. Principal has no other broadcast nterests. Filed July 25.

Facilities Changes

Applications

AM's

Tendered

■ WSFT (1220 khz) Thomaston, Ga.—Seeks CP to increase power to 1 kw. App. Aug. 6.

■ WKJK (900 khz) Granite Falls, N.C.—Seeks CP to change freq. to 890 khz and increase power to 10 kw. App. Aug. 8.

■ WGOC (1090 khz) Kingsport, Tenn.—Seeks CP to increase power to 10 kw. App. Aug. 7.

Accepted

■ WVOK (690 khz) Birmingham, Ala.—Seeks mod. of lic. to change SL to 236 Goodwin Crest Dr., Homewood, Ala. App. Aug. 12.

■ WNWS (790 khz) South Miami, Fla.—Seeks mod. of lic. to change SL to 20450 N.W. 2nd Ave., Dade county. App. Aug. 12.

■ WBZE (1030 khz) Indian Head, Md.—Seeks mod. of lic. to change SL to Waldorf Commercial Center, Route 5, Waldorf, Md. App. Aug. 12.

■ KNDC (1490 khz) Hettinger, N.D.—Seeks mod. of lic. to change hours of operation. App. Aug. 7.

■ WKCN (910 khz) Dorchester, S.C.—Seeks mod. of lic. to change SL to 409 Coleman Boulevard, Mount Pleasant, S.C. App. Aug. 8.

■ KAAM (1310 khz) Dallas—Seeks mod. of lic. to change SL to 15851 Dallas Parkway, Addison, Tex. App. Aug. 7.

FM's

Tendered

■ *WSLX (91.9 mhz) New Canaan, Conn.—Seeks CP to change ERP to .10 kw; replace ant. line, and install new transmitter. App. Aug. 6.

■ *WIWF (91.7 mhz) Kosciusko, Miss.—Seeks mod. of CP to change TL and SL three miles east of Highway 12, Kosciusko; change ERP to .37 kw; change HAAT to 132 ft., and make changes in ant. sys. App. Aug. 7.

■ *WTJU (91.3 mhz) Charlottesville, Va.—Seeks CP to change TL; change ERP to 1.5 kw; change HAAT to 305.04 ft., and make changes in ant. sys. App. Aug. 6.

Accepted

■ WQSB (105.1 mhz) Albertville, Ala.—Seeks CP to change TL; change HAAT to 1,000 ft., and change ERP to 100 kw. App. Aug. 7.

■ WIZD (104.1 mhz) Atmore, Ala.—Seeks mod. of CP to change HAAT to 1,554.72 ft. App. Aug. 8.

■ WKKR-FM (97.7 mhz) Auburn, Ala.—Seeks CP to change TL; change ERP to 1.33 kw, and change HAAT to 476.58 ft. App. Aug. 7.

■ WAQT (94.1 mhz) Carrollton, Ala.—Seeks CP to change TL and change HAAT to 990 ft. App. Aug. 6.

■ WLPR (96.1 mhz) Mobile, Ala.—Seeks CP to change TL; change HAAT to 1,000 ft., and change ERP to 100 kw. App. Aug. 6.

■ KOKR (105.5 mhz) Newport, Ark.—Seeks CP to change HAAT to 328 ft. App. Aug. 7.

■ KADL (94.9 mhz) Pine Bluff, Ark.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 1,497.65 ft. App. Aug. 7.

■ KXJJ (95.3 mhz) Clifton, Ariz.—Seeks mod. of CP to change TL; change ERP to .038 kw, and change HAAT to 2,388 ft. App. Aug. 7.

■ KJJJ-FM (92.3 mhz) Glendale, Ariz.—Seeks CP to change HAAT to 993.84 ft. App. Aug. 7.

■ KAWA (95.3 mhz) Kingman, Ariz.—Seeks mod. of CP to change ERP to 24.6 kw; change HAAT to 3,678 ft., and change TL. App. Aug. 9.

■ KZZP-FM (104.7 mhz) Mesa, Ariz.—Seeks CP to install aux. sys. App. Aug. 7.

■ KKJJ (103.9 mhz) Payson, Ariz.—Seeks CP to change freq. to 104.3 mhz; change TL; change ERP to 90.1 kw, and change HAAT to 1,025 ft. App. Aug. 7.

■ KRQQ (93.7 mhz) Tucson, Ariz.—Seeks CP to change TL; change ERP to 87 kw, and change HAAT to 2,036 ft. App. Aug. 7.

■ KHTX (103.7 mhz) Carnelian Bay, Calif.—Seeks CP to change ERP to 6.7 kw. App. Aug. 7.

■ KOCM (103.1 mhz) Newport Beach, Calif.—Seeks mod. of CP to change DA pattern. App. Aug. 7.

■ KDJK (95.1 mhz) Oakdale, Calif.—Seeks mod. of CP to change HAAT to 631.6 ft. App. Aug. 7.

■ KROQ-FM (106.7 mhz) Pasadena, Calif.—Seeks CP to change TL; change ERP to 5.2 kw; change HAAT to 1,387.44 ft., and make changes in ant. sys. App. Aug. 7.

■ KZYR (103.1 mhz) Avon, Colo.—Seeks mod. of CP to change HAAT to 325.05 ft. App. Aug. 7.

■ *WFAR (93.3 mhz) Danbury, Conn.—Seeks CP to change HAAT to 205 ft. App. Aug. 7.

■ WNOU (98.3 mhz) Willimantic, Conn.—Seeks CP to change TL; change ERP to 1.25 kw, and change HAAT to 525 ft. App. Aug. 7.

■ WWOJ (106.3 mhz) Avon Park, Fla.—Seeks CP to change ERP to 2.36 kw and change HAAT to 365.98 ft. App. Aug. 7.

■ WTBB (104.9 mhz) Bonifay, Fla.—Seeks CP to change TL; change ERP to 1.79 kw, and change HAAT to 410 ft. App. Aug. 12.

■ WAIV-FM (96.9 mhz) Jacksonville, Fla.—Seeks CP to change TL; change HAAT to 984 ft., and make changes in ant. sys. App. Aug. 7.

■ WCRJ-FM (107.3 mhz) Jacksonville, Fla.—Seeks CP to change TL and change HAAT to 984 ft. App. Aug. 6.

■ WJAX-FM (95.1 mhz) Jacksonville, Fla.—Seeks CP to change TL; change HAAT to 984 ft., and make changes in ant. sys. App. Aug. 7.

■ WKTZ (96.1 mhz) Jacksonville, Fla.—Seeks CP to change TL; change HAAT to 984 ft., and make changes in ant. sys. App. Aug. 7.

■ WQIK-FM (99.1 mhz) Jacksonville, Fla.—Seeks CP to change TL and make changes in ant. sys. App. Aug. 7.

■ WQBA-FM (107.5 mhz) Miami—Seeks CP to change TL; change HAAT to 1,006.96 ft.; install DA, and make changes in ant. sys. App. Aug. 7.

■ New (96.3 mhz) Miramar, Fla.—Seeks mod. of CP to change directional ant. pattern. App. Aug. 6.

■ WJOY (107.7 mhz) Mount Dora, Fla.—Seeks CP to change TL and change HAAT to 1,613 ft. App. Aug. 7.

■ WLMC (103.1 mhz) Okeechobee, Fla.—Seeks CP to change ERP to 3 kw. App. Aug. 7.

■ WDIZ (100.3 mhz) Orlando, Fla.—Seeks CP to change TL; change HAAT to 1,597.36 ft., and make changes in ant. sys. App. Aug. 7.

■ WXCR (92.1 mhz) Safety Harbor, Fla.—Seeks CP to change ERP to 1.95 kw. App. Aug. 7.

■ WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Seeks CP to change TL; change HAAT to 1,148 ft., and make changes in ant. sys. App. Aug. 7.

■ WQBZ (106.3 mhz) Fort Valley, Ga.—Seeks CP to change ERP to 1.749 kw. App. Aug. 7.

■ WYAY (106.7 mhz) Gainesville, Ga.—Seeks CP to change HAAT to 1,156 ft. App. Aug. 8.

■ WJYA-FM (104.1 mhz) La Grange, Ga.—Seeks CP to change TL; change HAAT to 1,290.2 ft., and make changes in ant. sys. App. Aug. 7.

■ WIXV (95.5 mhz) Savannah, Ga.—Seeks CP to change HAAT to 1,066.33 ft. App. Aug. 7.

■ KNAQ (92.1 mhz) Rupert, Idaho—Seeks CP to change TL and SL. App. Aug. 7.

■ WTAO-FM (104.9 mhz) Murphysboro, Ill.—Seeks CP to replace expired permit. App. Aug. 7.

■ KXLK (105.3 mhz) Haysville, Kan.—Seeks mod. of CP to change TL and change HAAT to 993 ft. App. Aug. 8.

■ KICT (95.1 mhz) Wichita, Kan.—Seeks CP to change HAAT to 1,040.38 ft. App. Aug. 7.

■ WBKR (92.5 mhz) Owensboro, Ky.—Seeks CP to change TL; change ERP to 91.4 kw, and change HAAT to 1,049 ft. App. Aug. 12.

■ WHFS (99.1 mhz) Annapolis, Md.—Seeks CP to change ERP to 50 kw and change HAAT to 492 ft. App. Aug. 6.

■ WHYT (96.3 mhz) Detroit—Seeks mod. of CP to change ERP to 20 kw. App. Aug. 12.

■ WAYL (93.7 mhz) Minneapolis—Seeks CP to change TL and change HAAT to 1,035 ft. App. Aug. 7.

■ KDWB-FM (101.3 mhz) Richfield, Minn.—Seeks CP to change TL and change HAAT to 1,035 ft. App. Aug. 7.

■ KAGE-FM (95.3 mhz) Winona, Minn.—Seeks mod. of CP to change ERP to 1.35 kw and change HAAT to 496 ft. App. Aug. 7.

■ WCCA (94.1 mhz) McComb, Miss.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 982.69 ft., and make changes in ant. sys. App. Aug. 7.

■ WPMO (99.1 mhz) Pascagoula, Miss.—Seeks CP to change HAAT to 982.69 ft. and change TL. App. Aug. 9.

■ KEZS-FM (102.9 mhz) Cape Girardeau, Mo.—Seeks mod. of CP to change TL and change HAAT to 982 ft. App. Aug. 7.

■ WPMO (99.1 mhz) Pascagoula, Miss.—Seeks CP to change HAAT to 682 ft. and change TL. App. Aug. 9.

■ KLDN (92.7 mhz) Eldon, Mo.—Seeks CP to change ERP

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Services

to .825 kw; change HAAT to 569.2 ft., and change TL. App. Aug. 9.

■ KSGM-FM (105.7 mhz) Ste. Genevieve, Mo.—Seeks CP to change ERP to 100 kw. App. Aug. 6.

■ KFRX (102.7 mhz) Lincoln, Neb.—Seeks CP to change TL and change HAAT to 1,235 ft. App. Aug. 7.

■ KEFM (96.1 mhz) Omaha—Seeks CP to change TL; change HAAT to 1,456.32 ft., and make changes in ant. sys. App. Aug. 7.

■ WOW-FM (94.1 mhz) Omaha—Seeks CP to change TL and change HAAT to 1,255 ft. App. Aug. 7.

■ WJYY (105.5 mhz) Concord, N.H.—Seeks CP to install aux. system. App. Aug. 7.

■ KYRK-FM (97.1 mhz) Las Vegas—Seeks CP to change ERP to 100 kw. App. Aug. 7.

■ KOVO (94.5 mhz) Gallup, N.M.—Seeks CP to change ERP to 100 kw and change TL. App. Aug. 9.

■ KCKN (97.1 mhz) Roswell, N.M.—Seeks mod. of CP to change HAAT to 1,000 ft. App. Aug. 7.

■ KIVA (105.1 mhz) Santa Fe, N.M.—Seeks mod. of CP to change HAAT to 1,973.3 ft. App. Aug. 7.

■ WVIN-FM (98.3 mhz) Bath, N.Y.—Seeks CP to change ERP to 2.75 kw; change HAAT to 342 ft., and make changes in ant. sys. App. Aug. 12.

■ WCKR (92.1 mhz) Hornell, N.Y.—Seeks CP to change ERP to 1.26 kw. App. Aug. 9.

■ WVIP-FM (106.3 mhz) Mount Kisko, N.Y.—Seeks mod. of CP to change TL; change ERP to .8 kw; change HAAT to 596.96 ft., and make changes in ant. sys. App. Aug. 7.

■ WBAZ (101.7 mhz) Southold, N.Y.—Seeks mod. of CP to change ERP to 2.7 kw and change HAAT to 341 ft. App. Aug. 12.

■ WZBO-FM (102.3 mhz) Edenton, N.C.—Seeks CP to change HAAT to 328 ft. App. Aug. 6.

■ WQSM (98.1 mhz) Mamers, N.C.—Seeks CP to change TL and change HAAT to 981 ft. App. Aug. 6.

■ WHBC-FM (94.1 mhz) Canton, Ohio—Seeks CP to change TL; change ERP to 43.8 kw, and change HAAT to 514.96 ft. App. Aug. 7.

■ WJER-FM (101.7 mhz) Dover, Ohio—Seeks CP to change TL and change HAAT to 328 ft. App. Aug. 8.

■ WFOB-FM (96.7 mhz) Fostoria, Ohio—Seeks CP to change TL and change HAAT to 328 ft. App. Aug. 8.

■ WBBY-FM (103.9 mhz) Westerville, Ohio—Seeks CP to change ERP to 2.57 kw. App. Aug. 9.

■ KDEP (97.7 mhz) Durant, Okla.—Seeks mod. of CP to change ERP to 2.15 kw and change HAAT to 350 ft. App. Aug. 8.

■ KDLB-FM (99.5 mhz) Henryetta, Okla.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 984 ft. App. Aug. 12.

■ KWDQ (102.3 mhz) Woodward, Okla.—Seeks mod. of CP to change HAAT to 355 ft. App. Aug. 7.

■ KBGG-FM (102.7 mhz) Cave Junction, Ore.—Seeks mod. of CP to correct height of center of radiation above ground to compensate for survey error. App. Aug. 6.

■ KQFM-FM (99.3 mhz) Hermiston, Ore.—Seeks CP to change HAAT to 300 ft. App. Aug. 7.

■ KKRB (106.9 mhz) Klamath Falls, Ore.—Seeks mod. of CP to change TL; change ERP to 51 kw; change HAAT to 675 ft., and make changes in ant. sys. App. Aug. 12.

■ KUPL-FM (98.5 mhz) Portland, Ore.—Seeks CP to change ERP to 100 kw and change HAAT to 1,104 ft. App. Aug. 8.

■ WMGS (92.9 mhz) Avoca, Pa.—Seeks CP to change ERP to 5.25 kw and change HAAT to 1,383 ft. App. Aug. 8.

■ WHGM (103.9 mhz) Bellwood, Pa.—Seeks CP to change ERP to .39 kw. App. Aug. 12.

■ WNNK (104.1 mhz) Harrisburg, Pa.—Seeks CP to install aux. sys. App. Aug. 7.

■ WFID (95.7 mhz) Rio Piedras, P.R.—Seeks mod. of CP to change HAAT to 940 ft. App. Aug. 8.

■ WKAQ-FM (104.7 mhz) San Juan, P.R.—Seeks CP to change ERP to 12.5 kw; change HAAT to 2,676.48 ft., and change TL. App. Aug. 9.

■ WBAW-FM (101.7 mhz) Barnwell, S.C.—Seeks CP to change HAAT to 328 ft. App. Aug. 7.

■ WLNB (94.3 mhz) Goose Creek, S.C.—Seeks CP to change TL and change HAAT to 490 ft. App. Aug. 7.

■ WGFG-FM (100.1 mhz) Lake City, S.C.—Seeks CP to change HAAT to 328 ft. App. Aug. 9.

■ WKQB (107.5 mhz) North Charleston, S.C.—Seeks CP to change HAAT to 1,005 ft. App. Aug. 7.

■ WTCB-FM (106.7 mhz) Orangeburg, S.C.—Seeks CP to install aux. sys. App. Aug. 7.

■ WGOX (101.7 mhz) Ravenel, S.C.—Seeks CP to change ERP to 1.32 kw and change HAAT to 482 ft. App. Aug. 12.

■ WTPR-FM (105.5 mhz) Paris, Tenn.—Seeks CP to change ERP to 2 kw and change HAAT to 390.32 ft. App. Aug. 7.

■ KAYD (97.5 mhz) Beaumont, Tex.—Seeks mod. of CP to change TL; change HAAT to 482.16 ft., and make changes in ant. sys. App. Aug. 7.

■ KIOU (96.5 mhz) Corpus Christi, Tex.—Seeks CP to change TL; change ERP to 97 kw, and change HAAT to 1,001 ft. App. Aug. 7.

■ KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to install aux. sys.; change TL and SL to 1905 10th Street, Floresville, and change HAAT to 300 ft. App. Aug. 7.

■ KNOK-FM (107.5 mhz) Fort Worth—Seeks CP to change TL; change ERP to 26.3 kw, and change HAAT to 1,577.7 ft. App. Aug. 6.

■ KNIF (95.3 mhz) Gilmer, Tex.—Seeks CP to change ERP to 1 kw and change HAAT to 574 ft. App. Aug. 9.

■ KGRA (106.3 mhz) Kermit, Tex.—Seeks mod. of CP to change TL; change HAAT to 274 ft., and make changes in ant. sys. App. Aug. 7.

■ KSAQ (96.1 mhz) San Antonio, Tex.—Seeks CP to change TL and change HAAT to 1,635 ft. App. Aug. 7.

■ WSVS-FM (104.7 mhz) Crewe, Va.—Seeks CP to change TL and change HAAT to 982 ft. App. Aug. 7.

■ WPED-FM (102.3 mhz) Crozet, Va.—Seeks CP to change TL; change ERP to 3 kw, and change HAAT to 239.44 ft. App. Aug. 7.

■ *WJYJ (90.5 mhz) Fredericksburg, Va.—Seeks CP to change ERP to 35 kw; change HAAT to 538 ft. App. Aug. 8.

■ WTID (106.9 mhz) Suffolk, Va.—Seeks CP to change TL and change HAAT to 1474.69 ft. App. Aug. 7.

■ WPKX-FM (105.9 mhz) Woodbridge, Va.—Seeks mod. of CP to change ERP to 28 kw and change HAAT to 647.96 ft. App. Aug. 7.

■ KFFM (107.3 mhz) Yakima, Wash.—Seeks CP to change TL and change HAAT to 1,500 ft. App. Aug. 7.

■ WVCX (98.9 mhz) Tomah, Wis.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 1,193 ft., and make changes in ant. sys. App. Aug. 7.

TV's

Accepted

■ KARK-TV (ch. 4) Little Rock, Ark.—Seeks CP to replace ant. App. Aug. 6.

■ WXIX-TV (ch. 19) Newport, Ky.—Seeks CP to change ERP to vis. 3,797 kw, aur. 380 kw; change HAAT to 1,506 ft., and replace ant. App. Aug. 12.

■ WDAU-TV (ch. 22) Scranton, Pa.—Seeks CP to install aux. sys. App. Aug. 7.

Actions

AM's

■ KWXY (1340 khz) Cathedral City, Calif.—Granted app. to increase day power to 1 kw. Action Aug. 1.

■ KKDV (1390 khz) Fields Landing, Calif.—Granted app. to change TL. Action July 26.

■ KCBQ (1170 khz) San Diego—Granted app. to change daytime monitored radials. Action Aug. 1.

■ KGDP (660 khz) Santa Ynez, Calif.—Granted app. to change TL. Action Aug. 5.

■ KZZZ (94.7 mhz) Kingman, Ariz.—Dismissed app. to change TL; change ERP to 25.22 kw, and change HAAT to 3,640.48 ft. Action Aug. 5.

■ WLS (890 khz) Chicago—Granted app. to replace aux. ant. Action Aug. 1.

■ WCEG (1530 khz) Middleborough, Mass.—Granted app. to change TL and make changes in ant. sys. Action Aug. 1.

■ WEW (770 khz) St. Louis—Returned app. to increase power to 10 kw; install DA-D, and make changes in ant. sys. Action Aug. 5.

■ WBUD (1260 khz) Trenton, N.J.—Granted app. to modify nighttime standard direction pattern. Action Aug. 1.

■ WARD (1550 khz) Pittston, Pa.—Granted app. to change TL. Action Aug. 1.

■ WENA (1330 khz) Penuelas, P.R.—Returned app. to increase day power to 2.5 kw and night power to 1 kw. Action Aug. 5.

FM's

■ KLOS (95.5 mhz) Los Angeles—Granted app. to operate formerly authorized facilities as first aux. and to operate formerly authorized aux. facilities as second aux. Action July 30.

■ KNCQ (97.3 mhz) Redding, Calif.—Dismissed app. to change TL and change HAAT to 1,554.72 ft. Action Aug. 2.

■ *WRAS (88.5 mhz) Atlanta—Granted app. to move ant. 724 ft. from authorized site and change tower height. Action July 31.

■ WAYU (93.9 mhz) Lewiston, Me.—Granted app. to install transmission sys. Action July 31.

■ WMUZ (103.5 mhz) Detroit—Granted app. to change ERP to 50 kw and change HAAT to 500 ft. Action Aug. 5.

■ KRGK (104.9 mhz) Carthage, Mo.—Dismissed app. to operate formerly authorized facilities as aux. Action Aug. 2.

TV's

■ WHBR (ch. 33) Pensacola, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,365 ft.; replace ant., and change TL. Action Aug. 2.

■ KMSS-TV (ch. 33) Shreveport, La.—Granted app. to change ERP to vis. 4,532 kw, aur. 453.2 kw; change HAAT to 1,813 ft.; replace ant., and change TL. Action July 31.

■ WWAT (ch. 53) Chillicothe, Ohio—Granted app. to change ERP to vis. 615 kw, aur. 61.5 kw; change HAAT to 604 ft.; change ant., and change TL. Action Aug. 2.

■ KDOR (ch. 17) Bartlesville, Okla.—Granted app. to change ERP to vis. 3,981 kw, aur. 398 kw; change HAAT to 1,247 ft.; replace ant., and change TL. Action Aug. 5.

Call Letters

Applications

Call	Sought by
	New FM's
KDEC-FM	The Scenic Broadcasting Co. Decorah, Iowa
KAWQ	Cheryl A. Stallard, Wamego, Kan.
	Existing AM
KDYN	KZRK Ozark Communications Inc., Ozark, Ark.
	Existing FM's
KDYN-FM	KZRK-FM Ozark Communications Inc., Ozark, Ark.
WBCI	WNON Boone County Broadcasters Inc., Lebanon, Ind.
*WVWV	WHPW West Virginia Educational Broadcasting Authority, Huntington, W. Va.

Grants

Call	Assigned to
	New AM
WCQR	Virginia L. Baker, dba Mint Hill Media, Mint Hill, N.C.
	New FM
*KAOR	The University of South Dakota, Vermillion, S.D.
	New TV
KTGF	Video International Publisher Inc., Great Falls, Mont.
	Existing AM's
WSFU	WACQ A.B. Helms, dba Helms Broadcasting, Tallassee, Ala.
KFIV	KZUN Community Modesto Broadcasting Corp., Modesto, Calif.
WNAQ	WNVR Sage Broadcasting Corp. of Naugatuck Inc., Naugatuck, Conn.
WOPY	WIIZ Caleb Communications Inc., Jacksonville, N.C.
WWNK	WSAI Booth American Co., Cincinnati
KXXY	KCNN Summit Communications of Oklahoma Inc., Oklahoma City
KBOY	KRVC M-3-X Inc., Medford, Ore.
WOBG	WNOW Penn Central Broadcasting Inc., York, Pa.
WDVT	WFLN Masada Corp., Philadelphia
	Existing FM's
WSFU-FM	WSCA A.B. Helms, dba Helms Broadcasting, Union Springs, Ala.
KQNS-FM	KRUE Smoky Hill Broadcasting Co., Lindsborg, Kan.
KYYX	KILA Columbia Theater Co., Henderson, Nev.
*KILA	KYYD Faith Communications Corp., Las Vegas
WWNK-FM	WKXF Booth American Co., Cincinnati
WSAN	WLID Carlos Juan Colon Ventura, Vieques, P.R.
KLTY	KJIM Statewide Broadcasting of Dallas Inc., Arlington, Tex.
	Existing TV's
WBOT-TV	WDVI Delaware Valley Broadcasters Limited Partnership, Wilmington, Del.
WXIN	WPDS-TV Outlet Communications Inc., Indianapolis
KTVH	KTVG KTVH Inc., Helena, Mont.
WJCB	WUHX-TV Tidewater Christian Communications Corp., Norfolk, Va.

Summary of broadcasting
as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

GM Georgia strong sales motivation: Full time COUNTRY. Equity available, call Ben A. Korngold, 912—236-4444. EOE, M/F.

KTOO-FM, Alaska's first community licensed public radio station, is seeking a highly motivated, public broadcasting professional to manage this outstanding radio station. Located in Juneau, Alaska's capital city, KTOO-FM is an outstanding opportunity for an individual with desire to lead by example. Both KTOO-FM and Juneau are environments that foster creativity, growth, and an unfettered opportunity to expand the horizons of community radio. If you have three to five years' of progressively responsible public broadcasting management and would like more information and a job description then call me and we will talk. The position is open now and the right person will make a difference in their life and ours. CCBI is an AA/EO employer. Don Rinker, President and General Manager, KTOO-FM & TV, 224 Fourth Street, Juneau, AK 99801, 907—586-1670.

Sales manager, Midwest region. A progressive, growing company is looking for a person with proven track record of selling both rated and nonrated stations. Must have record of personal sales success and proven sales management success in leading and teaching. If you are a super achiever and feel you have the potential of leading seven radio stations to a record performance, then look no further. Send resume to: Mortenson Broadcasting Company, 1200 South Broadway, Lexington, KY 40504; or call immediately 606—254-4065.

Manager for AM/FM in northern Michigan resort area. Separately programmed 100,000 watt FM and 5,000 watt AM. Generalist with background in sales, programming, engineering. Please correspond in confidence to Stanton C. Smart, VP Radio, Fetzer Broadcasting Service, 590 W. Maple, Kalamazoo, MI 49008. Equal opportunity employer.

Client station needs a general manager. Completely confidential. Ownership opportunities. Excellent compensation. Send resume to R.M. Lowry and Co., 5888 E. Onyx Ave., Scottsdale, AZ 85253.

Tampa market. Classical station WXCR general manager position available. Strong sales management experience required. Excellent salary and bonus arrangement. Telephone 813—797--9927, Mr. Shepard.

Sales manager, experienced professional with documented track record needed for new 100,000 watt FM in central Oregon. Must possess ability to recruit and train new sales force and history of developing creative promotions. Send resume, earnings history and sample promotion to: T. Lahn, P.O. Box 6316, Portland, OR 97228.

Sales manager: for powerful group owned Midwest station offering a career opportunity for proven leader who can hire, train, motivate staff, and develop local sales. Growth opportunity for successful person. Resume, salary history, references to: Sales Manager, 2700 Pineview Lane, Minneapolis, MN 55441.

NC single market needs manager with experience and ability to supervise, willing to sell, interested in community involvement. Station collected $275,000 last year. Well established in college/tourist community. State requirements in detailed resume to Box S-110.

General manager. People oriented professional with strong sales background required for new AM facility in growing rivertown community near Minneapolis/St. Paul. Opportunity for equity/rewards based on performance. Resume and salary history to Box S-101. EOE.

General manager wanted immediately. Bottom-line oriented general manager needed for small market powerhouse radio station in Illinois. Strong sales background and experience required. Excellent starting salary and benefits. Send resume, references and salary history to Mike Fulton, Box 431, Galesburg, IL 61401 or call 309—342-3161.

HELP WANTED SALES

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.

Regional Sales Director. West Virginia's largest metro. Highly rated station seeks aggressive person with agency experience and rate integrity. Growing company with future advancement opportunities. Resume and salary requirements to Box S-37.

Regional ad sales - cable television. Established cable television interconnect based in Hershey, PA desires street smart ad sales professional to develop regional business. Interconnect represents ten cable systems, 150,000+ subscribers in nation's 48th market (central Pennsylvania) selling ESPN, CNN, MTV and USA Network. Call on agencies in Philadelphia, Baltimore, DC, Pittsburgh and other clients outside market. Cable ad sales experience preferred but will train radio or TV salesperson who can sell without the numbers. Salary plus commission DOE. Send resume, introduction letter and salary history in confidence to: Eric Lund, Executive Director, Cable AdNet, Box 458, Hershey, PA 17033. EOE.

Effective with the Sep. 2, 1985 issue of BROADCASTING

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: $1.00 per word, $18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, $9.00 weekly minimum. All other classifications: $1.10 per word, $18.00 weekly minimum. Blind Box Numbers: $4.00 per issue.

Rates: Classified Display. Help Wanted: $80 per inch. Situations Wanted (personal ads): $50.00 per inch. All other classifications: $100.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Agency commission only on display space.

Sales/announcer position. Salary plus commission. WJEM, Valdosta, GA. 912—242-1565.

Experienced radio marketing consultant for the top-rated station in northern MN/WI. 100,000 watt FM, contemporary/AOR format. Excellent opportunity with room for growth to professional, career-minded individual. All inquiries kept in strict confidence. Send resume to KQDS, P.O. Box 6167, Duluth, MN 55806.

Local sales manager, and salesperson needed. Good leader and closers. Opening now. Call: Jack Teiken 308—532-3344.

Sales. Successful sales department is adding to staff. Needs experienced radio sales person for friendly northern Indiana community - Elkhart/South Bend. WCMR 5000 watt country. WFRN 50,000 watt uniquely successful inspirational format. Both stations have very strong ratings. Operated on Biblical principles with excellent work environment. Call Ken Woodcox, Sales Manager, 219—875-5166. Box 307, Elkhart, IN 46515.

Southern Rhode Island-New Station with outstanding training and winning program, can make you rich! Must ask for the order! John Fuller, Hope Valley, RI 02832 401—539-8502.

Sales professional. We're looking for an experienced, aggressive sales professional to take substantial account list at one of Connecticut's most successful and respected radio stations. Salary, commission, bonus and incentives. Send resume and references to: Al Tacca, Sales Manager, 940 WINE, P.O. Box 95, Danbury, CT 06810. E.O.E.

Sales manager needed for new 100,000 watt adult contemporary FM, on Indian reservation in beautiful Central Oregon. Seek person with record of market development and leadership, ability to train and motivate staff. A minimum of five years' experience. Good salary, excellent benefits in Oregon's fastest growing radio market. Send resume to Personnel Manager, The Confederated Tribes, P.O. Box C, Warm Springs, OR 97761.

Sales person needed for new 100,000 watt adult contemporary FM, on Indian reservation in beautiful Central Oregon. Full-time position. A minimum of three years' experience. New station, with tentative fall start up date. Good salary, excellent benefits. Send resume to Personnel Manager, The Confederated Tribes, P.O. Box C, Warm Springs, OR 97761.

HELP WANTED ANNOUNCERS

South Florida Gulfcoast. Country morning DJ metro 300,000. Near beach. Resume and tape confidential. Box 278 Fort Myers, FL 33902. An equal opportunity employer.

AM Radio morning personality, who loves on-air, start $18,000.00, but will consider experience, presentation, professionalism and enthusiasm. Must love prep of show, production and public relations in the community. Send tape and resume to Box 1981, Kettering, OH 45429.

Versatile announcer capable of and willing to perform in all areas needed for Mid-South satellite net station. Resume to Box S-61.

Announcer/sales combo for deep south country and A/C AM/FM. Sales experience preferred but we will train you for sales. Quickly advance with our rapidly expanding group in small and medium markets. This is a good opportunity for you to make your move into sales and into a growth job. Send resume including your work history and salary requirements to Box S-94.

Communicator wanted for top Tyler, Texas high power FM. Bright, cheerful personality to host contemporary easy listening format. Must have smooth voice, fluid reading skills, and pleasant sound for afternoon shift. Send tape, resume, and references to: P.O. Box 1648, Jacksonville, TX 75766, or phone Dudley Waller at 214—586-2527. EOE.

Experienced announcer needed for small market station in central Virginia. Airshift plus sports, including PBP. Tape, resume and references to: Jim Chambers, Program Director, WCVA, Box 672, Culpeper, VA 22701. EOE M/F.

Announcers needed for new 100,000 watt adult contemporary FM, on Indian reservation in beautiful Central Oregon, full-time positions, new station with all new equipment, good salary, excellent benefits. A minimum of three years' experience. Tentative fall start up date. Send tape and resume to Personnel Manager, P.O. Box C, Warm Springs, OR 97761.

Engineer. Prefer combo. Immediate opening. Pay commensurate with experience, ability. AM-FM in beautiful Wisconsin college town. Phone 608—348-2775.

Air personality with A/C or CHR experience for top 100 Western market, 100 kw FM, adult contemporary. Strong production a must. Send cassette air check, production examples, resume, salary requirements to Box 17466, Nashville, TN 37217. M/F EOE.

Announcer. Committed New England news leader seeks electric personality to take command of budding afternoon drive information program. Must be experienced journalist, skilled interviewer and knowledgable communicator living in Northeast. If you can go from speaking live to a U.S. senator to chatting with an in-studio entertainment reporter and handle the heat when a four alarm fire threatens downtown at 5:00pm...you may be who we're looking for. You'll be supported by a staff of superior reporters and other reliable professionals. Salary, benefits, facilities and working conditions all the envy of the market. Send T&R and narrative to News, 116 Woburn Street, Andover, MA 01810. EOE.

HELP WANTED TECHNICAL

Florida Suncoast: Immediate opening AM/FM seeks hands-on chief engineer. Studio/transmitter experience. Established company. Benefits. Ideal community. Resume/salary requirements. WDUV-FM/WBRD-AM, P.O. Box 240, Bradenton. FL 33506.

Chief Engineer wanted for California AM/FM stations. Experience with studio, microwave, DA, and transmitters required. Resume and salary requirements to Box S-73.

Chief engineer, class C-FM/5KW-AM. Must have strong technical ability, Good maint. background and good working relationship with programming. Excellent salary, working conditions, and physical plant. Position could lead to direct involvement with group operations. Send resume and references to Robert Winters, VP/GM of WTMA/WSSX, P.O. Box 31089, Charleston, SC 29417, 803—556-5660. EOE.

Chief broadcast engineer. Needed to oversee and maintain the performance of high-power FM public radio station KUMR. An associate's degree with emphasis in electronics or equivalent combination of education and experience from which comparable knowledge and abilities can be acquired is necessary. Two to three years' of broadcast equipment repair and maintenance and possession of a valid first class or general class FCC radiotelephone license required. Salary range: $20,786 - $27,715. Deadline for receipt of completed applications: August 30, 1985. For application forms, contract: Personnel Services, G-1 Parker Hall, University of Missouri - Rolla, Rolla, MO 65401, or call 314—341-4241. UMR is an affirmative action/equal opportunity employer.

Broadcast engineer to handle studio and transmitter work for AM/FM in deep south. Combo duties preferred and could include board work, production or sales. Growth potential to move up with expanding broadcast group in small and medium markets. Send resume, work history and salary requirements to Box S-95.

Engineer/announcer for small market fulltime station in Carolina. Good livability. Old station, modern facility. $300 weekly. Box S-111.

Engineer for Oregon Class C FM and Class IV AM. Strong on maintenance, take pride in air quality. Construction, transmitter and automation experience. EOE, KFLS-KKRB, Klamath Falls, Oregon, Bob Wynne. 503—882-4656.

Florida. Full charge CE. State-of-art AM stereo/FM stereo mid-size market. Reply with resume and salary requirements. Box S-21. EOE.

HELP WANTED NEWS

News director for new 100,000 watt FM in central Oregon. Must be experienced in gathering and reporting local news. Send tape, resume, earnings history to: T. Lahn, P.O. Box 6316, Portland, OR 97228.

Associate producer for COMMON GROUND, weekly half-hour documentary series on international issues. B.A. plus minimum three years' broadcast journalism experience, good delivery and interview skills, good people skills and interest in international affairs required. Public radio background and video production experience preferred. Some travel involved. Salary $15-$17,000 plus benefits. Start date, October 1. Tape, resume to Jim Berard, The Stanley Foundation, 420 East Third St., Muscatine, IA 52761. An equal opportunity employer.

Writer-broadcaster for network of major northeastern stations. Vermont-based organization. Must understand skiing. Resume and demo tape to Sally Deegan, NESAC, 10 Cox Road, Woodstock, VT 05091.

Major market suburban FM looking for a morning drive "crazy" personality who'll make the market talk. Must be spontaneous and can relate to a 25-54 audience with humor and conversation. Salary requirements please. Box S-113.

News: RM AM/FM college town. Good opportunity for trained, well-spoken person (women encouraged) seeking station appreciative of serious reporting. T&R: Box 818. Laramie, WY 82070.

Northeast Ohio newsperson. Major market FM with aggressive news department. Excellent salary and benefits. Send resume. EOE Box S-112.

News staff needed for new 100,000 watt adult contemporary FM, on Indian reservation in beautiful Central Oregon. A minimum of three years' experience. New station with all new equipment, a tentative fall start up date. Good salary, excellent benefits. Sent tape and resume to Personnel Manager, The Confederated Tribes, P.O. Box C, Warm Springs, OR 97761.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Farm director-radio/TV. Good opportunity for TV reporter with farm reporting experience. Good television journalism skills and NAFB membership a plus. Send resume with salary history and requirements in first reply. Box S-93. EEO.

Program managers: you can retire to a small community in West Virginia, far, far from the ratings rats race...to a position with above average rewards in both compensation and community appreciation. We need a creative and energetic person to direct our program department and staff of 8 announcers. Benefits include pension & profit sharing, insurance, medical reimbursement, company sponsored, housing and a great AM-FM facility. Write to us, Box S-119. Let's explore our common goals. You could be the winner!

Central Oregon new 100,000 watt FM seeks bright adult morning personality, strong on production, capable of supervising program operations. Competitive market. Experience a must. Send tape. resume, earnings history to: T. Lahn, P.O. Box 6316, Portland, OR 97228.

Program director: 50,000 watt inspirational 24 hour FM music station with unique, highly successful format and very strong ratings is looking for experienced program director. Large regional coverage from Elkhart-/South Bend, strong national and local news, MBS/IMS. Operated on Biblical principles with excellent work environment. Call Ed Moore 219—875-5166. WFRN, Box 307. Elkhart, IN 46515.

KGON-FM, Portland needs program director to continue 11 year tradition of excellence. Minimum 5 years' experience. Resumes only to: P.G.M.-P.O. Box 22125, Portland, OR 97222 EOE.

Operations manager/program director. Need management-oriented pro with A/C or CHR background to motivate air staff and lead exciting, involved, 100 kw FM A/C station in Top 100 Western market. Send Cassette air check, resume, career goals, salary requirements to Box 17466, Nashville, TN 37217. M/F EOE.

SITUATIONS WANTED MANAGEMENT

High performing general manager, 19 years' experience managing all markets. Expertise includes building sales and profits, heavy promotions, programming. No-nonsense hands-on professional that leads by example. If you want a quality leader, write S-41.

You have sales manager, sales reps,programming-engineering-administration people. **You need:** Experienced manager with background in sales/programming/automation/computers/promotions/people skills, to keep it all working together. Now managing plains state property up for sale. Available soon. All stable offers considered. S-42.

GM with strong sales and ratings tracks available today. FM or combo. Kirk. 601—636-5193. 601—634-8505.

GSM or GM. Major market aggressive leader! Turnaround success! GSM with ten year verifiable track record from co-op sales to computer expertise! Motivator with high morale building attitude! Looking for equity or good opportunity in major growth market. Please send business card to Box S-86.

25 years, small-medium markets. 5 years radio broadcast college professor. Sales, bottom line my forte. Dick Barrett, 5416 Appomattox Dr., No. 7, Davenport, IA 52806.

Ten year radio veteran wants to be general manager. Experience: street sales, award-winning copywriting, staging of promotions on and off the air, music director, program director, and sales manager in medium size markets. Inquire Box S-85.

Talented staff available. AM/FM sold & reformatted in Tulsa leaving talented staff in all departments looking for other opportunities. For further information, contact Philip Jonsson. 214—458-8400.

General manager. Street seller, sales training and agency sales. 15 years' experience. Looking for long association with stable radio station. Box S-103.

Interim management. Semi-retiree. 40-years' small-/medium market expertise. Will cover bases on temporary basis, or while awaiting consummation of sale. Expenses, modest salary. P.O. Box 33. Hastings, NE 68901.

Business manager/controller with expanding group. B.S. accounting and three years hands-on with CPA firm: F/S, cash flow, financing and computer. Previously, seven years OM. Very stable employment record. Box R-146.

SITUATIONS WANTED SALES

Award winning sales professional, with corporate level experience, looking to transition to a media position with management potential. M.A. USC/B.A. UCLA in communications. Willing to relocate. I'm sure I could contribute directly to your profitability. Box S-84.

Talented staff available. AM/FM sold & reformatted in Tulsa leaving talented staff in all departments looking for other opportunities. For further information, contact Philip Jonsson. 214—458-8400.

SITUATIONS WANTED ANNOUNCERS

Anywhere now! Trained broadcaster. Adult, top 40, MOR, good production. Henry, 201—836-5166.

Sportscaster: Extremely knowledgeable, excellent PBP and color, good interviewer, hard worker. Experienced with journalism degree. Will relocate. Call Bill, 914—623-5651.

Successful morning personality in small market looking for larger market. 7 years' experience. Prefer Southeast but will consider other. Football PBP. College degree. 919—283-8253, after 3 EDT.

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.

Announcer/sportscaster: nine years' experience, know rock format. Colorado, Arizona, West Coast states. Leave messages 303—651-1167.

Experienced female DJ, production. Excellent voice, great personality. Job anywhere, now. Stephanie 319—355-4212. Nights 319—322-1033.

MOYL stations. Three years' current on-air at MOYL in Ft. Wayne, IN, also two years at 50K AM on-air. Seek MOYL or big band station. Contact Al at P.O. Box 26, Berne, IN 46711. 219—589-2849.

"So tell me about yourself." I'm an Indiana University graduate. I worked at a cable radio station for three years, and was continuity and production director there for two years. I researched, wrote, produced, narrated, and edited a four-track documentary by myself. I also know how to segue music five different ways, am an excellent writer, and have a strong, capable, versatile voice. "Sorry, you don't have the experience." Program or production directors: disagree? Call Jeff Butterfield, 317—831-4114, or write me at 1608 Marcia Dr., Morresville, IN 46158. Let's talk.

I'm making ratings in south Florida as a talented, creative and dependable PD and DJ. I'd like to be in the Northeast. I'll give you 110 percent on and off the air. Call my current boss to find out: 305—296-7630 or Travis in New York 718—238—4103.

English voice seeks long term employment in American radio. Top ratings in top 40/MOR market. Now traveling Florida/Georgia/California/NYC. For audition tape and meeting, call Matt Hooper 404—934-9656.

Maintenance engineer: South Florida production center looking for a crack engineer to watch over 1" and Betacam suites. Knowledge of Sony 2000's, ADO, Chyron 4, and Ampex switchers helpful. Must be easy-going and able to work in a client oriented atmosphere. Resume to: Jim Duffy, Video Ventures Productions, 17221 NE 13th Ave., North Miami Beach, FL 33162.

Maintenance technicians. KRIV-TV, Metromedia is seeking qualified studio and transmitter technicians. Must have minimum of three years' experience and a FCC license. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, ATTN: Wendell Wybomy, VP/CE. EOE.

Assistant to chief engineer- for Telecommunications Division. Multi-use telecommunications facility on West Windsor Campus includes Public Radio Station WWFM, county-wide Cable TV Network, closed circuit TV, ITFS, TV studio and control room facilities, five meter TVRO and radio, TV, Telecommunications technology academic programs. Requires maintenance and construction experience in radio and/or TV. BA or AA degree desirable. Salary $18,000 to $23,000, excellent fringe benefits. Respond in writing to: Mercer County Community College, Personnel Services, Dept. WG, P.O. Box B, Trenton, NJ 08690. An equal opportunity/affirmative action employer.

ENG camera operator/videotape editor. KCET/Channel 28 is looking for an individual for their Engineering Department. Requires minimum 3 years' experience as mini-cam operator, or videotape editor, television studio production and broadcast operations experience desired, demonstrated ability in use of hand-held mini-cam and CMX and ISC computer editing systems to edit and assemble finished programs form material shot on location, ability to work under extreme pressure, valid California drivers license, ability to drive a van, hours are varied and occasional travel is required. If interested, please send resume, credit list, and 3/4 inch reel to: KCET/Channel 28, Human Resources Dept., 4401 Sunset Blvd., Los Angeles, CA 90027. EOE/AA.

Television maintenance technician to maintain the technical operation of a 3/4" video facility including studio, EFP operations and editing suites. Must be experienced in all phases of 3/4" technology. Prefer Bachelor's degree in electronics and two years' technical experience. Excellent compensation and benefits package. Contact: Office of Human Resources, College of DuPage, 22nd and Lambert Road, Glen Ellyn, IL 60137, 312—858-2800, extension 2460/1. EOE.

Asst. engineer: Production facility based in Northeast Pa. needs aggressive and experienced person for on-location and post-production. Maintenance experience with Sony 1" Type C, Ikegami cameras, BVU-800s, and related equipment is required. Send resume and salary requirements to Gary Snyder, VisiTec, Productions, 5100 Tilghman Street, Allentown, PA 18104.

HELP WANTED NEWS

Meteorologist needed for weekday anchoring. Send resume and tape to: Ron Wildman, WGXA-TV, Box 340, Macon GA 31297.

South Pacific: dominant station in Micronesia is losing it's senior reporter to Hong Kong. The person who will replace him will be able to run the desk, do some anchor work and produce investigative reports. Good company benefits, ideal locale. Tape and resume to John Morvant, News Director, Guam Cable TV, 92 W. Bellevue Drive, Pasadena, CA 91105.

Producer 72ADI/CBS. 6 & 10PM news. Emphasis on writing and story production. NPPA-oriented. ADO. Tape and resume to Mike Beecher, News Director, KFVS-TV, Box 100, Cape Girardeau, MO 63701. EOE.

Assignment editor 72ADI/CBS. Issue-oriented. Two live bureaus. Two live units. Requires previous desk experience. Resume to Mike Beecher, News Director, KFVS-TV, Box 100, Cape Girardeau, MO 63701. EOE.

Assignment editor. Top-rated CBS affiliate in medium Florida market looking for no-nonsense, hard-driving person with strong news judgements, high organizational skills and demanding news values. Two years' experience a must. Job requires dedicated, determined professional to work with young, highly motivated staff of aggressive professionals. This is a high pressure job in a highly competitive market, requiring utmost news savvy. Salary and references in first letter. All replies to Box S-30. EEO.

Weather anchor or meteorologist. CBS affiliate needs experienced TV personality for Mon-Fri newscasts. Send tape & resume to George Stephenson, WSEE-TV, 1220 Peach St., Erie, PA 16501. An equal opportunity employer.

News director. Growing indy in top 20 West Coast market. Send resume to Box S-58.

News anchor. Opportunity at growing indy in top 20 West Coast market. Send resume to Box S-59.

Anchor: We are a growing station in a top 30 market looking for a strong weeknight anchor to complement our established female co-anchor. Candidates should have several years' experience as a prime anchor in a medium market or weekends in a large market. Send resume, tape and references to Michael Sullivan, News Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Photographer. Three years' experience. Send resume and tape to News Director, Box 4, Nashville, TN 37202.

Executive news producer. Top 20 VHF seeks strong producer, writer, leader with aggressive attitude towards news gathering for number 2 post in news room. Major market producers and medium market news directors encouraged. Resume and cover letter only: Mark Engel, News Director, WSB-TV, 1601 W. Peachtree St., NE, Atlanta, GA 30309.

News producer SE coastal market looking for permanent, mature, creative individual with proven track record. Must be able to implement state of the art TV news concepts and possess good management skills. Send resume/salary requirements/tape of your newscast along with critique to News Director, WCIV, P.O. Box 10866, Charleston, SC 29411. EOE.

Assignment editor for top-5 market, network affiliate. Must be excellent journalist, experienced in motivating crews and reporters heavy into live ENG coverage, creative and imaginative in developing stories, skilled and organized in future planning. Resume and writing samples to Box S-87. EOE.

Assistant news director, Delaware news program needs asst. dir. with TV news producing and supervisory experience. Must have strong writing and organizational abilities and sound news judgement; mastery of TV news production techniques required. Knowledge of Delaware and/or Delaware Valley a plus. Send resume, tape of program produced, writing sample and salary requirements to: Asst. News Director Position, P.O. Box 1168, Philadelphia, PA 19105. EOE, M/F.

Weekend anchor/reporter. An aggressive, fast-growing CBS affiliate needs a mature, experienced weekend anchor to complement its female co-anchor. Please no recent college graduates. Send tape, resume and salary history to: Mark Robertson-Baker, News Director, KFDA-TV, Box 1400, Amarillo, TX 79189-1400.

Weather person/ environmental reporter: We're looking for an innovator who can use our electronic graphics system and then communicate the "what" and "why" of the weather to a midwestern audience. EOE, excellent benefits in a highly competitive small market. M-F, 6/10 PM. Resumes to Box S-90.

News Director: Need experienced creative professional to lead dedicated news staff. Strong news commitment required to compete in aggressive market. ABC affiliate, group owned South Bend/Elkhart market. Excellent benefits. Send resume and salary requirements to Don Fuller, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE.

Co-anchor/reporter. Top NBC affiliate station in upper midwest. Applicant should have reporting and producing/anchoring experience. Leadership qualities and maturity a must. Tape/resume to Darren Danielson, News Director, KMOT-TV, Box 1120, Minot, ND 58702. EOE.

Florida's most watched news seeking experienced people to fill following positions: Assignment Manager, Night Assignment Editor, Producer, General Assignment Reporter, Photographer. Please send resume, tape if applicable, and salary requirements to Jim West, News Director, WTVT, P.O. Box 22013, Tampa, FL 33622. No phone calls please. EOE, M/F.

Midwest independent community television station has immediate opening for a News Anchor/Reporter. Excellent opportunity for a new Writer/Reporter to get that "On-Air" break. Strong emphasis on local news including responsibility for a monthly magazine program. Contact Robert Raff, General Manager at 913—762-5055. 814 N. Washington, Junction City, KS 66441.

Weathercaster: West Coast net affiliate looking for experienced, dynamic weathercaster/reporter for early and late news. Resume/tape to Ed Wilson, News Director, KJEO-TV, P.O. Box 5455, Fresno, CA 93755. EOE, M/F.

Sports reporter, WSOC-TV Cox/ABC affiliate, in Charlotte, NC has opening for a sports reporter with experience and ability to recognize a good sports story--human interest as well as hard sports. Must be able to shoot and edit. Send resume and tape to Dick Moore, News Director, WSOC-TV, P.O. Box 34665, Charlotte, NC 28234. EOE-M/F.

Special projects producer. Experienced producer to handle series, special segments, special projects. Strong editorial skills necessary. Show producing experienced helpful. Send resume and references immediately to Ken Middelton, News Director, WTSP-TV, (Tampa/St. Petersburg) P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Weekend producer. Minimum two years' newscast producing experience. Will also be weekend news manager. Send newscast tape (with rundown) and resume with references to Fred Mays, Assistant News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Anchor wanted to compliment female co-anchor. Strong writer only, 18-20,000 DOE. Send tape to: Al Peterson-News Director, KCWY-TV, 304 N. Center Street, Casper, WY 82601. No phone calls please.

If you are currently directing a tough, fast multiple anchor newscast in the top 25 markets and are ready to move into the top 20 markets, I want to know. Our building is beautiful, and our facilities are state of the art. If you're looking for a job--forget it. In you're looking for work, send a resume to Box S-108. No tapes yet. EOE.

11 PM producer. Northeastern top 30's market is seeking experience and style. Nothing less that three years' experience is acceptable. Must be excellent people manager to be "in control" of your show. We offer the tops in staff and facilities in a market that has an aggressive appetite for news. EOE. Send resume and salary history to Box S-114.

Chief news photographer needed for top-rated medium market midwest network affiliate. Strong photo, management and teaching skills essential. Send resume and tape to Box S-115. EOE.

Network field producer for investigative reports. Our "network" is some of the best news stations around the country. The best candidate can generate solid ideas and put them together with major-market sparkle and style. Working with our correspondent and crew, you'll have the freedom and responsibility to generate three 3-minute reports every month with the resources to travel wherever the story takes you. Rush resume and letter first: 16 California Street, Suite 400, San Francisco, CA 94111.

Investigative reporter needed. Send tape and resume to: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203—637-3653.

News director/anchor: aggressive affiliate needs a dynamo to run our news department and anchor early and late news. We need a sparkplug who can manage, write, edit, inspire our whole operation and do a superb job anchoring. We're located in a small, but highly competitive recreation area. We offer state-of-the-art equipment, a commitment to a quality news operation and we want to be number one! Salary: $30,000. EOE. Box S-102.

Senior producer for winning midwest 50's-market station to produce one of three weeknight newscasts, supervise other producers and production assistants, and exercise leadership role in developing newscast standards and formats. Must have minimum two years experience as newscast producer, outstanding writing and editing skills, familiarity with state-of-the-art production facilities, discerning journalistic judgement, strong interpersonal skills, and college degree. Also seeking Producer with similar skills and at least one year's experience. Submit resume and references to Box S-118. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion manager. Network affiliate, Top 40 market. A creative decision maker. Must be experienced in the creation and execution of campaigns for all media, including on-air promotion and ad agency direction. Send Resume/Salary requirements to Box R-139. EOE.

Producer/director: Top 30 southeast network affiliate seeks a highly creative individual with experience in producing and directing studio and remote productions. Strong background in news and live programming is a necessity. EOE. Send resume and salary requirements to Box S-9.

Creative field & live remote producer: Good Company needs that special field producer who loves the challenge of setting up and executing a variety of pieces. The person must be skilled at producing 3 1/2-4 minute tape packages with heavy talent involvement, as well as field producing live remotes. At least a year's experience and an impressive audition tape are required. Please send letter, resume and tape to: Good Company; ATTN: Mimi Pizzi, Dept. FP, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer, M/F.

Producer: Top quality TV news department in Minnesota needs quality producer with daily show experience, writing flair and clear understanding of graphics. Our satellite capabilities also demand excellent organizational skills. Please send resumes and tapes to: Chris Balamut, Executive Producer, KSTP-TV, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer, M/F.

Promotion manager: Aggressive affiliate in top 20 market is now accepting applications for the position of Promotion Manager. Must have strong managerial skills, as well as extensive experience in creating, print, radio and on-air campaign. No beginners. Send resumes only to Box S-19. Equal opportunity employer, M/F.

Producer/writer. We need a creative, experienced producer/writer to assist in the creation of local and national programs. This is a challenging position in an environment which demands and rewards first rate work. Superior writing and producing skills required, plus ability to make public presentations and develop programs form concept to broadcast. Position begins Sept. Salary to mid 20's. Please send resume, writing samples and reel to: Box S, KTCA-TV, 1640 Como Avenue, St. Paul, MN 55108. An equal opportunity employer.

Producer/director. Medium market PBS station seeks a producer/director for its Public Affairs projects. These include a weekly interconnect, documentaries, specials, and election coverage. This position will entail both producing and directing, ENG, and editing skills required. Send resume and cover letter to : R. Peotter, WCBB-TV, 1450 Lisbon St., Lewiston, ME 04240. No calls or tapes, please. Deadline 8/30/85.

Producer: PTV station KNPB celebrated its second anniversary this September. Top priority for third year is to establish a production department. We are seeking an experienced professional who can develop this department into one that will provide high visibility and professional service to our community. Post-secondary degree preferred. Five years' experience. Send resume, sample of writing by 8-30-85 to: Sherri Dangberg, KNPB, P.O. Box 14730, Reno, NV 89507.

Northeast TV top 40 market is looking for a TV personality. Perhaps you have been a PM Magazine host or maybe a V.J. and you are looking for a step up. EOE. Send resume and picture to Box S-98.

Editor. Fast growing, full service Boston production company seeks talented, creative editor for cross-format 3/4" to 1" edit suite. Must be familiar with Sony VTR's and edit systems, GV 1680 switcher and NEC E-flex. Maintenance ability a plus. Successful candidates should possess ability to deal with a wide range of clients, good organizational skills and should be self-motivated. We're looking for someone to help with and be a part of the growth and development of the company. Send resume to Box S-97.

News producer. Strong Southeastern station looking for producer with minimum 2 years' experience. Number 1 in this top 40 market, station seeking producer with winning attitude. Experience with live remotes and satellite live shots preferred. Resumes only to Box S-96. EOE.

Promotion manager. Top-rated ABC affiliate needs person with on-air promotion experience and an eye for detail. Position includes administrative programming responsibilities. Resume and salary requirements to Art Cabot, WJBF-TV, P.O. Box 1404, Augusta, GA 30903.

Program director: Combined public radio/TV station serving West Central Missouri seek aggressive, talented, imaginative self-starter with strong supervisory and interpersonal relationship skills to head growing program operation. Required to work on several projects simultaneously and keep on deadline. University town with access to metropolitan and lake areas. Competitive salary range. Bachelor's degree and public broadcasting experience required. Application letter, resume, and references to: John Bradley, Director of Broadcast Services, Central Missouri State University, Warrensburg, MO 64093.

Field/associate producer: Exciting minority magazine in No.'s 1 and 4 markets. Produce and edit field pieces; assist Series Producer with all aspects of series. Two years' field producing experience a plus AP or PA experience required. On-Camera a plus. State-of-the-art facility. Rush resume and tape to Producer, "In Black and White", New Jersey Network, 1573 Parkside Ave., CN 777, Trenton, NJ 08625. Salary to 21K (EOE).

PM Magazine: Top 25 market seeks co-host to work with our established female co-host on our PM Magazine program. Strong on-air personality with demonstrated experience in magazine feature format required. Tape and resume to Brenda Buratti, KGW-TV, 1501 SW Jefferson, Portland, OR 97201. No phone calls. EOE.

Program Manager. Excellent opportunity for #2 person in programming to become program manager. Prefer independent TV experience or 3 to 5 years' located in Sunbelt. Box S-106.

Promotion Manager. Excellent opportunity for hard working assistant to move into managers' position. Innovative, creative and independent TV experience necessary. Southeast location. Box S-105.

SITUATIONS WANTED MANAGEMENT

General manager or station manager: over 20 years solid results in programming, sales, news and budget control. Industry leader with best credentials. Box R-149.

25 year broadcast pro ready for long-term GM position in TV or corporate in-house video center. Start-up or established. Currently USA Manager of Broadcast Markets for Fortune 100 company. Excellent references. Prefer Florida, all considered. 404—393-1320 or, evenings 404—943-7387.

SITUATIONS WANTED ANNOUNCERS

Major league baseball broadcaster seeks football and/or basketball schedule. NFL, NBA and major college TV-radio experience. S-99.

SITUATIONS WANTED TECHNICAL

Maintenance engineer. FCC 1st, Associate Electronics, MBA. Six years' electronics maintenance experience. I am seeking a challenging position in a television station or post production company as a maintenance engineer. Willing to relocate. Write to: Al Chaney, 1415 Oak Nob Way, Sacremento, CA 95833, or call 916—922-3456.

SITUATIONS WANTED SALES

Public service & sales. My head is in sales but my heart is in public service. The perfect position for me would be 1/2 time public service and 1/2 time sales. With me in such a position we'd both be winners! You with the tangible result of increased sales and with intangible benefits of direct community involvement with your viewers. Whether I'm talking the the PTA of developing public service announcements...being a concerned community member is my motivation. Can a person function in such a position? I can and will excel, given the opportunity to use all my "best stuff". I have 7 years' experience in public service work and 5 years' experience in TV. I have the instincts of a good broadcaster and at your station I'll give you a 100% effort and a commitment to enthusiastic teamwork. If I'm the person you want working for you please call Jeanne, 715—845-6219.

SITUATIONS WANTED NEWS

Feature reporter, 40's market, warm, witty, humorous. Desires larger market east of Mississippi. Box S-64.

Reporter/anchor. I make local stories come alive clearly and accurately. I'm an articulate, experienced, black man. Available immediately. Box S-76.

Sportscaster: With PBP and general assignment experience at large So. California cable system. Looking for small to medium market opportunity. Call Greg-- 805—492-3629.

News director/anchor, in overseas market ready to return stateside. Will be at RTNDA. Box S-83.

Sports photographer-anchor and reporter. 5 years' experience in medium market. Seeking similar position in aggressive Sports Dept. 319—388-9817.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Talented professional, video, camera and tape operator. Recent experience abroad, looking for another challenging position in the industry. I have broadcast and industrial television production experience. David Seppelin, 105 Kenilworth Road, Mountain Lakes, NJ 07046, 201—335-0189.

Need fireballs? AFRTS says, "Underproduce, military can't keep up with you." Don't want to! EFP/TD/Director--Let's talk! Sgt. Bob Walker, Box 23704, APO SF, CA 96230.

Versatile, enthusiastic seeking position in TV or video production. Trained in all aspects of the field. Will relocate. Alan Miller, 615—833-8287; leave message of 832-8022 after 5pm CDT.

Producer/writer: I'm a highly energetic and (I think) creative producer-writer who, after 15 years in the fast lanes of NYC and Hollywood, seeks a long-term home in a medium to major market. I have extensive experience in variety, talk and game shows as well as commercial production with major madison avenue managerial agencies: with excellent organizational and managerial skills. Available to relocate immediately. All offers considered. Reply Box S-117.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The University of Florida, the nation's 10th largest, seeks person with management experience and demonstrated skills and knowledge of television and still photography. Basic knowledge of publication production helpful, creativity a necessity. Applicants should have a master's degree and three years' of directly related professional experience, or a bachelor's degree and five years experience. Salary: $25,000 or higher, contingent upon qualifications. Send complete resume by September 9, 1985 to: Robert L. Willits, 439 Stadium, University of Florida, Gainesville, FL 32611. Equal employment opportunity/affirmative action employer.

HELP WANTED TECHNICAL

Teleconferencing coordinator. Virginia Department of Information Technology is seeking qualified candidates for the position of Teleconferencing Coordinator reporting to the Teleconferencing Branch Manager. Applicants should be knowledgeable in teleconferencing theory, technology and techniques. Responsibilities include: promotion and training in teleconferencing uses for other state agencies and institutions; assist in evaluation and implementation of new technologies and equipment; assist in review of media service requests; and assist in day-to-day operation of video and audio teleconferencing facilities. Technical experience in audio, video and voice equipment preferred. Promotion/training experience desirable. Salary range: $27,352-$37,361. All applications/resumes should reference position number IT954 and must be received by September 6, 1985. Reply to: Department of Information Technology, 110 South Seventh Street, 3rd Floor, Richmond, VA 23219, ATTN: Personnel. EOE/M-F.

HELP WANTED NEWS

Spokesperson for major, national trade association. Media relations experience, strong verbal and writing skills essential. Broadcast experience preferred. Substantial travel throughout US. Salary in low 40's. Reply in confidence to: Donna Hilderly, The Tobacco Institute, 1875 I St. NW., Suite 800, Washington, DC 20006.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Producer/Writer. Responsible for the development and production of KUAT radio news and public affairs programs. One year's experience with degree in communication-related discipline, or five years' experience in lieu of degree. Salary--18K plus generous fringe benefits. Send resume and aircheck, demonstrating newswriting, newscasting and documentary work to: Employment Office, University of Arizona, 1717 E. Speedway, Tuscon, AZ 85721, by September 13, 1985. EEO/AA Employer.

SITUATIONS WANTED TECHNICAL

Want radio broadcast instructor position. 5 years' experience small private college. News & copywriting, production, programming, D.J., sales, traffic, PBP. Dick Barrett, 5416 Appomattox Dr., No 7, Davenport, IA 52806.

SITUATIONS WANTED PROGRAMMING PRODUCITON & OTHERS

Copy by mail. Guaranteed work. Cost efficient. Tamarack Advertising, P.O. Box 444, North Salt Lake, UT 84054. 801—292-1513, after 4PM MDT.

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.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

Attention radio stations with a dish. Looking at Sat Com IH, 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 waiting list--play it live of 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 of TV, with a heavy national campaign to attract listeners and advertisers. To clear your station, call Diana Calland 202—483-2280, or write Inside Real Estate, Suite 1410, 1410 15th St., NW, Washington, DC 20003.

Accu-Pollen survey reports are available for daily reporting of comparative air quality, pollen and mold data, on the national weather fronts, to be presented on radio and/or TV. All correspondence to: Mrs. Patricia A. Tiegs, Executive Secretary, NAASA, #325 Benjamin Fox Pavilion, Jenkintown, PA 19046.

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.

Promotional Bonanza: 80 selected pages from recent issues of two nationally circulated promotion news-letters. $17.50 postage paid. PROMO, Box 50108, Lighthouse Point, FL 33064.

Wanted 2" video tape machines, Donate your obsolete VTR to public television station KLVX and receive a tax deduction. Contact Martin Vodovoz 702—737-1010.

Video, editing, training 3/4 inch, work privately, improve skills, speed, tapes provided in San Francisco, 415—581-6694.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

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.

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.

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.

New manufacturer of UHF, LPTV, FCC type accepted solid state transmitters has three 100 watt prototype units for sale. New warranty, $13,500 each, immediate delivery, call CommTele anytime 713—479-1614.

2-TCR100 video cart machines, Pinzone systems, well maintained and operating, with 2700 carts. John McNally, KWTV 405—843-6641.

3 Thomson MC601 color cameras, Fujinon 14 X 1 lenses, CCU's with Multi Core interface, rear V.F. zoom & focus controls. Contact Walter J. Edel, 212—689-1040.

Used Truscon 4-leg angle, self supported tower, 183' excellent condition, Clearwater, FL. $15,000.00, 813—461-1341. Can erect on your site.

Over 60 AM-FM transmitters. All powers. All spares, all books. All our inventory. World leaders in broadcast transmitters. BESCO International, owner, Dick Witkouski, owner, 5946 Club Oaks Dr., Dallas, TX 75248, 214—630-3600. 26th year of service to the broadcast industry.

Automation system, SMC ESP-1 complete with 4 otari, 4 Carousels, logging package, etc. Call for details, WMMQ 517—372-3333.

Ikegami HL83 camera and Sony BVU 110 package $16,000. Excellent condition. Metro Video 212—825-8696.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404—324-1271.

Townsend 55KW UHF transmitter. Immediate delivery, good condition. Quality Media 404—324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. 2 for $25,000 each. Quality Media 404—324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. $750 per section. Quality Media 404—324-1271.

STL-Used Moseley PCL-303s 950 MHZ W/505 combiner $4500.00 Firm. Call 504—924-3065 after 5PM CDT.

Needed--RCA TP-66s for immediate application. For sale-TR-600s (1000s, 3000s & 5000s), TK-28, TP-7s, TK-27s, VPR-2Bs, HL-79As, VPR-3s, TCR-100s, TR-60s. Call Media Concepts, 919—977-3600.

Automation System-Used. Composite (SMC) with DP-1 Controller, 3 Stereo Reels, 2 Mono Carousels, NET Join, clock-$9000.00 Firm. Call 504—924-3065 after 5PM CDT.

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.

Telecine, that's our specialty. Free lists. RCATP66, RCA FR-35, Eastman 250, 275, & 285, Eastman PD-1, RCA TK-27 &28s, RCA TP-7B, readers, splicers, preview projectors, great prices. Trade-in your old gear. International Cinema, 6750 NE 4th Court, Miami, FL 33138, 305—756-0699, TLX 522071.

3/4" Evaluated Videotape! Guaranteed to look and work as new. Prices: Mini-20s $7.49, Large 20s or shorter $6.99, 30 minutes $9.49, 60 minutes $12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect 301—845-8888.

Equipment for sale. Quantafont Q7A character generator, Sony BVT-1000 TBC, Ikegami ITC-240 color camera, Sony VO-3800 recorder with DATATRON Tempo-76 interfaces. Sony BC-210 charger can be purchased separately. Gary Snyder, VisiTec Productions, 1-215—395-8181.

RADIO

Help Wanted Management

Broadcast Group looking for sales oriented aggressive General Manager for well established full service radio station in northeast. Could be Sales Manager on the way up. EOE. Box S-4.

Help Wanted Sales

EAST COAST REPS

Sophisticated KLOK-FM San Francisco is looking for polished East Coast sales people who want to make a name for themselves on the West Coast.

**Contact
Philip C. Davis
415—788-2022**

SPANISH RADIO SALES

CABALLERO SPANISH RADIO NETWORK has opening N.Y. office for experienced sales person. Contact:

Caballero Spanish Media
18 E. 53rd Street
NYC 10022
Attn: Manny Ballesteo
(212) 223-6410

Situations Wanted Management

MAJOR MARKET VP & GM

Currently employed by West Coast group broadcaster now seeking a new challenging opportunity. Top credentials and proven bottom line results with exceptional people skills. All replies in strict confidence. Available Sept. 1-- Reply Box S-65.

Situations Wanted Announcers

THE MOST FROM YOUR MORNING!

Dynamic AM drive specialist seeks new home. Track record shows instant ratings & revenue. FM only If you're serious about success, we should talk. 609—737-1421.

TELEVISION

Help Wanted Management

General Manager
WVPT Channel 51

a Public Television Station in Harrisonburg, VA

Our station is located in the middle of the beautiful Shenandoah Valley of Virginia, surrounded year round by a variety of scenic tranquility.

Inside. the scene in very different. We have a level of growth opportunity that belies our demographics. Our professional staff have an insatiable appetite for and record of success. Our local production/programming capability exceeds our market position.

However, we do need a leader. A manager who is skilled in participative management; can help us further motivate ourselves; can stimulate us in new areas of fund raising; is knowledgeable of the industry's latest technical approaches; can continue to convince the community that the station is indispensable as a visable alternative to commercial television.

Commensurate salary and benefits will be paid to the person with the right qualifications.

Send your resume to: WVPT
Port Republic Road
VA 22801
Attention: John W. Dickie
All replies will be treated in confidence.

Top independent seeking local sales manager with strong independent background. Strong leader desired for major market position. Salary open, EOE. Send resume to Gregg Filandrinos, Director of Sales, KPLR-TV, 4935 Lindell Boulevard, St. Louis, MO 63108.

TOP INDEPENDENT

seeking local sales manager with strong independent background. Strong leader desired for major market position. Salary open, EOE. Send resume to Gregg Filandrinos, Director of Sales, KPLR-TV, 4935 Lindell Blvd., St. Louis, MO 63108.

Help Wanted Sales

YOU SHOULD BE MAKING
$________ A YEAR.

Go ahead, fill in the blank. Because Satellite Music Network's record growth continues to create new opportunities for substantial income potential. Strong sales background essential, travel experience preferred. Call Bob Bruton or David Gerety at 1-800—527-4892.

Satellite Music Network

Help Wanted Technical

TV TECHNICAL DIRECTOR

The Christian Broadcasting Network, Inc., an evangelical Christian ministry, located in Virginia Beach, Va. has an immediate opening for a Technical Director in their Production Services division. The qualified candidate will have 5 years experience in live television with news experience a must. Position requires qualified video operator with general knowledge of engineering, audio/video routing, digital video effects, and all areas of production...camera, audio, lighting, videotape. Must be able to work well under pressure and willing to work nights, holidays and weekends. If you feel led and wish to serve, send resume and salary requirements, in confidence to:

The Christian Broadcasting Network, Inc.
Employment Dept., Box TD
CBN Center
Virginia Beach, VA 23463

CBN is an equal opportunity employer.

VIDEOTAPE EDITOR

Rapidly expanding production/post production facility looking for Editor with minimum 3 years experience on 1" computer editing systems, ADO, and multi-mix effects switchers. Client awareness and perception equally important to technical skills. If special effects (including Mirage), interactive video discs, industrial programs and commercials in a major market interest you, and you have experience, confidence and skill, we will provide a stimulating and rewarding environment with a future.

For immediate consideration, send resume and tape (no telephone calls please) to:

Grace&Wild Studios

Director of Operations
Grace & Wild Studios, Inc.
23689 Industrial Park Dr.
Farmington Hills, MI 48024

Help Wanted News

EXECUTIVE PRODUCER

WFSB, a Post-Newsweek station, is seeking an experienced and creative news manager to supervise the day-to-day activities of the news department. The Executive Producer must be able to work effectively with producers on the pacing and "look" of the newscasts and with reporters on writing and packaging stories. Candidates should be experienced in news journalism, have a thorough knowledge of state of the art equipment and have the ability to apply it to the production of news casts. Resumes should be sent to: Mark Effron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

EYEWITNESS NEWS 3

MAINTENANCE TECHNICIAN
VERMONT ETV

To maintain, install construct and design television broadcasting equipment in the studio in addition to monitor signals and products at the studio assuring FCC compliance. Qualifications: Associate's degree with concentration in electronics and at least one year experience in television broadcasting maintenance or an equivalent combination of education and experience. General radiotelephone operator's license required. This position requires climbing towers and lifting heavy objects. Apply to the University of Vermont Employment Office, 237 Waterman Bldg., Burlington, VT 05405. Please include Social Security number when applying.

An Affirmative Action/Equal Opportunity Employer.

CHIEF ENGINEER

An exceptional opportunity for a highly qualified and dedicated Chief Engineer has developed at a successful independent station in a top 50 market. The station is on the threshold of development with major technological advances as part of its long-range planning. Our need is for a Chief Engineer with the knowledge of state of art for planning and development along with the willingness for hands-on maintenance. The market is one of America's "most livable cities". If you have the desire to excell and benefit financially by your contributions, this is a golden opportunity. An EEO employer. Box S-82.

TV TECHNICIANS

Broadcast television maintenance technicians needed for new independent UHF in central Hudson Valley. Experience desired. Resume and salary requirements to: P.O. Box 1609, Kingston, NY 12401. EOE.

Help Wanted Research

RESEARCH DIRECTOR

We need a numbers wiz to help us:
- Analyze Nielson and Arbitron data
- Design and implement market research projects
- Develop sales strategies
- Research new program acquisitions
- Place promotional media schedules

Qualifications:
- Bachelor's degree
- 2 years experience in broadcasting or related field
- Lack of fear of computers or snow

Contact:
Joe M. Rape
Director of Programming & Marketing
WGRZ
259 Delaware Ave., Buffalo, NY 14202
(716) 856-1414
A General Cinema Company
An Equal Opportunity Employer

Director of Graphics & Design

WCAU-TV, Philadelphia, is now accepting applications for a NEW position which will be responsible for the entire look of the station both on and off-air. This position is expected to make a major contribution to the station's day-by-day presence and long-range image.

Contact:
Ivan Ladizinsky
Director of Creative Services and Audience Marketing
WCAU-TV
(a CBS O&O)
City Line Ave. & Monument Rd.
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An Equal Opportunity Employer M/F

Late Night America

HOST

America's live nightly talk show on PBS is looking for a new host. Our format is changing and the staff is expanding. If you can handle news, entertainment, consumer issues and a variety of feature assignments all in one, we want to hear from you.

Please send a resume and a ¾" tape of your work to:

Personnel Director
WTVS/Channel 56
7441 Second Boulevard
Detroit, MI 48202-2796

AN EQUAL OPPORTUNITY EMPLOYER

PM MAGAZINE — CO-HOST/PRODUCER

Award winning PM MAGAZINE in top 30 market is looking for a creative and experienced minicam operator and editor. Send resume and tape to: Pat Ahl, WCMH-TV, 3165 Olentangy River Rd., Columbus, OH 43202. No phone calls, please. EOE.

Late Night America

DIRECTOR

America's live nightly talk show on PBS is looking for a Director. You will be working on the visual content of each segment and also directing the live program each evening. This is an exciting opportunity to help develop a new format including remotes and location production pieces.

Please send a resume and a ¾" tape of your work to:

Personnel Director
WTVS/Channel 56
7441 Second Boulevard
Detroit, MI 48202-2796

AN EQUAL OPPORTUNITY EMPLOYER

V66

TOP 1" EDITOR

Boston's exciting new 24-hour rock video station seeks a creative and quick, organized self-starter with super people skills.

2-3 years' experience in spot production with 1", DVE required. Impress us with your fast-paced reel and solid references.

Team spirit, pro attitude essential.

No phone calls, please. Reply to:

Creative Services Director
WVJV-TV
P.O. Box 9166
Framingham, MA 01701

WVJV is an equal opportunity employer

WRITER/PRODUCER
COURAGE HEART A BRAIN

If you have all three and a demo reel to match, we want you to create video promos and radio spots for CNN and Headline News. We offer a producer's Oz, with the most exciting networks on the air, plus spectacular design, production and editing facilities.

Send resume and reel to:
Jay Newell
Turner Broadcasting, Inc.
1050 Techwood Drive, NW
Atlanta, Georgia 30318
EOE

CORPORATE EDITING SERVICES MANAGER

A new computer-assisted editing suite in a major new corporate TV production facility in St. Louis, Mo., awaits the creative, hands-on editor who is looking for the challenge of producing high-quality television programming in cooperation with a demanding team of broadcast professionals.

The ideal candidate will possess not only exceptional technical skills but also a creative eye that results in video excellence. The individual will have achieved this standard of excellence. This facility regularly produces programming that's widely recognized in the corporate television industry.

In addition to overseeing three edit suites (each mastering on 1" videotape), the individual who fills this newly-created management position will serve as lead editor in a suite equipped with ACE touch-screen editor, ADO, Grass Valley 300 switcher, Chyron 4100 and Ampex VPR-3s.

This corporate complex (14,000 square feet with two studios and an audio production suite) will produce 150 programs in a wide variety of formats this year.

Compensation package includes excellent benefits. Send detailed resume (a demo tape will be required at time of interview) with experience and educational background, to: S-44. Equal opportunity employer.

NEW L.A. SPANISH TV STATION

Offers ground floor, solid opportunity to experienced personnel desiring to be a force in the Hispanic community.

- Programming & Production
- News
- Sales
- Sales Promotion
- Administration
- Secretarial & Clerical

Bi-lingual preferred. Medical/Dental Insurance plans. Send resume to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

PM MAGAZINE — PHOTOGRAPHER/EDITOR

Award winning PM MAGAZINE with a committment to staff and excellence is looking for a co-host/producer to work with male co-host. Experience a must. Looking to fill position immediately. Send resume and tape to: Pat Ahl, WCMH-TV, 3165 Olentangy River Rd., Columbus, OH 43202. No phone calls, please. EOE.

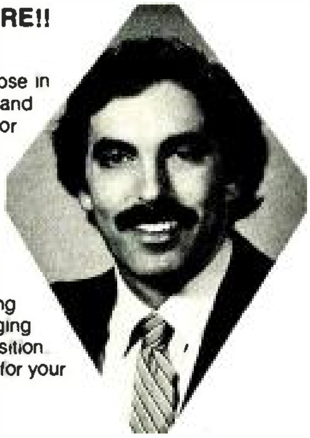
Situations Wanted News

TV NEWS RATINGS CLIMB

Across the board!!! Current Television Group Vice-President for News is seeking new challenge as major market News director. Now responsible for all news operations in multi-state, all VHF medium and small market facilities with ABC, NBC, and CBS affiliations. Young, aggressive leader with proven track record in news management wants to do more! All inquiries held in strictest confidence. Please send them to Box S-77.

Situations Wanted News Continued

SCORE!!



The ball is loose in the outfield and I'm heading for the plate.

Be there with an exciting and challenging sports position and I'll score for your team!!

JONATHAN WARNER
WNST SPORTS DIRECTOR
302—738-0202
3C-5 Capano Dr.
Newark, DE 19702

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Help Wanted Sales

CREATIVE SALES

If you're an outstanding creative salesperson who can sell outstanding creative, then consider selling nationally recognized, award winning, animation. • Do you understand a storyboard? • Can you show a video tape? • Do you want to make good commissions? If *YES, send a resume or compelling letter to Jim Mathis,* President, Hellman Animates, P.O. Box 627, Waterloo, Iowa 50704.

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

30-SEC INSPIRATION SPOTS

cool for tense ears. FREE 25 spots on 1/4" tape, or cassette demo. FRANCISCAN PEACE, 155 Market, Memphis, TN 38105. 901—522-9420.

U.S. OPEN TENNIS REPORTS

Great feature-Money maker. Two minute reports personalized--barter basis, two per day--AM-PM Drive-Aug. 27-Sept. 8, call 203—777-5797 or write P.O. Box 8712, NH, CT 06531.

Watch your station profits grow with "The Plant Dr."

The Plant Doctor

• :60 daily program
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• Station Promo :10 spots and ad slicks provided

Kauffman Creative Services

R. D. #3, Box 570, Palmyra, PA 17078 717-838-3668

Help Wanted Technical

BROADCAST OPERATIONS TECHNICIAN

The Mutual Broadcasting System, Inc. (MBS), a technological leader in network radio broadcasting, has an immediate opening in its Arlington, Va. headquarters for a Broadcast Operations Technician.

Position is responsible for radio technical operations including automated master control, switching and distribution systems, live studio board work, on location remote operations and production work to include extensive tape editing.

Individual must have 3 years experience in above listed skills, valid local driver's license and ability to work all shifts as required.

MBS offers complete company paid benefits and a pleasant location convenient to Metro transportation.

Qualified candidates are invited to submit resume to:

MUTUAL BROADCASTING SYSTEM, INC.
1755 S. Jefferson Davis Highway
Arlington, VA 22202
ATTN: Human Resources Department

An Equal Opportunity Employer M/F

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:

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TV and Video Engineers
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(All Levels, But Not Operators)
ALL FEES PAID BY EMPLOYERS
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KEY SYSTEMS

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Phone Alan Kornish at
(717) 655-1458

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The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week *computer list: $6. Special bonus: 6 consecutive* wks. only $14.95—you save $21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

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Atlanta, GA 30318
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Business Opportunity

FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:
Bob Napp,
(301) 652-4660

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Media Investment Analysts & Brokers
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Class C FM located in top 100 Southwestern market. $1.25 million with excellent terms available.

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Area Code (818) 986-3201

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& Associates, Inc.
Media Brokers
RADIO, TV, and CATV
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OKLAHOMA MARKET

Dominant FM/AM Combination. Cash Flow Cow. State-of-the-art Equipment. Valuable Real Estate. Priced at a Multiple that Makes Sense. $2.3 million. Information Furnished Upon Request Only To Qualified Buyers. Box S-80.

CONSTRUCTION PERMIT MAJOR MARKET AM

CP granted for daytime clear channel operation top 50 market. Transmitter real estate under option for purchase. Opportunity to enter broadcasting for expenses (under $35,000); construction costs (under $100,000); and consultancy to present holder of CP. Excellent opportunity for minimum cash investment for entry into top 50 market. Box S-27.

SUNBELT

Class IV in attractive Southeastern market. $250,000 - low down payment and easy terms. Contact Charles Kurtz at 202—331-9270.

ALABAMA MEDIUM MARKET

Fulltime AM priced at less than 1 1/2 ■ gross. Good cash flow. Terms. Contact Ernie Pearce, 404—458-9226.

CHAPMAN ASSOCIATES
nationwide media brokers

VERY ESTABLISHED MN AM

Two station market. Real estate included. Less than 1X gross at $500,000 with good terms. Better hurry on this one. T.L. Laidlaw, United Brokerage, 701—775-0637 or 772-3881.

- Small & medium market radio station sales ...
- Innovative solutions to your first deal ...

GARY PORTMESS & ASSOCIATES
WASHINGTON, D.C.
202—872-1485

#3121A, Madison Area,
Owner looking for partner,
1000 watt A.M.
24 hr. station in great market area.
DAS Realty Corp. James Ceithamer,
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Media Brokerage & Appraisals
William R. Rice
William W. Jamar
(512) 327-9570
950 West Lake High Dr. Suite #103 Austin, TX 78746

Ralph E. Meador
MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816—259-2544

MIDWEST UHF

Independent in four station market, experiencing strong sales growth with steadily improving cash flow and good programming library. Price: $5.5 million. Principals only reply to Box S-50.

- Fulltimer. SW of Montgomery. Small town. $80,000 cash.
- Daytimer. Billing. $135,000. In TN, located where GM to build SATURN automobile plant. $240,000. Terms.
- Daytimer covering Nashville. $350,000. Terms.

Business Broker Associates
615—756-7635, 24 hrs.

COLORADO

Four Ideal Owner-Operator Opportunities.
Norman Fischer & Assoc., Inc.
1209 Parkway
Austin, Texas 78763
(512) 476-9457

Class C FM in booming Carolina coastal resort area. $2.2 million cash or $2.6 million on terms with $1 million down. Serious inquiries only, please. Box S-49.

Group owner retiring. Colorado Springs fulltime. Will be sold to highest bidder. Contact Dan Lacy 303—259-4444 or 636-2470.

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


Gold

Daniel Gold, president and chief operating officer, Comcast Cable Communications, Bala Cynwyd, Pa., joins Knight-Ridder Broadcasting, Miami, as president and chief executive officer, succeeding **Terrence McGuirk,** who is retiring but will continue as consultant to company. Gold will be responsible for Knight-Ridder's broadcast and cable television operations.

Marvin Chauvin, VP and general manager, WNCT-TV Greenville, N.C., joins WLIG(TV) Riverhead, N.Y., in same capacity.

Mel Stebbins, general sales manager, Cosmos Broadcasting's WTOL-TV Toledo, Ohio, joins co-owned WSFA-TV Montgomery, Ala., as VP and general manager.

Stephen Jacobs, executive VP and general manager, KCEE(AM)-KWFM(FM) Tucson, Ariz., joins KQKT(FM) Seattle as general manager.

David Handy, station manager, WSPA-TV Spartanburg, S.C., named VP, radio, for parent, Spartan Radiocasting Co.

Robert Gremillion, director of broadcast operations, WGNO-TV New Orleans, named station manager.

Bob Pantano, VP, operations, WICC(AM) Bridgeport, Conn., joins WNAB(AM) there as manager.

John Schohl, associate, law firm of Benesch, Friedlander, Coplan & Aronoff, Cleveland, joins Malrite Communications Group there as associate general counsel.

Appointments, Tribune Co., Chicago: **Scott Smith,** VP, controller, to VP, finance; **John Puerner,** assistant treasurer, director of strategic planning, to controller and director of planning; **Vincent Casanova,** manager of financial systems development, to director of financial systems and auditing; **Arthur Martin,** manager of real estate, to director of real estate and purchasing; **Lisa Featherer,** treasury manager, to assistant treasurer; **Joyce Hutchinson,** manager of taxes and special projects, Chicago Tribune Co., to assistant secretary, and **William Lyall,** manager of financial reporting, to assistant controller.

Marketing

Linda Garrison, management supervisor, Tatham, Laird & Kudner, Chicago, named senior partner.

James McConnell Jr., group senior VP and director, Doyle Dane Bernbach, New York, joins Campbell-Ewald there as executive VP, managing director and member of executive committee.


O'Toole

John O'Toole, chairman of Foote, Cone & Belding Communications, will take early retirement at end of year after 31 years with FCB. **Norman W. Brown,** president and chief executive officer, will assume O'Toole's duties and title of chairman. O'Toole, 56, will become consultant to FCB and other agencies.

Named VP's, BBDO, New York: **Steve Abel,** manager of new technologies and resources, video development group; **Joe Cavallo,** creative group head; **Kathleen Dowling,** manager, information resource center; **Ed Hepner,** account group head; **Marie Mona,** manager of general accounting, and **Roberta Weiss,** systems manager, accounting department.

Appointments in restructuring of creative department of W.B. Doner, Southfield, Mich.: **Gary Wolfson,** VP, creative director, to VP, associate creative director; **Mark Cummins,** copywriter, to creative group supervisor; **Bryan McPeak,** from Leonard Monahan Saabye, Providence, R.I., to VP, creative group supervisor; **Debbie Karnowsky,** creative group supervisor, to VP, associate creative director, and **Cindy Sikorski,** art director, to creative group supervisor.

Appointments, Campbell-Ewald, Warren, Mich.: **Donald Williams,** senior VP, small car market, to group senior VP, management supervisor, responsible for all passenger car advertising; **Anthony Hopp,** senior VP, truck advertising, to group senior VP, management supervisor, responsible for all truck advertising and merchandising activities; **Richard Anderman,** VP, large car advertising, to senior VP, management supervisor, passenger car group, and **John Barczyk,** VP, truck advertising, to senior VP, management supervisor, truck group. **Frank Hoag,** senior VP, management supervisor, named group senior VP.


Vaupen

Burt Vaupen, executive VP, chief financial and administrative officer, Kenyon & Eckhardt, New York, elected member of board.

Scott Kulock, from Young & Rubicam, New York, joins Kenyon & Eckhardt there as senior VP, director of broadcast production.

Katherine Koo, Doyle Dane Bernbach, New York, joins Henry J. Kaufman & Associates, Washington, as account supervisor.

Leo Mamorsky, senior account supervisor, Needham Harper Worldwide, New York, named management representative.

William McDonough Jr., VP, management director, Foote, Cone & Belding, New York, named senior VP, group management director.

VP's named associate creative directors, J. Walter Thompson, New York: **Brian Sitts, Alan Chalfin,** and **Bill Yamada. Rodney Underwood,** VP, senior copywriter, Scali, McCabe, Sloves, New York, joins JWT as associate creative director.

Daniel Rank, associate group director, Needham Harper Worldwide, New York, named VP.

Carol Cleveland, from WKKT(FM) Boston, joins Konjolka & Co., Wellesley, Mass.-based broadcast marketing and media buying service, as VP, media and client services.

Michael Keenan, from Media General Broadcast Services, New York, joins Western International Media there as VP, account services.

Sue Eubanks, from Tucker Wayne & Co., Atlanta, joins Burton-Campbell there as senior media buyer.

Diana Richardson, broadcast consultant, joins Media General Broadcast Group, Tampa, Fla., as director of marketing.

Leesa Gordon, media buyer, Hazelmire Advertising, West Palm Beach, Fla., named creative director.

Pete Brown, account executive, WPCQ-TV Charlotte, N.C., joins Cable Adnet there as general manager, North Carolina operations.

Charles Redner, from Star Communications, Philadelphia advertising agency, joins McAdams & Ong Inc. there as account executive. **Breena Solomon,** copywriter, Elkman Advertising, Philadelphia, joins McAdams & Ong there as copywriter.

Chris Crippin, from Fremerman, Rosenfield & Lane, joins Agard & Associates Advertising, Leawood, Kan., as account executive.

Dennis Katell, general manager, KCBR(TV) Des Moines, Iowa, joins WDMA-TV Toledo, Ohio, as director of marketing.

Frank Arkinson, local sales manager, WIXT(TV) Syracuse, N.Y., named general sales manager.

Bob Osburn, sales manager, WDIZ(AM) Orlando, Fla., joins WZZK-AM-FM Birmingham, Ala., as general sales manager.

Hugh Pulley, local sales manager, WREG-TV Memphis, named general sales manager.

Kenny Caldwell, from WDEF-TV Chattanooga, joins WDSI-TV there as local sales manager.

Donna Self, member of traffic department, WMAZ-TV Macon, Ga., named traffic director.

Jane Riley, traffic coordinator, KGAN-TV Cedar Rapids, Iowa, named traffic manager. **Faye Omar,** operations coordinator, KCRG(AM) nd assistant operations coordinator, KCRG-V, both Cedar Rapids, succeeds Riley.

larcia Baker, account executive, KTUL-TV ulsa, Okla., named local sales manager.

oseph Eisberg, senior VP and general manger, affiliate division, Seltel, New York, oins WTZA-TV Kingston, N.Y., as national ales manager.

iz Darrow, senior account executive, KLIF-AM) Dallas-KPLX(FM) Fort Worth, named loal sales manager.

3ob Morrison, account executive, KUKQ(AM)-UPD-FM Phoenix, named local sales maniger.

onstance Larson, account executive, OMO-TV Seattle, joins KIRO-TV there as senor account executive.

andal Sterling, marketing executive, Comnunicom Cable TV, Los Angeles, joins TIE(TV) Oxnard, Calif., as account execuive.

rograming

lichael Manheim, independent producer, oins NBC-TV, Los Angeles, as executive roducer, long-form programing, NBC Proluctions.

Villiam Kerstetter, VP, West Coast business ffairs, HBO, Los Angeles, joins Walt Disey Productions, Burbank, Calif., as senior /P, business and legal affairs, television diviion.

awrence Forsdick, director of special proects, Worldvision Enterprises, New York, amed VP, special projects.

ctor **Carl Weathers,** head of Stormy Weathrs Productions, Los Angeles, has signed exlusive contract to produce programing for olumbia Pictures Television there.

regg Maday, director, mini-series, CBS Enertainment, Los Angeles, named VP, dranatic program development, CBS Entertainnent.

ionel Schaen, president and chief operating fficer, ACTV Inc., interactive cable TV firm ased in Sunnyvale, Calif., joins Harmony old, Los Angeles, as president, syndicaion.

aul Miller, independent television director, os Angeles, joins Paramount Domestic Teleision and Video Programing there as director f new entertainment-information series, *merica*.

ngela Schapiro, VP, sales and affiliate relaions, The Disney Channel, Los Angeles, oins International Video Entertainment, anoga Park, Calif., in newly created posiion of VP, programing and business affairs.

3ruce Rider, VP, film acquisition, Showime/The Movie Channel, Los Angeles, joins he Disney Channel there as VP, programng.

Michael Halstead, senior VP, Mark H. McCormack's International Management Group, New York, resigns to become presilent and chief executive officer of Passport Communications there, which *will* produce programing for television.

George Williams, VP, programing, Satellite Music Network, Dallas, resigns to form own radio programing consultancy.

Roger Elm, acting operations manager, Parkway Communications, named director of operations. Parkway, radio programing firm based in Bethesda, Md., will move to Washington in mid-September.

Lucy Scott, documentary producer, WABC-TV New York, joins Television Program Enterprises there as director, *Lifestyles of the Rich and Famous* and *Start of Something Big*.

Michael Chase Walker, independent writer-producer, joins CBS Entertainment, Los Angeles, as director, children's programs.

Eric Burns, correspondent, NBC News, joins *Entertainment Tonight*, Paramount, Los Angeles, as reporter-commentator.

Jeremy Kennedy, video sales consultant, Metro Video, New York, joins MGM/UA Home Video there as regional manager, Southwestern U.S.

Named account executives, Financial News Network: **Lynn Russo,** from Nashville Network, New York, to New York; **Paul Lee,** from National Sports-Time Display, New York, to New York; **Jeanne Wigand,** from Needham, Harper Worldwide, New York, to New York; **Melissa Tooker,** from Paine Webber, Chicago, to Chicago; **Robert Saltzman,** from Group W Satellite Communications, Chicago, to Chicago, and **Grainger Cole,** from Associated Film Promotions, Los Angeles, to Los Angeles.

Gary Butterfield, account executive, Worldvision, Chicago, joins 20th Century Fox there as account executive, central division.

Scott Kramer, from KDWB(AM) St. Paul, Minn., joins WWTC(AM) Minneapolis-St. Paul as program director.

Pat McCrummen, program director, KDSR(FM) Williston, N.D., resigns to return to school at University of North Dakota, Grand Forks, N.D.

Carol Gallagher, producer and host for nationally syndicated *Real to Reel*, WSVN-TV Miami, joins WPWR-TV Chicago as assistant program manager.

John Marshall, from WKMF(AM)-WCRZ(FM) Flint, Mich., joins WOMC(FM) Detroit as production director.

Joseph Cook, producer-director, WPTZ(TV) North Pole, N.Y., joins WTNH-TV New Haven, Conn., in same capacity.

Suzy Mayzel, music director, WCLR(FM) Skokie, Ill., named assistant program director.

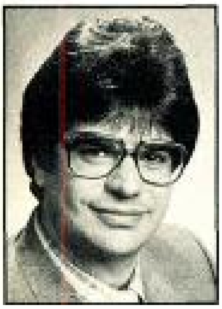
News and Public Affairs

L. Brewster Jackson II, from Pulitzer Productions, New York, joins Reuters North America there as media and cable manager.

Kevin Mulligan, most recently responsible for renegotiation of Viacom's 14 franchises in Milwaukee area, named director of public affairs for Viacom's cable division, responsible for franchise renewals in Pacific Northwest and Long Island, N.Y.

Rob McNeely, anchor-reporter, KANU(FM) Lawrence, Kan., joins noncommercial WFSU-FM Tallahassee, Fla., as news director.

George Jennings, account executive and former news director, WOAI(AM) San Antonio, Tex., named news director. **Joe Sandoval,** morning editor, WOAI, named managing editor.


Raphael

Frank Raphael, producer and assignment editor, NBC Radio News, New York, named director, news, NBC Radio Network.

Appointments, WLS-TV Chicago: **Jim Hattendorf,** assistant news director, to news director; **Tom Dolan,** managing editor, succeeds Hattendorf; **Mark Hoffman,** executive producer, 10 p.m. news, succeeds Dolan; **Phyllis Schwartz,** producer, 10 p.m. news, succeeds Hoffman, and **Paul Meincke,** reporter, WEWS(TV) Cleveland, to same capacity.

Greg Black, from Georgia Network, Atlanta, Ga., joins WFOX(FM) Gainesville, Ga., as assistant news director.

Mary Ann Kuhn, freelance *Washington Post* writer-reporter, joins WJLA-TV Washington as associate producer, *Point to Point.*

Tamara Nelson, KHTX(FM) Reno, joins WOMC(FM) Detroit as afternoon news anchor. **Marie Osborne,** reporter, WCXI-FM Detroit, joins WOMC as reporter.

Leslie Griffith, producer and anchor, *Good Morning Colorado,* KJCT-TV Grand Junction, Colo., joins KSBW-TV Salinas, Calif., as news co-anchor.

Don Porter, White House correspondent, NBC News, joins KING-TV Seattle as anchor-reporter.

Clyde Gray, from WBAL-TV Baltimore, joins WLWT-TV Cincinnati as reporter.

Marianne Milano, anchor-reporter, Warner Amex Cable Communications, Wakefield, Mass., joins WMTW-TV Auburn, Me., as anchor-reporter.

Hillary Feutchbaum, assistant news director, WJJB(FM) Hyde Park, N.Y., joins WGBB(AM) Freeport, N.Y., as reporter and anchor. **Carole Cohen,** reporter and anchor, WALL(AM) Middletown, N.Y., joins WGBB as anchor. **Lon Braithwaite,** freelance broadcast journalist, joins WGBB as anchor.

Jodi Adler, reporter and business editor, noncommercial KCSN(FM) Northridge, Calif., joins KNWZ(AM) Palm Springs, Calif., as anchor-reporter.

Technology

Marilyn DiGirolamo, administrative director, Vestron Video, Los Angeles, named VP, administration.

Ferdinand Galli, assistant project engineer, broadcast systems engineering, Operations and Technical Services, NBC, New York, named technical facilities planning manager, technical facilities and strategic planning, O&TS.

Charles Pontillo, manager of operations, VCA Teletronics, New York, named VP, operations.

Shellie Yaseen, from Compact Video, Los Angeles, joins TVSC-SYNSAT there as West Coast representative. TVSC, division of Group W Productions, is videotape duplication and distribution company.


Bogue

Donald Bogue, general manager, magnetic tape division, Ampex Corp., Redwood City, Calif., named VP.

Lawrence Conti, director, technical operations, CBS-owned WHTT-FM Boston, named director, technical operations, CBS-owned radio stations, New York.

Lawrence Rich, customer service manager, Lexicon Inc., Waltham, Mass., named broadcast sales manager, North America. Lexicon designs and manufactures digital audio processing equipment for television and radio broadcasting.

Grace Major, president, Teleced, Reston, Va.-based telecommunications consultancy, joins Mutual Broadcasting System, Arlington, in newly created post of director, telecommunications marketing and customer service.

Ardell Hill, operations manager, WXFL(TV) Tampa, Fla., named director of engineering for parent, Media General Broadcast Group.

Donna Moore, from Easter Seal Society for Disabled Children, Washington, joins WKYS-FM Washington as promotion coordinator.

Promotion and PR

Carol Brady Blades, executive VP, The Softness Group, New York, named executive VP, general manager. **John Hamilton Frew,** The Softness Group, named executive VP, director of client services.

Deborah Reno, director, information services, CBS-owned KCBS(AM) San Francisco, named manager, marketing and promotion, CBS Radio Network.

Mike Schwager, president, Michael Klepper Associates, New York, and **Stephen Conn,** staff reporter, *New York Times* and contributing editor, *Town and Country,* have formed Schwager/Conn Communications, public relations agency, based in New York.

William Lewis Purdue, account supervisor, Simon Public Relations, Los Angeles, joins Manning, Selvage & Lee, San Jose, Calif., as VP and managing director.

Russell Roney, director of advertising, ABC-TV, New York, joins Saatchi & Saatchi Compton there as VP, manager of program promotion.

Charles Gross, from Morton Wax & Associates, New York, has left to form own Englewood, Colo.-based public relations firm.

Ed Aaronson, promotion manager, KYW-TV Philadelphia, joins Robert Faulk Inc., Los Angeles, as writer-producer.

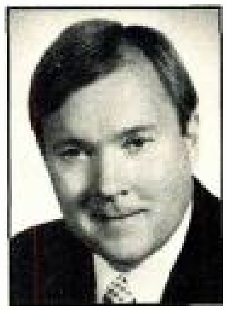
Jim Rezin, production manager, KYEL-TV Yuma, Ariz., named creative director.

Allied Fields

Richard Frank, president, Walt Disney Pictures and Television, Los Angeles, elected president of Academy of Television Arts and Sciences. Frank, who will be installed Oct. 10, succeeds **Diana Muldaur,** who did not run for re-election.

Don Menchel, president, MCA-TV, will receive first Man of the Year award from Brandeis University at dinner-dance to be held Oct. 3 at Plaza hotel in New York. Proceeds from event will be used to establish scholarship in name of Donald and Barbara Menchel. Menchel is receiving award for his "outstanding commitment to Brandeis University and to higher education, for his humanitarian activities and for his significant contribution to the television industry."


Menchel


Quaal

Graham W. Quaal named manager of newly opened Phoenix office of Ward L. Quaal Co. (Quaal firm, general counselors to broadcasting profession and allied arts, is based in Chicago.) In addition to Phoenix management post, Graham Quaal is special national representative of R. C. Crisler & Co.

George Williams, vice president in charge of programing for Dallas-based Satellite Music Network (SMN), leaves to form own radio program consultancy. Replacing Williams with title of programing manager is **Robert G. Hall,** who has directed programing and operations for SMN's adult contemporary "Star-Station" format.

James Johnson, VP, sales, G.C.I. Corp., Sunnyvale, Calif., joins International Satellite Distributor Association, Culver, Ind., as executive director.

Deaths

J. Willard Marriott, 84, chairman and founder of Marriott Corp., Washington-based worldwide lodging and food service company, died of heart failure Aug. 13 at Wolfeboro (N.H) hospital. He was vacationing at his summer home in Mirror Lake, N.H. Members of Marriott family, headed by son Richard E. Marriott, own First Media Corp., which owns three AM's and eight FM's. Survivors include his wife, Alice, and two sons, Richard, executive VP, and J. W. Marriott Jr., president and chief executive officer of Marriott Corp.

James Robert Trotter, 61, sales manager, tower division, Kline Iron & Steel Co., Columbia, S.C., died of cancer Aug. 5 in Columbia. He is survived by his wife, Betty, and three sons.

The man in the middle

Although one of the three principal owners of Chapman Associates—arguably the largest media brokerage in terms of associates—and perhaps the single most identifiable associate with the firm, Ray Stanfield grew uncomfortable with the management mantle. Not that Chapman Associates hasn't shown remarkable growth in the two and one half years since Stanfield, Corky Cartwright and Bill Cate bought the company from Paul Chapman—by conservative estimates, its dollar volume in sales has tripled in that time, most of that under the direction of Stanfield as chairman and CEO—but Stanfield remains a broker at heart.

He describes himself as the most reluctant of the new owners: "Everyone thought it was a great idea that the company remain in our hands, but nobody wanted to go to Atlanta to run it," said Stanfield. "During the time I was chairman I spent 70% of my time in Atlanta and the rest on my brokerage, and that just wasn't enough time to get the job done. So I only agreed to be interim head of Chapman Associates," and Stanfield relinquished the post in January (the company is now headed by Cate). His main interest remains brokering broadcast properties.

Stanfield has managed to redirect most of his time back to that pursuit—"about 80% now"—and after a 40-year career in broadcasting, it is the side of the broadcasting business he prefers. "I think I do it very well," said Stanfield, "and I enjoy it. There's a freedom there that appeals to me."

While Stanfield is part owner of the firm, he only retains the title of associate, an independent contractor. The company, said Stanfield, primarily provides services—legal, advertising, research—to its brokers. As one of those brokers, he can maintain his independence, and one gathers that this is the freedom Stanfield is speaking of.

Stanfield says he became a broadcaster—an announcer at WFBC(AM) Greenville, N.C.—by default: "I was 16 years old, my voice had changed and I had at least two years before I became draftable." After hearing him speak, however, it is hard to believe he could have been intended for anything else. His deep baritone betrays a Southern accent only in the slow delivery.

After graduating from high school in 1945 Stanfield joined the Navy. After the war, he returned to WFBC and, after a stint there and at WESC(AM), also in Greenville, he went to work for G. Richard Shafto at WIS(AM) Columbia, S.C. Starting as announcer he moved from sports director to news director to program director to sales manager. In 1956, he moved to top 40 station WIST(AM) Charlotte, N.C., as general manager.

At that time, although top 40 stations were becoming very popular, they were, says Stanfield, "not really respectable." The station's national rep firm was the conservative and very respectable New York-based Peters Griffin Woodward. Stanfield's success in managing WIST brought him to the attention of PGW, which needed someone to handle the new top 40 formats. Stanfield was hired as a national station rep.

Ray Marshall Stanfield—Associate and former chairman and chief executive officer, Chapman Associates, Atlanta; b. May 24, 1927, Birmingham, Ala.; graduated high school, 1945; announcer, WFBC(AM) Greenville, N.C., 1943-45; quartermaster, U.S. Navy, 1945-48; announcer, WFBC(AM), 1948-50; announcer, WESC(AM) Greenville; 1950-52; various positions, WIS(AM) Columbia, S.C., 1952-56; general manager, WIST(AM) Charlotte, N.C., 1956-62; station representative, Peters Griffin Woodward, New York, 1962-65; general manager, KMBC(AM) Kansas City, Mo., 1965-66; general manager, KLAC(AM) Los Angeles, 1967-68; general manager, WRNG(AM) Atlanta, 1969-70; general manager, KGBS(AM) Los Angeles, 1970-74; associate, Chapman Associates, 1975-present; partner and chairman, Chapman Associates, 1982-85; m. Evelyn Mills, March 17, 1973; children: Cindee, Diane, Tricia and Dana.

After several years, Stanfield returned to radio in 1962 as general manager of WRNG(AM) Atlanta. He went on to manage a number of other stations, including KMBC(AM) Kansas City and KLAC(AM) Los Angeles. In 1970, Storer Broadcasting hired him to manage KGBS(AM) Los Angeles.

It was at KGBS that Stanfield originated the suggestive and provocative call-in show that spawned a host of imitators and a genre that came to be known as "topless radio." The *Bill Ballance Feminine Forum* quickly became the number-one show in the market.

It also became a *cause celebre* at the FCC; former FCC Chairman Dean Burch delivered a speech at the NAB convention in 1973 that is still remembered for its rhetoric attacking pornography in broadcasting. Stanfield defended the show as being very mild: "What you heard on that show would be considered dull on the Johnny Carson show today." Stanfield says that "it was the imitators of the show that really caused the problems; the *Bill Ballance* show's success depended on Bill's talent and was always, in my opinion, in good taste." Nonetheless, the outcry caused Stanfield and Storer much embarrassment and the show was modified to meet the prevailing mood of the times. "People still come up to me and say, 'I remember when you made radio dirty,' only now they're joking," Stanfield says.

After five years with KGBS, Stanfield felt he needed a change. "Paul Chapman was an old friend; we had worked in Greenville together and he was my only contact in the brokerage business, so I called him up."

Stanfield's experience with radio made him a natural for Chapman Associates, which has always specialized in smaller radio properties. The company grew at a tremendous rate, advancing from about $35 million in sales in 1980 to between $100 million and $125 million in 1984. Stanfield emphasizes the personal touch, noting that there are now almost twice as many associates as when he became part-owner.

"There's a lot of misconception about what a broker does," said Stanfield. "There is no comparison, say, between a media broker and a real estate agent. First, a deal usually takes a year from the initial decision to sell to the time the deal is closed. So a broker must have tremendous patience.

"Second, confidentiality is a big problem," continued Stanfield. "Both parties are sensitive about publicity, but especially the seller. When a station is rumored to be for sale the staff gets very nervous, nine out of 10 times unjustifiably, but they start looking around. I often feel like the seller is trying to tell me, 'I want you to sell my station, but I don't want you to tell anyone about it.' So a big thing is developing the seller's trust.

"And that leads to the third rule for brokers," said Stanfield. "You must find a buyer for a seller, and though your legal responsibility is to the seller, the real loyalty must be to the deal itself. Having the trust of the principals reminds you of that loyalty."

Stanfield laughs at the idea that a broker just sits back and lets the money roll in. "Probably the biggest headache is resolving disputes between principals' lawyers," he said, "and that's enough to prove you've earned your money."

Stanfield speaks freely about the money brokers make selling stations. "At Chapman we charge 5% for the first $3 million of the sale, 2% on the excess up to $10 million and 1% above that," he said. "Once the sale crosses $20 to $40 million it's a negotiated sale, I don't care what anyone else says."

Stanfield's success as a broker has furthered his goal of working himself out of a job: "I made a commitment for five years," said Stanfield, and then I'll retire and see the country with my wife. It's just *when* that five years started that has to be determined, but for the time being I'll just keep doing what I'm doing."

In Brief

Nielsen has increased its estimate of **penetration by cable of U.S. television homes.** According to latest estimate, cable television households reached **38,955,150, or 45.7% national penetration,** as of July 1985. Nielsen said cable households grew 6.5% since July 1984, when cable penetration was estimated to be 42.9%, and have more than doubled in past five years. Number-one penetrated market is San Angelo, Tex., at 87.5%. Other top five markets, in descending order: Santa Barbara-Santa Maria-San Luis Obispo, Calif. (83.7%); Laredo, Tex. (76.8%); Parkersburg, W. Va. (76.3%), and Marquette, Mich. (74%). None of Nielsen's top-25 designated market areas (DMA's) were among top-50 penetrated markets. Lowest penetrated markets were Chicago and Minneapolis-St. Paul (25.8% each).

□

Arbitron Rating Co. said last week its July estimates put **U.S. cable television penetration at 44.4%,** representing 37,781,200 households, up from 44% and 37,175,300 in May. New figures are used for company's July television survey.

□

Despite recent **termination of CBS takeover bid** by Turner Broadcasting, **CBS stock rose on strong volume following company's recently completed recapitalization plan.** Stock price, which was at 105½ by closing of previous Friday, last week rose on heavy volume to 115 on Thursday, before moving down to 111⅓ at Friday's close. Among reasons speculated for activity in stock was request by Loews Corp. to increase its CBS holding to 15% of outstanding shares (see "Bottom Line," page 55.) Although purchases are still stated to be for investment purposes, speculation was that Loews might itself be expecting hostile bid for CBS, in which case it would either be able sell out at profit or act as "white knight." Also possibly affecting stock price was veto by New York Governor Mario Cuomo of legislation that might have hindered hostile takeovers of corporations based in state, of which CBS is one.

□

Turner Broadcasting System announced last Thursday (Aug. 15) it had received letter from **Drexel Burnham Lambert** saying it was **"highly confident" it could raise $1 billion needed for TBS's takeover of MGM/UA Entertainment Co.** (BROADCASTING, Aug. 12). In prepared statement, TBS President Ted Turner said he was pleased that investment banking firm "recognized the merits of . . . transaction." Meanwhile, TBS reported net loss of $6.7 million on revenue of $99.3 million for second quarter, ending June 30. Figures compare to net income of $8.1 million on revenue of $78 million for second quarter of 1984. Second-quarter results included charge of $13,728,000 ($18.2 million less income tax benefit of $4,472,000) relating to TBS's failed takeover bid for CBS.

□

Money for merger with ABC Inc. may not be needed until deal closes, but **Capital Cities Communications** is one of several companies **raising money to take advantage of current interest rates.** Capcities offering is for $300 million of 30-year 11⅝% debentures, with minimum sinking fund of $12 million beginning 1996. Offering is part of $500-million shelf-registration filed earlier by company which said net proceeds will be "added to working capital and used for general corporate purposes, which may include the funding of a portion of the cash consideration payable in the merger or the refinancing of borrowings incurred in connection therewith." Lead underwriters are Goldman Sachs & Co., Morgan Stanley & Co. and Salomon Brothers.

□

Rupert Murdoch is being asked to amend his application for transfer of control of WNEW-TV New York to change community of license from New York City to somewhere in Long Island, N.Y. Request is being made by Long Island Coalition for Fair Broadcasting, five-year-old organization attempting to provide 2.6 million residents outside city with own VHF station. Organization had earlier filed petition to deny renewal of WNEW-TV citing poor news coverage of Long Island and had previously asked FCC to include Long Island in table of assignments. Proposal was made to Murdoch by organization's chairman, James T. Brady, managing partner of New Yo based accounting firm, Arthur Andersen & Co., and by four me bers of Long Island Congressional Caucus: Thomas Downey (Norman Lent (R), Raymond McGrath (R) and Robert J. Mrazek (Proposal to Murdoch suggests transfer of community of licei would serve public interest and might thereby qualify for waive cross-ownership rule, which presently would require Murdoch sell currently-owned *New York Post*, if he completes purchase WNEW-TV.

□

ABC will exchange affiliates with CBS in Fresno, Calif., 65th-rank market, effective Sept. 9, ABC said last week. Long-time C affiliate, KFSN-TV, Capital Cities-owned station that is number-o ranked station in market, will join ABC affiliate ranks, wh KJEO(TV) will switch to CBS.

□

NBC confirmed last week that it has entered **agreement with W *Street Journal*** to do year's worth of **joint polls,** such as those do jointly by CBS and *New York Times* and ABC and *Washingt Post*. NBC-Journal agreement calls for 10 polls to be conduct over one-year period beginning in October, all of which will air fi on *NBC Nightly News* and which will then be printed in *Journ* following morning.

□

ABC announced last week development of **microcamera for e hanced coverage of baseball games.** Camera will be mounted mask of umpire standing behind home plate to give viewers bir eye view of ball as it is pitched. According to Julius Barnatha president, ABC Broadcast Operations and Engineering, came (described as size of golf ball and weighing four ounces) is mini turized version of small "fist" camera that network developed tv years ago for coverage of 1984 summer and winter Olymp games. Fist camera was designed to give viewers perspective athletes and was mounted, for example, on bobsleds, ski jumpe helmets and hockey sticks. No guarantee, however, that ne camera will be used for Major League Baseball coverage. It will tested on Aug. 24 for ABC's coverage of Little League World Seri (4 p.m.-6 p.m.). In addition to camera on mask, umpire will we tiny transmitter on belt which will microwave picture to receivi site behind home plate. Barnathan described development as fu ther step in effort to provide "point-of-view television to the hon viewer."

□

FCC last week appeared to let Senators Paul Trible (R-Va.) a Slade Gorton (R-Wash.) know **commission won't reconsider decision not to appeal decision of court of appeals in Washingt overturning must-carry rules, and won't attempt to redraft rules** meet court's constitutional concerns. In letters to senators, W liam Russell Jr., director of FCC Office of Congressional and Pub Affairs, essentially reiterated rationales Chairman Mark Fowl and Commissioners Mimi Dawson and Dennis Patrick present in taking those positions in first place (BROADCASTING, Aug. Senators had asked commission to reconsider (BROADCASTIN Aug. 12).

□

Department of Justice is making available to television stations f **30-second spots** encouraging Americans to "Report, Identify a Testify" if they become victims of crime or if they witness crin Spots were developed by National Institute of Justice, resea arm of Justice Department, in cooperation with Procter & Gam and Tatham-Laird & Kudner, Chicago-based ad agency. Acco ing to NIJ, half cost of producing spots was covered by priv contributions.

□

Washington attorney Lee G. Lovett was convicted by federal jury Chicago last week on two counts of mail fraud in connection w alleged 1980 scheme to bribe former mayor of Fox Lake Village, for his help in securing Chicago suburb's cable franchise for U Cable of Hackensack, N.J., Lovett's client. Lovett, who is expect ɔpeal conviction, was acquitted on several other counts.

□

mount says it has **cleared *Webster* in total of 22 markets,** gross- ;90 million in sales so far, or $900,000 per episode. That breaks n to average cost of approximately $41,000 per episode. Latest rances as of last Friday (Aug. 16) were KTZZ(TV) Seattle, WBAL- altimore, WTXX(TV) Hartford and KMTV(TV) Omaha. Paramount it is 25% above its record in terms of price, set with sale of *ers* and *Family Ties* (see "Syndication Marketplace," page 44).

□

; week, **Group W Productions/Filmation and Tribune Broadcast-** announced production of **65 episodes** of half-hour animated ɔ, ***Ghostbusters*, for fall, 1986.** Terms of distribution are barter, ı three-and-a-half minutes sold locally and two-and-a-half min- ; sold nationally, for first three quarters. In fourth quarter, split be 4/2. Cost of production, $20 million, is being shared equally 'ribune and Group W/Filmation, and spokesman said there are ımmediate plans to market line of toys in association with w, which has been cleared on all Tribune stations, with excep- of KTLA(TV) Los Angeles, which does not run children's pro- ning. It will be scheduled between 3 p.m. and 5 p.m. NYT. ne *Ghostbusters* is property of Filmation, which ran live-action ırday moring series of same name in 1975. Name was licensed Columbia for movie of same name.

□

ɜs of ***Terror—A Two Hour Special*,** two-part comprehensive look at orism sold in syndication by **Silverbach-Lazarus Group,** is facing blem similar to those BBC experienced with program featuring ɜrview with chief of staff of IRA. *Terror*, which features inter- ws with several terrorists, has now been cleared on eight sta- ıs. "I'm concerned about the market reaction," said Alan Silver- ːh, who said program has not been easy sell. "We figured this ıld not be a major commercial venture," he said. Production of *ror*, headed by Jerusalem-based producer Herb Crosny, began) years ago. Program has been updated with coverage of recent 'A hostage crises. Cash sales began roughly two months ago. In ngs, program received 6/9 and 5/8 on WNEW-TV New York on / 22 and 23 (9-10 p.m. NYT), and 6/11 and 7/12 on WCVB-TV ;ton on July 24 and 31 (9-10 p.m. NYT).

□

ıtual Radio Network plans to simulcast 19th annual ***Country Music sociation Awards*** on CBS-TV, broadcast from Grand Ole Opry in ıshville, Oct. 14. Three-hour special, which will be on Mutual for ɪrd consecutive year, is expected to clear nearly 300 radio sta- ns.

□

;C Radio Entertainment is planning to offer stations ***Eric Clapton: e Best of Everything*,** three-hour music/interview program on tish guitarist's 20-year career. Special is targeted for Labor Day ·ekend (Aug. 30-Sept. 2).

□

ːording to Ad Council, **$804 million** was donated in time and .ce last year by TV, radio and print media for **public service ouncements** (compared to $654 million in 1981). Of that, $45.3 lion was for **antidrunk-driving campaigns.**

□

Ͻ Mass Media Bureau has held that ***Face Off* on WOR-TV New York,** cribed as half-hour public affairs program, is bona fide **news ɪrview program exempt from equal opportunities requirements** of ːtion 315 of Communications Act.

□

cording to **Corporation for Public Broadcasting** 1984 annual re- ːt, of about **$147,500,000** granted to it, CPB distributed ap- ɔximately $65.3 million to noncommercial TV community ser- e grants; $32 million to TV program production; $18.8 million to ıcommercial radio community service and improvement ınts; $10.5 million for National Public Radio grant and about),000 to six radio stations for program distribution equipment; 7 million to CPB corporate administration; $4 million to re- ırch, education, training and "other" services, including bilin- al and print handicapped services; $3.8 million to television program distribution, and $6.3 million to "other direct support," including music royalty fees and challenge grants.

□

In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Ann Penny Ogden for **new FM in Frisco, Colo.,** denying competing applications of Timberline Broadcasting, Aural Communications, Z-Comm Corp. and Old Pioneer Broadcasting Corp. Ogden prevailed on integration grounds. She is part-time attorney, who has no other media interests. Her husband, Roger Ogden, is president and general manager of KCNC-TV Denver.

□

In initial decision, FCC Administrative Law Judge Edward Kuhlmann has denied application of **Margaret J. Hanway for new FM in Fairmont, W.Va.,** finding her unqualified to be licensee. Kuhlmann said Hanway had demonstrated that she was "willing to use or ignore the commission's processes to serve her personal ends, whether or not those ends coincide with the public interest." Moreover, Kuhlmann said, Hanway's statements about her actions were "unreliable" since she had repeatedly demonstrated "that she maintains positions only as long as it suits her needs." Hanway, sole remaining applicant, described herself as "homemaker." She was former vice president and majority owner of General Communications Co., radio common carrier service serving Fairmont, Morgantown and Clarksburg, W.Va. In another initial decision, FCC Administrative Law Judge Joseph Stirmer has granted application of **Service Radio Co. for new FM in Newberry, S.C.,** denying competing application of Professional Radio Inc. Professional got substantial demerit for specifying transmitter site it knew wasn't available. Service's grant is conditioned on its principals divesting their interests in WKMG(AM) Newberry, S.C. Service is 43% owned by G. Roscoe Bedenbaugh. His wife, Peggy C. Bedenbaugh, owns 40%, and James B. Gowan owns remaining 17%. Bedenbaugh is 33% owner, executive vice president and general manager of WKMG(AM); Gowan also owns 33% of that station. In still another initial decision, FCC Deputy Chief Administrative Law Judge James Tierney has granted application of **Phillip R. Antoine and Lan Thi Vuong-Antoine for new FM in Honolulu,** denying competing applications of Lee Optical and Associated Companies Retirement and Pension Fund Trust and C.E. Inc. Judge said Antoine and Vuong-Antoine prevailed on diversification and integration grounds. Antoine is majority owner and president of Century Center Communications Corp., Honolulu, which is engaged in resale of TV and stereo equipment, video production and master antenna TV system construction and operation. His wife, Vuong-Antoine, has real estate interests.

□

FCC has conditionally approved settlement agreements under which Afro-American Communications and San Mateo Broadcasting Co. would dismiss their competing applications for facilities of Intercontinental Radio Inc.'s **KSOL(FM) San Mateo, Calif.** Under agreement, Afro-American would get $265,000 and San Mateo would receive $125,000. FCC, however, conditioned approval on parties changing settlement preventing Afro-American and San Mateo from filing any future applications for Intercontinental facilities. FCC, with Commissioner Mimi Dawson dissenting on this point, said parties would have to rewrite clause to be inapplicable to any license term beginning after Nov. 30, 1997. In statement, Dawson said she dissented to "substitution of the commission's judgment for that of the parties as to what constitutes an appropriate time limitation on the subject covenant not to compete." Earlier this year, FCC upheld Review Board decision granting Intercontinental's renewal of station. Afro-American and San Mateo appealed. Appellate court remanded appeals for consideration of settlement agreements.

□

National PTA issued statement calling **record industry's move to label music** to identify "blatantly explicit" lyrics "first step toward solving an increasingly serious problem for America's children and their parents." Recording Industry Association of America announced it will issue advisory with explicit language (BROADCASTING, Aug 12).

Editorials

Round one

The predictable happened in Washington last Friday, which isn't ordinarily news. Thirty-two representatives of nine trade associations and three state associations met to consider whether the broadcasting industry needs a "super" association to represent the interests of its radio constituents. (Not on the agenda, but potentially affected by the discussions, was whether the industry needs a "super" association for television as well.) The meeting was prompted by the National Radio Broadcasters Association, which is concerned that all the efforts being made in radio's behalf by a wide variety of organizations add up to less than the sum of their parts.

With so many turfs threatened, it's not surprising that the majority of participants—all save NRBA—opted to forge a consensus for the status quo rather than take a chance on change. Not only did the group not move substantively on the idea, it refused even to appoint a study committee to weigh its pros and cons. The ball was returned deftly and definitively to NRBA's court—from which, the majority ardently hopes, it will not emerge again.

While understanding the forces at work in this instance, and even appreciating many of the arguments against, we are nevertheless disappointed that the idea was not advanced to a forum where the industry at large could examine its merits. For ourselves, we found the prospect intriguing. If one asks whether either radio or television presently is represented effectively by a first-rate association, the answer has to be no. NRBA is increasingly effective but still identified as a secondary organization. The NAB has had problems representing the industry as a whole, and the NAB's radio division has no real identity outside that organization. The most conspicuous commentary on NAB's role as a television association is that the largest TV group owners felt compelled to form their own association to protect their flanks.

Moreover, market forces are pulling both radio and television into ever divergent roles and characters. The economics of their operations are light years apart. Their approach to the marketplace and its audience are night and day (literally, in some respects), with each medium profiting from the difference. Ownership patterns are increasingly divided, with more and more radio-only and TV-only groups populating the broadcast universe—along with the cable and pay TV organizations that, year by year, are finding more in common with their over-the-air brethren. If that is to be the way of the world, who is to say it should not be mirrored by the industry's leadership organizations?

This magazine has long championed the concept of a federation of Fifth Estate organizations that would allow each of the constituent parts to pursue its particular goals most effectively while a senior, small, but super-effective lobbying-leadership organization deals with the cosmic questions that transcend individual organizational boundaries. There were moments during the last several weeks, after NRBA advanced its original idea, that we thought the time for such a federation might finally have come. The fact that it has not yet doesn't mean it never will.

The paramount consideration in such a reorganization of trade association efforts would be to insure that the broadcasting industry's overall federal lobby not be weakened—and, indeed, that it be strengthened. That will be the challenge to anyone brave enough to tackle the task of reordering today's trade association universe to meet tomorrow's needs.

None of this will happen without enormous dislocation of the present order; someone will have to rise above party, and self-interest, to make it work. This is a time to concentrate not on what is, but on what might be.

A real celebration

Broadcasters may have difficulty stifling a yawn when told to get ready to celebrate the bicentennial of the U.S. Constitution in 1987. To a manager looking at empty spots in next week's commercial inventory, an abstract event a year and a half away presents little incentive for action.

Still, the National Association of Broadcasters is right to remind members to begin thinking about 1987, not to mention 1991, the bicentennial of the Bill of Rights. With much work and more luck, broadcasters might succeed in inching their way toward the protection that the first of the 10 original amendments to the Constitution has given everybody else all this time.

The main purpose of the five-year celebration that the American Bar Association is orchestrating is to educate the public to the importance of the Constitution to everyday life. It is a purpose that broadcasters are particularly well equipped to serve. As reported elsewhere in this issue, the NAB will distribute information and advice for participating broadcasters. To that must be added individual initiatives.

On that point Steve Bookshester, the NAB's assistant general counsel and First Amendment lawyer, has some good advice. He notes that public opinion then favoring an unrestricted press led to a fundamental change in libel law 250 years ago, and he wonders whether that support is waning.

In a "Monday Memo" on page 28, Bookshester recalls a survey released last spring by the American Society of Newspaper Editors (BROADCASTING, April 15) and a Roper study released the next month by the Television Information Office (BROADCASTING, May 20). Both found viewers and readers faulting all media for various failings in the coverage of news.

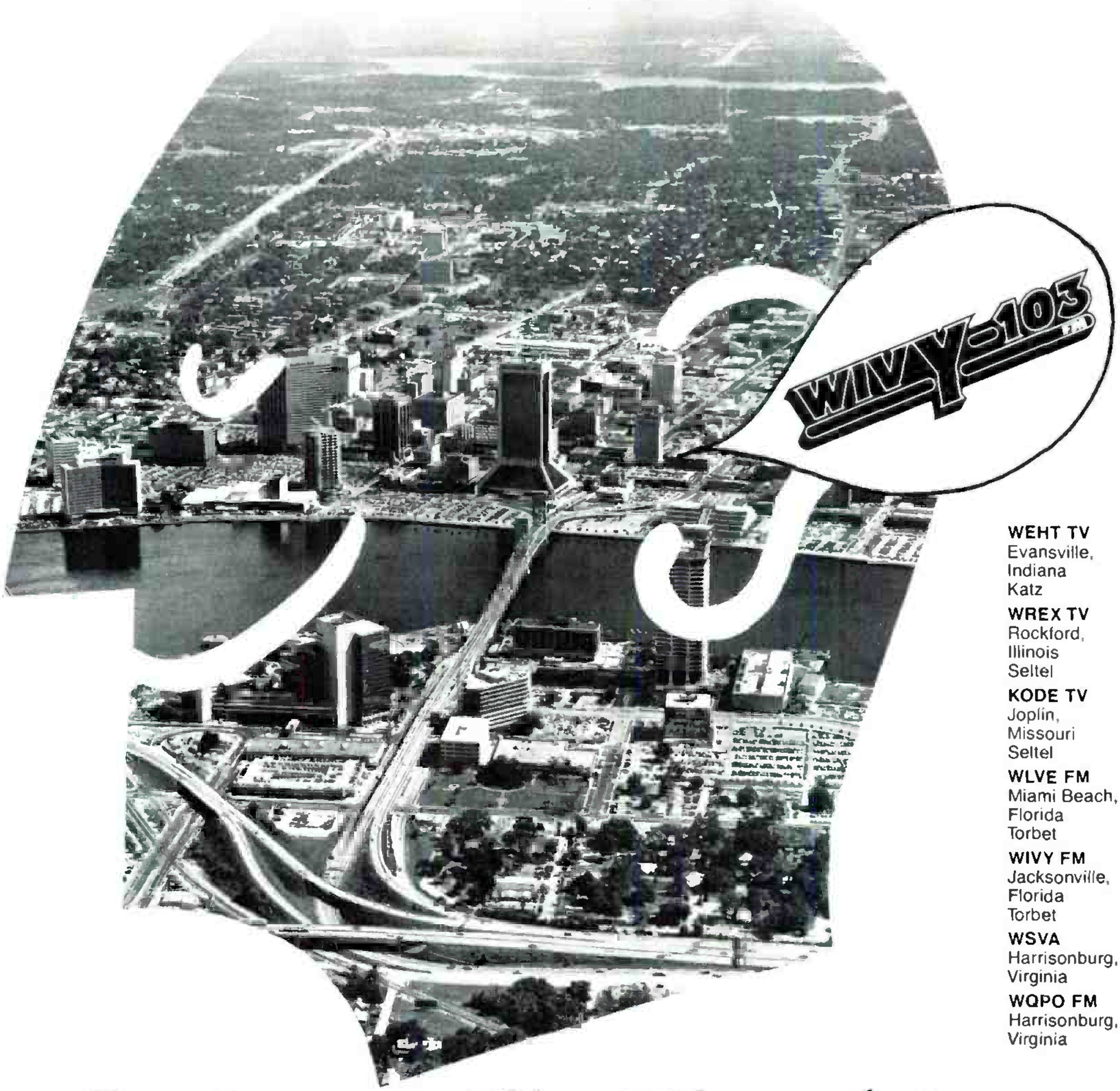
"There is a large price to be paid for public mistrust reflected in the ASNE and TIO studies," writes Bookshester. "It is paid in lost libel trials, in the ease with which government can move to close off sources of information and in the renewed tendency of those in politics to blame too many of the discontinuities of national life on the media."

Bookshester's solution is for broadcasters everywhere to cultivate better contacts with their publics and at the same time quietly look at their journalistic practices for possible improvements. His suggestions are worth any broadcaster's reading time.

Any better way than he suggests to celebrate the birthday of the Constitution and the First Amendment?

Drawn for BROADCASTING by Jack Schmidt

"The fiber-optic guys got into an argument with the cable guys."



WEHT TV
Evansville, Indiana
Katz

WREX TV
Rockford, Illinois
Seltel

KODE TV
Joplin, Missouri
Seltel

WLVE FM
Miami Beach, Florida
Torbet

WIVY FM
Jacksonville, Florida
Torbet

WSVA
Harrisonburg, Virginia

WQPO FM
Harrisonburg, Virginia

Jacksonville, Florida's FIRST CHOICE

NUMBER ONE*
Average 1/4 Hour Shares:

Total Persons	12-plus
Total Women	18-plus
Total Men	18-plus
Total Adults	18-plus
Total Adults	18-34
Total Adults	18-49
Total Adults	25-49
Total Adults	25-54

In Average Quarter-Hour Cumes, WIVY is Number One in Total Persons age 12 and over.

There are 23 stations above the line, yet one listener in three chooses WIVY radio. When a station is this dominant, you gotta believe! For specific Day-Part demographics and rates, contact any Torbet office or Mike Cohen, WIVY general manager, (904) 721-9111.

It's a Gilmore Station – *that* makes the difference.

*Source: Arbitron, Spring 1985, Jacksonville Metro Survey Area, Monday-Sunday, 6:00 a.m.-midnight. Estimates are subject to the qualifications given in the Report.

THE GILMORE BROADCASTING CORPORATION
Corporate Offices:
162 East Michigan Ave., Kalamazoo, MI 49007

¿If NBC Is Number Two, CBS Is Number Three, And ABC Is Number Four, Then Who's Numero Uno?

In the May 1985 Arbitron for Miami, WLTV topped all three network affiliates sign on to sign off.

Including the number one early and late newscasts, the number one prime access show and five of the top ten prime time shows.

Quite an accomplishment, isn't it? Especially when you consider that we did it in Spanish.

For more information, call your SIN representative or Blaine Decker, Vice President of Sales, at (305) 856-2323.

An affiliate of the SIN Network.