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Broadcasting Sep 30

Some movement on must carry at FCC Fowler drops hints on crossownership rules State of the art on independents

AT IRTS □ Fowler hints that commission's newspaper-broadcast crossownership rules may have outlived their usefulness. **PAGE 39.**

FIRST STEP □ FCC indicates it will pursue notice of inquiry and notice of proposed rulemaking concerning formulation of some kind of must carry rules. Direction that will take is uncertain. **PAGE 42.**

SUMMER BIDDING □ Networks submit bids for summer Olympics for 1988 but host country, South Korea, is disappointed with the numbers. **PAGE 43.**

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CABLE LOSS □ Alabama pole-attachment-rate case goes against cable industry, as FCC rate-making formula is thrown out. **PAGE 52.**

GLORY DAYS □ Independent television stations have more than come into their own and are now a thriving part of the Fifth Estate. Although the must-carry issue clouds the horizon, prospects have never been better. **PAGE 55.** As the number of stations increases, variations in formats crop up in order to attract market share. **PAGE 56.** Although movies remain the programming staple of many indies, new comedy, drama, informational and first-run movies bypassed by the networks are increasingly showing up indie schedules. **PAGE 60.** Sports programming remains important asset for an independent's program block and station identity. **PAGE 66.** More and more advertisers are

including independents in the overall media mix. **PAGE 72.**

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DEAL COMPLETION □ Rupert Murdoch becomes sole owner of 20th Century Fox, buying out partner Marvin Davis for \$325 million. **PAGE 90.**

MAKING GOOD □ Theatricals appearing on ad-hoc networks are outperforming network shows in some cases. **PAGE 93.**

AND THE WINNER IS □ NBC tops list of winners of prime time Emmys with 25. **PAGE 94.**

WHOLESALE CHANGES □ Three network affiliates in San Francisco completely revamp 3 to 5 p.m. block. **PAGE 97.**

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One more time?

FCC Chairman Mark Fowler has been telling key staffers that he is still giving "very serious consideration" to seeking another go-round when his term expires next June. But there's some speculation that Fowler may only be attempting to avoid perception that he's lame duck. Commissioners Mimi Dawson and Dennis Patrick, meanwhile, are still believed to be leading candidates as successor. If both persist in vying for office, White House may be able to avoid confrontation by bringing in fresh face or by offering one suitable position elsewhere.

Prepaid

All-Industry Television Station Music License Committee and National Association of Broadcasters are testing waters in House and Senate copyright subcommittees to see if members are receptive to idea of source licensing. Broadcasters would like Congress to adopt legislation requiring producers and syndicators to deliver syndicated programming to station with music performance rights included. Idea, however, is likely to meet stiff resistance from Motion Picture Association of America.

Task force time

House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) reportedly is considering forming private sector advisory group on funding for alternative programming for public broadcasting or other use. Advisory group would work in tandem with National Association of Broadcasters' public broadcasting task force.

All together

A.C. Nielsen Co. quietly met with Committee On Network Television Audience Measurement in New York (composed of representatives of all three networks and NAB) to present preliminary results of its People Meter test and discuss where ratings company is headed over next five years. Reportedly major priority is goal of "total television measurement," one element of which is said to include integrating Nielsen's Monitor Plus system—its venture to launch commercial monitoring service to compete with Broadcast Advertiser

Reports—with on-line ratings and marketing information. As it stands now, if advertiser wants to know competitor's broadcast schedules it must go to BAR reports and manually break out information. Nielsen plan would enable client to analyze what impact its broadcast schedule had on product's market share and compare how it stood next to competition. Marketing information would be available through computer link to Nielsen's Food & Drug Index—co-owned service that measures brands' market shares. Presentation will be repeated at advertising agencies first half of this week and then made public on Oct. 15.

Damage report

Earthquake that devastated Mexico City caused severe damage to building where U.S. and Mexico have been conducting negotiations over new AM agreement. Mexico's broadcasting data base, which was stored in building, may have been lost. James McKinney, FCC Mass Media Bureau chief, has volunteered commission's resources to help Mexican government restore data base. If Mexico's data base has been lost, that could delay signing of AM pact between countries. Agreement in principle on pact already has been reached (BROADCASTING, Aug. 26).

Heavily up

Association of Independent Television Stations has retained Washington law firm of O'Connor & Hannah to assist in its legislative effort to repeal compulsory license for cable television. Handling issue for firm is Christopher Coursen, former communications counsel with Senate Commerce Committee.

New spin

NBC, which is contemplating cable news offering (BROADCASTING, Aug. 26), must believe economics of cable news business have changed in three years since ABC and Group W dropped close to \$50 million in unsuccessful Satellite News Channel (SNC) in just over year's time. Among possible differences: advertising demand in news daypart has continued to grow—it was hottest daypart in recent network upfront marketplace. Second, SNC did not charge affiliates monthly fee; in fact it gave them initial fifty cents per sub to take service. In contrast, NBC

would charge monthly fee from outset, which should bring over \$15 million in revenue in first year of operation. Third, SNC started with about two million subs. NBC said it would not begin unless it had 13.5 million at sign-on. NBC Executive Vice President Robert Butler told BROADCASTING that continued growth of original entry, Cable News Network—from 13.5 million in June 1982 to 34 million currently—has itself paved way for competitors: "Cable news has come of age." Butler also said that if NBC launches service it would "proceed a lot more cautiously" than ABC and Group W, including probably not building a "giant news facility." He noted the channel capacity of average cable system is larger now than three years ago, making it easier to persuade operators to take service.

Clear reception

In effort to improve chances for world high-definition television production standard (see "Top of the Week," this issue), Japanese developers of HDTV technology have signaled apparent intent to provide open, presumably free, licensing of HDTV patents.

While bare technical outline of Japanese HDTV system itself would not be patentable, technologies that Japan's manufacturers and engineers have spent many million yen and well over decade to develop, would. Licensing declaration, delivered this month to joint Europe-U.S.-Japan standards body, has not yet been subject to legal scrutiny, but observers expressed encouragement over statement.

No place like home

Contest over site for National Association of Broadcasters' annual convention in 1988 and 1989 has narrowed to two cities—Atlanta and Las Vegas. According to NAB source, association is seeking locations for show between 1988 and 1994. Other towns under serious consideration were Chicago and Dallas, but Chicago is already booked through end of decade, and four straight years in Dallas, site of 1986 and 1987 meetings, is out of question, source said. Convention centers in New York and Los Angeles are small for show—which is among top 20 largest trade shows—and Atlanta, while larger than Dallas hall, totals only two-thirds of Las Vegas convention space. Decision may come as soon as October.

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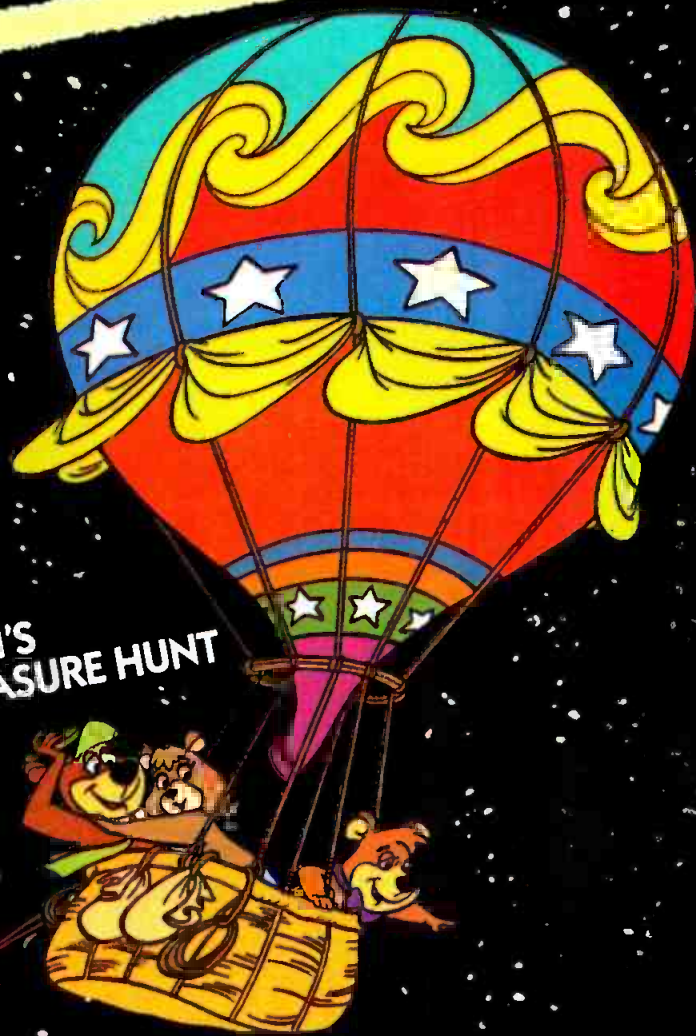
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Justice's eye on scrambling

The Justice Department confirmed last week that its antitrust division has launched an investigation into the cable industry's efforts to scramble the satellite feeds of the cable programming services. According to Justice spokesman Mark Sheehan, investigators are looking at the activities of cable operators as well as cable programmers for possible violations of federal antitrust laws.

There was at least one indication last week that the investigation is well under way. The National Cable Television Association, which is in the forefront of the cable operators' efforts, said it received a letter from the Justice Department, asking it to hang on to all documents relating to the efforts. NCTA spokesman Steve Tuttle said the association would comply with the request, adding that it was not surprised by it. The scrambling efforts, he said, have been "the focal point of much discussion in recent months."

As made clear at an NCTA board meeting in Washington two weeks ago, the cable industry is considering two plans—one put forth by NCTA, the other by a group of major cable programmers—for scrambling all or most cable services and then allowing home earth station owners to subscribe to the service.

All the scrambling activity was precipitated by the rapid growth in the number of home dish owners, who downlink unscrambled programming and pay nothing for it. (The Cable Communication Act of 1984 legitimized the practice.) By some estimates, the number now tops the one-million mark. In addition to the sheer numbers, the cable industry is concerned by surveys and anecdotal evidence that indicate that many of the newest earth station owners live in cabled areas and are buying dishes instead of subscribing to cable.

According to Sheehan, the investigators, armed with the subpoena-like "civil investigative demand," will focus on at least two distinct issues. The first is whether the cable operators' efforts "would constitute a boycott" against the manufacturers of dishes, he said. "If they're successful, where does that leave the dish manufacturer?" he asked. The second is whether the cooperation of "normally competitive" operators to scramble signals and control the home dish market involves "collusive activity," he said.

As a matter of Justice Department policy, Sheehan said he could not say who or what prompted the investigation.

The incredible shrinking show

Another side of the cable times: Organizers of the Western Cable Show report that only 175 companies are likely to exhibit at this year's show, which opens a three-day run at the Anaheim Convention Center on Dec. 3. That compares to 217 companies in 1984 and 270 in 1983.

Putting the facts in their best light, Gerald Yanowitz, vice president of the California

Cable Television Association, which sponsors the annual show, said: "While the exhibition aspect of the cable television industry continues to stabilize, we are pleased that new companies continue to enter the show and that companies are still increasing their booth size."

Although 23% of the returning exhibitors have decreased their space, according to organizers, 15%, as Yanowitz indicated, have chosen to increase it. To date, they said, 19 of the 145 companies which have already signed up to exhibit did not exhibit last year.

The Western Cable Show will serve as prelude to the annual presentation of the Awards of Cable Excellence, sponsored by the National Academy of Cable Programming, on Dec. 3 at the Beverly Theater in Beverly Hills. With the help of producer/director Walter C. Miller, superstation WTBS(TV) Atlanta will tape the awards ceremony and telecast a truncated version of it on Dec. 6 at 9 p.m. NYT.

Miller's credits include the production or direction of more than a dozen major awards shows, including 10 Country Music Awards shows.

According to the National Academy, cable operators and programmers have contributed \$215,000 to supplement the \$300,000 that Turner Broadcasting System has committed for the production and telecasting of the ceremony. TBS owns superstation WTBS.

Lawsuit at the end of the Rainbow

When Rainbow Service Co. signed a \$45-million licensing agreement with MGM/UA Entertainment Co. on July 30, it figured it was all set. The agreement gave Rainbow's pay cable service, American Movie Classics, the rights to up to 800 of the thousands of titles in MGM/UA's extensive pre-1950 film libraries.

But, as things have turned out, all the agreement has brought so far is a lot of aggravation and some costly litigation.

No sooner had the ink dried on the Rainbow-MGM/UA agreement than Turner Broadcasting System agreed to purchase MGM/UA for \$1.5 billion with the apparent intention of using the film libraries for its superstation, WTBS(TV) Atlanta, and, possibly, a new basic movie service.

Rainbow claimed that, under the terms of its agreement with MGM/UA, Turner could not air the films Rainbow had licensed on WTBS. The deal, it said, prohibited the films from being shown on other basic services for five years. Turner countered that WTBS was not a basic cable service, but a broadcast station.

The back-and-forth between MGM/UA-Turner and Rainbow, some of it conducted in the press, got nowhere. So on Sept. 19, MGM/UA sued Rainbow in Superior Court for Los Angeles county, alleging, in part, that Rainbow had breached its agreement when it announced in late August that AMC would be offered to cable operators as a basic service as well as a pay one. Prior to the

announcement, AMC was offered as a pay service only. In filing the suit, MGM/UA said it was terminating its licensing agreement with Rainbow.

Rainbow countered last week with a suit against MGM/UA and Turner. The complaint said that MGM/UA breached the contract by unilaterally and wrongly terminating the agreement and refusing to honor its provisions. It also charged that MGM/UA and Turner conspired to interfere with Rainbow's licensing agreement in violation of the antitrust laws.

Marc Lustgarten, president of Rainbow, dismissed the MGM/UA suit against Rainbow as "a transparent attempt by MGM/UA to avoid a contract that it views as inconvenient now that Turner Broadcasting is purchasing MGM/UA."

The Rainbow complaint answers MGM/UA's claim that the licensing agreement was invalidated when Rainbow decided to offer AMC as a basic service. Under the agreement, it said, Rainbow has the rights to exhibit MGM films by "pay television," which is defined in the agreement to include any service that is "purchased by the viewer as part of a basic service package."

Direct debate

The author of new legislation, a cable television executive and a dish owners' spokesman all say they want direct satellite broadcasting to compete on a fair playing field. But, at a Massachusetts Institute of Technology session, they disagreed on if and where the yard markers should be drawn.

Roy Neel, who wrote legislation introduced by Senator Albert Gore Jr. (D-Tenn.) this month, predicted an "uphill fight" to get it through Congress. The bill (S. 1618) aims



Sie, Howard

to insure a "fair, negotiated process" of marketing and distributing scrambled cable programming services to dish owners, said its author (BROADCASTING, Sept. 16).

Many congressmen see the potential for abuse of the marketplace by the cable industry without such legislation, Neel said, fearing that "we might return the rural population to a kind of Dark Ages of telecommunications" if cable programmers were allowed to charge whatever they wanted for their programming.

Neel, the Senator's legislative director,

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said NCTA's planned consortium to accelerate the scrambling process might "skew the marketplace." The loser in a free market world would be the private earth station owner, he said.

Although he said that 30 House members are backing a two-year moratorium on scrambling, Neel sees little chance of that passing.

To John Sie, Tele-Communications Inc. vice president, S. 1618 interferes with the free market process. "The question is, who determines rates?" he said. "This gets to the heart of the free enterprise system."

Asserting that TCI doesn't want to quash earth stations but wants scrambling only to "protect our product in our franchise areas," Sie said cable is merely "asking for equity on the playing field."

Taylor Howard, chairman of Satellite Television Industry Association, a Stanford University professor and a Chaparral Communications executive, predicted that the million or so earth stations in the country today would eventually grow to 50 million because of the 150 or so channels they offer owners.

"Earth stations are making history," he said. "They'll be ad-supported, but broadcasting and cable will also be there."

Howard said a scrambling moratorium would allow cheaper and better decoders to be built. "Do scrambling late, and do it right," he advised.

Weather for fall

Three daily features will premiere today (Sept. 30) on The Weather Channel as a part

of the cable system's new fall schedule. *Aches and Pains Index*, airing at 31 minutes past each hour, is a 60-second weather forecast designed to help sufferers of arthritis, rheumatism and other weather-related illnesses prepare for the day's weather. *Eating Smart* (42 minutes past each hour) will offer tips on seasonal grocery values and meal planning. *Good Day Forecast*, airing twice daily at 29 and 48 minutes past each hour, will offer 90-second regional weather reports in three segments: 'Good Morning Forecast' for the workday, 'Good Afternoon Forecast' for evening activities and 'Good Evening Forecast' for the next day.

Four other new programs have joined The Weather Channel's fall schedule. *Wakin' Up Weather*, which premiered in August, provides two-minute, region-by-region forecasts between 6 a.m. and 11 a.m. at 37 minutes after each hour. The Wednesday-Sunday *Football Forecast* covers weather conditions that may affect professional and college games, and will air at 14 minutes past each hour until the Super Bowl is played. *School Day Forecast*, airing at the top of each hour, 6 a.m.-noon (Mon.-Fri.) and 7 p.m.-3 a.m. (Sunday through Thursday), features a forecast map with "weather-wear symbols" that include mittens, umbrellas and scarves. *The Halloween Witch Watch* will air at 28 minutes past each hour the week prior to Halloween (Oct. 27-31), and will feature country-wide trick-or-treating forecasts.

Also beginning today, *The Weather Channel* will be able to cover unfolding severe weather conditions nationwide. During severe weather, the channel will show an additional nine minutes of coverage per hour.

and during very severe weather, an additional 20 minutes will be set aside.

Turner talk

Turner Broadcasting System and MGM/UA Entertainment Co., responding to an inquiry from the New York Stock Exchange, have issued a statement claiming they know of no reason for "the unusual activity in the trading of the common stock of MGM/UA" on the exchange.

TBS said in the Sept. 23 announcement that it expects to file a registration statement with the Securities and Exchange Commission "within the next two weeks" regarding its proposed merger with MGM/UA. MGM/UA disclosed it expects to hold a special meeting of its stockholders, presumably to discuss the Turner offer, "within a month."

Numbers game

Dodgervision, the Los Angeles-based regional pay cable service launched last April, has expanded to 40 cable systems serving more than 825,000 homes. As of Sept. 6, it was reaching more than 14,000 pay subscribers, according to company estimates. In releasing the end-of-season assessment, marketing vice president Merritt Willey said a second year of Dodgervision is assured, with details to be announced shortly. The Sept. 6 game was received by over 7,000 single-game purchasers and the remainder by season ticket subscribers, representing 6% penetration. Walter Kalb, executive-in-charge of Dodgervision, claimed such results "demonstrate the viability of the pay-per-view concept in southern California."

Prime on line

Southern California's newest regional cable sports network, Prime Ticket, has scheduled an Oct. 19 launch featuring coverage of a National Basketball Association contest between the Los Angeles Lakers and the Boston Celtics. Prime Ticket plans to cablecast 23 Laker games during the 1985-86 season, with play-by-play announcing by Chick Hearn and color commentary from Keith Erickson. Prime Ticket will announce a lineup of other sports programming late this year.

In memoriam

The Walter Kaitz Foundation dinner, scheduled for this Thursday (Oct. 3) at the Waldorf-Astoria hotel in New York, will honor cable pioneer Betsy Magness, who died Sept. 21 (see "Fates and Fortunes," page 134). Betsy and her husband, Robert, founded Tele-Communications Inc., which has grown to become the nation's largest MSO. Robert is chairman of TCI.

"Though this was a sudden and unexpected death, we know that Betsy would have wanted us to continue," said Daniel L. Ritchie, chairman and chief executive officer, Westinghouse Broadcasting and Cable, and chairman of the dinner. "Whenever TCI faced adversity, Betsy played a central role in helping move things forward. She supported this cause, and would want us to get together and enjoy."



"I know we've got all the answers, Ed.
But where do you think we get them?"

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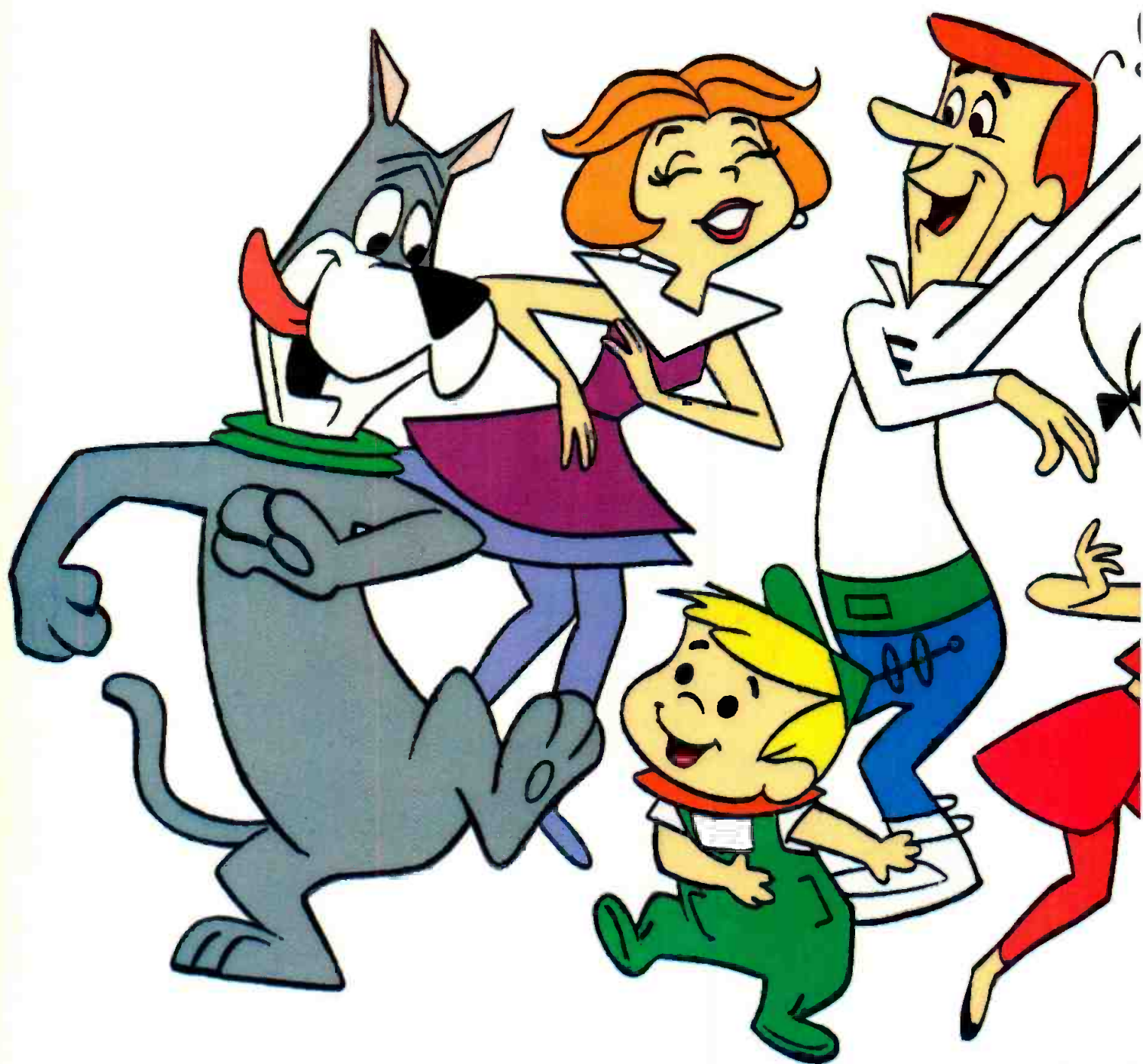
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WSTG Providence
KRRT San Antonio
WPMT Harrisburg/Lancaster

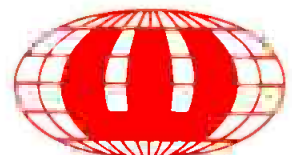
WYAH Norfolk
WOLF Wilkes Barre/Scranton
WRGT Dayton
WXXA Albany/Schen/Troy
WNRW Greensboro/W. Salem
KOKI Tulsa
WRLH Richmond
WSMH Flint/Saginaw
KSAS Wichita
WPMI Mobile
KGSW Albuquerque
KMPH Fresno
WFLX West Palm Beach
KCBR Des Moines
CH 42 Omaha
KXLY Spokane
KLJB Davenport
WDKY Lexington
WFAT Johnstown/Altoona
KZAZ Tucson

WEVV Evansville
KRLR Las Vegas
KVNJ Fargo
KXRM Colorado Springs
KCIK El Paso
WQRF Rockford
KCOY Santa Barbara
KAME Reno
WICU Erie
WGXA Macon
WBSP Gainesville
WXXV Biloxi
KXWY Casper
KFWY Riverton
WJWT Jackson, TN
WTLW Lima
KVCT Victoria
WBKB Alpena
WCEE Mt. Vernon
WOAC Canton
WGRB Campbellsville

Cartoon Comedy For The Entire Family!

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ADVERTISER SUPPORTED PROGRAMMING



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for Independent Television Producers

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A Tell Company

Business Briefly

RADIO AND TV

Domino's Pizza □ Restaurant chain will begin three-week flight in mid-October in 13 markets, using radio and television in some markets and either radio or television in others. Commercials will be carried in all time periods. Target: adults, 18-49. Agency: Karsh & Hagan, Denver.

Krystal Co. □ Fast-food chain specializing in hamburgers will resume



television and radio campaign after hiatus of several weeks in early October

for two to three weeks in more than 25 markets in South, including Birmingham, Ala.; Little Rock, Ark.; Atlanta, and Chattanooga, Tenn. Commercials will be placed in all dayparts. Target: adults, 18-49. Agency: Saatchi & Saatchi Compton, New York.

First Federal Savings and Loan of Kalamazoo □ Eight-week flight is planned for late October or early November start in Kalamazoo and Lansing, both Michigan. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Mandabach & Sims, Chicago.

Wendy's International □ Heavy promotion to reach black audiences will be held for one month, starting in late October, complementing earlier two-to-three-week flight that started in early September. Television and radio commercials will be carried in number of markets including Washington, New York, Philadelphia, Chicago, Memphis and Baltimore. TV commercials will be presented on cable networks as well as

nationally syndicated TV programs. Target: adults, 18-49. Agency: Lockhart & Pettus, New York.

Richman Bros. □ Men's clothing retail chain will begin four-week flight in about 12 markets in early November. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Harold Cabot & Co., Boston.

TV ONLY

Field Meat Packing Co. □ Fresh ham

Rep Report

KHOU-TV Houston and KXTV(TV) Sacramento, Calif.: To Harrington, Righter & Parsons from MMT.

□

WBAY-TV Green Bay, Wis.: To Katz Continental Television from Blair.

□

WLTZ(TV) Columbus, Ga.: To Adam Young Inc. from Avery-Knodel.

□

WAKA(TV) Selma, Ala.: To Katz Continental Television from Petry.

□

WFTX-TV Fort Myers-Cape Coral-Naples, Fla.: To Independent Television Sales (new station).

□

WQAM(AM) Miami: To Hillier, Newmark, Wechsler & Howard from Blair.

□

WZUU-AM-FM Milwaukee: To Republic Radio from Eastman.

□

WVOL(AM)-WOOK(FM) Nashville: To Hillier, Newmark, Wechsler & Howard from Selcom.

□

WTPI-FM Indianapolis: To Republic Radio Sales from Major Market Radio.

□

WFDF(AM) Flint, Mich.: To Hillier, Newmark, Wechsler & Howard from Blair.

□

WBET(AM)-WCAV(FM) Brockton, Mass.: To Kettell-Carter (regional rep).

□

Gateway Cablevision of Plattsburgh and Amsterdam, both New York: To Nationwide Cable Rep.

□

Moving on. Blair/RAR is moving its Los Angeles office to 6300 Wilshire Blvd., suite 1510, 90048. New phone number: 213-653-3266.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

WORLD SERIES, UNFORGETTABLE MOMENTS — AP remembers the most exciting moments in World Series history — the game-winning homers, the shut-outs, the miracle comebacks and more. One-minute scripts move one per weekday the week of October 7.

LONG SHOTS, JUMP SHOTS AND BIG SHOTS — AP previews the NBA action in October. Check out the fast breaks and slam dunks in this five-part series of one-minute capsules. Series runs in advance October 12 and moves again the week of October 21.

THE BIG MEN ON CAMPUS — AP previews the upcoming college basketball season by taking a close look at the traditional power houses, as well as the long shots. Find out who's got the jump in this year's race for the final four. Series runs in advance November 9 and moves again the week of November 18.

AIRCHECK: AP RADIO NETWORK

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

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

For more information call (800) 821-4747

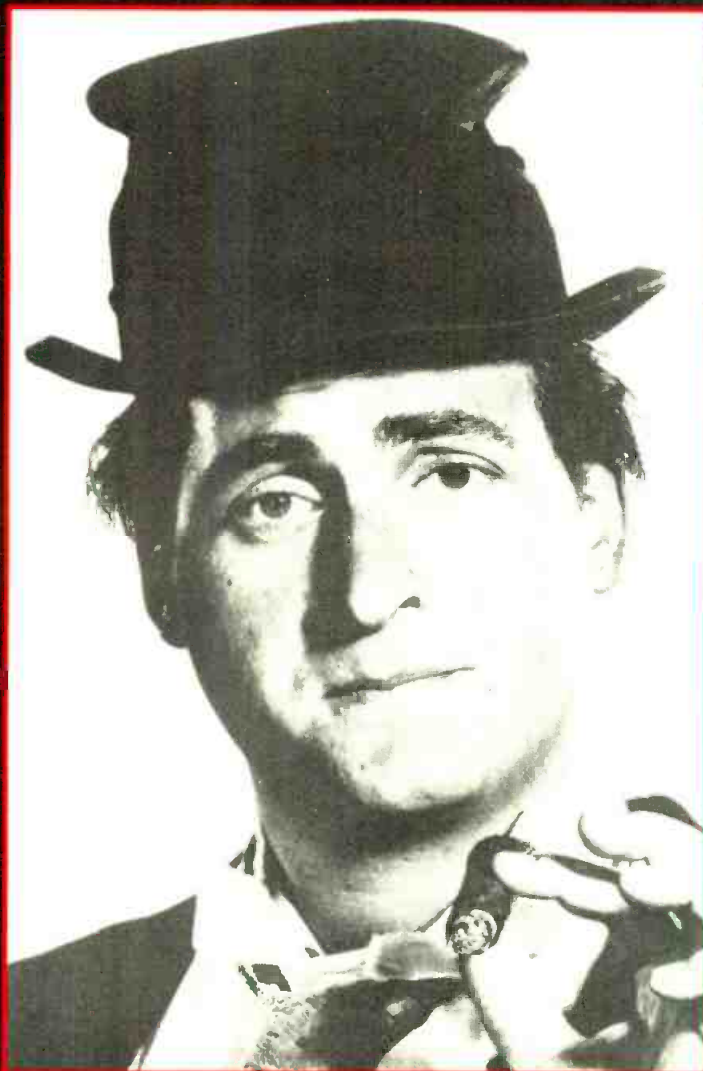
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Sid Caesar



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124 East 40th Street, New York, NY 10016

sausage will be spotlighted in six-week flight to begin in late October in six markets, including Nashville and Louisville, Ky. Commercials will be carried in all dayparts. Target: women, 21-54. Agency: Patrick Nugent & Co., Boston.

Harris-Teeter Super Markets □ One-week flight will be conducted in six Southern markets, starting in early October. Commercials will be placed in daytime, fringe, sports and prime periods. Target: women, 18-49. Agency: Shotwell & Partners, Charlotte, N.C.

RADIO ONLY

Larsen Co. □ Four-week flight is set to begin in late October in support of frozen food products in about 19 markets, including Milwaukee, Fort

Wayne, Ind., and Grand Rapids, Mich. Commercials will be carried in all time periods. Target: women, 25-54. Agency: Campbell-Mithun, Chicago.

Bak-N-Serv Inc. □ Four-week flight will begin in early October in four Midwestern markets for company's Rhodes Frozen Dough. Commercials will run in morning and evening drive times and in early afternoon. Target: women, 25-54. Agency: Bryan/Donald, Kansas City, Mo.

Fruitex Enterprises □ Apple drink is highlighted in two-week flight in five markets, starting in early December. Markets include Dallas and Atlanta. Commercials will run in all dayparts. Target: adults, 18-49. Agency: Gumpertz/Bentley/Fried, Los Angeles.

DFS moves. A number of top-level executive changes have been made at Dancer Fitzgerald Sample Holdings and at DFS/NY. Gary Susnjara, president of DFS/NY, becomes chairman, succeeding Peter McSpadden, who remains president and chief operating officer of DFS Holdings, which oversees all domestic and international operations. Joseph Mack, executive VP, director of account management, DFS/NY, succeeds Susnjara. E. Freeman Bunn, Richard O'Brien and Robert Weekes, executive VP's, management directors, DFS/NY, assume new title of executive management directors. Thomas Burke, Raymond Caro, Michael Keeshan, W. Timothy Love, Richard Pounder, Robert Reed and Marion (Skip D.) Sims III, senior VP's, management supervisors, DFS/NY, rise to executive VP's, management directors, and have been named to board of directors. Named executive VP's, Dancer Fitzgerald Sample Holdings: Joseph Mack; Allen Banks, director of marketing services; Stanley Becker, John Keil and Eric Weber, executive creative directors; Bunn; O'Brien; Weekes; Ronald Colnett, chairman, DFS/San Francisco, and James Lindsey, chairman, DFS/Southern California.

CONGRATULATIONS TO THE TV TIME-SALES INDUSTRY FOR 51 BRILLIANT DECISIONS.

Smart, successful companies are incredibly selective in their hiring. Before a decision is made, candidates are interviewed and re-interviewed, scrutinized, probed and evaluated.

In 51 recent hirings all across the country, one common denominator emerged. The person judged best, and hired, had been trained at the Antonelli Media Training Center.

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If our pride seems excessive, remember that these 51 hiring decisions were not made by us. Demanding, competitive firms and stations like Katz, Seltel, MMT, Storer, WBAY-TV, WTXN-TV and KWGN-TV voted for our people in the most meaningful way possible, with their pocketbooks.

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Sol Tishoff (1904-1982)

Lawrence B. Tishoff, president.
Donald V. West, vice president.
David N. Whitcombe, vice president.
Jerome H. Heckman, secretary.
Philippe E. Boucher, assistant treasurer.

The Fifth Estate Broadcastings

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

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Leonard Zeldenberg, chief correspondent.
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Harry Jessell, associate editor.
Doug Halonen, Matt Stump, Kim McAvoy,
John Eggerton, assistant editors.
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Randall M. Sukow, research assistant.

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Rufus Crater (New York)

Editorial Consultant

Rocco Famighetti (New York)

Broadcasting ■ Cablecasting

Yearbook

David Seyler, manager.
Joseph A. Esser, associate editor.

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Washington
John Andre, sales manager (equipment and engineering).
Robert (Skip) Tash, Southern sales manager.
Doris Kelly, sales service manager.
Meg Robitelle, classified advertising.

New York

David Bertyn, senior sales manager.
Charles Mohr, Ruth Windsor,
sales managers.

Hollywood

Tim Thometz, sales manager.

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Patricia Waldron, Sandra Jenkins,
Debra De Zam, Joseph Kolthoff,
Chris McGinn.

Production

Harry Stevens, production manager.
Don Gallo, production assistant.

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Philippe E. Boucher, controller.
Albert Anderson.
Irving C. Miller, financial consultant.
Wendy J. Liebmann.

Corporate Relations

Patricia A. Vance, director.

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New York: 630 Third Avenue, 10017.

Phone: 212-599-2830.

Stephen McClellan, associate editor.

Vincent M. Dilling, senior editor: radio.

John Lippman, assistant editor.

Geoff Folsie, staff writer.

Scott Barrett, editorial assistant.

Marie Leonard, June Chauhan,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.



ABP

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introduced in 1972 □ Reg. U.S. Patent Office. □
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This week

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, "Life After the Cable Act of 1984." 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.

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 Broad-*

casters 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. Televi-

Major Meetings

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. 11-13, 1987, Atlanta Marriott, Atlanta.

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.

March 6-8, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 15-18, 1986—*National Cable Television Association and Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future convention: 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 13-17, 1986—*National Public Radio* annual convention. Town and Country hotel, San Diego.

April 27-30, 1986—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

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 3-6, 1986—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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.

June 22-25, 1986—*Cabletelevision Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

July 24-26, 1986—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Atlanta.

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

Oct. 28-30, 1986—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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October 25, 1985
O'Hare Hilton



New York
November 1, 1985
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Join radio entrepreneurs and executives for a full day session on station buying techniques. Key professionals in today's trading and financing of radio properties will teach you:

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Sconnix's 10 recent radio transactions are valued at \$23 million

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In 1984, the firm performed market valuations for 200 radio stations and asset appraisals for over 90 stations

Bill Collatos, TA Associates
TA has substantial investments in over 40 radio stations

The registration fee is \$295. NAB members receive a 20% discount (fee: \$236). On-site registration is \$325, regardless of membership status. For more information, call NAB Radio at (202) 429-5420.

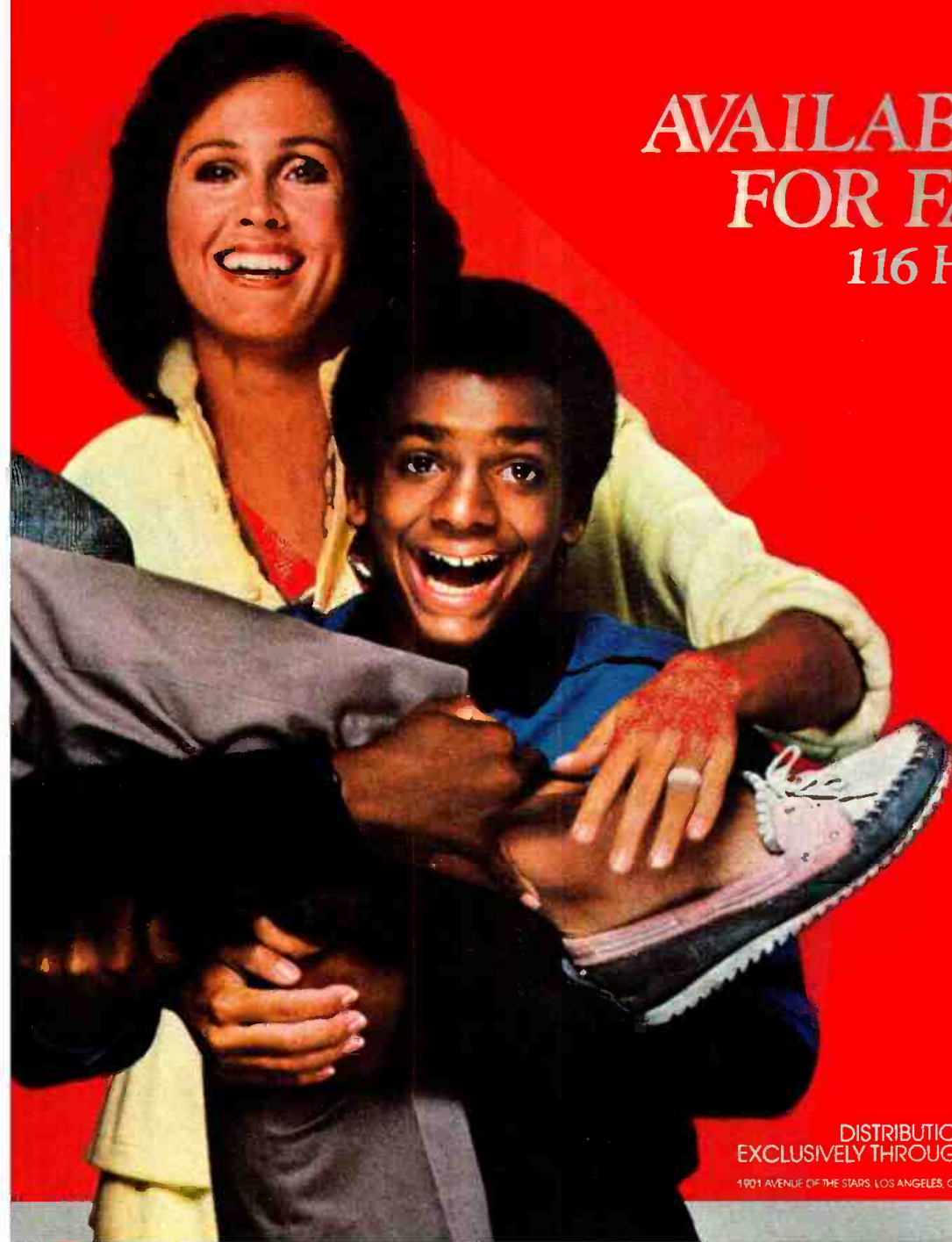
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sion and Radio Commercials Festival, sponsored by U.S. Festivals Association. Information: (312) 834-7773.

Oct. 1—Cabletelevision Advertising Bureau local ad-

vertising sales workshop. La Mansion hotel, Austin, Tex.

Oct. 1—Society of Satellite Professionals, Southern California chapter, meeting. Sheraton Mirimar hotel.

Santa Monica, Calif.

Oct. 2—West Virginia Broadcasters Association sales seminar. Charleston House, Charleston, W. Va.

Oct. 2—New York chapter, National Academy of Television Arts and Sciences, luncheon. Speaker: Kevin O'Brien, vice president-general manager, WNEW-TV New York. Copacabana, New York.

Oct. 2—Academy of Television Arts and Sciences seminar, "Making the Story Work: A Structural Look at Movies-of-the-Week and Mini-series." Speaker: Linda Seger, Hollywood script consultant. Writers Guild Theater, Los Angeles.

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. 2-5—"Chicago Television Festival: A Salute to Ernie Kovacs and the 50s," benefit for *Center for New Television*. CNTV, Chicago. Information: (312) 664-6100.

Oct. 2-6—Women in Communications national professional conference. Among speakers: Linda Ellerbee, NBC News correspondent. Adam's Mark hotel, Indianapolis. Information: (512) 346-9875.

Oct. 3—Second annual Walter Kaitz Foundation awards dinner, saluting Tele-Communications Inc. co-founders, Betsy and Bob Magness. Waldorf-Astoria, New York. Information: (415) 428-2225.

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—Cabletelevision Advertising Bureau local advertising sales workshop. Meridian Plaza hotel, Oklahoma City.

Oct. 3—West Virginia Broadcasters Association sales seminar. Ramada Inn, Morgantown, W. Va.

Oct. 3—Radio Advertising Bureau seminar on how radio stations can help retailers develop vendor support programs. St. Francis hotel, San Francisco.

Oct. 3-4—"Cable Update '85," workshop sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 737-8563.

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

Oct. 3-6—American Women in Radio and Television, South Central area, conference, including Bill Brower

Stay Tuned

A professional's guide to the intermedia week (Sept. 30-Oct. 6)

Network television ☐ **CBS:** *Murder: By Reason of Insanity* (docudrama), Tuesday 9-11 p.m.; *Beverly Hills Cowgirl Blues* (action), Saturday 9-11 p.m. **PBS** (check local times): *The National Nutrition Quiz* (health special), Monday 8-9 p.m.; *War: A Commentary with Gwynne Dyer** (seven-part series), Tuesday 9-10 p.m.; *An Uncertain Harvest* (documentary), Tuesday 10-11 p.m.; "Say Amen, Somebody" (documentary), Wednesday 8-9:30 p.m.; *Innovation* (two-part report on food), Saturday and next Saturday, 7:30-8 p.m.; *Juilliard at 80* (live arts performance), Saturday 8-10 p.m.; *American Interests** (documentary series), Sunday 6-6:30 p.m.; *Unfinished Business* (documentary), Sunday 10-11 p.m.



Top: Steve Martin and Lily Tomlin star in "All of Me" on Cinemax, HBO, Showtime and The Movie Channel. Above: On the set of *The Andy Griffith Show*, which will air on WTBS(TV) Atlanta.

day 8-10 p.m. **The Movie Channel:** "All of Me" (comedy), Friday 8-9:30 p.m.; "Country" (drama), Sunday 8-10 p.m. **The Nashville Network:** *Opry Tributes** (entertainer series), weekdays 6:30-7 p.m.; *Country Kitchen** (culinary/interview series), Sunday 2-2:30 p.m. **Showtime:** "All of Me" (comedy), Wednesday 9-10:30 p.m.; "Country" (drama), Friday 8-10 p.m. **USA Network:** *Dick Cavett, USA** (interview series), Monday 10-11 p.m.; *Check It Out!** (comedy series), Wednesday 8-8:30 p.m. **WTBS(TV) Atlanta:** *Andy's Silver Anniversary Special* (five *Andy Griffith Show* episodes), Thursday 8:05-10 p.m.

Museum of Broadcasting (1 East 53d Street, New York) ☐ **Leonard Bernstein: The Television Work**, 60 hours of programing featuring works of conductor, composer and teacher, through Nov. 14. **Television's Silents: Silent Films Newly Restored and Orchestrated for Television**, week-long screenings through Nov. 2 of seven silent films restored by Kevin Brownlow and David Gill—"The Wind," "Flesh and the Devil," "Old Heidelberg, or The Student Prince," "Show People," "Napoleon," "A Woman of Affairs" and "Our Hospitality"—with "Flesh and the Devil" premiering this week, Tuesday through Saturday at 3 p.m. **Discovery: Rare Honeymooners**, 75 rereleased *Honeymooners* half-hours, screened with hour-long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., through Thursday.

Note: all times are NYT. Asterisk denotes series premiere.

Cable ☐ **Arts & Entertainment:** *The Borgias** (10-part mini-series), Wednesday 9-10:30 p.m.; *Swan Lake* (ballet), Thursday 8-11 p.m.; *An Evening at the Improv** (52-part stand-up comedy series), Sunday 11 p.m.-midnight. **Cinemax:** "Missing in Action" (adventure), Tuesday 10-11:45 p.m.; "All of Me" (comedy), Thursday 9-10:30 p.m.; **Firesign Theatre—Eat or Be Eaten** (comedy), Thursday 10:30-11 p.m.; "Country" (drama), Friday 8-10 p.m.; "The Brother From Another Planet" (comedy/fantasy), Saturday 3:30-5:30 p.m. **The Disney Channel:** "Katy" (animated musical), Saturday 10:30 a.m.-noon; "Country" (drama), Tuesday 8-10 p.m.; "Something Wicked This Way Comes" (suspense), Wednesday 11 p.m.-12:30 a.m. **HBO:** *Isaac Littlefeathers* (drama), Tuesday 4:30-6 p.m.; "All of Me" (comedy), Tuesday 8-9:30 p.m.; "Country" (drama), Wednesday 8-10 p.m.; *The Park is Mine* (thriller), Sun-

Errata

Worldvision is launching first-run, hour-long drama series, *Return to Eden*, on **33 stations representing 31% coverage** of U.S. television homes. New syndicated series, which continues story of mini-series *Return to Eden* distributed by Worldvision last season, premiered Sept. 15. Series was omitted in chart of new, first-run syndicated shows which appeared in Sept. 16 issue. In addition, terms for Worldvision's *The Jetsons* are straight cash, not cash plus barter, as reported in same chart.

☐

Company which helped Don King Radio Networks clear Spanish-language stations for Sept. 21 championship bout between **Larry Holmes and Michael Spinks** was **Los Angeles-based Radio Works**, not Radio Arts, as mentioned in Sept. 9 live radio programing story.

☐

In "Syndication Marketplace" in Sept. 9 issue, **WLS-TV Chicago**, not **WFLD-TV** there, cleared **Muller Media's** holiday specials.

Entertainment Coast to Coast

"BEST
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1985"



Give your advertisers and listeners our best.
Call Mary Dillon in New York at (212) 975-7316
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Produced by Kris Stevens Enterprises



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NGPR WKBD WJLA KDFI WFAA KPRC KTRK WAKR
NVEU WGNX WHBR WCLF WXLT WTSP WTOG WXFL
NVIT KOIN KPTV KATU KECH KPDX WTTV WRTV
NLWT WIII WXIX WCGV WTMJ WISN WTGL WSCT
NIVB WNOL WGNO WTTE WBNS WSFJ WLOS WYFF
NXMI WZZM WKZO KGMC KAUT KOKH KWTW KTVY
NSAZ WVAH WGRB WDRB WHAS WGAL WLYH WPMT
NUSV WNEP KATV KARK KLRT KTBS KSLA KOKI
KSNC KSNK KSNW WKCH WTVK WATE WBIR WPAN
NJKS KAIL KFSN KMPH WTVH WOI KCBR WHO
NHEC WUHF WOWT KMTV KBSI WSIL WCEE WFHL
NKYT WMTW WCSH WGME WDEF WDSI WRCB WTVC
KDTU KOLD KVOA KZAZ KSPR KMTC WJHL WKPT
NBRZ WAFB WOWL WAAY WZDX WAFF WCAX WPTZ
NILX WSYM WNCT WHOI WEEK KVNJ KXJB KBMY
KKTW WKOW WMSN WMTV WJCL KMST KCBA KLFY
NTVM WLTZ WSWS KTVE KNOE KARD KCIT KAMR
KJAC KVEO KNDU KVEW KLEW KEPR KAPP KIMA
NQOW WXOW WJTL KAUZ KFDX KAMC KLBK KMCC
KTRV KIVI KHSL KRCR KAAL KIMT WGXA WMAZ
KTPX KSNT WIBW WJET KERO KTVP KHBS KPOM
KECI KOBH KTXS KTAB WLBZ KIFI KID WKTV WU
NDAM WENY WMDT WBOC KVHP KTVQ WCJB KTEN
KCMT KN T WLOX KXWY KTWQ KFWY WBBJ WJWT
KSTF WTLW WTAP KLST KIDY WHSV KEYC KVTW

**They've already accepted an offer
you can't afford to refuse.**

VI KTZO KRON KICU KSTS KFTY WCVB WQTV WNE
IC WPGH WTAE WSCV KXLI KSTP KVOS KOMO KCF
IT KDVR KMGH KCSO KTXL WBFF WNUV WBAL WT
R KTSP KPHO KUSK KTTY KGTU KMBC KZKC KM
WOFL WESH WZTV WBTU WPCQ WCCB WHKY WKB
IS WHNS WSPA WNEG WAXA WLFL WKFT WFCT WR
NE WSTG KUTV KIIU KSL KSTU WTSF WCHS WOW
H WTTU WKEF WRGT WDTN WRDG WLXI WNRW WRG
T KTUL WRLH WXEX KLBY KTVC KAYS KAKE KSN
AC WEAR WJTC KGSW KOB KOBK WTVX WFLX WPE
WSET WSLS WEFC WXGZ WLRE WLUK WBAY WII
SP KAYU KSKN KXLY KHQ KCWT WQAD KDUB WYN
AJ WOPC WFAT WSBT WYTV WKBN WJTV WDBD WAF
IV WEHT KGIN KHGI KBGT KOLN WOLO WLTX WCC
IE WFFT WKJG WPTA WGGB WWLP KBTX KXXV KWT
Y WDAZ WDAY KTNV KRLR WRDW WJBF KVIA KXR
DN WQRF WIFR WREX WCIV WCBK WEVU WINK WXT
Y KDLH KBJR KODE KSNF KOAM WKAB WCOV KBN
DO KRIS KZTV KVAL WBAK WTHI WTXI WCTV WVG
A WSAW WAOW WWTU WMGC WBNG KMEG WCBK KTV
KMOT KFVR KXMB KUMV KXMA KQCD KXMD KXM
N WGSE WALB WTSG WJKA WECT WWAY KTVM KCF
KLTV WDHN KSGW KOTA KDUH WDTV KALB KLA
II WXVT WABG WMBB WJHG KRTV KFBB KEYC KY
EZ KREX KREY KMIR WBKO WCFT WDBB KTVS KYC
WAGM KMTT KVCT KAVU KTVG WAKA KNOP WBK

Announcing the RCA Americom antenna/receiver package.

The stations listed above (and more coming aboard) knew a good deal when they saw one. They're among the more than 500 that have signed up to get a compact, easy-to-site Ku-band satellite antenna and compatible receiver at absolutely no cost. Plus help in covering installation expenses.*

Our roster, as of September 13, includes 172 stations in the top 100 markets, 52 in the top 20. In fact, 95 percent of all TV households can be reached by at least one of the participating stations.

The antennas will allow stations to receive up to 96 hours a week of syndicated entertainment, sports and special events programming via Satcom K-2, beginning in early 1986. Sophisticated Ku-band technology will make it possible to air time-sensitive pro-

gramming live and tape other material simultaneously. And the system's signals will come in loud and clear.

The stations' only obligation is to keep the dishes we provide pointed at our powerful Satcom K-2, the nation's broadcast satellite. Which you'll want to do anyway. This spacecraft, with its 45-watt transponders, has been

selected by Conus Communications to carry its SNG "Conus Washington Direct" services, and by the NBC-TV network to distribute programming to its affiliates.

We're extending our offer of the free antenna/receiver package until December 1, 1985. To find out more, contact Guy Lewis at (609) 987-4072. Or return the coupon.



Stations that accept our no-cost antenna offer can start receiving programming beginning in early 1986.

The RCA Americom antenna/receiver package sounds like a good deal to me. Please:

- ☐ reserve my antenna and send the contract.
☐ have a representative call me.

Name/Title _____

Company _____

Address _____

City _____

State _____

Zip _____

Phone _____

RCA Americom, 4 Research Way,
Princeton, NJ 08540-6684

RCA
ONE
OF A KIND

*Offer restricted to standard power commercial broadcast stations in the lower 48 states.

management seminar. Park Suite, Oklahoma City.

Oct. 4—Deadline for entries in "Prized Pieces," fifth annual international video and film competition sponsored by *National Black Programming Consortium*. Information: NBPC, 1266 East Broad Street, One-East, Columbus, Ohio, 43205.

Oct. 4—*Broadcast Promotion and Marketing Executives* board meeting. Westin Renaissance Center, Detroit.

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

■ **Oct. 4-6**—*Alpha Epsilon Rho, National Broadcasting Society*, Central Plains regional convention. Lindenwood College, St. Charles, Mo.

■ **Oct. 5**—*National Federation of Local Cable Programmers, Mountain states region*, conference, "Amazing but True: Success Stories of Community Programming." University of Colorado, Colorado Springs.

October

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

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

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

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

Oct. 7—*Northern California Broadcasters Association* second annual "wingding." Crow Canyon coun-

try club, San Ramon, Calif. Information: Beth Harris, (415) 928-7424.

Oct. 7—"The U.S. Supreme Court and Libel Law: A New Direction," libel symposium sponsored by *American Legal Foundation*. Embassy Row hotel, Washington. Information: (202) 857-0400.

Oct. 7-8—"Financing a Telecommunications Property—A Symposium for Minority Entrepreneurs," sponsored by *FCC, NAB, NCTA, NTIA, MBIC and BROADCASTAP*. Capital Hilton hotel, Washington. Information: (202) 254-7674.

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 Borcherdt (608) 263-2157.

■ **Oct. 7-10**—*Electronic Industries Association* 61st annual fall conference. Hotel del Coronado, San Diego. Information: (202) 457-4980.

Oct. 8—*Radio Advertising Bureau* seminar on how radio stations can help retailers develop vendor support programs. Amfac hotel, Dallas.

Oct. 8—*Cabletelevision Advertising Bureau* local advertising sales workshop. Atlanta Airport Marriott, Atlanta.

Oct. 8—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington.

■ **Oct. 8**—"TV Held Hostage," lecture at *George Wash-*

Continued on page 112.



One for Mann

EDITOR: Congratulations to the National Radio Broadcasters Association's Bernie Mann for having the guts to publicly proclaim a politically sensitive truth, and a major reason for radio's small share of the national ad pie. The Radio Advertising Bureau and National Association of Broadcasters can handle the official apologies and assure the agency community that we will not foolishly tip over the boat, because agencies are friends to radio. But it takes a radio broadcaster to remind a sophisticated advertiser and his agency of what street-smart small market retailers have long known and practiced: More of the typical consumer-marketing job can often be accomplished by well targeted, inexpensively created 60-second audio units aired frequently on radio than most agencies typically propose.

But now that the point has been made, it will not serve radio to further chastise agencies for proposing plans that are effective, glamorous and profitable. This is called professionalism. Instead, RAB or NRBA might commission research to redetermine the parameters of optimal use of such audio units in various types of campaigns. Then we could present the facts for the consideration of advertisers and agencies alike. I suspect we would find that Bernie is on to something.—Dennis Jackson, vice president-general manager, WGCH(AM) Greenwich, Conn.

AM answer

EDITOR: Your Sept. 16 "Monday Memo" by Scott Standiford presents a rather simplistic solution to AM "problems." Why break what isn't broken?

I am part owner of an AM-FM combo (WVWV-WRRR St. Mary's, W.Va.) in a town of 2,400. We independently program our 1570 1 kw daytimer, and while dollar volume is small, the AM operation is profitable after 10 months of operation. I am also assistant chief engineer of WSPD Toledo, a pioneer AM stereo station and a ratings leader.

First, more is not the solution to increased background noise. I live in a 10-unit apartment building and interference from other apartments (TV sets) will almost blot out WSPD at night. Yet I live less than 1,000 feet from a nighttime antenna monitor point that normally runs above 50 mv.

A 10-fold or 100-fold power increase won't override interference produced 30 feet away or riding the power lines. The only solution is better shielding of TV sets, VCR's, home computers and similar devices. RF light bulbs should never be permitted if the commission wants to keep the AM broadcast band in operation.

From my personal observations, coverage of Class IV's worsened after the nighttime power increase. One explanation is that the higher power overcame losses on the way up to the "D" layer of the ionosphere, thus there

is more signal to be reflected back to earth. The theory is that somewhere less than 1 kw there just is not enough power to bounce off the reflective ionosphere consistently. Hence the power increase doesn't double signal levels—it may quadruple signal at distant locations.

On the regional channels, even the restricted powers allowed for pre-sunrise and post-sunset operation have increased the interference level. In most cases, the daytime coverage pattern of the full-time regional station provides the best coverage of the market. Rather than force more power into the nighttime directional pattern, why not permit operation a 6 a.m. with full daytime facilities? Interference received and interference caused to other fulltime stations would surely be less than that caused by the pre-sunrise operation of the much closer daytime stations. Hence coverage is maintained during all-important morning drivetime hours.

Morning "skip" is usually from close-in stations, and much less a problem than at sunset. Interference just before sunset often is from the fulltime stations, rather than the daytimers. Increased post-sunset activity will become more and more of a problem, but perhaps we should be satisfied with the status quo.

Many older stations, especially regional channel stations, do not effectively use their full licensed power now. Bad ground systems, losses in old phasors and LTU's reduce their field (their ERP, to borrow an FM term) from, for example, 5 kw to around 3.5 to 7.4 kw.

Mr. Standiford throws in the AM stereo red herring. WSPD's antenna system is an antique, built in 1939. Yet we have obtained excellent results with both Kahn and (the present) Motorola AM stereo systems. Admittedly, there are directional arrays which will not work well in AM stereo; but a redesign and rebuilding of the phasor would be a much cheaper and more practical solution than increasing power.

As a practical matter even a new transmitter in many of these old antenna systems may result in a meltdown. A new installation is a much more practical solution to bad coverage and bad audio.

AM translators above 1600 are a silly idea. On 1570 in the winter, skip interference is not uncommon. A plague of low-power short-tower "translators" on these new frequencies would make the Class IV channels sound cemetery quiet by comparison.

A standard companding system and national frequency standard sounds great in the abstract. But witness the slow process of selecting a standard pre-emphasis curve. Then think of all those stations that change transmitter tubes only when the filaments burn open.

Some AM stations should never have been built. Some will die as a result—there used to be a 1470 in Wheeling, W.Va., remember? Many may never be restored to former glory but can be profitable with rehabilitation by skilled programmers and managers. What is not needed is more radical surgery to the AM band.—Tom Taggart, assistant chief engineer, WSPD(AM)-WLOR(FM) Toledo, Ohio.

WHEN IT COMES TO EMMYS, PUBLIC TELEVISION IS MAKING THE NEWS. AGAIN.

For the second year in a row, public television was first in the News and Documentary Emmy Awards—and by a wide margin. Proof indeed that PBS is the place for television journalism at its best. PBS salutes the many talented individuals responsible for these 1984 competition winners:

AMERICA TODAY: "The North Shore"

BEARDEN PLAYS BEARDEN

THE CONSTITUTION: THAT DELICATE BALANCE:

"The Sovereign Self: Right to Live, Right to Die"

FRONTLINE: "Living Below the Line" (2 Emmys)

FRONTLINE: "Cry, Ethiopia, Cry"

FRONTLINE: "The Mind of a Murderer"

FRONTLINE: "Captive in El Salvador"

HERITAGE: CIVILIZATION AND THE JEWS

INSIDE STORY: "Jesse Jackson and the Press"

THE MACNEIL/LEHRER NEWSHOUR: "Zumwalt—
Agent Orange"

THE MACNEIL/LEHRER NEWSHOUR: "Farm Coverage"

NATIONAL GEOGRAPHIC SPECIAL: "Among the Wild
Chimpanzees" (2 Emmys)

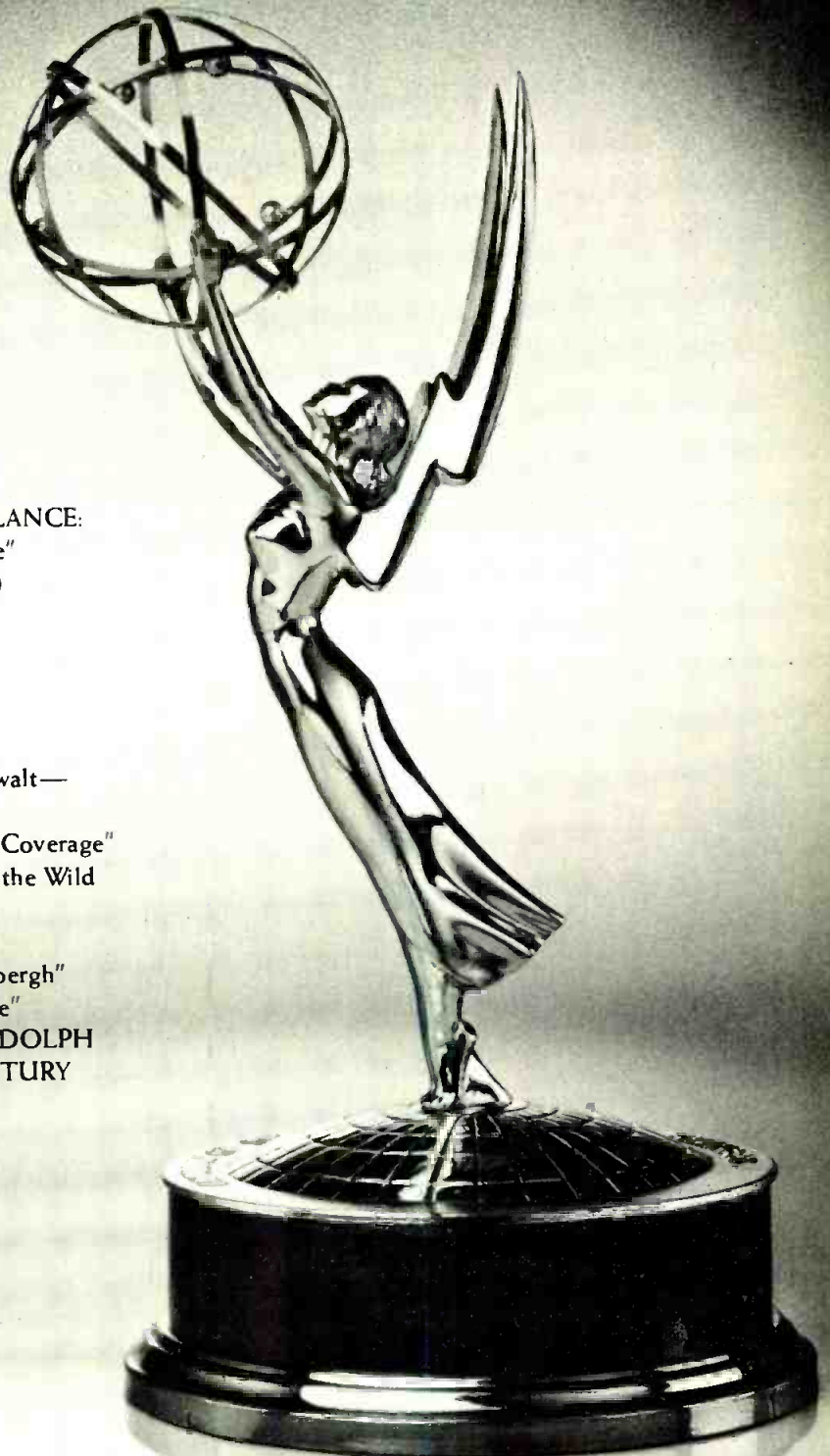
NOVA: "The National Science Test"

SMITHSONIAN WORLD: "Anne Morrow Lindbergh"

SMITHSONIAN WORLD: "Traditional Medicine"

SPACES: THE ARCHITECTURE OF PAUL RUDOLPH

A WALK THROUGH THE TWENTIETH CENTURY
WITH BILL MOYERS



*TV Worth
Watching*

THE THUNDER'S BEGINNING

NEW YORK

WNEW

Monday through Friday

4:30PM

FRI 18 SHARE

+38%

MON 13 SHARE

#1

KIDS PROGRAM
IN TIME PERIOD!

LOS ANGELES

KTTV

Monday through Friday

4:30PM

THURS* 12 SHARE

+9%

MON 11 SHARE

#1

ANIMATED SHOW
IN TIME PERIOD

*Did not air Friday

SAN FRANCISCO KTVU

Monday through Friday

3:00PM

FRI 18 SHARE

+20%

MON 15 SHARE

#1

KIDS PROGRAM
IN TIME PERIOD!

DETROIT

WKBD

Monday through Friday

4:30PM

FRI 15 SHARE

+50%

MON 10 SHARE

#1

KIDS PROGRAM
IN TIME PERIOD!



JUST ING!

In its first week on the air, "ThunderCats" roared across the country, gaining in audience share from Monday through Friday, to become the #1 kids program in its time period in all overnight markets.

What's more, "The Cats" equalled or bettered their lead-in share in 7 of the 9 overnight markets.

Telepictures wishes to thank all of the people who believed in this project from the beginning. This series is unquestionably a hit, and with your continued support, the thunder will get even louder.

CHICAGO WFLD

Monday through Friday 4:30PM

FRI 18 SHARE

+13%

MON 16 SHARE

#1

KIDS PROGRAM
IN TIME PERIOD!

WASHINGTON WTTG

Monday through Friday 4:30PM

FRI 26 SHARE

+86%

MON 14 SHARE

#1

KIDS PROGRAM
IN TIME PERIOD!

HOUSTON KRIV

Monday through Friday 3:30PM

FRI 14 SHARE

+27%

MON 11 SHARE

#1

KIDS PROGRAM
IN TIME PERIOD!

BOSTON WLVI

Monday through Friday 3:00PM

FRI 10 SHARE

+25%

MON 8 SHARE

#1

KIDS PROGRAM
IN TIME PERIOD!

SOURCE: NSI Overnights



A Rankin/Bass Production

Telepictures
CORPORATION

TM

A direct broadcast satellite commentary from Kenneth Gorman, Viacom International, New York

International accent for DBS

Reports of the death of direct broadcast satellite are, in the words of Mark Twain, "greatly exaggerated." Plans for the low-powered version of the service are rapidly superseding the far costlier and more sophisticated high-powered models, making it possible in principle today to deliver multi-channel programming in a cost-effective way to large numbers of people worldwide.

DBS is being shaped to meet the needs of a dynamic marketplace, and is now being built in the low- to medium-power range—the new model for the communications industry. Recent refinements in electronics have made it possible for affordable three- to four-foot dish antennas to receive signals from existing medium-powered Ku-band fixed service satellites with quality reception, thus obviating the need for the high-powered satellites in practically all situations.

A promising future may be in store for direct-to-home broadcast via satellite, which could be catering to a market of more than 10 million in the U.S. alone. Consider the nearly one million households with C-band TV receive-only (or TVRO) ground stations, a figure expected to climb to two to three million by 1987. Also consider the 20 million American homes in uncabled locations, of which some 10 million could be serviced through DBS. Add on to this some owners of satellite master antennas who presently are reselling programming without paying for it. You can imagine the size of this potential market.

The problems surrounding DBS in recent years have been coming from every front imaginable—technical, regulatory and economic, to name a few—and pose an uphill battle for some. However, many nations and the industry are beginning to work together to bring about common solutions. For example, technical problems are beginning to vanish as sought-after uniformity in European standards are being ironed out. Regulatory problems, too, are now being actively debated in government and industry chambers on both sides of the ocean, which may lead to significant revisions and compromises in the law. Economic problems are also being grappled with and eased in a variety of ways to bring down the price of DBS and its services.

What's more, the gradual elimination of DBS's hurdles has shifted the focus of planners to the critical issue of programming. Programming will either make or break DBS, depending on the level of quality, innovation, entertainment and information that is delivered to the customer.

In the United States, the means already exists for delivery of quality programming to



Kenneth Gorman is executive vice president and a member of the board of directors of Viacom International Inc., New York. Previously, he served as president of the Viacom Entertainment Group. Prior to joining the company in 1971, Gorman held a number of financial management positions at CBS/Broadcast Group, CBS Radio and NBC.

DBS services for two reasons:

First, the nation's program producers and distributors have a keen sense of what people enjoy watching. They are working overtime to meet the insatiable demand for new and exciting programming. This is obvious when we examine the fare on Showtime, Home Box Office and other pay services. It is increasing in its diversity, originality and volume and has already demonstrated its appeal to rooftop dish owners.

Second, the pay services have already mastered the art of transmitting their programming via low-powered satellites.

Based on this combination, then, it is logical that the pay services could be a jump ahead of others in developing DBS as a profitable business administered locally through cable system affiliates.

Beyond the United States, the DBS programming situation becomes a bit more complicated. In these other markets, the critical programming question is: Who delivers what to whom? Since technology serves only as a means of bringing the programming to people, DBS planners must now begin to come to grips with these tough and critical questions: Should the foreign film industry turn to the world in developing new programming? Will American film companies perceive Europe as a real market of opportunity and adapt their programming accordingly?

In my view, it's important that present and future DBS/cable programmers understand the nuances of the many different cultures of the countries where their programs are made available. In this new era, to be actually

closer to the defined marketplace means to consciously direct more universality into programming. This concept was never contemplated before the telecommunications revolution. Filmmakers, therefore, must develop a vision of the world that touches all cultures, and refashion their films accordingly.

They are also addressing other critical issues, such as who will determine the wants and needs of would-be DBS users. Will it be up to the people, the ministries of nations or the industry itself?

I believe that the final decision rests with the consumers if DBS or any other delivery system is to become a winning and viable industry in a free society. Eventually, we as programmers with our advanced technology hope to see every country in the world enjoy our entertainment. In addition, the advanced telecommunications society in which we live is slowly but surely causing national boundaries to disappear as the world's widely dispersed cultures grow closer together, and the flow of information increases geometrically every year.

The industry has recently moved to scramble programming to prevent backyard dish owners from getting pay programming for free. In my view, it is imperative that programmers assemble a marketing strategy that would enhance DBS's prospects for new business. A commitment of service is necessary on the part of operators, programmers, dish dealers and the owners of satellites—a commitment with the right combination of programming and the right price for the consumer.

Ultimately, cooperation will become a key ingredient for DBS's future success among individual governments, satellite owners, programmers and cable operators. These constituencies must learn to work as members of the same team if a fully coordinated system for DBS is to be developed. Fragmentation in the industry will only serve to further impede the development of these services and the ability to accomplish long-term goals.

It is, therefore, imperative for all DBS players to search out new ways of cooperating and to put the communications and entertainment industry's best foot forward for the people. This especially entails the reallocation of resources in order to offer programming at prices that all world markets are willing to accept.

The global effort to launch DBS is a long pull, a strong pull and one place in our world society where we can successfully pull together. All of us must learn to coexist in one world. In the long run, the shared experience and the shared building of the process for final development of direct broadcast satellite may, in its own way, teach us how to do that.

CHARACTERS OF FIRE



Simon & Simon
The Action Series With The Light Touch.

MCA TV

AMERICAN MOVIE CLASSICS HAS LICENSED MGM'S GREATEST CLASSIC FILMS



That makes us the cable movie service with the largest library of American movie classics with well over 2,000 of the greatest movies of the



past fifty years.

In addition to the MGM library, your American Movie Classics audience will enjoy the greatest films selected from United Artists, the best hits from the Warner Bros. pre-1948's, and 700 fabulous films from RKO... with masterpieces being added every day.



American Movie Classics has enough movies to program a consistently great movie service for the next ten years.

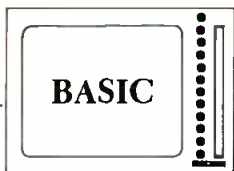
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PAY SERVICE AVAILABLE ON
ALL LEVELS OF CABLE...
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ment your other services.

You can put American Movie Classics on your system as a pay service, making it an added profit center.

And, you can tailor our service to your needs at rates that make us



the most cost sensitive in the industry.

American Movie Classics. We offer you price, value and a unique flexibility. It's an unbeatable combination.

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Follow a nose that can sniff out the best deal.

Look for eyes that see the big picture, without losing sight of small details.

Do the sleeves roll up?

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Size up the feet. Can he stay a step ahead of the crowd?

When you're looking for a new bank, examine its people.

Because you know a bank by the people who call on you.

At Canadian Imperial Bank Group, our account officers stand up to this test every deal they do.

Most have a minimum of 5 years hands-on experience. Many have more. So they know their business.

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But there's more to a good bank than just having people with the right qualities. It's knowing how to use them.

Like pouncing on a fixed rate at the right time.

Or sensing a drop-out in a shared credit soon enough to jump in.

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PUT US TO THE TEST.

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Broadcasting Sep 30

Vol. 109 No. 14

TOP OF THE WEEK

Deregulation: the chairman gets a second wind

Broadcast-newspaper crossownership rules called into question during speech to IRTS; AM duopoly rules also challenged; upshot is stirring reaffirmation of 'Popcorn Principle'

Maybe Rupert Murdoch didn't ask for enough.

In his transfer applications for Metromedia's television stations, Murdoch requested a two-year waiver of the FCC crossownership rules to retain his daily newspapers in New York and Chicago and WNEW-TV and WFLD-TV in those respective cities. But judging from FCC Chairman Mark Fowler's remarks before the International Radio and Television Society last week, Fowler might be willing to get rid of that crossownership restriction altogether—or at least grant permanent waivers. "For years, indeed until this very day, the FCC has taken a dim view of allowing a newspaper to own a broadcast outlet in the same market," Fowler said. "No matter what the circumstances, no matter what the consequences, the FCC had an answer to such cross-owned situations. And the answer was, 'no.' Well, tell 'no' to the people of Boston, for whom the daily paper, the Boston *Herald-Traveler*, is no more, a casualty of this policy. And tell 'no' to the folks in Washington when we said that Allbritton Communications couldn't own a TV station and run a newspaper. After a slow and expensive illness, the *Washington Star* twinkles no more."

Fowler also hinted that he supported a notion first floated by James McKinney, FCC Mass Media Bureau chief, to permit struggling AM stations with overlapping signals to escape the strictures of the commission's duopoly rules and combine forces (see story, page 40). "At some point, we may face a similar issue when two AM stations ask us to [let them] join forces lest they both go under," Fowler said. "Will we be open-minded enough to consider their argument? Or will a hard-and-fast 'nyet' lead to a steady demise of that technology?"

All of that is apparently in sync with what Fowler told the IRTS he calls the "Popcorn Principle." Fowler said he came up with the idea while he was making popcorn with a hot-air popper. Those don't require oil. "The amazing thing about this machine is that it produces so much popcorn, far more than it appears that it can handle," Fowler said. "And it produces it all without the use of what was long thought to be a necessary ingredient of the process, oil."

"In many ways, this device describes the

deregulatory principle of the FCC's policy," Fowler said. "Remove what was thought an essential ingredient—heavy government regulation—and our communications system still works. In fact, it works better. I call this principle the Popcorn Principle."

Fowler also told the IRTS that the FCC had once placed so many activities off limits that, in a lot of ways, the FCC was the "Federal Cannot Commission." Under the Fowler administration, however, the chairman said the commission has tried to change into the FNPC—the Federal No Problem Commission.

"We've tried to make the system work for those who work it," Fowler said. "Why? Because if we let the industries operate with fidelity to the markets they want to serve, the public is better off. And even if the improvements aren't all that great, the old system of heavy-handed FCC regulation hadn't led to a sense of public satisfaction. If complex regulation still had begot the vast wasteland, maybe a new approach was needed to make the desert bloom."

proposed mergers. Maybe next year at this time we'll be skating at the MCA ice rink outside Rockefeller Center and taking the RCA studio tour at Universal City. KKR will acquire Canada in a leveraged buyout. And Phil Donahue will do a show on broadcast takeovers where the studio audience consists of people trying to buy the company he works for."

The FCC's accommodation of takeover efforts, according to Fowler, had been aimed at increasing competitive opportunities. "So-called 'hostile' takeovers are not necessarily 'hostile' to the public interest," Fowler said. "The necessary government process of approval or disapproval of broadcast ownership should not become a rifle in the hands of either the hunter or the quarry. Our job is to protect the integrity of licensee service on one hand and allow shareholders a chance to consider alternative managements. Avowedly pro-market that I am, I've also been scrupulous, publicly and privately, to insure the integrity of the commission's processes. It's one thing to lay out the welcome mat for



The chairman envisions a still better day

Fowler said he sometimes wished that Monty Hall were FCC chairman, because a lot of what has been going on lately sounds like *Let's Make a Deal*. "Will the shareholders of the Evening News Association trade for what L.P. [Media] has in the box, or will they go for the curtain Gannett is standing in front of?" Fowler said. "Did Tribune get zonked with its purchase of KTLA(TV) Los Angeles, or will they wind up with the big deal of the day? Think about some of the

newcomers and established players alike. It's another thing to throw the keys to the FCC to any takeover artist and invite him to help himself.

"Shareholders of a company, and not the delay of the commission's processes, should decide who will lead a company, assuming the newcomers are qualified," Fowler said. "And we keep corporate democracy alive in regulated industries."

Fowler also said he believed that deregulation

lation was right for this country's communications system. "It leads to more choice. It gives way to greater diversity. Dealing with all the new choice is daunting. But it's not impossible. And it's a policy that keeps government from controlling what is said or

who says it even if it's wrong."

Fowler said he hoped he was remembered for having advanced freedoms to speak, think, write and believe. "These are the freedoms that set us apart as a nation," Fowler said. "A proud lady stands at the entrance to

this city's harbor, buffeted by wind and rain, and until recently by neglect. But like the statue, the principles she represents are being renewed as of old. I'm proud to have lent my hands, and my heart, to this great adventure in human freedom." □

ON BACKGROUND WITH JAMES C. MCKINNEY

FCC determined to better AM

Mass Media Chief McKinney says commission has study in works to find ways of improving signals and coverage; among ideas are possible waivers for AM duopoly rules, mandating sets with both AM and FM bands, new uses for expanded AM band

By any measure, AM radio—the Fifth Estate's pioneer medium—has fallen on hard times. Over the past two decades, AM stations have watched their shares of listenership slip away with ever-increasing speed to newer, better-sounding FM stations. And as AM stations' listenership eroded so did their revenues, profits and value on the trading block.

But, as it proved during its challenge from television in the 1950's, AM is a resilient medium, and, through the combined efforts of the FCC and the broadcasting and consumer electronics industries, there's still hope that AM can recapture some of its old glory.

The FCC's interest in strengthening AM was made clear by James McKinney, chief of the FCC's Mass Media Bureau, in a speech at an Institute of Electrical and Electronics Engineers broadcast symposium in Washington two weeks ago and in a follow-up interview with BROADCASTING.

According to McKinney, who at one time worked as an announcer and engineer for a Class IV AM in Montgomery, W.Va., the FCC is trying to figure out what it can do to improve the coverage, fidelity and, ultimately, the economics of AM broadcasting. Whatever it comes up with, he said, will be incorporated into a study being prepared by the policy and rules division for publication, it is hoped, by the end of the year. Although it's only a study, McKinney said, "things that start at staff level do have a way of bubbling up and becoming commission policy."

Much of the FCC's enthusiasm for beefing up the AM service may stem from a desire to mitigate the additional competition that existing AM stations will suffer from new stations in an expanded AM band. Next April in Geneva, the Regional Administration Radio Conference will carve up the spectrum between 1600 and 1700 khz, set aside for AM broadcasting in 1979, into fresh AM allocations for some combination of local, regional and, possibly, super-regional stations to serve North and South America.

According to McKinney, who is expected to lead the U.S. delegation to the conference, the "slight depressing effect" to existing AM broadcasters from increased compe-

tition from within their own expanded band could be offset with improvements to the AM service. The entire band would capture a larger audience, he said. More people would listen to both AM and FM instead of "simply setting their dials on FM and never switching to AM at all," he said.

What's more, he said, many existing AM stations could benefit directly from the expansion of the band. A local station, for instance, could move up a class by acquiring an allocation for a regional station in the expanded band, he said.

The FCC is considering allowing an existing AM broadcaster who picks up an allocation in the expanded band to simultaneously operate his old and new station for several years, McKinney said. The "transitional period" would give consumers a chance to buy

mandate "all-channel receivers," AM radios capable of tuning in the new spectrum. "The FCC is disinclined to mandate, but it does when it is absolutely essential it do so," he said. "It may well be that all-channel AM radios are absolutely essential if the FCC's purposes are going to be served—that is, if people are going to listen to the new band." He said a precedent for such an action by the FCC exists—the 1962 decision requiring all television sets to have UHF tuners. Although the opening up of the new band creates an opportunity for improved AM receivers, he said, it's unlikely the FCC would mandate them.

An alternative to using the expanded band to create more stations is using it to increase the spacing between existing stations from the current 10 khz to limit interference among stations and improve audio fidelity. But McKinney said nobody is seriously considering that alternative. "That would require major shifts not only among our own broadcasters in the U.S., but among broadcasters throughout the western hemisphere," he said. "Frankly, I think that is just not possible."

As the RARC gets closer, McKinney said the countries of the hemisphere show a trend toward increasing interest in using the new AM spectrum to create high-power regional stations rather than a plethora of local ones. "The U.S. feels pretty good about that," he said.

The planners could create superpower stations in the new band with 100,000 w or more. McKinney said he didn't think there was much support for such stations, but, he added, "before we get out of Geneva, I bet somebody raises the question of superpower stations." (The most powerful station in the U.S. today radiates 50,000 watts.)

The FCC could make life easier for some AM broadcasters by relaxing, under certain circumstances, the FCC's duopoly rules, which prohibit a single broadcaster from owning two stations with overlapping signals, McKinney said. The FCC will consider modifying the rules to allow a broadcaster to operate two AM stations with overlapping signals, using the same staff, studio and programming.

The idea, McKinney said, is to allow a broadcaster to turn two losing operations into a single profitable one through the economies of scale. It could make a "dramatic improvement" in rural AM broadcasting, he said. "Yet, we are now prohibited from allowing that. If two stations [with overlapping signals] were failing, we would, in effect, say to both of them, 'Go

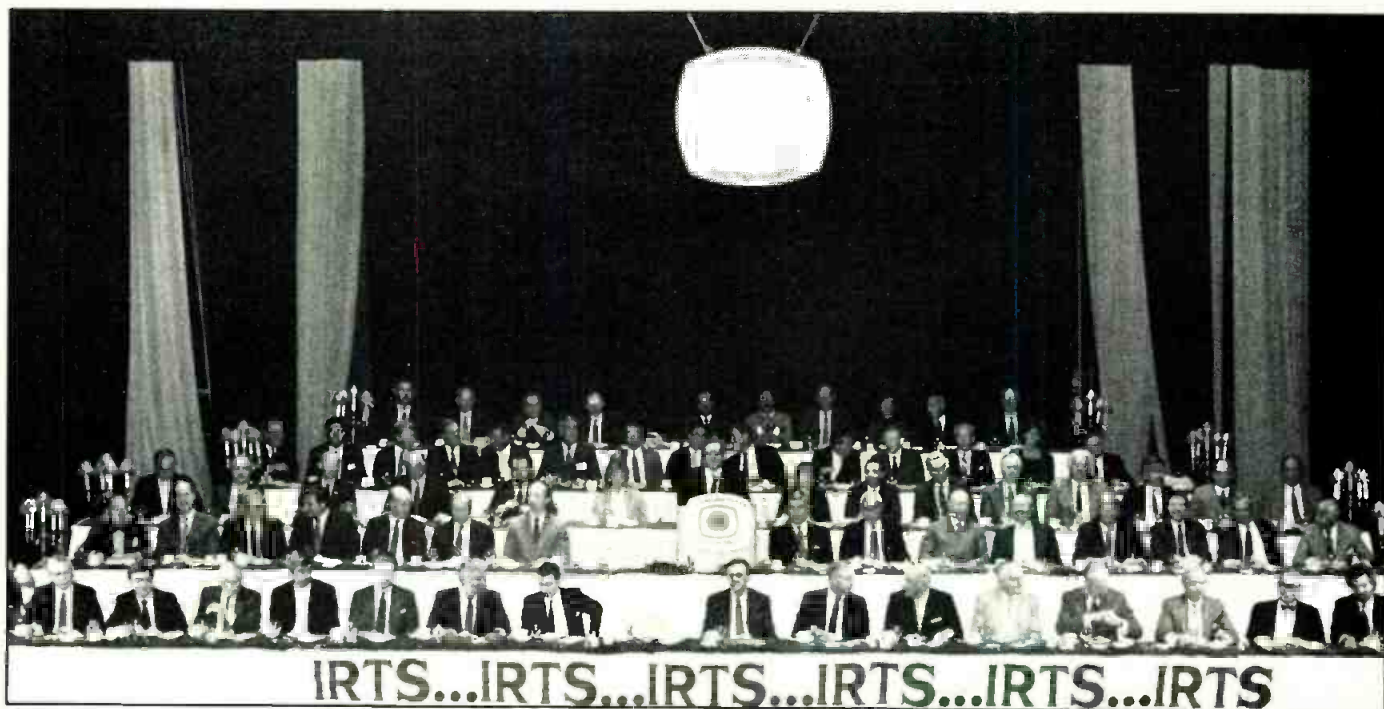


McKinney

receivers capable of tuning in stations in the expanded band, he said. At the end of the period, he said, the broadcaster would have to give up the old allocation.

Whatever the FCC does, the interests of the existing AM broadcasters will be paramount, McKinney said. "The FCC's primary interest, stated repeatedly over the years, is to allow present broadcasters to better serve their listening audience," he said. Support from the broadcasting industry in implementing the new band is critical, he said. Without it, he said, "you won't sell radios; you won't get it going."

For its part, McKinney said, the FCC may



First rank in the Fifth Estate: 1985

It was a packed house as usual for the annual newsmaker luncheon of the International Radio and Television Society last Tuesday (Sept. 24) at New York's Waldorf-Astoria. Seated on the dais were:

Front row (l-r): David Weil, Weil Enterprises; Maurie Webster, NYM-RAD; Albert Warren, *Television Digest*; John J. Walters Jr., Harrington, Richter & Parsons; Nick Verbitsky, The United Stations Radio Networks; Larry Taishoff, *BROADCASTING* magazine; Gary Stevens, Doubleday Broadcasting; Syd Silverman, *Variety*; Walter A. Schwartz, Blair Television; Roger Rice, Television Bureau of Advertising; James H. Quello, FCC; Ward L. Quaal, The Ward L. Quaal Co.; David Persson, *Electronic Media*; Sol J. Paul, *Television/Radio Age* and *CableAge*; Norm Patiz, Westwood One Radio Networks.

Second row (l-r): Jack Howard, Scripps Howard Broadcasting; Shane O'Neil, RKO General; Michael P. Mallardi, ABC Inc.; Jim Rosenfield, CBS/Broadcast Group; Thomas S. Murphy, Capital Cities Communications Inc.; Thornton Bradshaw, RCA Corp.; Mark Fowler, FCC; Edward Bleier, Warner Bros. Television and president IRTS; Gene Janowski, CBS/Broadcast Group; Grant Tinker, NBC; John W. Kluge, Metromedia Inc.; Everett H. Erlick, ABC Inc.; James Dowdle, Tribune Broadcasting; Frank A. Bennack Jr., The Hearst Corp.; Charles S. Mechem Jr., Taft Broadcasting Co.; Ralph M. Baruch, Viacom International Inc.

Third row (l-r): E. William Henry, Ginsburg, Feldman & Bress; David

Horowitz, MTV Networks; Stanley S. Hubbard, Hubbard Broadcasting; Wallace J. Jorgenson, Jefferson-Pilot Communications Co.; Tom Joyner, Joyner Broadcasting; Kay Koplovitz, USA Network; Kay Lockridge, Women in Communications; Michael Luckoff, KGO Radio; John J. McCrory, Times Mirror Broadcasting; William McReynolds, Meredith Broadcasting; Don Menchel, MCA Television; William G. Moll, Harte-Hanks Broadcasting and Entertainment; Roy Park, Park Communications; Tom E. Paro, Association of Maximum Service Telecasters.

Fourth row (l-r): David E. Henderson, Outlet Communications; DeWitt F. Helm Jr., Association of National Advertisers; Ralph Guild, INTEREP and McGavren Guild Radio; Bill Grimes, ESPN; James L. Greenwald, Katz Communications; Robert C. Gardner, *Marketing and Media Decisions*; Michael Fuchs, Home Box Office; Edward O. Fritts, National Association of Broadcasters; Jerome Feniger, Station Representatives Association; Terrence A. Elkes, Viacom International Inc.; Charles Dolan, Cablevision Systems Corp.; Roy Danish, Television Information Office; Kathryn Creech, Council for Cable Information; Phil Corvo, NATPE International.

Fifth row (l-r): David Allen, Petry Television; Robert Alter, Cabletelevision Advertising Bureau; Rene Anselmo, SIN Television Network; Dr. William F. Baker, Group W Television; Avram Butensky, Botway/Libov Associates Inc.; Eduardo Caballero, Caballero Spanish Media; Arthur Carlson, Susquehanna Broadcasting Co.; Peggy Charren, Action for Children's Television; Giraud Chester, Goodson-Todman Productions; Jack Clements, Mutual Broadcasting System.

bankrupt, go off the air, we don't care."

Along the same lines, the FCC has already proposed in a rulemaking to permit AM broadcasters to fill in or extend their coverage areas with low-power synchronous transmitters operating on the same frequency. "Today's sophisticated control circuits and highly stable frequency elements clearly permit the use of two or more transmitters locked on precisely the same frequency, programming the same material over a wide area," McKinney told the IEEE members. "It is entirely feasible today to build multiple AM transmitters along a narrow corridor—say, I-95 between Washington and the North Carolina border—and provide the traveling public with continuous news, entertainment and travelers' information on a single frequency. Of course, permitting satellite AM stations on different frequencies over an en-

tire regional area would have similar advantages."

According to McKinney, the Mass Media Bureau is preparing a notice of rulemaking proposing to alter or possibly eliminate the AM-FM program non-duplication rules so that AM stations would have more freedom to duplicate the programming of co-owned FM stations in the same markets. "Just as it was logical and made good public policy sense 40 years ago to permit the profitable AM service to support the developing (and unprofitable) FM service, it seems to me the same, albeit reversed, public policy justification exists today," McKinney said the notice should be ready for FCC review by Thanksgiving.

For AM to succeed, McKinney said that steps must be taken to reduce interference and improve audio fidelity, and he also rec-

ognizes that those goals are often conflicting. One idea that is being considered for reducing adjacent-channel interference is a requirement that broadcasters narrow their bandwidths at night, he said. But in reducing bandwidth and interference, the broadcasters would also be reducing fidelity, he said. "All of these problems in AM have tradeoffs," he said. "We simply have to make some choices. We have to look at all the options and decide what is most important."

Like many AM broadcasters, McKinney recognizes that widespread implementation of AM stereo could give AM a much-needed boost. However, AM stereo has been slow in coming because the FCC failed to adopt a national AM stereo transmission standard in 1981 and two systems—Motorola's C-Quam and Kahn's single-sideband—are still vying to become the nation's de facto standard by

winning marketplace acceptance. Although McKinney believes the FCC should have adopted a standard when it had the chance, he said it would be "very difficult" for the agency to step in now and choose between Motorola and Kahn.

Another bane of AM broadcasting that the FCC is concerned about is interference from "incidental radiation" of common electrical appliances and electronic devices. To demonstrate the severity of the problem during the interview, McKinney tuned his Sony table radio to an open frequency. "Those are the pops and cracks I am talking about," he said. "They come from everywhere. A lot of those pops are people in this building turning on and off electric typewriters, light switches and electric motors."

Controlling incidental radiation is the job of the FCC, McKinney said. But not wanting to retard the marketing of electronic and electrical devices, the FCC has allowed the "noise floor" of AM to rise over the years. With a concerted effort, the FCC may be able to reverse the trend and lower the noise floor. If successful, he said, more stations

will be heard and the "general quality" of all stations will improve.

Despite the FCC's and industry's best efforts, McKinney conceded, "AM will never sound like FM." For AM to regain its former stature, he said, program directors are going

to have to give up trying to compete head-to-head with FM stations for young listeners and come up with formats that appeal to older audiences. "If an AM station is going to insist on playing rock 'n' roll," he said, "it is going to lose." □

FCC moves on must-carry rules

It indicates it will launch combined notice of inquiry and notice of proposed rulemaking but without clear direction where that will lead; also under examination: options on compulsory license issue

Broadcasters may never get the must-carry rules back in full.

But the prospects of getting something back looked a bit brighter last week. That's when the FCC, under a barrage of pleas for action from broadcasters and key congressmen, finally agreed to do something.

Precisely what that something will amount to isn't clear. In a letter to Senator

Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, FCC Chairman Mark Fowler said the commission would launch a combined notice of inquiry and notice of proposed rulemaking to seek comment on any proposal that included "a set of carefully crafted mandatory carriage rules, and a clear justification of the policy aims and constitutionality of such rules."

The letter, which responded to the senator's request that the agency do something (BROADCASTING, Sept. 23), said the FCC majority, in announcing that it wouldn't appeal *Quincy*—the Court of Appeals in Washington's decision vacating the rules—had not intended to bar anyone from coming forward with such a petition. "So far, no one has come forward," Fowler said.

Fowler also said that any inquiry launched would include "an examination of the communications policy implications of cable's compulsory license in light of the *Quincy* case."

The commission won't have to wait long for a petition. Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters, said that association will file a petition for rulemaking this week. That petition will "comply with the conditions of the [Fowler] letter as best as we can," Baumann said. Baumann said he and attorneys representing the 13 broadcast organizations that have joined NAB in the must-carry fight had discussed what should be included in the petition. He also said some of the broadcast organizations may file separately.

Whether the broadcasters can meet the FCC majority's concerns appears to be a major question. The FCC majority—consisting of Fowler and Commissioners Mimi Dawson and Dennis Patrick—already has gone on record stating that it couldn't conceive of a new set of rules that would accomplish the commission's policy goals and meet the constitutional test outlined in *Quincy* (BROADCASTING, Aug. 5). And Jerald Fritz, Fowler's chief of staff, said last week that the commission doesn't intend to rubberstamp just any proposal the industry may drop on its doorstep. "At the very minimum, it [the proposal] would have to meet the constitutional strictures of *Quincy*," Fritz said.

Fowler's indication that any inquiry would include a look at the compulsory license, which gives cable operators the right to carry broadcast signals without having to negotiate with individual broadcasters and program suppliers for copyright, would appear to be cause for cable's concern. The FCC majority also has said it believes the "better course" for bringing back into equilibrium a market thrown out of balance by

AM activity

As part of its examination of the AM band over the past two years, the FCC has concentrated on a series of technical rules governing the medium. Meanwhile, industry groups have also been working to improve the service. Among the commission's actions are:

- Daytimer hours extended. FCC has adopted post-sunset authorizations for daytimer service, and completed bilateral agreements on nighttime operation with Canada and Mexico.

- Intermediate power levels authorized. Stations seeking power level upgrades can increase to any chosen value, now that the FCC has eliminated its traditional set of uniform levels for increases.

- Class IV power increases. The nighttime broadcast ceiling was raised from 250 w to 1,000 w, improving the service to stations' existing coverage areas.

- Antenna proofs reviewed. Still under consideration, this item will deregulate a series of existing proof requirements. It is expected to come before the commission in late October.

- Audio proofs eliminated. Numerous quality standards for AM broadcasts have been removed, with the commission suggesting they did not affect its primary concern of interference between services.

- AM signalling authorization. Similar to the authorization of FM subcarrier operations, the FCC now allows AM licensees to use their subchannels for subsidiary services, such as remote metering or operation of utility equipment.

- Remote control rule relaxation. Most AM stations can now make a self-determination regarding their level of remote control over transmission facilities, as long as basic controls are maintained at all times.

□

Industry activities, involving organizations including the National Association of Broadcasters, have concentrated on the following areas:

- Better high frequency reception. The industry group National Radio Systems Committee joined broadcast and receiver manufacturer groups early this month to begin developing voluntary standards to improve audio high frequency reception by high frequency boost before transmission and corresponding roll-off during reception.

- Reduce electrical interference. On Oct. 7, the NAB will release the results of a three-month, \$20,000 study on the interference potential of new radio-frequency lightbulbs, which the FCC has so far declined to subject to emission standards. The reports' release coincides with an FCC reconsideration of its August authorization of the RF lights.

- Antenna improvements. NAB, through its AM Improvement Subcommittee, has set up a reference center of technical sources for improving AM stations' transmission plants, and continues to run seminars on improving transmitting antenna fidelity through a technique called broadbanding.

the elimination of must carry would be to get rid of the compulsory license (BROADCASTING, Aug. 5).

William H. Johnson, deputy chief of the Mass Media Bureau, told BROADCASTING last week that there's no way the commission can "directly" eliminate cable's compulsory license, which is law. But Johnson said one theory holds that the copyright law permits the FCC to determine what signals can be carried under the compulsory license. The question, Johnson said, is whether the FCC can change its signal-carriage rules to eliminate all of the signals that can be carried under the compulsory license. Such a maneuver would seem to accomplish the same thing that eliminating the compulsory license would.

NAB President Eddie Fritts said the association applauded Fowler's "initiative" in broadening the issue. "We're pleased, and we think it is a recognition that the [must-carry] issue needs a full and complete airing," Fritts said.

Preston Padden, president of the Association of Independent Television Stations, said that association, which will continue its drive to get Congress to eliminate the compulsory license, was "pleased" that the commission had decided to "explore its options" under the Copyright Act.

If James Mooney, president of the National Cable Television Association, is running scared, he's not showing that in his public statements. "Must carry is obviously a sensitive issue and Chairman Fowler is responding sensibly to expressions of concern from the Hill," Mooney said.

"Also obvious is that NCTA will strongly defend cable's First Amendment rights and that we don't see any linkage between must carry and the compulsory license. This drama has a long way to go before it's played out, and nobody should expect otherwise."

Senator Ted Stevens (R-Alaska), who had been threatening to force the FCC to act, is

"satisfied" with Fowler's response, according to an aide. Goldwater, according to another aide, also was satisfied. Said Tom Rogers, senior counsel to the House Telecommunications Subcommittee: "We are pleased that Chairman Fowler has decided to set forth a process that will allow the FCC to continue to review the must-carry issue." □

Stalemate on summer Olympics

Network bids on Seoul games too low for South Koreans; second bids now under consideration, but few changes are expected; new rights arrangement is predicted

The television networks have sent a signal to the 1988 summer Olympic organizers that they can no longer afford escalating rights fees in exchange for exclusive coverage of the quadrennial event, according to officials who returned from two days of negotiations in Lausanne, Switzerland.

Instead, several of them said, by the time one of the networks and the South Koreans and the International Olympic Committee come to an agreement it is likely to be structured unlike any other Olympic rights deal and might provide for the South Koreans to get some kind of share of the revenue.

"There's one thing I can promise," said Barry Frank, group vice president at Trans World International, who is consulting the IOC on the negotiations. "Whatever kind of arrangement is done will be different than anything done before. It probably will not be

known until after the games are over what the rights fee was."

Network officials said that it would probably be necessary to structure any deal with the South Koreans in such a way that it at least appeared they were able to come to an agreement on terms favorable to the host country. How this would be done is anybody's guess, but officials on both sides referred to the word "creative" in describing how such an arrangement would be conceived. One network executive reminded that last year, after ABC agreed to pay \$309 million for the rights to the winter games in Calgary, it was publicly reported that the South Koreans would be seeking anywhere from \$750 million to \$1 billion for the rights to broadcast the Seoul games.

According to network executives, even the most optimistic projections do not support another round of rights escalations which the networks have been paying every four years to broadcast the summer and winter Olympic games. Unlike six years ago, when ABC paid \$225 million for the 1984 summer Olympics in Los Angeles (up from

Turner puts part of CNN up for sale

Turner Broadcasting is exploring the possibility of selling a minority interest in Cable News Network to at least one of the broadcast networks. Proceeds from a partial sale of CNN, or other Turner assets, would be used to reduce debt incurred by the proposed \$1 billion purchase of MGM/UA. The big question last week was whether debt reduction was a prerequisite for the MGM deal to close, or whether the restructuring would be after the fact.

Both NBC and CBS have been approached about purchasing a minority interest in CNN, and while CBS/Broadcast Group President Gene Jankowski said last Thursday that CBS was not interested, NBC executive vice president, Robert Butler, told BROADCASTING that the unsolicited bid would be reviewed once documents were delivered to the network. NBC has recently proposed starting a cable news service, beginning June 1, 1986, that would compete directly with CNN (BROADCASTING, Aug. 26). One observer noted there could be many other prospective buyers Turner could contact.

A new piece of information contained in last week's report was that Turner is apparently considering selling parts of TBS (besides CNN) that might include superstation WTBS-TV Atlanta or his interest in two Atlanta sports teams, to reduce the strain of the MGM purchase. It was commonly assumed that various assets of MGM itself, possibly including its 44-acre studio complex, would be sold or refinanced to reduce the cost to Turner.

There is no evidence yet that Turner's proposed purchase is in trouble, and Turner's chief financial officer, William C. Bevins Jr., was quoted in the *Wall Street Journal* as saying that any sale of

assets or other restructuring of either TBS or MGM would be unrelated to the immediate task of raising funds for the \$29-per-share offer.

But the possibility that Turner's proposed offer might be on less than solid footing apparently led to a sell-off in the stock market by some MGM/UA shareholders. For several weeks MGM/UA had been trading at about \$26½, or a discount of \$2.50 to Turner's offer. But on Friday, Sept. 20, the price dropped 1¾ on a volume of 974,200 shares—the average monthly volume throughout most of 1985 had been two million shares.

After four days of moderately heavy trading last week, MGM/UA stock finished Thursday—the market was closed Friday—down another ½ point at \$24. That is below where it was before the deal received the "highly confident" assurance from Drexel Burnham, the investment banker hired to raise the money for Turner.

The anticipated closing for the MGM purchase seems to have been moved back a week or two ("Bottom Line," Sept. 16). MGM's proxy statement was still being reviewed by the Securities and Exchange Commission last week, but the company's vice president of corporate relations, Art Rockwell, said it was hoped the proxy could be mailed late this week and that a shareholders meeting might take place Oct. 26. Rockwell said TBS will probably file with the SEC at the end of this week for whatever securities it will issue to finance the purchase of MGM. If those dates fall into place as expected, Rockwell said the closing could take place the last week of October or the first of November.

\$90 million NBC paid for the 1980 summer Moscow games, which were never covered), network executives now say the marketplace does not invite the major risk-taking the spiraling rights fees produce.

"We are in a new environment," said James H. Rosenfield, senior executive vice president, CBS/Broadcast Group. "We were faced with a phenomenon that simply has not existed before. Whereas the networks want to continue to supply the Olympics on free, over-the-air-television," he said, "they simply would not and could not get into a bidding war like in the past." According to Rosenfield, projections show a slowing down of network television growth and the limit has been reached on commercial expansion. He said the rights fees have increased as a "geometric progression" and "as in all geometric progressions, there's a point where it just stops."

While some of that talk may be attributed to pre-negotiation posturing, there is no doubt that there was at least a \$100-million difference between the value the networks assigned to the games and that placed on them by the South Koreans (and to a lesser extent, what the IOC sought). Sources said the South Koreans were publicly insisting they would not accept any bids below \$550 million—although privately they indicated \$500 million would be considered. But each network bid, according to sources, came in well below that, with NBC leading with \$325 million, CBS next with \$300 million and ABC lowest with \$250 million.

By several accounts, the NBC proposal was given the most consideration with that network being invited back a second time for discussions with the six-man negotiating

team. The NBC proposal was said to include some kind of provision that would allow the South Koreans to share in a stream of revenue outside a straight cash license fee, but NBC Sports President Arthur Watson declined to comment about details. "When you go into a venture of this magnitude—\$330 million-\$400 million—you're going to look at it very carefully," said Watson, "but right now things are soft." He added that it was "interesting all three networks came within a limited parameter of each other as to what it was worth. You could lay a blanket over the three" bids.

It is the projected slowdown in growth that had the greatest affect on the networks' bidding levels, according to Frank. Other factors, such as the time difference, a possible boycott by the Soviets or the scheduling of events pale by comparison, he said. "There's no other significant impact," he said, "what we're talking about is a soft marketplace."

Neal Pilson, executive vice president, CBS/Broadcast Group, whose responsibilities include CBS Sports, explained that at "at the heart of every successful negotiation is a perception of both parties of the marketplace. And what you had in Lausanne was one party not having the same perception as the other: The South Koreans were shocked at the level of bidding from the three networks. Yet the warning bells have been ringing for almost two years."

Apparently the networks' perception of the marketplace was being shared by at least some of their counterparts on the other side of bargaining table. Richard Pound, a Montreal attorney who is chairman of the IOC's television committee, said the South Kore-

ans were "surprised at the levels of the offers," but added: "We at the IOC were generally prepared to regard [the networks' offer] as what the market is. As far as we're concerned, we have to start negotiating from that position."

Although all three networks submitted second bids, the consensus was the second try would not be substantially different from the first. "All three networks will have different strategies," said NBC's Watson about the second round of bidding, "but I don't think the dollars will shift that significantly. It's reality."

The expectation that none of the networks would substantially up their bids focused speculation on the idea that any deal would include some kind of back-end revenue sharing for the South Koreans.

But not all network executives were receptive to the idea. Pilson said CBS had "very serious reservations" about "going into a profit-sharing arrangement of any kind." Pilson said he was not in favor of it because "it would involve the Olympic people in an integral part of our business. We would be very concerned with any network pursuing that avenue." Pilson agreed there were incentives other than direct profit sharing available, but declined to discuss them. He called profit sharing "cosmetic rather than substantive."

Roone Arledge, president of ABC News and Sports, said he was also opposed to a straight profit sharing arrangement with the South Koreans, although he was not opposed to "different sources of revenue that could be shared." Arledge, who would not commit himself to saying that ABC would seek to uphold its tradition as U.S. rights holder to Olympic broadcasts, emphasized "our position going in was that we would like to have the Seoul Olympics, but we have the one we want." ABC paid \$309 million for the rights to broadcast the 1988 winter Olympics from Calgary, Alberta. Unlike many of the South Korean games, ABC will be able to broadcast most of the Calgary events live in prime time.

Another factor in the negotiations is the role of cable or pay television. Arledge said ABC had "open ended" discussions about putting some of the events on ESPN, of which it owns 80%, but did not come to any conclusions.

The IOC's Pound said a profit-sharing arrangement is a "reasonable approach to take" but suggested that the South Koreans should be willing to share in any downside expenses as well if that were the case.

According to officials on both sides, there is no thought of having the rights acquired by an independent group and then syndicated on an ad-hoc network. Network executives said that would be a difficult, if not impossible, task from a production standpoint alone. Both sides also said they had been dealing with each for more than a generation, and neither wants to see an end to the relationship. But Pound acknowledged that the IOC has "had some advice on the feasibility of doing it. It is there in the background, but we're not anxious to try it." □

First with MMDS slots

Using lotteries, the FCC last week made its first tentative grants for multichannel multipoint distribution services. Up for grabs were two four-channel blocks of frequencies in Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Houston, Kansas City, Mo., and New York. The two tentative winners in each market follow.

Boston: Virginia Communications Inc., 6330 East Mockingbird Lane, Paradise Valley, Ariz., 85253, Virginia Walters Merrill, president; Sherry Rullman, 213 Creighton Circle, Claremont, Calif., 91711. **Chicago:** Edna Cornaggia, 4095 Fruit St., Space 345, LaVerne, Calif., 91750; Arnold Malkan, 304 Crestwood Dr., Fort Worth, Tex., 76107. **Cleveland:** Lawrence N. Brandt, 3201 New Mexico Ave., N.W., Suite 220, Washington, D.C., 20016; Krisar Inc., Box 98, Guilderland Center, N.Y., 12085, George W. Bott, president. **Dallas:** Paging Systems Inc., 827 Cowan Rod., Burlingame, Calif., 94010, Susan Cooper, president; BA-United Services Corp., 4363 10th Ave. North, Lake Worth, Fla., 33461, Robert A. Gordon, president. **Denver:** Midwest Cable & Satellite Inc., 90 S. 11th St., Minneapolis, Minn., 55403, James M. Rupp, vice president; Heritage Broadcasting Co., 2509 Commercial Drive, Auburn Heights, Mich., John N. Smith, vice president. **Detroit:** Lawrence Daniels, 16830 Bajio Road, Encino, Calif., 91436; George Fritzinger, president and general manager of KFAC-AM-FM Los Angeles. **Houston:** Block & Associates, 1875 Century Park East, #930, Los Angeles, Calif., 90067, David Block, general partner; Robert S. Moore, 2131 Thorapple Drive, Toledo, Ohio, 43614. **Kansas City, Mo.:** Kansas City Southern Industries Inc., 114 West 11th St., Kansas City, Mo., 64105, Phillip Brown, vice president; BA-United Services Corp. **New York:** Red New York E Partnership, partnership of MHW Associates, Multichannel Media Inc. and Starchannels Associates; Grand MMDS Alliance New York F/P Partnership, partnership of Ralph Larsen and Son Inc., HDH Telecommunications Inc., Henry M. Zachs and CACOOM Inc.

The tentative winners are subject to petitions to deny which are due 30 days after public notice of the tentative grants is made.

CBS takes the stand before financial community

At presentation to analysts, executives of broadcast group try to explain soft advertising market; questions address network's cost reduction efforts, bidding for Olympics

The CBS/Broadcast Group did not provide many numbers at a meeting held by its top executives for the investment community last Thursday (Sept. 26). Broadcast group President Gene Jankowski and the others who took questions gave the impression that CBS was hoping for a stronger advertising market in 1986, but it was also preparing for the possibility that it might not happen.

Jankowski said CBS is projecting a 15% drop in the three-network revenue for the just-completed third quarter and that the broadcast group's operating profit would also be below the comparable period last year. But the CBS/Broadcast Group president said that in the fourth quarter, the three-network revenue would rise about 2%, so that for the year, total network dollars would be up "somewhere in the 2% to 3% range." That projection is dependent on the fourth-quarter scatter market picking up steam.

The executives acknowledged the current advertising marketplace is "soft." Senior executive vice president, James H. Rosenfield, explained: "Advertisers may be waiting for better buys. If history repeats itself, the floodgates will open in the middle of November and nobody knows where they will stand." Broadcast group executive vice president, Thomas F. Leahy, added that the floodgates would open sooner.

As for why advertising demand is soft, Jankowski said the nation's economy is soft and that many manufacturing and consumer products companies are trying to keep their cost increases to no more than a few percent. He said that as a result, "all advertising growth is not quite as large as it would be."

If the market is soft, asked one securities analyst, why did CBS recently adopt a policy of opening up more time to single 15-second spots, effectively adding more inventory. Jankowski responded: "It behooves us to try to add some more inventory... to attract small advertisers" as well as help larger companies keep advertising budgets within the new constraints. Leahy added that the expense of advertising in prime time may have driven some advertisers to the barter market: "We think we can attract them back... give them frequency and exposure."

The well publicized cost reduction efforts also received a few comments. Jankowski noted that for three straight years, the Broadcast Group has reduced its cost increase. For next year, it is budgeted to be no more than 4%.

One current industry rumor—actually not a new one—is that CBS is considering selling its owned and operated TV station in St. Louis, KMOX-TV. Jankowski passed up the chance to issue a firm denial. He said that executive level discussions are going on to decide how CBS will meet its goal of selling assets worth \$300 million (after-tax) but at

the moment, "...we haven't reached too many strong conclusions on too many things."

There might be a change in the 4 p.m. to 8 p.m. programming of the owned and operated stations, according to broadcast group executive vice president, Van Gordon Sauter, who told the audience that currently, a "station-by-station analysis" of that time period was under way. "We are trying to determine whether the volume of news we have on the air is consistent with the public appetite. I think you will find many station operators evaluating that time period as a method of increasing their profitability and audience." As for the stations' performance in 1985, Jankowski said the results are uneven, depending on the market.

Broadcast group executive vice president, Neal H. Pilson, used a question about the Olympic bidding to reiterate the network's stance on "excessive" sports programming rights. He said that although bidding would continue this Wednesday (Oct. 2) in New York, he did not think the networks would

substantially increase their bids: "The value of the Olympics is not going to change in the next 10 days."

Pilson said the current bargaining posture of the networks was a "refreshing development" that he hoped would carry over into other sports negotiations: "As the most significant property on sports television, it has to reflect how the rest will go."

Jankowski explained why CBS is having talks with the Hollywood studios to possibly strike a deal on financial interest and syndication. He said at the time, the FCC's rule-making was thwarted by Congress, which told the networks "...to go away and talk about it with the studios and we have been doing that for about a year and a half."

Concerning barter, Jankowski and Leahy said there is no question that barter is having a big impact on children's programming, with one caveat. "One reason is that advertisers can say things in children's barter that the networks aren't allowed to. We think that will come under closer scrutiny by Washington in the future." □

EBU lukewarm on HDTV standard

Says it will not oppose adoption of NHK system but would like more study; next round of meetings in Geneva still could carry the day

A world high-definition TV production standard, for which increasingly high hopes were held in recent weeks, suffered a serious setback last week when the bureau of the European Broadcasting Union, meeting in Tunisia, failed to approve the NHK-offered parameters. Instead, the EBU said it would not oppose adoption of the standard—an action that, in effect, told the rest of the world it was every man for himself. The EBU said, moreover, that it hoped to improve its position based on future study—a result that did little to help the Americans and others who will be seeking approval by the CCIR (International Radio Consultative Committee) during the next few weeks.

Last week's action had been expected to crown an effort that has taken negotiators around the world for over two years, and has as often seemed doomed to fail as it has appeared likely to succeed. The hoped-for configuration: an HDTV picture with 1,125 horizontal lines, aspect ratio of 5:3 (or the U.S. recommended 5:3.33), stereo sound and a 60 hertz frame rate.

It was the final item that caused most of the fuss. All NTSC countries, including the United States and Japan, follow a 60 hertz format. PAL and SECAM countries, including Great Britain, Europe and the Soviet Union, use a 50 hertz format. Many of the Europeans and their technological allies had balked at the idea of downconverting 60 hertz HDTV materials to 50 hertz. In the end, it was hoped they would be persuaded that the benefits of a world standard outweighed the relatively minor disadvan-

tages of conversion.

The final approvals were expected to be developed at meetings in Geneva this week and Oct. 16-Nov. 1 of the CCIR's interim working committee II-6 and its study group II. The ultimate confirmation, generally little more than a formality, would come at CCIR plenary meetings next spring. Last week's EBU setback could serve to shift the focus from the fall to the spring.

Impetus toward approval of the production standard had been thought to have been advanced by several independent developments in recent weeks.

The first, from the Society of Motion Picture and Television Engineers, was an announcement that that body was considering a change in the frame rate standard of motion picture film from 24 frames per second to the 30 fps standard of television. The motivating reason: the exponential growth in videocassette recorders as a means of distributing theatrical film, and the consequent increase in conversion problems between those two media. The 30 fps standard would be immovably more compatible with HDTV's proposed 60 hertz system.

The second, which emerged from Germany's recent consumer electronics show in Berlin, was the announcement by Grundig of a new receiver that would accept signals from all broadcast systems in the world, whether 50 or 60 hertz.

The third was a conclusion of an HDTV working party that state-of-the-art conversion of 60 hertz signals to 50 hertz produced virtually no degradation in quality (and that 35 mm film converted even more poorly). And the last was a cost study, made in Brussels, showing that maintaining two HDTV production standards can never save enough to match the savings of a single standard. □

Tentative decision in stockholders suit

Court takes up issue of foreign ownership in SICC; decision could affect licenses of seven TV stations

Fouce Amusement Enterprises Inc. and Metropolitan Theatres Corp. stand in an unusual, indeed uncomfortable, position as a result of the derivative stockholders suit they have brought against Spanish International Communications Corp. They have alleged that Rene Anselmo and other officers of the corporation, as well as Mexican-owned broadcasting interests with which it has been identified, used SICC for their benefit rather than the corporation's. And the U.S. district judge presiding in the case has issued a tentative decision that upholds many of the charges. But a final judgment in the case in favor of Fouce and Metropolitan could have an adverse effect on SICC's efforts to hold on to its FCC licenses for five television stations, with a consequent loss to all stockholders, including Fouce (25%) and Metropolitan (2.5%).

At issue in the FCC case is the question of whether SICC is in violation of the commission rule prohibiting foreign control of licensees. The rule prohibits direct foreign ownership of more than 20% or control by a corporation which is 25% owned by foreign interests. Judge Mariana R. Pfaelzen, in her proposed findings and conclusions of law, did not specify any percentage of ownership by foreign interests. But repeatedly she held that Anselmo, president and chief executive officer and 24% owner of SICC, has sought to benefit himself and the interests of the Azcarraga family, a Mexican family that owns Televisa, a major television station owner and programmer, and Spanish International Network, Televisa's U.S. representative and SICC's program supplier and sales representative. Televisa and SIN are among the co-defendants in the case.

There are a number of links between Anselmo and the Azcarraga family, with whom he has been associated since 1954. Anselmo owns 25% of the stock in SIN, a gift from the present head of the family, and 20% of the stock in SICC is owned by members of that family. Anselmo is also chairman of the board of Pan American Satellite Corp., which has received conditional FCC authority to provide communications satellite service between the U.S. and Latin America, and Emilio Azcarraga is a 20% owner of the applicant. And at point in her proposed findings of fact, the judge said, "Anselmo was and continues to be dependent upon the Azcarraga interests for virtually all of his income and assets and has been indebted to the Azcarraga family for substantial sums of money for many years." Similar assertions are made in the commission's Mass Media Bureau's proposed findings of fact and conclusions of law in the FCC renewal proceeding.

However, the judge's findings and conclusions were filed, in what lawyers say is an unusual procedure, as a tentative decision.

She has invited the submission of objections by mid-November. And the FCC counsel for SIN and SICC says that what amounts to an initial decision will be vigorously opposed. Norman Leventhal said the judge is "way off the mark—we think she is wrong on every count."

The initial decision of Administrative Law Judge John Conklin in the SICC renew-

al case—which includes two other stations in which Anselmo has substantial or controlling interests—is expected before the end of the year. Fouce and Metropolitan presumably are rooting for renewal of the licenses. But denial could be a side effect of a win in California. "It is," said one of the lawyers involved in the case, "a nasty spot to be in." □

Debating political advertising

At AAAA panel, some call for reform of spots, others say to leave well enough alone

What, if anything, should be done to control, limit or restrict political advertising? As part of an American Association of Advertising Agencies conference in Washington last week, a panel on the subject had many suggestions but no single answer. They ranged from making political spots longer to discounting there was a problem at all, saying the concern over negative ads had been "vastly overblown."

Panel moderator Larry J. Sabato, a professor at the University of Virginia, said the public "ought to be concerned" about negative political advertising because, on a general level, "truly negative advertising—attack advertising...can drain a very necessary level of civility from our politics." On a more specific level, he said, a concentration of such advertising in a media market "substantially" reduces voter turnout.

Sabato called bills such as that proposed by Senate Commerce Committee Chairman John Danforth (R-Mo.)—The Clean Campaign Act of 1985—"very well-meaning. The intention is good." The bill, which is pending before the committee, requires candidates who attack their opponents in TV, radio and cable commercials to appear in person in the ad (BROADCASTING, Sept. 16).

Ken Bode of NBC News said the concern for negative spots "is vastly overblown." A lot of negative ads, he said, "either have no effect at all or have very, very marginal effects on the elections." For the most part, Bode said, the public is "better off with [negative ads] than many of the positive ads," because, among other things, more information is given in negative spots.

Douglas Bailey of Bailey, Deardourff Associates Inc. defended some negative spots, which he called "comparison advertising." He said that there "really shouldn't be many limits" to political ads. There "is some negative advertising or comparison advertising that is effective and that works," he said, noting that it is used in the long distance telephone business and the fast food business, for example, and "it works in politics." Although he advocated letting "the system be," Bailey said that if there were to be reforms, he would broaden the requirement that broadcasters make air time available ("on a pay basis") to political advertisers. He said it was also time that the broadcasting industry and Congress "consider what the public airwaves mean. I don't understand

why," he said, "there isn't a requirement—hopefully a voluntary action by the networks—that the networks make available time to the candidates to be used as they want to use it—as a price paid by the stations for purchasing the rights to use the public airwaves."

Charles Guggenheim of Guggenheim Productions Inc. spoke in favor of spots being longer than 30 or 60 seconds. He said: "Don't do away with negative advertisements, but do allow a system" that gives candidates a "time frame" to defend themselves against "half-truths and innuendos... We can encourage a better system," he said.

Said Tom Edmonds of Edmonds Associates: "We have to trust the American people. They're much smarter than we give them credit for." □



Dingell addresses advertisers. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) spoke to advertising executives of the American Association of Advertising Agencies last Thursday (Sept. 26) during their biennial Washington conference. The chairman spoke for about 20 minutes, covering topics ranging from U.S. exports and trade to the budget, Russia and the authorization of the Federal Trade Commission. On the last, Dingell said he was hopeful it would be passed soon. When asked "under what circumstances, if any" he would support the Senate version of the bill (under which the FTC retains the authority to regulate commercial advertising on a case-by-case basis for unfair or deceptive advertising, and a version that advertisers favor [BROADCASTING, Sept. 23]), he said he couldn't "truthfully tell" what his position would be on it. He added that he will go to the conference committee to resolve the differences of the two bills, "on the presumption that he supports the House position"—something which is a "tradition and custom" of the House "that has to be upheld."

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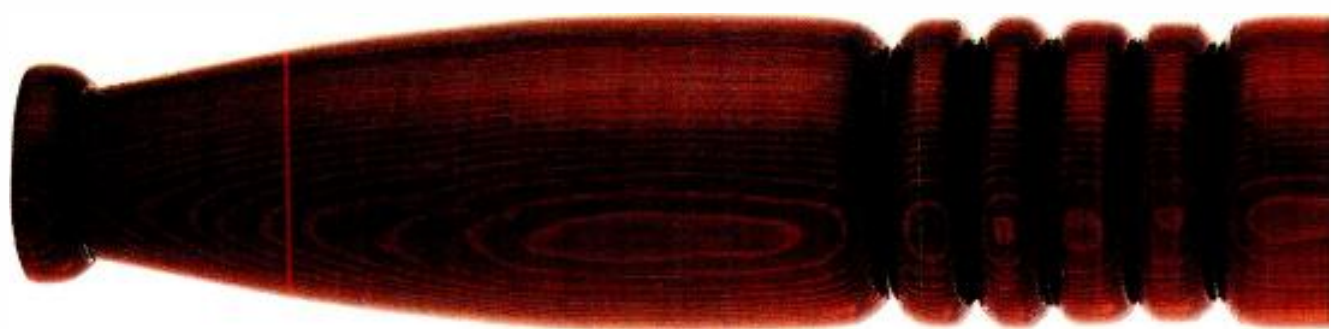
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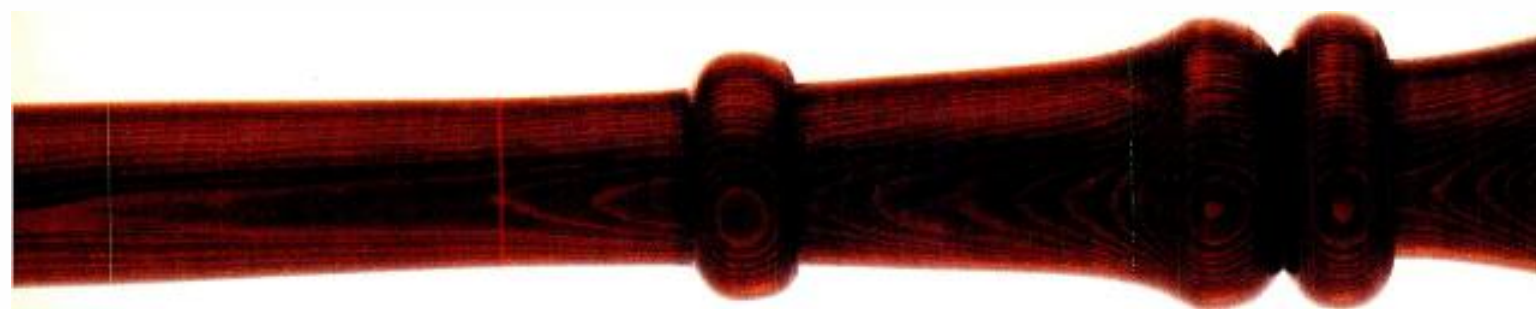
MORGAN STANLEY & CO.
Incorporated

September 13, 1985





It started with a small idea and grew until it became...



the most successful news lead-in in television history.

A close-up, vertical shot of a wooden gavel. The gavel has a dark, polished wooden head with several rings. The handle is also made of dark wood and is visible on the left side. A light-colored, rectangular label with a double-line border is affixed to the middle of the gavel's body. The label contains the text "THE PEOPLE'S COURT" in a bold, serif font.

**THE
PEOPLE'S
COURT**

In television, 5 years is a long, long time. But for *The People's Court*, it's just the beginning. With 185 stations covering over 96% of the country, we're bigger and stronger than ever.

A RALPH EDWARDS PRODUCTION IN ASSOCIATION WITH STU BILLETT PRODUCTIONS.

Telepictures

Cable loses pole attachment rate case

Appeals court overturns FCC ruling in Alabama Power-Group W case; move could effect pole costs across country

Group W Cable Inc.'s complaint about the pole attachment rates the Alabama Power Co. was charging for 22,000 poles in Alabama appears to have backfired. The FCC, acting under legislation enacted in 1978 governing pole attachment rates, held that the \$3-per-pole rate was excessive; the rate should not have exceeded \$1.56 (somewhat higher than the \$1.13 rate the Common Carrier Bureau had determined). But a three-judge panel of the U.S. Court of Appeals in Washington last week not only overturned that decision; it held that the manner in which the commission calculates the maximum allowable rates was flawed in a number of respects.

The National Cable Television Association, although still reviewing it, felt the decision could—if it stands—result in a “significant increase” in the rates that cable systems pay for pole attachments, according to NCTA spokesman Steve Tuttle. A commission attorney agreed. He noted that an increase of \$1 a pole—and the increase would be more than that in the Group W-Alabama Power Co. case—could run into the millions of dollars for multisystem owners with cables on millions of poles.

On the other hand, Group W's counsel, Gardner F. Gillespie, expressed the view that the ruling—if it is not appealed, and that decision has not yet been made—would require further commission proceedings to establish a new basis for its calculations. In that event, he said, “I think the gut feelings of the commission”—as expressed in the manner in which it calculated the costs—“will be borne out.” But the opinion, he said, “has unsettled what it took seven years to get settled.”

Steve Effros, president of the Community Antenna Television Association, also offered an optimistic view. He said the mandated review of the rate-setting procedures would not result in a “massive increase” in what cable systems pay. “We can supply the supporting data to show that the formulas and assumptions that the FCC has been using are correct, are supportable in the main.”

Some lawyers were struck by the fact the opinion vacating the commission's order and remanding it to the agency was the product of two of the most conservative judges on the Washington appeals court, supported by a U.S. district judge. The opinion was written by Judge John H. Bork and joined in by Judge Antonin Scalia. Both are generally regarded as loathe to write new law as judges. The third member of the panel was U.S. Judge Thomas F. Hogan, of the District of Columbia.

The 1978 act, which was enacted in response to the cable industry's concern over

Quiet switch. With none of the hoopla that accompanied its introduction of earlier campaigns, and certainly none of the noise that surrounded its switch to new Coke, the Coca-Cola Co. has quietly launched a new national advertising campaign, in which “We've got a taste for you” replaces “Coke is it” as the soft drink's slogan. The new commercials broke last week.

The new campaign consists of four commercials, which are softer and more like the ones Coke used to run. The aggressive ads used this summer, claiming the new Coke tastes better than Pepsi-Cola, are being retired. Ira C. Herbert, executive vice president in charge of marketing, explained: “The consumer wasn't comparing the new taste of Coke to Pepsi-Cola. He was comparing new Coke to old Coke and we found ourselves in a fight with ourselves.”

Nor do the new messages compare one Coke with the other. “What we expect,” Herbert said, “is that the consumer will read into it whichever Coke he prefers. The Classic Coke drinker sees it as a Classic Coke commercial, and the New Coke drinker sees it as a New Coke commercial.”

The company is, however, planning to promote Classic Coke alone in spot TV commercials for use in markets where the old, or Classic, Coke is clearly preferred over the new version. And officials don't rule out a change in the new “We've got a taste for you” slogan—if they find something they like better in the next 60 days.

the ability of utilities and telephone companies to extract monopoly profits from cable operators, is intended to limit those rates to what is “just and reasonable.” And the commission's responsibility is to insure that the rates do not fall below a statutory minimum—incremental costs—or exceed the statutory maximum—fully allocated costs. In practice, the commission figures the maximum cost allowable by determining the net cost of the pole, then multiplying that amount by a percentage figure that reflects carrying charges, and then multiplying the product by the percentage of pole space used by the cable operator. But Alabama Power contended that the commission's calculation contained five errors, and the court agreed on each.

For instance, the court said the commission made a mathematical error in figuring the net pole costs—that, in one of its calculations, it excluded costs of some items (lightning arrestors and grounds) that should have been included. The court also said the commission erred when it excluded the cost of guys and anchors from the category of capital costs by classifying it as a noncable-related investment. “Guy wires and anchors are used to counteract the stress caused by wind, storms, the turning of corners and the attachment of wires,” Bork wrote, adding, “They keep the pole standing and therefore benefit all its users.”

The manner in which the commission calculated the general and administrative expenses was one of what the court said were three errors the commission made in connection with carrying charges. The court said the commission, in seeking to determine the percentage of investment devoted to those expenses, divided total plant investment into a numerator restricted to cable-related administrative costs. “Such a division necessarily yields an artificially low percentage,” Bork wrote. The most appropriate approach, he said, would have been to divide pole-related administrative costs by pole-related investment. “The fraction used by the commission... bears no rational relationship to the determination it purports to make.”

The court also said the commission erred in prohibiting Alabama Power from normalizing its deferred tax expenses. That method reflects the full tax liability in the year in

which the liability is incurred. Instead, the commission employed the “flow-through” method of accounting to calculate fully allocated costs. Under that system, the benefit of the deferral is passed on to the ratepayers, and each year's rates reflect only the cost of those taxes actually paid in that year. The question is whether normalization provides a permanent tax savings.

The court did not take a position on that. Rather, it notes that the commission, in the *Second Computer Inquiry*, released last May, rejected as “unsound” a party's contention that normalization results in a permanent tax savings, and appeared to express a preference for the normalization method. “While we do not foreclose the possibility that the commission might be able to reconcile its contradictory positions,” Bork said, “nothing in the record successfully does so.” Accordingly, the court overruled the FCC's decision to exclude normalized taxes from the calculation of the maximum rate.

The final error found by the court was in the commission's adoption of a rate of return for Alabama Power of 9.97%. That was based on a decision by the Alabama Public Service Commission—but the Alabama Supreme Court had found it to be invalid a year before the commission employed it. Bork said the FCC is not obliged to accept the state court's determination. But, Bork wrote, “where the commission seeks to free itself from the necessity of making an independent determination by relying on the rulings of state courts and agencies, it may not, under that procedure, adopt determinations that have been invalidated under state law.”

Accordingly, Bork wrote, citing other cases, “We find... that the commission's somewhat casual calculations exhibit at several points the sort of ‘clear errors of judgment’ and absence of ‘rational connections between the facts found and the choices made’ that render an order arbitrary and capricious.”

Although the opinion may, as Group W's attorney said, “unsettle” law it had taken seven years to settle, more unsettling court decisions regarding the commission's implementation of the pole attachment law may be on the way: that implementation is being challenged in at least five other appeals pending in circuit courts across the U.S. □

Independents

State of the Art 1985

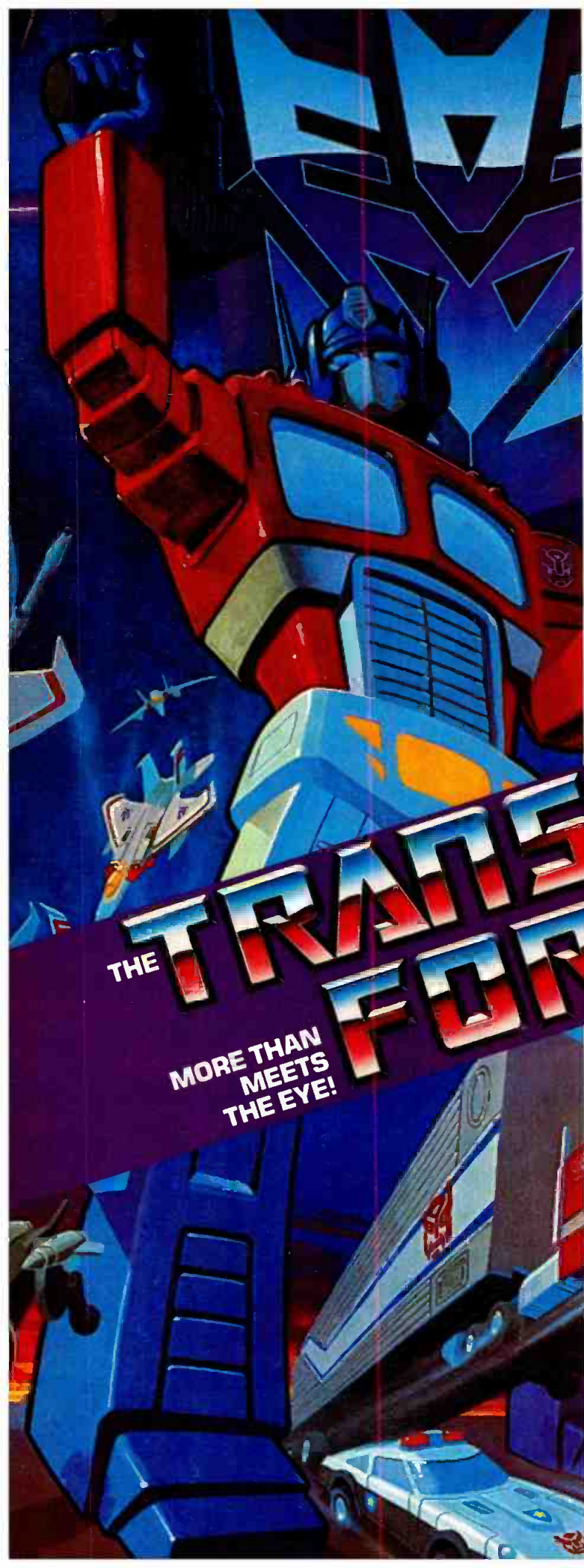
**Katz Independent
Television**

**Positioning Values
Creating Opportunities
Producing Sales Results
exclusively for
independent television stations**



Katz. Katz Stations. The best.

A DIVISION OF KATZ COMMUNICATIONS INC



HUGE FIRST DAY RATINGS

Rating Share

L.A. KCOP 7.8 20

Phila. WTAF 7.8 19

Boston WLVI 4.5 14

THE TRANSFORMERS™

MORE THAN
MEETS
THE EYE!

Detroit WXON 7.5 16

Hous. KTXH 8.4 19

Miami WCIX 5.2 14



Independent television stations:



KTTV's satellite dish pulls down independent programming for Los Angeles

Overcoming hurdles, facing challenges

Independent television is approaching middle age. Not in the strict chronological sense, but in the realization that with maturity comes a host of unexpected fortunes and problems that the business did not possess in its youth. Undoubtedly many independent broadcasters today are sipping vintage champagne compared to just a few years ago when they were likely to order a six-pack of the local brew. The result is that, while independents are no longer unknown to the public and ignored by the competition, the good life is not without its price.

As the stories in this special report show, business has never been better for much of the independent television crowd. But independents, both individually and as a whole, now face new challenges. Some of those challenges, like the cable lobby, come from without, while others, like the third independent (or even the fourth) to sign on in a market and challenge its predecessors, come from within.

Certainly this year has seen an unusual amount of excitement in the independent world. In May, a Los Angeles independent, KTLA-TV, was bought by Tribune Broadcasting for \$510 million—more than twice what the sellers paid three years earlier. And Rupert

Murdoch, a broadcaster in his native Australia and not naive about television, is in the process of acquiring Metromedia's six independents for \$1.5 billion.

If those prices seem incredible, consider three items from a review of the independent television business:

- According to one leading advertising agency, several years ago three-quarters of the national spot market (estimated at \$5.9 billion in 1985) wound up in affiliate coffers and one-quarter was left over for independents. This year it is expected to be split down the middle.

- On the programming front, not too long ago the best independents could hope for were quality off-network series and movies usually already played to death on an affiliate competitor. This season, while no one is calling it an embarrassment of riches, independents can choose from more than 32 first-run series and are getting solid ratings with movies passed up by the networks. A major portion of the children's animated television business is generally regarded to have shifted from the networks to independents.

- Major college and professional sports, once the exclusive en-

clave of the networks, are now the lifeblood for many independents.

The independent universe has grown from 121 stations in 1980 to 230 stations today with another four or five expected to be up and running by the end of the year. But the increase in numbers has been accompanied by, in some cases, independent "overcrowding" in certain markets and shrinking—although still robust—profit margins for some independents. The proliferation of independents has also caused feverish bidding for some programs and caused some stations, according to programmers, to pay more than they will possibly be able to afford.

On the horizon is what some independents consider the most threatening danger to their existence: the wholesale dumping of their stations by local cable systems as a result of the U.S. Court of Appeals decision that found that the must-carry rules were unconstitutional.

On a Wednesday morning 19 days ago George Plenderleith, the station manager of independent WFAT-TV Johnstown, Pa., got a tele-

phone call from a reporter at the *Greensburg Tribune Review*, a daily newspaper serving a town about 40 miles west of Johnstown. What was his reaction, the reporter wanted to know, to his station being dropped by the Greensburg cable system? It was the first Plenderleith had heard of it, although he said it was not unexpected—Marcus Communications, the cable operator, had indicated it would drop WFAT-TV as soon as the appeals court decision eliminating the FCC's cable must-carry rules became effective. The reporter informed him that on the evening of Sept. 11, Marcus ceased carriage of WFAT-TV and replaced it with a character generator.

How many other independent stations will find themselves in the same situation is difficult to say. Plenderleith and others believe WFAT-TV is the first casualty in the wake of the appeals court's decision. "It doesn't overstate it at all to say that we have been totally consumed by this issue since July 19," said Preston Padden, president of the Association of Independent Television Stations. "We spend all day, every day, including weekends, working on it." □

The varied businesses of independents

Broadcasters are becoming increasingly creative in finding ways to carve out a profitable niche, especially in markets with two or more established indies

A review of the independent television business finds a widening variety of enterprises. The more than 230 stations, rather than being of a kind, have different strategies, and in some cases, audiences and advertisers. There are "classic" major market independents, non-ADI stations, Spanish language outlets, religious broadcasters and specialty format stations.

Even more diverse than the types of stations are the markets that are home to these stations. General managers of independent stations have one thing in common with the traveling salesmen in the musical "The Music Man": They both live by the refrain "You've got to know the territory."

There are dozens of examples illustrating the individuality of each market and each station. The Los Angeles ADI, for instance, is the only market with four VHF independents: KTTV(TV) (Metromedia), KCOP(TV) (Chris-Craft Industries), KHJ-TV (RKO General) and KTLA(TV) (Tribune, subject to FCC approval).

And a fifth independent, KDOC-TV Anaheim (Los Angeles) on channel 56, signed on in October 1982 and has found apparent success, despite a signal disadvantage, fewer financial resources (it is owned by singer Pat Boone and several other investors) and the lack of station-group leverage. KDOC-TV is still on the air at the end of its third year and will likely make \$3 million on revenue of \$5.8 million this year, according to the station's general manager, Michael Volpe.

"We don't sell ratings points, we sell to retailers such as car dealers and record stores," said Volpe. "On the programming side, we are doing 25 hours of local origination a week, which is more than KTTV or KTLA if you discount their baseball franchises."

Local origination for the station includes high school sports in prime time; a Los Angeles Rams show featuring some players, and a talk show, *Hot Seat*, which Volpe said is syndicated to 15 markets. "Local origination doesn't cost as much as if we had bought off-network syndicated product, and before we do local origination we first canvass to make sure we have the sponsors," he added.

Like KDOC-TV, some independents that have recently signed on or are about to are not looking to challenge established and better financed indies at their own game, but will be content with a smaller audience. Some don't expect to make a big dent in the ratings books, others foreclose that possibility from the start by establishing themselves in non-ADI markets.

When Michael Finkelstein, Odyssey Partners, talks about independent television he has the more prevalent type of station in mind: "It's a pretty broad definition, but it doesn't include music video or fringe stations that are running public domain movies. It does include those stations with a share of the audience that can go into an agency and command a part of the buy." These "classical" independents have been increasing in recent years in virtually every market. As a result you have to go beyond the 50th market, according to the

Association of Independent Television Stations, before you find one without two independents in head-to-head competition.

In Miami they jokingly compare the local edition of *TV Guide* to the Yellow Pages or "Books In Print," and a major reason for the magazine's thickness is the ads taken out by the three English-language "classic" independents in the market: WCIX(TV) (Taft), WDZL(TV) (Odyssey Partners) and WBFS-TV (Milt Grant). In fact, the record for single-station advertising in any *TV Guide* edition was set by WBFS-TV last year when it signed on and bought 27½ pages of advertising.

Another indication of the struggle for the viewer's attention was provided by Harvey Cohen, general manager of WDZL-TV (and formerly general manager of WCIX) who said that the promotion budget of his former station increased two to two-and-a-half times as a result of the competition beginning in late 1982.



KDOC-TV's Volpe



Odyssey's Finkelstein

Those stations just signing on have higher out-of-pocket expenses because they don't have the viewership to make effective use of on-air promotion. "If you are a sign-on independent you have to go out and buy the cume," said John Slosar, executive vice president of Cleveland-based Mannheim Advertising, which handles promotion strategies for about 30 major-market independents.

While promotion expenses can hurt, the biggest threat to profit margins in recent years has come from the extraordinary rise in the cost of programming. For most independent stations, that expense accounts for between 33% and 60% of the total costs.

In Miami, the recent increase in the number of "classical" independents bidding for sitcoms and other off-network product coincides with a decline in the number of desirable off-network programs. In this case, supply and demand worked according to form, with prices for shows increasing "three, four or five times," according to Cohen. "Our biggest cost at WCIX before the other stations came on was labor. Now programming is more than 50%." Cohen and others said that whereas a half hour of syndicated product cost

“APPLAUD WOR-TV & RKO FOR GIVING US A FIRST-RATE PIECE OF PUBLIC-SERVICE PROGRAMMING.”

—John Corry
The New York Times 3/24/85

Drug abuse has become a national epidemic in today's high schools. Rich and poor, urban and suburban—almost no school is immune from the problems of drug and alcohol abuse. An eighth grader smoking pot or snorting coke isn't shocking—it's commonplace.

And that's why, just a few weeks ago, we tried to do something about it with a touchingly tough TV show—Taking The High Out of High School—part of RKO Television's award-winning "Changing Family" series.

For 90 minutes, ex-cop and ex-drug addict,

David Toma, spellbound a group of high schoolers with his passionate, pure and simple plea: Drugs are destroying you. And if you love yourself, you'll stop using them.

Parents and teachers called it effective. Students called it real. And critics called it one of the best anti-drug shows ever seen on television.

And with that kind of response, we decided to rebroadcast this important program on May 28th.



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\$10,000-\$14,000 a few years ago, it now costs \$40,000-\$50,000.

Higher expenses and more difficult sales in Miami have prevented at least one of the stations there from achieving a positive cash flow—in other words it is unprofitable even before paying for taxes and interest expense, or before accounting for depreciation—according to a reliable source who said he has seen the station's books.

Similar tales of syndicated programing prices increasing several



WDLZ-TV's Cohen



Browne, Bortz & Coddington's Bortz

times can be heard in almost any market. Stuart Powell, general manager of KNXV(TV) Phoenix, said that prices in that market were three to four times higher than those of several years ago, and that a seven-to-eight-fold increase was recently registered by one show renewed by the station. His assessment was corroborated by Richard DeAngelis, vice president and general manager of co-located independent KPHO-TV.

To what extent the cost of syndicated programing will escalate in the near future will depend on a variety of factors, including the supply of programing and the number of stations bidding in the market. Supply, in turn, will be determined by the success of first-run syndicated efforts by station groups and the success of older syndicated product. In the meantime, stations try to stretch out the terms of payment, accept more barter product or use any other mechanisms that will help slow down the flow of dollars going to syndicators.

An example of a station that has found a way to adjust profitably is WXGZ-TV Appleton (Green Bay), Wis. When it signed on, there was already an independent in the 68th market. But 16 months later WXGZ-TV is going strong, said its general manager, Bill LeMonds, and this was accomplished by limiting aspirations: "You work the very best deal you can and, being the new station, you bring in as much barter as you can. That gets you off the ground."

LeMonds said the majority of the station's dollars went to big-ticket "awareness programing... so that people know that you are there." But in other time periods, the station got along with less costly programs, such as older "nostalgia" shows. He said some of those do "extremely well. *Leave it to Beaver* gets a seven... *The Golden Years of Television* did a nine. Movies are also an efficient way to do programing."

By keeping other costs low, LeMonds said his station can do very nicely with \$2.5 million in revenue a year in a market which this year has about \$25 million in television dollars to be split among three affiliates and two independents.

Another way the station limited its aspirations was by not competing with the established stations in news. LeMonds said the 28-employee station has a news staff of one and a wire machine. That person produces two-minute newsbreaks throughout the day that are "sold out through the year."

With programing, promotion and other costs climbing faster than revenues in many markets, it would not be surprising if profit margins, at least in the short term, began to decline. According to one station manager: "The days of the well-run station that was able to bring 40% to 50% of the revenue to the bottom line are over."

Stations have been trying to keep or expand margins by working the other side of the equation: revenue. Some sales managers at independent stations have found that using the station's studio to produce spots for local advertisers helps bring in business that might

otherwise have gone to newspapers. But clearly the most significant and least time-consuming way to increase revenue is to increase viewership in those demographics desired by advertisers.

The independents' share of viewership in the market is seen by most as having a ceiling, at least initially. Paul Bortz, president of Denver-based consultant, Browne, Bortz & Coddington, said that in most markets, "Although independent TV continues to increase, it increases at a rapidly decreasing rate. The first indie could expect to get a 10 or 12 share. With the second indie, total viewing might increase to 16 or 17. The third might only go up to 18% or 19%." In the case of Miami, the February sign-on-to-sign-off share for English-language independents went from 10 in 1981 to 12 in 1983 (just after WDLZ signed-on), to 21 in 1985 (just after WBFS-TV signed on). (In December 1983, Arbitron started using meters in that market, a change which typically leads to higher numbers for independent stations.)

One way of interpreting those numbers is that the second independent in a market takes some viewers from the first but gets most of its share from the affiliates. But the third independent in the market gets most of its viewership from the first two independents and very little from the affiliates—there seems to be no law limiting independent viewership at least in markets where independents with significant resources have long been established, such as Los Angeles and New York.

The cannibalization by new arrivals of the total independent share is not just conforming to some abstract rule of numbers. More likely, the numbers reflect the strategy of the newest station, which will often target its fellow independents for attack.

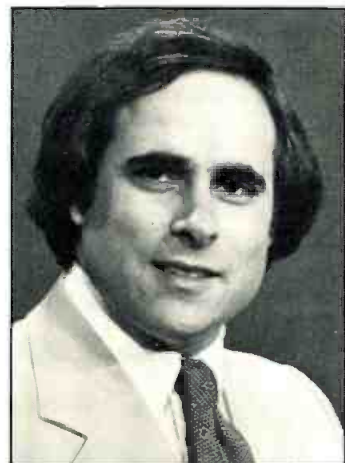
For example, KNXV's Powell said he has tried to figure out what Chris-Craft Industries will do in Phoenix once that company's new independent, KUTP(TV), signs on at the end of December. "We have done some hypothetical studies. They will probably attack us in the area of children's programing. Knowing the history of Chris-Craft they will probably also run movies in prime time and try to be a movie station. Right now we are the only station in the market that regularly runs movies in prime time. On the other hand, some of the other programs they will purchase, such as *Merv Griffin*, will have a different demographic focus."

While programing may be the biggest cost, it is also the biggest opportunity, according to Bortz. "You have to look at each market individually. Is there a strong sports station—one that has established a movie franchise—or is there good syndicated programing that has not been bought? Sometimes markets get lazy and they leave something lying on the table. It's the programing that controls success. Expanding the number of channels ad infinitum does not increase the amount of programing that will attract viewers."

Equally important to the finite limit of quality programing is a



Frazier, Gross & Kadlec's Kadlec



WNOL-TV's Protter

limitation on advertising dollars for that market.

Charles Kadlec, president of Washington-based consulting firm Frazier, Gross & Kadlec, said: "While some of the costs of a station are variable, a lot of them are fixed and it seems you need at least a threshold of \$2 million in revenue to make money. That means you will probably need market revenue approaching \$30 million and if you are the first independent in the marketplace and can get an 8 or

"THE SILENT SIN HITS OUT AT THE HORRORS CHILDREN CAN AND DO ENDURE..."

—Daily Variety
4/19/85

Incest. Nobody talks about it. Victims and abusers deny it. And for the most part, society ignores it. But that didn't stop KHJ-TV in Los Angeles from reporting on one of the most pressing problems facing today's "Changing Family."

Hosted by veteran actor Mike Farrell, "The Silent Sin" took a close look at the problem of child incest in our society. Victims and abusers told their stories, exposed their secrets, faced the brutal realities of their lives. Through their shockingly candid disclosures, viewers gained an intimate insight into a life of fear and violence.

But most importantly, the show offered hope

to those who found themselves prisoners in their own bedrooms and homes. Following the broadcast, those in search of help and information were directed to a toll-free hotline number.

As part of RKO Television's award-winning "Changing Family" series, this special documentary sought to make a change in one aspect of today's family life no one should be forced to endure. And for that reason, we're proud to have broken the silence on America's most sensitive subject.



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10 share you are doing well."

Kadlec said problems could occur for the second station in the market: "If revenue continues to grow at the historical average, the revenue base of the market (advertising dollars available to all stations) will double every five or six years. But there are stations that are built too soon. Those with problems will especially be those that are undercapitalized and aren't going to be able to ride out four or five years of losses." Kadlec also said that "The people building those stations and investing in them aren't the ones with the deep pockets."

Limitations on revenue has an almost formula-like logic which should caution would-be operators, said Kadlec, Bortz and others. Nonetheless, construction permits continue to be obtained in markets where the established independents maintain there is no more room.

A primary reason for independent "overcrowding" in some markets is that independent television continues to be an entrepreneurial and highly competitive business. In short, the view of a new arrival is likely to be, "It's not important that everyone makes money, only that I make money."

While there may currently not be enough room for three "classic" independents in Miami, for four in Dallas, or for two in Green Bay, there is no way to predict who will be squeezed out. In Miami, for instance, the newest independent in the market, Grant's WBFS, was able to displace the second station to sign on in the market. And in Green Bay, the latest entry in the market did not declare Chapter 11; that fate befell the original independent.

Nor does a previous bankruptcy discourage an independent entrepreneur. The Green Bay station that declared Chapter 11, WLRE(TV), was soon bought by Ian (Sandy) Wheeler who said he will build it a satellite station in LaCrosse, Wis., as well. An independent station veteran, Wheeler recently sold independent WFTS(TV) Tampa Bay, Fla., for \$30 million only a few years after the station went on the air. He said the Green Bay market is a strong one and that his station suffered from poor management with "more outgo than income" and not enough promotion under its previous owners. "When the station first started out it was the best kept secret in town... what I call underground television."

Among the many markets where new independents have started in the footprint of a previous station are Salem, Ore.; Peoria, Ill.;

Johnstown-Altoona, Pa., and Greenville-Spartanburg, S.C.-Asheville, N.C.

Station broker Ron Ninowski said that of those stations that have gone bankrupt in recent years, "a lot of them are overbuilt. The owners have spent too much money on nice studios and decor. What you need to be concerned with is over-the-air quality." Ninowski said another type of station that has gone bankrupt is that operated by religious broadcasters who were moved by inspiration rather than careful market analysis.

Over the past year, talk has occasionally surfaced about a shakeout among independent television stations. Whether more than the usual number of stations run up serious debt, file for Chapter 11 or go dark before they can be sold, will depend on such factors as the outcome of the must-carry question, the growth of advertising in each market and the future of interest rates.

Those asked by BROADCASTING to make a generalization about independents as a business category saw different outcomes. Hal Protter, president of independent WNOL-TV New Orleans, said talk of a shakeout might be exaggerated: "You now have more sophisticated marketing and more sophisticated financing. I don't think you will see them going off the air, but perhaps see them merging into other groups. In some cases, instead of being fully competitive, they will operate like WXON(TV) did in Detroit... moving only as is justified by revenue. That station basically started out buying cheap programming that nobody else wanted. It didn't even have a rep until a few years ago. Only then did it start taking on the major independent."

Odyssey's Finkelstein thinks independent television is a difficult business that will attract its share of failures: "This is the free enterprise system at work. The marginal stations that will fail aren't there because there were limited partnerships. If there weren't limited partnerships, I am quite positive there would be another mechanism to do it. An opportunity was perceived and they were wrong. Banks also lent into this and so did the federal government."

Some people said television is becoming more like radio, but as Finkelstein noted, anyone can go in and build a record library, "but there is only one M*A*S*H."

Many markets may already be saturated with more than enough classic independents. But future operators in those same markets may also find new ways to squeeze in more profitable signals than was previously thought possible. □

Independent programing: more than just movies

Although film product remains staple, popularity of action shows is on increase; new comedy, drama, informational and ad-hoc movie product also showing up on independents' schedules

Programing on independent television stations is going through a sea of change, according to independent programmers, and the product those stations are now airing is helping to remake the image of the independent television station. Gone are the days, programmers explain, when independents were regarded as "old movie projectors." Instead, those programmers say with evident relish, independents are now becoming showcase outlets that feature "network quality" first-run programing.

Movies have long been the meat-and-potatoes of independent programing—and in the view of many independent programmers will remain so in the foreseeable future. The biggest change over the past year has been the availability of top drawer theatrical titles. Spurned by the networks because of their lower ratings due to previous exposure on cable and home video, those titles have been sold to independent stations through advertiser supported ad-hoc networks put together by distributors. MGM/UA, MCA-TV, Embassy and a Viacom-Tribune Entertainment joint venture called TV-NET have all assembled movie packages containing titles that only a few years ago would have been locked up in multiple-run, multiple-year deals with the networks. Now some of the theatricals the networks have passed up are showing up on independent stations and beating network affiliates during the time periods they have run (see story, page 93).

But the love affair between independent stations and movies appears to be cooling. According to a study commissioned by INTV

that examined programing on 19 independent stations in seven leading markets, the percentage of daily programing dedicated to broadcasting movies has declined. In their place, according to the study, independents are programing more first-run action/adventure series—product that was mostly unavailable to them as recently as two years ago. The study compared program schedules between 1981 and 1984.

The seven markets INTV examined were New York, Los Angeles,



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"What's Happening Now"



"Return to Eden"



"Dempsey and Makepeace"

Chicago, Washington, St. Louis, Tampa, Fla., and Albuquerque, N.M. There were 19 independent stations in the seven markets in 1984 and 15 in 1981. Although the study concluded that independent stations "offer a wide variety of programming types throughout the broadcast day," it found that independents' dependency on movies over a four-year period is being challenged by increased "mystery/suspense/police" shows and "general drama" programming.

In prime time (8-11 p.m., Monday through Saturday; 7-11, Sunday), independents aired movies during one third of the available prime time hours in 1984—the same as they did in 1981, the study found. But "mystery/suspense/police" shows increased from 2% in 1981 to 9% in 1984, while "general drama" programming rose from 0 to 6%. Meanwhile, "sports and commentary" slipped from 17% of available prime time hours in 1981 to 9% in 1984.

In the late afternoon (weekdays, 4-6 p.m.), movies on independents took up 12% of available hours in 1981, but only 5% in 1984. "General drama," on the other hand, moved up from 3% in 1981 to 8% in 1984, and children's programming dropped from 44% of available hours in 1981 to 40% in 1984. During the early afternoon time period (weekdays, 6-8 p.m.), sitcoms continue to be the programs of choice among independents—but again, apparently not as much as they used to be. In 1981, sitcoms accounted for 63% of the available hours on independents, said the study, but decreased to 58% by 1984. And the "general drama" category, which did not account for any attributable hours in 1981, shot up to 15% in 1984.

In daytime (weekdays, 9-4 p.m.), independents appear to have grown less reliant on sitcoms and religious programming, while beefing up their carriage of "mystery/suspense/police" shows and "general drama" series. According to the study, sitcoms accounted for 20% of the available hours in 1981, but dropped to 16% in 1984. In the same period, "general drama" grew from 1% to 7% and hour-long "mystery/suspense/police" shows rose from 3% to 9%. Movies, in contrast to their dropping off in other dayparts, rose a point between 1981 and 1984, from 16% to 17% of available hours.

On weekend afternoons, independent stations also are devoting less time to movies. Whereas movies accounted for 64% of the available Saturday afternoon hours on independents in 1981, they slipped to 61% in 1984. On Sunday afternoons, they fell from 83% to 74%. Perhaps not surprisingly, sports and sports-related programming picked up much of the slack. On Saturday afternoons in 1981, sports programming took up only 5% of available hours on independents, but shot up to 11% in 1984. On Sundays, it went from negligible to 4%.

There are several reasons for the shift in programming, according to station programmers and rep firm executives. The proliferation of syndicated sports packages explains the increase in sports programming on the weekends. The harnessing of hour-long action/adventure series into time periods once reserved for half-hour shows helps account for the rise in drama and police programs as the supply of sitcom strips dwindles. In addition, weekly first-run sitcoms have more than doubled in the past year, giving independents a new source of programming for early evening/weekend programming.

"Shows [like] *Small Wonder*, *It's a Living*, etc., are very significant to independents," said John von Soosten, vice president of programming at Katz Television. "It gives them more control over the product. Independents don't have to wait for the networks to cancel a show any longer. It also makes the independent look not too much different from an affiliate in the sense that they are fresh, high caliber episodes and have the same production values. Independents are no longer the rerun station."

The real payoff, explained von Soosten, will hopefully come a few years down the road when some of these weekly first-run sitcoms will have built up enough episodes so that they can be resold to stations as a strip. Although von Soosten and others accept the fact that not all of them will make it that far, "all you need is two or three successful ones and in a couple years you'll have a dozen."

In addition to *Small Wonder* and *It's a Living*, other first-run sitcom projects that are heavily independent-oriented—although not exclusively—are *What's Happening Now* and *Too Close for Comfort*. Add to those, two other late fringe targeted half-hour strips, *Comedy Tonight* and *Comedy Break*, as well as *Mad Movies*—a show which humorously redubs soundtracks to movie clips—and a spoof on MTV, called *FTV*.

And for the first time in memory, hour-long drama and action/adventure series are premiering in first-run syndication and picking off competing programming on affiliates. *Dempsey and Makepeace*, which is being distributed by Tribune Entertainment and appearing on the five Tribune Broadcasting-owned independent stations, outperformed *OceanQuest* on NBC in Los Angeles, achieving a 14 share on KTLA-TV and ranking third for the time period in the seven-VHF-station market. On KTVU-TV San Francisco it was the second-ranked program with a seven rating and 13 share, outdrawing a movie on KGO-TV and *Airwolf* on KPIX-TV.

Another hour-long first-run drama, Worldvision's *Return to Eden*, is currently being seen weekly on 33 stations representing 31% coverage.

But the biggest bonanza in first-run programming for independents has been children's animation. Nine new animated programs are



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presently debuting in syndication, joining about an equal number of first-run animated series already in the market. The result, observers note, is that syndicators have nearly walked off with the children's advertising marketplace from the network's Saturday morning schedule. Moreover, it is now possible for two independents to run back-to-back children's programming in the same market in the late afternoon, after-school time period or in the early morning, pre-school hours.

The abundant supply of children's animated programming, however, raises the question of whether there is too much product for independents to swallow. "Up until now there seems to be enough places where this programming can find a home," said Mel Smith, director of program services for Tribune Broadcasting, "perhaps now the marketplace is reaching a saturation point." Smith said that the explosive growth of first-run animated series has been fueled by the rising number of independents which need the product, and "the expansion in the overall sponsorship by advertisers."

The acceptance among advertisers to sponsor first-run shows produced solely for independents or principally carried by independent stations has spilled over into dayparts heretofore off limits for advertiser-supported programming. Most conspicuous among these projects is INDAY, a \$25-million venture among LBS Communications, Columbia Pictures Television and Tribune Broadcasting to produce and distribute a two-hour block of information-oriented programming. The block is divided into four half-hour shows—*INDAY News*, *All About Us*, *It's a Great Life* and *What's Hot! What's Not!*—and is designed to run on independents between noon and 2 p.m. to counter the heavy diet of soaps seen on affiliates.

Dean McCarthy, vice president of programming at the New York-based rep firm Harrington Righter Parsons, said that INDAY is "aimed at an area where indies have consistently had problems." McCarthy noted that INDAY's programming is information-oriented—the individual shows focus on Hollywood news, personality interviews and the latest fashions—"and that's not an area audiences have associated with independents."

But the backers of INDAY are convinced independent stations can make inroads in daytime. They claim that the combined share of daytime television for all three networks has fallen from 86% in 1976 to 62% in 1985, despite rising HUT levels during those same time periods. They also claim that advertisers, who are paying increasing daytime C-P-M's on networks while shares there decline, will be "protected" from such inflation and still be able reach the crucial female 25-54 and 18-49 demographics. INDAY premieres Oct. 7 on 95 independents representing 85% coverage.

The accelerated production of first-run series does not mean all independents can use the product, or even want it. In the Seattle-Tacoma market (16th ranked by ADI) there are two independents. Robert E. Kelly, partner and general manager of KCPQ-TV, said the "principal function" of independent stations is to "repeat programs worth repeating, be they movies, off-network or what have you." Unlike his competitor, KONG-TV, Kelly said he is not in the "kids business" and counter programs both the other independent and three affiliates—whose early fringe news periods skew heavily 60-plus, he said—with hour-long series like *Trapper John*, *Dynasty*, *Quincy* and *Rockford Files*. "It's not economically in the cards for independents to fund a whole lot of first-run programming," believes Kelly.

On the other hand, stations like Taft-owned WTAF-TV Philadelphia are introducing 16 first-run series this season, "most of them in the kid's area," according to program director Gregg Miller. He said that at 5-11:30 p.m. on Saturday, WTAF-TV runs six-and-a-half hours of first-run programming. "It's been a gradual build up over the years," he said.

Programers like Kelly and Miller realize, however, that they are competing against only one other independent in addition to three affiliates—although Milton Grant is converting an STV operation in Philadelphia to a conventional independent, and others have applied for channel 48 there after the former licensee, Field Broadcasting, handed the license back to the FCC in 1983. In some markets, such as Dallas, there are four independents plus construction permits for two others. How do independents program in that kind of market-

#



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"Inday News's" Donna Hanover and Brad Holbrook

place? According to Farrell Meisel, vice president and director of programming at Seltel, "the second or third independent coming in looks for its niche, looks for programs not purchased and gobbles them up like a vacuum cleaner."

First-run programming for independents is not always an easy sell, and their are outspoken skeptics. Erv Parthe, vice president of programming for Meredith Broadcasting's group of eight television stations (four of them independents), said he did not hold out "much hope" for first-run sitcoms because, unlike a network which can ride out a weak start for a new show, individual stations cannot afford to exercise that kind of patience. Independent stations "can't sit there for too long with a low-rated show," he emphasized, "maybe that was possible a few years ago when there was only one independent in a market. It's too competitive today." But Parthe said he was not issuing a call to abandon such projects. "As broadcasters we should experiment—providing it's within our budget."

Independents are finding out, however, that after the valuable off-network sitcoms and hours are sold to the highest bidder and after the premiere first-run shows are cleared by the independent with the greatest capacity for risk there is still programming available. It is even possible that an independent could program itself like an "oldies but goodies" radio station, scheduling yesterday's hits around the clock. This is a demand that the independent marketplace has created, and program distributors have responded. Most recently Columbia Pictures Television established a new Screen Gems division to sell "vintage product," such as *Naked City*, *Wyatt Earp*, *The Real McCoys* and *Here Come The Brides*. Columbia's move followed



"It's a Living"

similar actions by MCA-TV, Worldvision and Telepictures to form "evergreen" divisions that focus exclusively on the sale of older product.

Despite the apparent wealth of programming choices available to independents compared to only a few years ago, programmers point out that areas still need to be addressed. Among them are late night—although shows like *Comedy Break*, *Comedy Tonight* and *Mad Movies* represent moves in that direction—and prime time. With the former, it is explained, moderate production costs are hindered by even more modest advertising revenue potential, while the steep production costs associated with prime time shows confine it to only an occasional presentation.

Programmers of independent stations vow that taking on more first-run product won't make them like their arch rival—the affiliate. Unlike a network affiliate, they point out, the programming does generate from one source. The independent, explains Tribune's Mel Smith, "always makes the decision whether it's going to participate." And in the end, since each one is programmed individually, Smith says wryly, "if you succeeded as an independent it's your own damn fault."

Sporting proposition for indies

A major factor in the success of many independent stations are professional and college sports

There's no doubt about it, say executives whose business is independent television, sports programming is an important element in the program mix for independent stations. Just how important, however, depends on particular stations and particular markets and some observers say that while sports are important, they are not critical to a station's success or failure, particularly with so much first-run syndication product now on the market.

Even stations with a national reputation for their sports programming, such as the superstations carried by cable systems, say their success is due to many elements.

Sports, particularly Chicago Cubs baseball, said Joseph Loughlin, vice president and general manager, WGN-TV there, while important, is not the foundation upon which the station built its fortunes. "I wouldn't go that far," said Loughlin. Sports programming "is of extreme importance to us," he said, but he also listed several other elements that he said were of equal importance in making the station

the number one independent in its market. Those include "a strong sense of local identity," which he said in the case of the Cubs, merges with sports programming. "They are like a religion around here." But the station's localism is also reflected in what Loughlin terms WGN-TV's "strong news presence," and other locally originated nonsports programming. The station's extensive movie schedule, children's programming and menu of syndicated situation comedies are program elements of equal importance to sports, said Loughlin.

But the station's coverage of Cubs baseball certainly helps. The Cubs always do well (with viewers anyway), but in the May sweeps their ratings were up more than usual—five share points by Nielsen's count and nine according to Arbitron's.

Yet, in a sports-crazy market like New York, which has three commercial VHF independents, it's the one that has next to no sports programming—WNEW-TV—that is number one over-all among the three. WNEW-TV's sports lineup consists entirely of a few pre-season New York Jets games. Compare that with WPIX-TV, which carries the New York Yankees, preseason New York Giants games and college football and wrestling, while WOR-TV carries the New York Mets, professional hockey and basketball, boxing and college football and

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basketball.

"Our success lies in our consistency of scheduling," said Kevin O'Brien, WNEW-TV vice president and general manager. Sports programming, he said, has both good and bad points. Among the negatives are that it "disrupts the consistency" which a station like WNEW-TV uses to build a loyal following. Market factors play a role too, he noted. "Baseball is very significant to Cincinnati where they don't have other sports" franchises available for local station coverage. Also on the negative side, he said, is that in professional sports "winning is cyclical" and that viewers tend to turn away in droves



WNEW-TV's O'Brien



WPIX-TV's Pope

when their team is losing.

On the plus side, O'Brien said, is the fact that sports programming is first-run material, generally well produced and attracts the male audience that much entertainment programming does not. A sports franchise is therefore likely to attract male viewers who wouldn't ordinarily tune in to the station, he said.

Loughlin of WGN-TV agreed. A sports franchise of interest to the local community, he said, "gives you an instant presence in the market the way few other [program sources] can." He said that sports programming generally is a "profit center," but that some stations "take a beating" in their first year or two while establishing themselves as a team's rights holder. But in the "longer term," sports programming pays off.

At WPIX-TV New York, station President Lev Pope said, "We consider sports to be part of a balanced program schedule," that is partially counterprogramming, but primarily programming "of particular interest to our part of the world." Thus while the station carries the Yankees, "we are staying away from a lot of basketball," which doesn't appear to have the appeal in New York that it does in other parts of the country, according to Pope. Wrestling is a sport that has become exceptionally popular lately, in part because of its campiness, said Pope. "It's a surprising audience getter. It's staged pretty well and it's fun to watch."

At WOR-TV, which has one of the heaviest sports menus of any television station, General Manager Peter Leone said the station is cutting back on its sports programming. Not only is it eliminating some franchises entirely, such as Nets basketball and Devils and Islanders hockey, Leone said the station is also reducing the number of exposures for other teams. The basketball Knicks and hockey Rangers will be seen only 45 times this season, compared to 60 appearances last year. "The Mets are a winner for us" all season long, said Leone, "but the high interest [time for basketball and hockey] is really the post-season." He said the station's philosophy in coming years would be that sports is "just another item of programming" that has to be balanced with other program elements. "We will always want to have a strong sports profile," said Leone, but the station will be more selective.

Bob Wormington, vice president and general manager of KSHB-TV Kansas City, Mo., was one of a number of station executives who said that while sports programming for independents is important, "it's not as dominant as it used to be." Wormington cited several reasons including teams cutting back on the number of exposures on television for fear of hurting game attendance. Also, he noted, there is

expanded coverage on cable and the networks. "For a long time sports also represented [a primary source of] first-run programming," he said. "Now there are many more alternative sources of first-run programming," particularly in the syndication marketplace. And with rights fees and production costs increasing every year, said Wormington, alternative program sources are becoming more and more attractive to independent stations. Some stations, he said, see holding the rights to a sports club "more as a high ticket prestige item than as a profit center."

Despite the costs, some say that sports programming is just as important to independent stations as it's ever been, perhaps more so. "I think the importance has definitely increased," said Patrick Twyon, director of sports at Petry Television. "When it first broke open there was only baseball," said Twyon. "Then [stations] added basketball, hockey and now college. They never had college football up until two years ago." By their nature, he said, independents are more accommodating to team schedules. "They can supply more time on the air. The affiliates can't be bumping their networks all the time." There are exceptions of course, but around the major leagues, by far the majority of teams are carried locally by independents. For example, of Major League Baseball's 26 franchises, 16 are carried by independents, while 10 teams are seen on affiliates. Independents also dominate the rosters of stations with local rights to professional basketball and hockey teams. An exception is pre-season football, where there are a maximum of four games at stake in each city. Affiliates hold the rights in 19 markets, compared to independents which have them in nine. The regular season games are broadcast entirely by the three networks.

A sports franchise becomes important to an independent, said Marty Ozer, president of Katz Independent Television, "because it offers fresh first-run programming that is sometimes difficult to find in the open marketplace." And in the case of baseball, he noted, the bulk of that schedule is carried during the affiliates' rerun season. "The negative is it disrupts your own regular schedule," added Ozer. "You don't want to build a station around sports, but it does help to round out the schedule." Many independents have done well without a major commitment to sports, he said, including WNEW-TV New York, which Katz represents, as well as KRIV-TV Houston, the market's leading independent, which used to carry Astros baseball.

KTTV(TV) Los Angeles, the number one indie in the market, has carried the Dodgers for almost three decades. Has the team been largely responsible for the station's success? According to Bill White, the station's vice president and general manager, the answer is yes. "Oh, sure, absolutely," says White. "They are important for both ratings and image." On sports programming generally, White says, "I've always felt that sports is a way for a station to separate itself from its competitors." Selectivity is the key, he said. The Dodgers are a good example. It's not every franchise that will consistently triple a station's rating in prime time. But that is what the Dodgers do for KTTV, said White. The team delivers an average 15 rating compared to the 4 or 5 the station usually receives with its regular schedule of prime time programming. □



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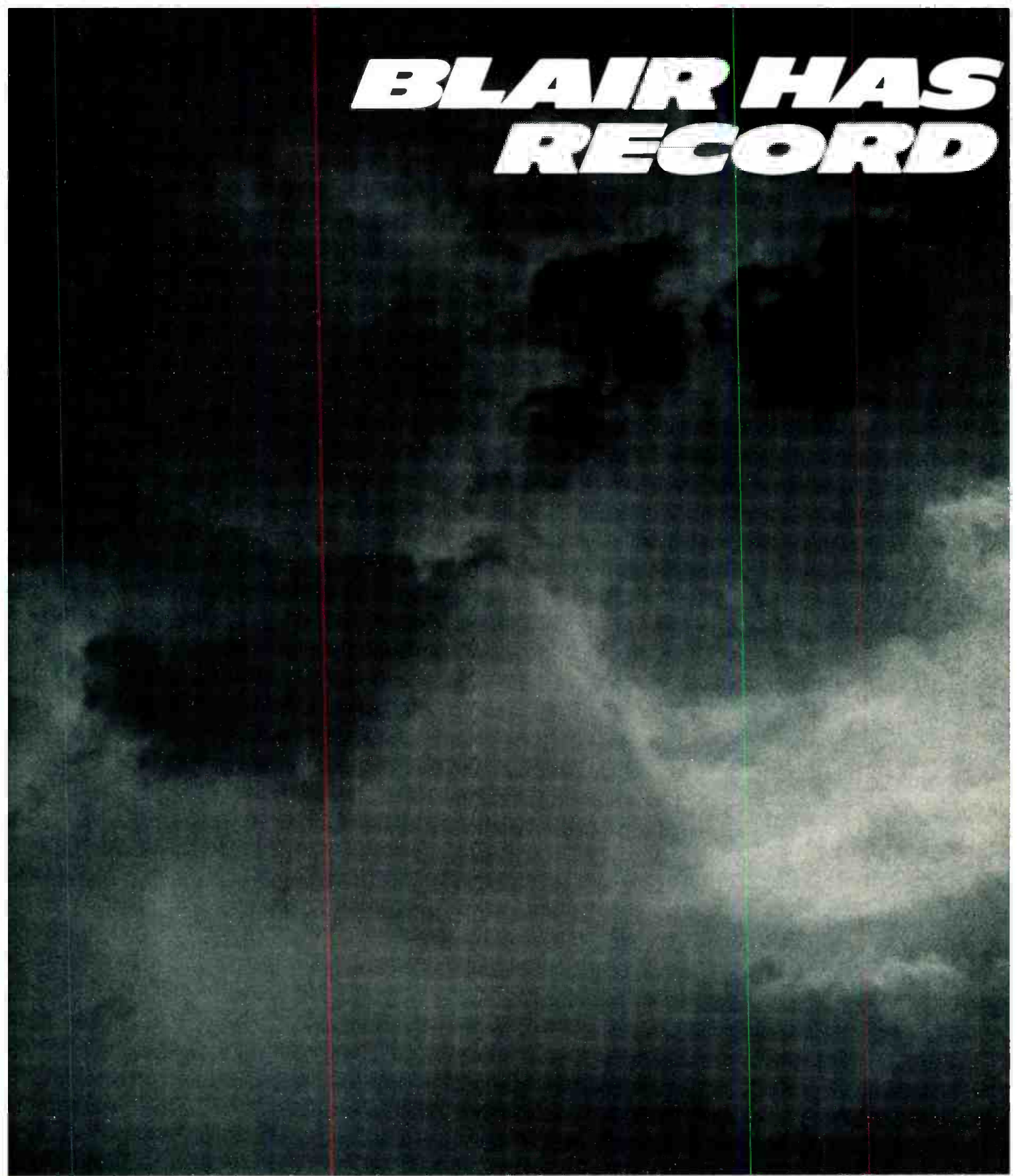
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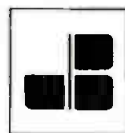


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Television



Closing the advertising gap

More and more advertisers are looking at independents as part of media mix

To hear advertising executives tell the story, during the first two quarters of 1985, spot advertising on independents did not post any major change from the recent past. But according to both the buying and selling sides of the advertising community, the second half of the year has experienced a greater demand for time, causing uncertainty over what the figures will look like by the end of the year.

"It's been kind of an average year" so far, said Jack Deitchman, senior vice president, director of local broadcasting at Ogilvy and Mather, who added that price increases were "nothing other than normal."

Estimates by media buyers of the increases for the third and fourth quarters of this year were put at between 7% and 10%. On New York's three independents—WNEW-TV, WOR-TV and WPIX-TV—such rises range from \$2,500 to \$3,000 per 30-second spot in prime access. "Independents are really starting to press themselves," said Pam Austin, broadcasting negotiating supervisor at Cunningham & Walsh. "They are priced like affiliates."

Another media planner at a large agency, however, said that independents are currently offering more economical buys during the local news time periods, but added that increases in late fringe and daytime prices have made for "less efficient buys than last year." Independent news programs were mentioned as now being as "viable as anybody else."

Several buyers mentioned that inventories started getting tighter in the third quarter. Dina Weinstein, a buyer at Chiat/Day, who described the market as "tight," said the third quarter was "unusually tight," but added that bargaining power depended on when you entered the market. "Sometimes it was easy to bargain . . . if it's a soft week you could get everything at a discount, sometimes not."

"Overall, the spot market was reasonably tight," said Austin, adding that growing strength among independents meant fewer chances for negotiating. But independents "still offered the chance to strike better bargains than with affiliates."

The sales word from one of the bigger independents, Metromedia's WNEW-TV New York, is upbeat. Sources put the station's advertising sales up 12% from last year. Charles T. Meehan, WNEW-TV's vice president and general sales manager, reported sales are ahead of last year, and he confirmed the agency prediction of high demand in the third and fourth quarters. On the other coast, Martin Bergman, vice president and general sales manager at Metromedia's KTTV(TV) Los Angeles, said he expected 1985 would be a "double digit year" of revenue growth due to a "very healthy market, particularly in local sales." Bergman put unit price increases at KTTV at 10%.

But despite such bullish reports, some observers say that the increases in advertising sales merely correspond to the increases in advertisers' budgets. According to a Broadcast Advertisers Reports 15-market analysis of Television Bureau of Advertising data, in the first half of 1985, the top 25 advertisers spent 22% more on independents than during the same period a year before. However, that was due to a larger spot ad budget for 21 of the 25 advertisers; they spent the same percentage on indies as in 1984—52%.

Nevertheless, independents' revenues for the first half of this year were up from \$196 million a year ago to \$239 million.

Murray L. Berkowitz, division vice president, independent teams, at Blair Television, said that considering the last several "exceptional growth years in independent television," this year does not seem a disappointment. Berkowitz said that with certain time periods remaining strong on indies—early fringe, access and late fringe—and with prime time movie packages giving independents increased audiences in that daypart, new first-run efforts were to be welcomed. He particularly applauded *Inday*, the package of four half-hours distributed by LBS for daytime. "That will give [independents] a clean sweep in every daypart," he said, noting that the time period was ripe for development.

Asked whether first-run productions will continue to increase on independents, Berkowitz weighed the risks as equal to those associated with off-network product, and pointed to the cost of first-run

efforts as a "major" risk. The increase in off-network shows, however, may not bode well for first-run syndication, he said. The off-network product "coming into the pipeline" is what will determine first-run's viability, he said. But advertisers could not be considered unresponsive to first-run offerings, he said. "Advertisers have greeted this very, very positively. I don't envision a day when they won't," Berkowitz said.

Beyond this year's market, most advertising executives tended not to stray too far from a "wait and see" attitude concerning first-run programming, but a number mentioned that client receptiveness to independents had increased and that some specifically requested independent buys. "Some clients are recognizing the fact that indies are offering better programming than in the past," said Deitchman, adding, "I think they are more aware that independents are offering better availabilities."

Robert Welty, corporate media director at Bozell & Jacobs, said he saw the fall of an "independent stigma," especially considering some of the newer programming they air. "Audiences don't give a hoot what channel they're on," he said. Bozell & Jacobs will spend "15% to 20%" of its television advertising budget this year on independents, an increase from last year. As with all of the buyers spoken with, Welty said that no prescribed formula exists for the mix of independents and affiliates in a buy. "We use our best sense."

At Wells Rich Greene, Robert Geis, senior vice president, corporate media director, estimated that over the past five years television spot advertising spending there has shifted from a 75/25 network/independent ratio, to 50/50. Wells will spend \$80 million this year on spot. "We've been high on independents for the past couple of years



Blair's Berkowitz



Bozell & Jacobs' Welty

now," he said, adding that the main reason for the increased advertising is an "explosion in share" for indies due to the increased quality of their programming.

One buyer cited new first-run offerings in prime access as "excellent opportunities in view of past product," with 30-second units in the new shows typically priced at between \$1,500 to \$2,000 in New York.

According to a Blair survey of 32 agency executives and 30 advertisers representing 16% of the spot market, independents are not distinguished from affiliates, and are generally recognized as being more efficient buys.

A shift toward independents in general, said one planner, has resulted from awareness among media planners and clients of the stations' capability to deliver demographics as well as, or better than, affiliates. According to a presentation by John Blair & Co., independents now deliver a 21 share of the television audience and will attract \$10 billion in sales this year. The presentation says that in per-rating-point averages, independents deliver 19% more women 18-49, 19% more women 25-54, 23% more men 18-49 and 17% more men 25-54 than affiliates. It also says that for the same budget, a mix of independent and affiliate news offers 16% more households, 21% more households with incomes over \$25,000 and 16% more



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Another study contains more good news about demographics on independents. According to an Association of Independent Television Stations analysis based on February 1985 Nielsen data in a 35 market universe, in "virtually all dayparts, independent stations deliver a larger proportion of key target demographics 18-49 and 25-54." In daytime, for example, of the women tuned to independents, 61% were in the 18-49 category and 51% were 25-54. Of the women tuned to affiliates, 53% 18-49, and 46% were 25-54.

Independents have increased their audience share in all dayparts and demographics since 1972 while affiliates have lost audience, according to INTV. In terms of households, independents gained five share points in early fringe, four in prime access, three in prime time and three in late fringe as affiliates lost eight, 10, nine and eight points, respectively, in those time periods. For adults 18-49, independents were up by 16, 14, five and nine points, respectively, in those periods, while affiliates were off by 18, 17, seven and nine points, respectively. For adults 25-54, similar gains took place.

While the advertising picture for independents this year looks good from a revenue standpoint, and their share of the spot market is at least holding steady, they may be facing the problem of too much of a good thing. As one agency's director of broadcasting described it: "Independents are experiencing some of the erosion that the networks have experienced, and as a result are going to experience a decline in their gross revenues."

The increasing number of independents going on the air in recent years has contributed to a "cannibalism," within their ranks, this director said. Since many of the new programs were seen as very similar and lacking network quality, some observers feel there may be an independent "shakeout."

One market that may be either establishing itself as a home for a number of independents or setting the stage for a thinning of its ranks is Dallas. Currently there are four UHF and one VHF independents

and two construction permits. Group owners with stations in the city include Metromedia, Taft and Gaylord.

Katy Elliot-Atteberry, vice president, general sales manager at Metromedia's KRLD-TV there (channel 33), said, "It certainly has been a very competitive year" for advertising. "I think that the buyers' acceptance is not what it is" among the affiliates, she said. The independents, meanwhile "are still fighting it out among themselves," trying to "justify their own existence. She stressed that independents should be and, in some cases, have to be creative.

"Buyers are frustrated with the number of outlets," she said, and in that case the "easiest thing to do is not to consider the UHF independents." She is confident that a "reassessment of the value of the marketplace" will result in re-channeling of television advertising dollars from affiliates to independents. "It's the responsibility of agencies to make the cash registers ring" for clients, she said, and the incorporation of independents as part of that effort is now more than just a buy in independent news and opposite affiliate news.

At Dallas's KTXA(TV) (channel 21), general sales manager, Dirk Brinkerhoff, said his station had a "very healthy first half of the year" and is now "enjoying a very healthy fourth quarter." He said that while some advertisers still have a bias against UHF independents, recognition of the value of independents has grown every year.

"Before we signed on 1981, the share in this market equalled 81 for affiliates and 15 for independents," Brinkerhoff said. According to the July sweeps, he said, independents had grown 106% to a 31 share while the affiliate's share decreased to 56, a loss of better than six share points a year.

The increase in new first-run programs each year, said Brinkerhoff, was another sign of the continued health of independents and led him to believe that instead of eating away at each other's shares, Dallas independents will continue to grow. "We're not fighting for the same piece of pie," Brinkerhoff said of the independent's fight for recognition, viewership and advertising dollars. "All will survive, and the affiliates will be taking a hard look at the future." □

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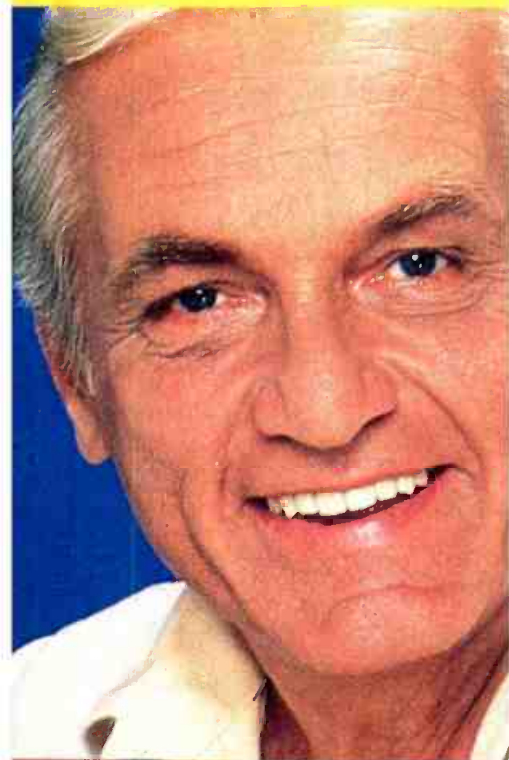
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Pulling survivors from the debris



Nancy Reagan visits Mexico City

The Mexico City earthquake: another journalism test for the networks

Downed phone lines only one obstacle as networks scramble to cover tragedy in Mexico; Rather, Jennings and Brokaw all anchor reports from disaster site

Early on the morning of Thursday, Sept. 19, an earthquake sent powerful tremors through Mexico City, toppling hundreds of buildings, killing thousands and leaving thousands more injured and homeless. As the residents of the world's second most populated city weathered the second lesser quake that evening and began burying their dead and searching through rubble for survivors, U.S. television journalists poured into the city to impress the story of human tragedy and scenes of destruction on the American consciousness.

By the time the flow of correspondents, producers, cameramen and technicians ended, the evening news anchors of all the broadcast networks were on the scene. On Monday, each anchored its evening newscast from the streets of Mexico City with mounds of concrete and twisted steel as backdrops and with the smell of decomposing corpses in the air.

Once again, satellite communications played a key role in getting the words and pictures that told the story to American viewers. Not only were satellites used to transmit video out of the city, but also for telephone communications, the city's long-distance telephone system having been severely crippled.

CNN took advantage of its 24-hour-a-day format to bring the country its first look at the quake's aftermath. Around noon Thurs-

day, it telecast video shot by Imevision, the Mexican government network, and downlinked from a Mexican satellite.

During the first day, all the networks relied heavily on coverage from Imevision and Televisa, the country's commercial television network that was temporarily knocked off the air because of the quake. The networks used the Mexican footage for their early reports. *NBC Nightly News*, for instance, used some of the material with a voice over by correspondent George Lewis in Los Angeles for its Thursday newscast.

Soon after the first earthquake struck, CBS's Mexico City stringer George Natanson and a cameraman were on the street, recording the chaos and destruction. Acting on his own initiative, Natanson chartered a plane and flew to McAllen, Tex. From there, he went to CBS affiliate KGBT-TV in Harlingen, Tex., which relayed the video to New York in time for the evening news. Because of Natanson's efforts, said CBS spokeswoman Ramona Dunn, CBS was the first network to air "unilateral" tape from Mexico City.

NBC News and ABC News aired their first unilateral reports from the scene on Friday morning. NBC News correspondent Dennis Murphy appeared live on *Today* via satellite. And ABC News correspondent Sheryl McCarthy, who had flown in to Mexico City on Thursday evening, was able to get a tape out of the city in time for *World News This Morning*.

Of the evening news anchors, CBS's Dan Rather was the first on the scene, arriving Saturday just before noon local time. ABC's

Peter Jennings and NBC's Tom Brokaw left for Mexico City on Sunday morning and arrived early enough to file reports later that day.

Although Rather was the first of the three in town, he was the last to get a report on the air. Brokaw's first appearance from Mexico City came on the *Sunday Evening News* in a live two-way report with anchor John Palmer. Jennings got in the act late Sunday night with a two-way with Tom Jarriel for the *Weekend Report*, which was available to affiliates live shortly after 11 p.m. NYT immediately following ABC's telecast of the Emmy Awards.

Rather did not appear until Monday morning when his taped interview with U.S. Ambassador to Mexico John Gavin ran on the *CBS Morning News*. CBS's Dunn said as far as she knows Rather didn't appear earlier primarily because the network's Saturday and Sunday evening newscast were preempted by sporting events.

Dunn noted that CBS's other correspondents on the scene—Jerry Bowen, Juan Vasquez (the former Mexico City bureau chief for the Los Angeles Times), Martha Teichner and David Dow—contributed taped reports throughout the weekend for news briefs, *Sunday Morning* and the *CBS Sunday Night News*.

The efforts of the broadcast networks culminated during their Monday evening newscasts. CBS devoted about 17 minutes of its newscast to the earthquake and related stories; ABC, about 15 minutes, and NBC, about six or seven minutes.

CBS Evening News Executive Producer

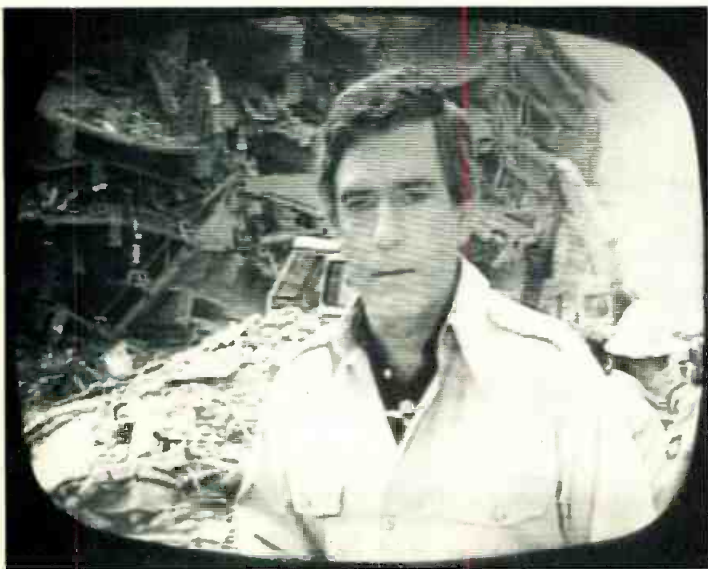
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CBS's Rather



NBC's Brokaw

Lane Venardos said he and Rather decided to go to Mexico City on Friday simply because it was a "big story." Rather's early arrival was rewarded by an important beat on Saturday afternoon. According to Venardos, Rather showed up at a hospital that had collapsed just before Mexican President Miguel de la Madrid arrived there. With the help of CBS correspondent Vasquez and the President's press secretary, he said, the coincidence was parlayed into an exclusive interview with Madrid.

According to Venardos, the President's press secretary also arranged for CBS to borrow a government helicopter that allowed CBS to capture footage of the destruction, which was concentrated in several areas scattered around the city.

Were the arrivals of Jennings and Brokaw on Sunday precipitated by Rather's arrival on Saturday? "Absolutely," said Venardos. Absolutely not, said NBC and ABC.

Timothy J. Russert, vice president, assistant to the president, NBC News, said a number of factors influenced the division's decision on Saturday to send Brokaw to Mexico City, and that Rather's presence there was definitely not one of them. Indeed, he said, he wasn't even aware that Rather was there when the decision was made. Bro-

kaw was sent in because of reports Saturday that the death toll may exceed 10,000 and that First Lady Nancy Reagan would visit the city Monday. What's more, he said, the outpouring of concern from viewers about the situation as measured by the network and its affiliates was "enormous."

ABC News spokeswoman Elise Adde said the decision to send Jennings to the scene was made late Saturday, based "on the level of the story on Friday" and the announcement of Nancy Reagan's visit.

As might be expected, CNN offered viewers the most coverage over the long weekend, but a majority was refired Mexican television taken from the satellite. Spanish-to-English translation of the Imevision and Televisa material was provided Friday by the network's Nicaragua stringer, Lucia Newman, and over the weekend by Ben Estavillo, a Mexican who works for superstation WTBS(TV) Atlanta as a producer for *Motorweek*, a motor sports program.

The Mexican coverage was supplemented by reports from the five CNN correspondents in Mexico City. The reports were sent out of the country by tape until NBC got its Ku-band earth station up and running on Sunday. After that, CNN used the uplink. Tony Clark, CNN's Dallas bureau chief,

flew from Dallas to Mexico City on Saturday along with a contingent of the Red Cross which was trying to assess the extent of the damage. Clark return to Dallas to give a live report on Sunday at around noon.

CNN provided live coverage of Secretary of State George Schultz's meeting with Mexico's ambassador to the U.S., Jorge Espinosa De Los Reyes, on Friday afternoon, a state department briefing on the situation on Saturday afternoon and Nancy Reagan at Andrews Air Force Base in suburban Washington preparing to depart for Mexico City on Monday morning. (The latter event was disappointing, a CNN spokeswoman admitted. All the cameras got was a wave from the First Lady, she said.)

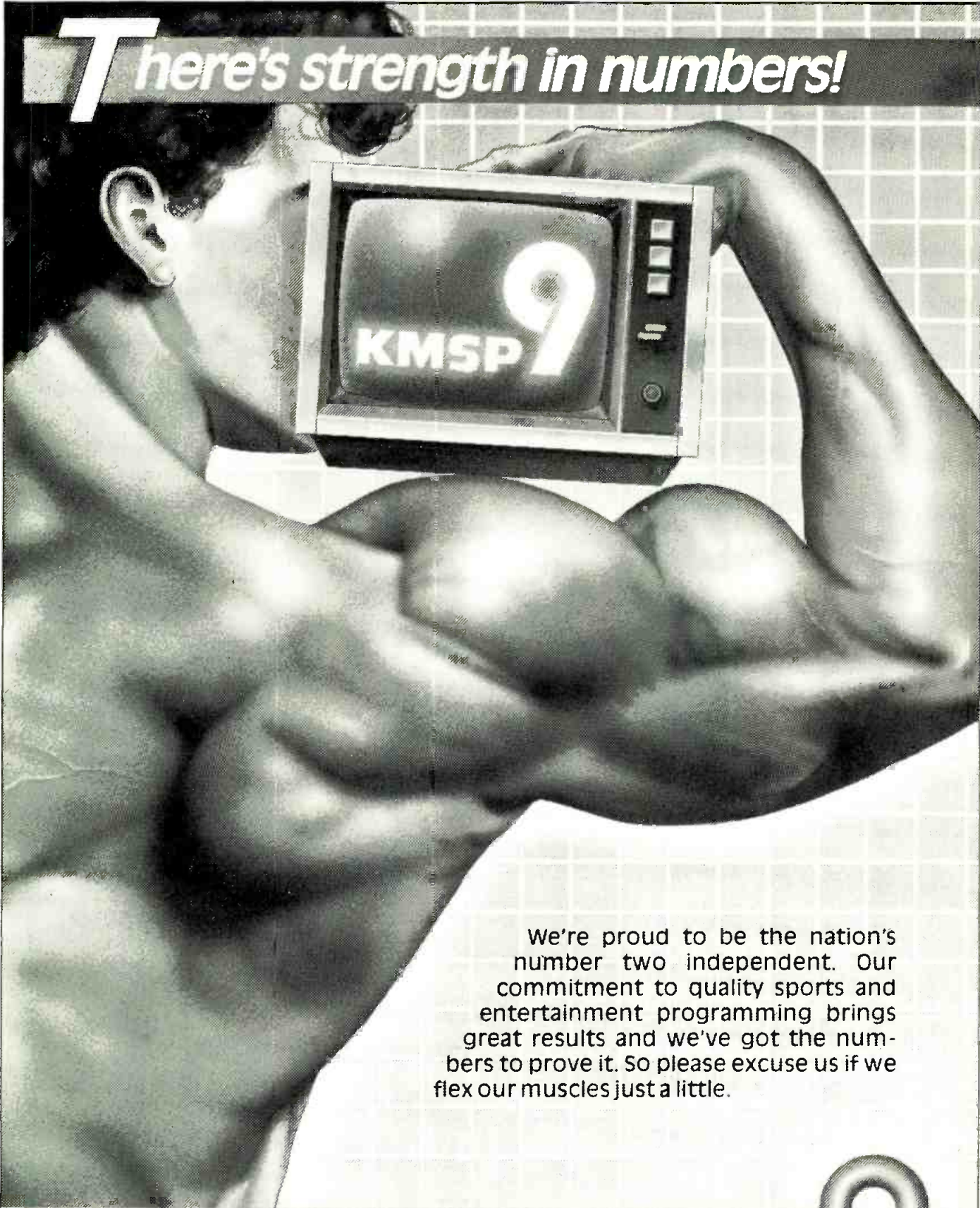
In the first day or so after the quake, the only sure way to get video out of Mexico City was to send it out by plane as CBS's Natanson and ABC's McCarthy had done. During the first 24 hours to 36 hours, said Art Kent, vice president, operations, NBC News, the network sent tapes to a transportable Ku-band uplink parked just across the border in Brownsville, Tex., which relayed the video to New York via satellite. The truck belonged to KPRC-TV Houston, an NBC affiliate and a member of the Conus Communications satellite newsgathering



ABC's Jennings



CNN's Arnett



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consortium.

From at least Friday morning on, Imevision's earth station in Mexico City was available for sending video back to the states. However, to use the facility, the networks had to work around Imevision's and each other's schedules.

Wanting more flexibility, ABC News and NBC News flew in transportable earth stations. NBC News chartered a C-130 transport plane to fly Comsat's new Skybridge Ku-band earth-station van from Dulles airport in Washington to Mexico City on Saturday, said Kent. It was set up at near the ruins of the Juarez hospital and began transmitting feeds over the Mexican domestic Morelos satellite on early Sunday morning. The uplink was used not only by NBC News, but also by CNN and more than a dozen NBC owned-and-operated and affiliated stations that had correspondents on the scene.

On Sunday, said ABC's Adde, ABC News leased a transportable C-band earth station from an "individual" in Houston and chartered a cargo plane there to take it to Mexico City. It was up and running the same day. In addition to ABC News, she said, the uplink was used by several ABC affiliates, a Brazilian network and a Canadian network.

The big headache for the correspondents and producers in Mexico City over the long weekend was simple telephone communications with their respective headquarters. The quakes spared some local circuits, but knocked out most, if not all, long-distance service. For the first three days, the correspondents and producers were forced to make do with a sporadic telex service and, in some cases, with telephone hookups patched through ham radio operators.

By Sunday morning, however, NBC News had provided a fix. It had flown in two portable earth stations with 35-inch dishes that provided vital telephone links to the outside world. According to NBC's Kent, the earth stations, developed by Comsat's Telecommunications subsidiary, were available for use by

all the television and radio networks. One was set up at Imevision; the other, at NBC headquarters in the Galleria Plaza hotel.

Kent said the earth stations performed "flawlessly," transmitting telephone conversations through the Inmarsat global satellite system into the U.S.'s domestic telephone network. "They're incredible," he said. "Our senior producer on the scene, Mauri Moore, called me at home in Northern New Jersey last night. It sounded as if she was right around the corner." □

Court rejects press appeal on document release

At issue are court papers in 'Post'-Tavoulareas case

Journalists and members of the public seeking immediate access to documents in a civil trial may be required to wait until the trial's end. A three-judge panel of the U.S. Court of Appeals in Washington has ruled, in a divided opinion, that there is no First Amendment right of access to such documents. The panel rejected the appeal of the Reporters Committee for Freedom of the Press and four reporters who had contended that the court cannot seal documents in civil proceedings without establishing the need for secrecy.

However, the decision—bearing on an issue that has not yet been before the Supreme Court—will be appealed. The Reporters Committee's executive director, Jane Kirtley, who expressed disappointment in the decision she called "sweeping and broad," said the committee will petition the full appeals court for rehearing.

The opinion came in connection with the sealing of documents in the libel suit former

Mobil Oil President William Tavoulareas filed against *The Washington Post*. The trial judge, Oliver Gasch, acting at the request of Mobil, sealed some 3,800 pages of documents it said contained confidential information that could benefit competitors. The documents were among 52 trial exhibits that Gasch also ordered sealed. Because of the volume of the documents, Gasch simply ordered them sealed and postponed a ruling on the confidentiality until after the trial had concluded. The documents were eventually made public, but the reporters held that they had a right to the unprivileged material during the trial, when it had greater news value.

Judge Antonin Scalia, writing the opinion in which Senior Judge George E. MacKinnon joined, said Gasch had acted in a reasonable manner—a document-by-document justification, he said, "is simply unworkable." And he used two tests for deciding whether the public has a First Amendment right of access to the documents: whether the proceedings at issue have historically been open and whether the right of access plays an essential role in the proper functioning of the judicial process. The tests are those Scalia said the Supreme Court has used in the general area of access to the courts. As for the first, he found "weak" but sufficient support "for a general common law rule of nonaccess to prejudgment records in private civil cases." The court reached the same conclusion in applying the second test. The reporters, Scalia said, "had no First Amendment entitlement to a document-by-document determination of the need for confidentiality" before the conclusion of the trial.

Judge J. Skelly Wright, however, sharply disagreed. He maintained that the reporters' right of access to the documents "is secured by federal common law." But more than that, he expressed concern over what he said was the majority's determination "to issue an advisory opinion on the scope of the First Amendment"—and in the process to find that it "does not provide the slightest protection to the public's interest in contemporaneous access to evidentiary exhibits in civil proceedings." Wright said the majority's opinion "opens the door to the abuse of provisional seals entered on the basis of mere summary affidavits," and added, "Proponents of such seals will be able to make broad, unsubstantiated claims of confidentiality and prevent public access to critical evidentiary exhibits until public interest in such documents has long faded."

As for the libel case brought by Tavoulareas, Gasch overturned a \$2-million verdict the jury had returned in favor of the plaintiff. However, the same appeals court panel that ruled against the reporters reversed Gasch's decision, and by the same 2-1 margin. The Washington Post Co. is appealing that decision.

Meanwhile, the Reporters Committee and five other national media organizations, including the National Association of Broadcasters, are seeking release of documents in another trial, this one involving alleged espionage. The media organizations have asked the U.S. judge in the case of Samuel Loring Morison to vacate an order sealing evidence in the trial, which is to begin on Oct. 8. The order was issued following a secret hearing

What's looks got to do with it? A political candidate's TV "look" isn't that important in running an "effective" television campaign, according to Thomas E. Patterson, professor and chairman of political science at Syracuse University. He writes in the current issue of *Television Quarterly* that, on the contrary, television "is a forgiving medium" which "tolerates a wide range of faces and styles of delivery" and that "the image that reporters claim for a candidate is less a product of what the candidate projects on television than of his ability to attract votes."

According to Patterson, former Presidential candidate Walter Mondale, for example, may have been perceived by Americans as "weak" or a "wimp," but these were not terms they used in describing their impressions of Mondale after watching him at length on television. Hence, Patterson said, there "is considerable evidence" that Mondale's image on television "did not conform with what reporters were claiming about his image."

Patterson said that reporters have a tendency "to draw their conclusions about a candidate's image from his success." He said that "success or failure often comes first and then come reporters' claims about televised images. In most cases, television is not the true cause but merely the alleged cause of a candidate's standing."

Patterson said that there are problems with the media's "tendency to stress the candidates' alleged images." First, he said, in terms of audience reaction, what television reporters say about a candidate is more important than how he "looks" on the screen, so a "candidate gains far more from reporters' favorable assessments of this sort than from having an attractive face, voice or manner," Patterson said. Additionally, the professor said, the media's "emphasis on televised images" may negatively effect presidential recruitment. "The idea that candidates must have the proper television 'look' to gain the presidency is a chilling one. It could also become self-fulfilling. If politicians, reporters and pundits alike accept it as fact, they may not give serious consideration to would-be presidents who by face, voice, or mannerism seem unsuited to a television campaign," Patterson said.



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Practicing pool. Routine military exercise at Fort Campbell, Ky., was used as second test of Pentagon's effort to cooperate with media in establishing pool on short notice to cover military operations. Twelve members of Washington news corps were flown in secrecy to Fort Campbell to witness mock invasion of mythical Marxist county, where Americans had been taken hostage. Results of pool operation were said to be much more satisfying to Pentagon than those of first, in April, when journalists were flown to Honduras to "cover" military operation there. Unlike that event, there were no leaks of assembling and dispatch of pool to Fort Campbell. However, Pentagon spokesperson said problems remain to be ironed out—communications, among them. Although military's performance in providing communications links with Washington was improved over what it had been in Honduras, it still took three and a half hours to get material back to Washington—"too long," according to spokesperson. Pool members included representatives of Associated Press, United Press International and *Time* magazine; UPI and *Time* photographers; reporters from Newhouse newspapers, *Los Angeles Times*, and *Newsday*, and reporter from Mutual Radio and three-member-crew from Cable News Network.

FOIA bill. Representative Gerald D. Kleczka (D-Wis.) introduced legislation to strengthen Freedom of Information Act. Endorsed by Society of Professional Journalists, Sigma Delta Chi, measure addresses some problems encountered by public trying to use act. Among other things, bill would "revise exemptions to FOIA for national security, internal personnel and financial institution records." It also would establish system of penalties for agencies failing to comply with deadlines and "broadens disciplinary sanctions against employees who deliberately obstruct requests." Additionally, it would permit access to documents at little or no charge "if access would likely benefit the public."

at which government lawyers said public disclosure of evidence would harm national security. Even the order has been sealed. The media groups contend that the public and the media have a First Amendment right of access to evidence in a public, criminal trial. They also say that the judge failed to follow procedures established by the U.S. Supreme

Court to safeguard the public's right of access to such material.

Joining the Reporters Committee and the NAB in the motion were the American Society of Newspaper Editors, National Public Radio, the Public Broadcasting System, and the Society of Professional Journalists, Sigma Delta Chi.

Taking another look at the Beirut coverage

Network representatives defend coverage while Kissinger and Luken ask media to be more accountable

Although the Beirut hostage crisis is three months old, its memories remain vivid enough to ignite a heated debate on the media's coverage of that affair. Last week a panel, including top network news executives, Representative Thomas Luken (D-Ohio) and Henry Kissinger, assembled in New York by the *Washington Journalism*

Review, provided such a discussion as they looked at the propriety of interviewing terrorists, hostages and hostage families, as well as present network news standards.

Kissinger, a critic of media coverage during the crisis, claimed that news operations, forced to deal with more stories than they can cover, leave some stories to assume disproportionate importance. He said the media succumbed to a "humanization" of the kidnappers through endless presentations of their demands and created the perception

that the terrorists had a real grievance, when that was not clear.

But he also took a more conciliatory attitude at times last week. He said he "would prefer not to let terrorists appear on TV to state their demands" and added that television puts a "bias" into such a situation that can prevent a "calm dialogue." But he acknowledged that the administration unnecessarily confused the media by presenting a hard-line in public pronouncements, while pursuing a more diplomatic side behind the scenes, which became evident, he said, as stories surfaced that the administration was pressuring Israel to promptly comply with the terrorists demands and release of 700 detained Lebanese. "The media had to wind up" on the side of the conciliation, he said.

ABC News President Boone Arledge said the networks could not be blamed for putting Amal leader Nabih Berri on the screen, despite denouncements that such coverage only gave the terrorists a better negotiating position. Arledge pointed out that since National Security Advisor Robert McFarlane had asked Berri to act as a mediator. Arledge also had this to say about extensive interviewing of hostage families and the public fervor for a release of the hostage despite foreign policy needs: "If I had my way, we'd never cover hostage families."

NBC News vice president Timothy Russert said both the terrorists and the U.S. government attempted to use the media to their own end. "You can't have it both ways," he said of those who criticized the television coverage of the siege. "Our role," he said, is simply "to ask questions." The results of an internal NBC review following the coverage of the situation prompted him to add "I think we were sensitive to the fact that we're not policy makers." Russert was followed by others in pointing to ABC's coverage of the terrorist with a gun at Capt. John Testrake's head, as indicating just how flattering a portrait the network's painted of the terrorists. Arledge also said that ABC and other networks withheld information that would have jeopardized the hostages.

Luken, a member of the House Telecommunications Subcommittee, however was not convinced that network standards successfully prevent de facto negotiating by terrorists through the media, and he called for a "common set of guidelines" among all three



Luken and Sauter



Kissinger and Arledge

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networks in such instances. As for the anti-trust ramifications of such an agreement, he said that he would favor legal exemptions in such a case. "I think we're going too far" with fear for the First Amendment rights of journalists, he said. He also said that although he "would rather leave this up to the government," he would never attempt to legislatively circumscribe the freedom of the press. "I'm trying to influence the media. That's all I'm trying to do."

To the surprise of no one, Luken's comments were not warmly received. Van Gordon Sauter, executive vice president, CBS/

Broadcast Group, said that listening to Luken's self-righteousness was "like reading medieval theology." Sauter said the networks never presented scenes without context. Luken's comment that any network guidelines would be disregarded "once competition gets going" was called "cynical overstatement" by Jim Hoge, publisher of the *New York Daily News*.

A recurring issue at the session concerned interviews by CBS's Dan Rather and by David Hartman on *Good Morning America* in which advice for the president was solicited. Arledge did interpret that, as others have, as

another example of excessive journalism. He wondered whether the media would be expected to merely ask Soviet dissident Andre Sakharov how he feels, were he released. Luken, however, said that such questions to hostages are put in a different light when they are delivered through the media. Said Sauter, every time the hostages were delivered for an interview, it "served them and the American people."

The discussion was moderated by former assistant secretary of state for public affairs, Henry Catto, husband of *WJR* publisher Jessica Catto. □

Law & Regulation

Colino urges world PTT's to market services more effectively

Intelsat head says those ministries can use excess capacity international satellite service has available

Intelsat Director General Richard Colino has warned the world's Post, Telephone and Telegraph ministries—which operate the telecommunications systems in most countries—that the nature of demands for their services is changing and that they must change in order to meet them, or see those demands met by emerging competitors. And Colino makes it clear he feels the marketing activities of the PTT's leaves something to be desired; he points out that many are not making available to consumers who want them the services that the International Telecommunications Satellite Organization is pioneering in an effort to make use of excess satellite capacity.

Colino, who was addressing Intelevent '85, a gathering of telecommunications officials from around the world, at Cannes,

Must-carry appeal. The National Association of Broadcasters took its case for must carry to the Supreme Court last week. NAB asked the high court to review a U.S. Appeals Court decision declaring the FCC's must-carry rules unconstitutional. The decision went into effect Sept. 10 after the Supreme Court rejected a request for a stay from NAB and 13 other broadcast organizations. NAB lawyers (the firm of Covington & Burling is representing NAB before the court) expect the court to act on its petition for certiorari before the first of the year. The broadcasters' petition maintains that the appeals court decision "is inconsistent with the result reached in several decisions of this court and in direct conflict with decisions of other lower federal courts." Moreover, NAB argued: "The lower court's sweeping departure from the decisions of this Court is likely to cause serious confusion among lower federal and state courts in any case in which an administrative agency's regulations are challenged on First Amendment grounds."

France, spoke against the background of the competitive threat Intelsat faces from separate international communications satellite systems that the U.S. has decided to authorize, as well as from an increasing number of regional systems. The demands of consumers will require creative approaches, "perhaps even different institutions than those which have served a less demanding user population in the past," Colino said. There is no question that the demands "of this reintegrative information age will successfully be met," he said—the only question is "whether we will be the ones to meet" them.

Colino said some feel that PTT's "are intrinsically limited," while others see that the PTT's "are themselves limiting the nature of

their responsiveness needlessly." But, he said, the new telecommunications environment "is the source not only of new policy issues, but also of new service opportunities." In that connection, he noted the PTT's are overlooking the services that Intelsat—comprising national telecommunications administrations, many of which, he said, "are under mounting pressure to respond to deregulatory forces"—is offering to meet consumer demands.

Colino said that in the last 18 months, Intelsat has introduced almost 300 new international broadcasting, business and data transmission services, and dozens of domestic service proposals. "Yet," he added, "not all consumers who ask for these services get them or get them promptly, and not all PTT's appear to market these services aggressively." Colino said a poll of the organization's 110 members earlier this year generated responses from only 40 signatories. And of those, he said, "only a dozen were offering Intelsat business services," while "only two were offering some of the 130 new international business video services or INTELNET," a data distribution and collection service.

The provision of such services is made possible—indeed, dictated—by a substantial excess capacity in the global system of 16 operating satellites. And that excess capacity is a function both of "over-high traffic expectations on the part of Intelsat's members for basic telephone services" and a sharp slowdown in the rate of the system's growth. He said the decline had been from a growth rate of 24% in 1981 to some 10% last

Reconciliation package. The Senate Commerce Committee last week approved cost-of-regulation fees for FCC licensees and applicants as part of a budget reconciliation package. The fees are essentially the same as those in an FCC reauthorization measure adopted by committee in May. It is also identical to the schedule passed by the House Energy and Commerce Committee two weeks ago (BROADCASTING, Sept. 23) and includes a reduction for cellular radio fees and a provision exempting government agencies from paying fees. It would also reauthorize the FCC at \$98 million for fiscal 1986 and \$97.6 million for FY '87. The Senate committee also attached a measure that would reauthorize the Corporation for Public Broadcasting for FY 1987 through 1990. The measure is similar to a bill passed by the committee in May. It does, however, include an additional \$20 million for CPB for FY '89 and '90. And it increases funding for the National Telecommunications and Information Administration's public telecommunications facilities program, by an additional \$12 million for FY '87 and '88. Last year President Reagan vetoed the CPB authorization bill twice because funding was "excessive." A Commerce Committee aide said the senators feel the CPB bill has a "better" chance for survival as part of reconciliation package. The bill sets funding levels for CPB at \$200 million for '87, \$214 million for '88, \$238 million for '89, and \$254 million for '90. Additionally, it would establish funds for the facilities program at \$24 million for '86, \$28 million for '87 and \$32 million for '88.

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Colino

year. The decline, he added, had been especially sharp in the Atlantic Ocean region, where the growth rate dropped from 15.8% in 1982 to 7.3% last year, "a slump that the region has continued to suffer throughout 1985 as well." In terms of actual traffic, Colino said the number of full-circuits providing service in the Atlantic region in 1982 was 21% less than projected, 28% less in 1983 and 31% less in 1984.

And the over-capacity, Colino said, "is likely to intensify." In view of the total number of transatlantic circuits of all technologies—undersea cable and international satellite systems being authorized by the U.S. alone, he said, "there will be an estimated imbalance between supply and demand on the order of eight to one."

Colino said telecommunications authorities continue to identify their social, economic, technical, cultural and political goals in terms of the demands of the industrial age. In that setting, he said, cross-subsidized communications services have played a basic role in unifying far-flung and differing parts of emerging nation-states. Now, he said, telecommunications authorities must refocus their efforts from a service orientation "to the market-orientation that the new environment is demanding." He said, "Few engage in customer relations, few think of advertising sales." And through those failures, he said, "they invite 'competition' and raise prospects that their 'basic charters' will be challenged." Of course, he added, the change required "must be harmonious and consensual... at least on the international plane."

"Eventually," he added, "all social units—governments, businesses, individuals—become linked in new and potentially revolutionary ways; someone is going to offer to make that link available, and someone else is always going to find a new and better link, fundamentally changing social institutions in the process. Even more importantly, because such links are personally and professionally beneficial to an informed consumer, somebody is going to buy such links."

Colino said telecommunications authorities can adapt to change. And while that does not require "abandoning the values of the industrial age or its telecommunications offshoots, such as universal service," he said, it does "require adapting such values to other social imperatives, such as anticipating and responding to consumer demands"—among them, using facilities effectively and reducing charges as efficiencies increase. □

Fowler still stumping for deregulation

Chairman thinks FCC has done a lot to ease burden of broadcasters, but wants fairness doctrine scrapped

Mark Fowler was in New York last week promoting the policies of the Federal Communications Commission, arguing for the end of the fairness doctrine and taking to task those who think the government should still regulate broadcasting.

First at a Tuesday morning seminar sponsored by the Center for Communication and later that day at a luncheon address to the International Radio and Television Society (see "Top of Week"), Fowler proposed the "popcorn principle" as a metaphor of his tenure as FCC chairman. With a hot-air popper, Fowler said, you take away an ingredient everyone used to think was essential, oil, but the new method doesn't burn any kernels.

Similarly, with deregulation, he said, you take away government regulation, which everyone previously thought was essential.

The FCC chairman saw little hope that the commission would be given a chance to eliminate the fairness doctrine and give broadcasters First Amendment rights equal to those enjoyed by the print media. "There is great hostility in Washington to networks. So many politicians think they have been burned... that is also the reason why I don't think we will be given a chance to end the fairness doctrine," Fowler said.

That doctrine currently is used by others to prevent broadcasters from tackling controversial issues, the FCC chairman said. But he added that broadcasters have acquiesced in letting the government tell them how to run their business: "I basically find that most broadcasters have accepted gov-

Washington Watch

On the road. House Telecommunications Subcommittee is holding field hearings on children's television Oct. 25 in Dallas and Oct. 28 in Houston. Subcommittee members John Bryant (D-Tex.) and Mickey Leland (D-Tex.), respectively, are slated to chair hearings.

Underrated. Representative James Broyhill (R-N.C.), ranking member of House Energy and Commerce Committee, and Al Swift (D-Wash.), Telecommunications Subcommittee member, were listed among *Congressional Quarterly's* "Politics in America" as among "12 most underrated members of Congress, whose influence is largely overlooked by the media." Broyhill, it said, has "one of the more creative parliamentary minds in Congress... uninterested in publicity, Broyhill plays the inside game as well as anyone in the House." Swift, book said, is "patient, diligent and disdainful of publicity. He is one of the most impressive legislators to arrive in Congress in recent years."

Got it covered. Board of governors of Eutelsat, European satellite system, has voted to allow U.S. Information Agency to transmit television signals of its Worldnet programming to Eastern as well as Western Europe. USIA now uses spot beam of European Communications Satellite F1 to reach U.S. embassies—and broadcast stations and cable television systems that want signal—in Western Europe. New Eutelsat board action permits USIA to use spot beam on ECS F2 to extend signal into Eastern Europe as far as Turkey. Alvin Snyder, head of USIA television and film division, said tests conducted in Moscow and elsewhere indicate that F2 signal could be received by 1.8-meter dish. However, Snyder said that until "political" questions are resolved, USIA will have no plans to transmit signals to Moscow. USIA expects to start transmitting to U.S. embassies in Hungary, Rumania and Bulgaria late in October. Poland and Czechoslovakia will be added later. Present plans call for USIA to transmit two-hour broadcasts daily to Eastern Europe, as it does now to Western Europe. But Snyder and USIA Director Charles Wick plan to confer with Eutelsat representatives in Paris in mid-October on possibility of extending service.

Extension. FCC Mass Media Bureau has extended comment deadline for notice of inquiry on tender offers and proxy contests from Sept. 19 until Oct. 18. Reply comments will be due Nov. 4. Taft Broadcasting, McGraw-Hill, RCA, Gaylord Broadcasting and Lee Enterprises had requested extension.

LPTV request. Community Broadcasters Association, organization of LPTV licensees and applicants, has asked FCC to review Mass Media Bureau's denial of petition seeking rulemaking to permit LPTV licensees displaced by new full-power TV stations to specify operation on another channel, provided second channel is available to accommodate other interested LPTV applicants. In application for review, CBA alleged that bureau had "completely failed" to address points set forth in petition. "The FCC has never considered either the proposal or the underpinnings thereof, which involve a serious question of

policy affecting the viability of the LPTV industry," CBA said. "CBA's modest proposal will lead to the stability and growth of the LPTV industry and greater continuity of service to the public. In denying the petition, the bureau ignored the fact that CBA's proposal is supported by relevant legal precedent and will not alter or affect the status of LPTV as a secondary service."

□

Riverside reversal. Reversing decision by Review Board, FCC has granted application of Sunland Communications for new TV on ch. 62 in Riverside, Calif. Alleging that Sunland's minority partner, Andres Luis Soto (35%), was partner in name only, board had granted application of Kist Corp. (BROADCASTING, Oct. 22, 1984). FCC, however, concluded that partnership agreement provided Soto with "negative control over major financial and partnership decisions." Administrative Law Judge Joseph Chackin also granted application of Sunland (BROADCASTING, Nov. 7, 1983). At time of initial decision, Sunland's 65% owner was Jack M. Hodin, resident of Scranton, Pa., who had served as treasurer and board member of noncommercial WVIA-FM-TV there. Soto, resident of Riverside, was community relations specialist for Riverside county office of community development. Neither had other media interests.

□

On hold. National Association of Broadcasters executive committee has postponed its annual meeting with Mexican and Canadian broadcasters scheduled for Sept. 30-Oct. 4 in Oaxaca, Mexico. Executive committee meets every year with other North American broadcasters for informational meeting to discuss border broadcasting issues, technological developments, among other issues.

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LPTV's. FCC has tentatively granted low-power television applications of Mountain TV Network for chs. 34, 40 and 66, Tyro, Kan.; ch. 54, Randall, Ark.; ch. 14, Bogalusa, La.; ch. 27, Grangeville and rural Idaho county, Idaho; ch. 27, Thompson Falls and rural Sanders county, Mont.; chs. 46, 52, 54, 58 and 64, Liberal, Kan.; chs. 20, 22 and 40, Dillon, Mont.; ch. 36, Augusta, Ark.; chs. 48 and 50, Teterville, Kan. FCC also has tentatively granted LPTV applications of Wireless Cable Broadcasting, chs. 35, 63 and 65, Woodston, Kan.; State of Alaska, ch. 2, Napaskiak, Alaska; Blacks Desiring Media, ch. 46, Crossett, Ark.; Localvision, ch. 55, Scottsbluff, Neb., and King Broadcasting Co., ch. 26, Corvallis and Albany, Ore.

□

Brown bag. FCC promised Congress that it would have concluded notice of inquiry on commission posture toward hostile tender offers and proxy fights for licensees by beginning of next year, "and I expect to meet that," James McKinney, Mass Media Bureau chief, said last week. At brown-bag luncheon sponsored by FCC's consumer assistance and small business division, McKinney also said he hoped direct broadcast satellite service catches on because cable needs competition. He said FCC was committed to reserving spectrum for DBS unless technology fails for certain. He also said he found it "very difficult" to be optimistic about prospects for low-power television. He said about 80% of LPTV's granted were being used as translators, not for local origination. He also said number of LPTV's for which construction permits had been issued weren't being built. Last week, bureau released list of 38 LPTV construction permits that were forfeited for failure to construct.

□

More MMDS. FCC will hold second round of lotteries for multichannel multipoint distribution service Oct. 29. Up for grabs will be permits for Baltimore; Cincinnati; Decatur, Ill.; Washington; Los Angeles; Miami; Milwaukee; Philadelphia; Pittsburgh; Portland, Ore.; Providence, R.I.; St. Louis; San Francisco; Seattle, and San Juan, P.R.

□

Hyannis FM. In initial decision, FCC Administrative Law Judge Edward Luton has granted application of Puopolo Communications, denying competing applications of Radio Hyannis, L&D Broadcasting and Hyannis and Cape Cod Broadcasting Co. Puopolo prevailed on integration grounds. Dana Puopolo is president and 38% owner of Puopolo Communications, which is also owned by two others. Puopolo, resident of Hyannis, is engineer. He was formerly chief engineer for WLKW-AM-FM Providence, R.I. Neither he nor other Puopolo principals has other media interests.

□

Alternative funding. National Association of Broadcasters public broadcasting task force revealed its goals last week. Group said it will "seek supplementary funding for public broadcasting in lieu of advertising, will establish extensive links to Congress, and will look to the creative and business communities of the industry for additional strategic support." Members of task force include: Chairman Ralph Baruch, Viacom International, New York; William Baker, Westinghouse Broadcasting, New York; William Banowsky, Gaylord Broadcasting, Dallas; Thomas Bolger, retired president of Forward Communications, Madison, Wis.; Ward Chamberlin, WETA-TV Washington; Joel Chaseman, Post-Newsweek Stations, Washington; Jeff Davidson, Gannett Broadcasting Group, Atlanta; James Dowdle, Tribune Broadcasting, Chicago; Merrill Panitt, Triangle Publications, Radnor, Pa.; Sharon Rockefeller, Washington, and Richard Wiley, Wiley & Rein, Washington.

ernment guidelines and my reading of the First Amendment doesn't lead me to believe that the founding fathers intended the electronic press to accept government restriction."

What will protect the press if the government isn't there? Fowler cited the availability of alternative entertainment and information outlets, as well as the viewers' own common sense. "People are amazingly independent." As historical justification for this belief, he said that yellow journalism died out earlier this century because "... people lost interest in that kind of journalism."

Still, Fowler said, "some argue that television needs to be regulated because it is more powerful. I think just the opposite... the more powerful the medium, the less we want it in the hands of government."

Two current proposals advocating FCC regulation were discussed. In response to a question about the Parents Music Resource Center and the National Council of Churches of Christ, both of which have complained about programing aired by broadcasters, Fowler said the two organizations would get a "chilly reception" at the FCC.

He said it was appropriate for them to complain to the broadcasters and record companies, but that they should not ask the government to intervene. "There are some problems," he agreed, "I have a 15-year-old girl and although I am not a censor, the industries have got to show some responsibility."

"I also think that broadcasters have got to put on some kind of a message," he added. There are too many programs with the content "starched out of them."

The FCC chairman said that broadcasters were not entirely happy with the commissions rulings during his tenure so far. One thing they did not like, he suggested, was increased competition: "We are doing both letting go and letting in [competitors]."

The results of increased competition are just beginning to show up now, he said. "It takes several years before entrepreneurs take advantage of a situation. So I think just now policies are beginning to show up on screen. The networks are just beginning to find out that their audiences are beginning to shrink. They may have to specialize more."

Fowler suggested the result will be "more dynamic and innovative programing."

Fowler also said broadcasters had given him "a lot of flack" because of his support for a spectrum fee. The proceeds from such a levy on broadcasters, he said, could be used to support programing that fares less well in the commercial sector. "Some have a misguided sense of what public television should be. They should try to fill in the gaps left by the private area."

Fowler said he would also support tax credits for companies producing childrens' programing.

But the FCC chairman said that even if broadcasters never support a spectrum fee, he would continue to push for deregulation of the industry "because it is the right thing." Before deregulation, he said, "There were so many activities that were off limits. We were the FCC, the 'Federal Cannot Commission.' We are now the FNPC, the 'Federal No Problem Commission.' "

Dallas squeeze on

Exhibitors at next April's National Association of Broadcasters convention in Dallas will be taking a 10% cut in space across the board, as well as paying up to one-third more for booth space. Also in the works is the elimination of distinctions between radio and television exhibit areas, the moving of all mobile vehicles to outdoor exhibits, and the spreading of the largest booths throughout the hall, rather than grouping them near the main entrance of the Dallas exhibit hall.

The changes, worked out in part with a seven-person exhibitors advisory committee meeting with the association in Washington this summer, are largely the result of the smaller, more expensive exhibition facilities in Dallas compared to Las Vegas, where the show has been held several years running (Dallas has approximately 265,000 square feet of exhibit space; Las Vegas 300,000).

According to Ampex's Al Fisher, chairman of the advisory committee, "Nobody's very happy about the space reduction, since most exhibits are custom built and it will be expensive to scale them down. But we understand it's a fact of life, and we'll bite the bullet."

Fisher also didn't expect much enthusi-

asm for the cost increase, which is a two-tier arrangement corresponding to the two levels of the exhibit space. For an upper level, which has three different height zones of 18 feet, 16 feet and 14 feet, \$16 per square foot will be charged, up from \$12 per square foot for NAB floor space. A lower level, which accounts for over half the entire exhibit space, has a 12-foot height restriction and will cost exhibitors \$14 per square foot.

"Dallas apparently charges NAB more for the exhibit space than Las Vegas," Fisher acknowledged, "but I understand Las Vegas will go up again if NAB returns, so I don't want anybody to have the delusion that a return to Vegas would mean a drop in floor space costs."

The selection of a site for 1988 has still not been made, added Fisher, and there is little consensus between NAB and exhibitors on the two main choices, Las Vegas and Chicago. Exhibitors cite union problems in Chicago and believe Las Vegas is the most preferable convention site, while NAB representatives believe returning to Las Vegas every year causes member "burnout," and Chicago would provide a more central location for future exhibits.

In order to book the annual convention for 1988 and beyond at either of these heavily used centers, or the several other cities being considered as possibilities, NAB will

probably have to choose within several months, Fisher added.

The newly formed exhibitors advisory committee comprises representatives, selected for two-year terms subject to ratification by other exhibitors, from a range of large and small companies, including radio and television manufacturers, systems companies and companies that are both veteran and relatively new exhibitors. The group next meets during the annual Society of Motion Picture and Television Engineers convention in Los Angeles October 31.

Getting smaller

A silicon transistor believed to be the smallest ever has been developed by researchers at Massachusetts Institute of Technology in Cambridge, MIT has announced. The development culminates a two-year, \$100,000 project in MIT's Research Laboratory of Electronics, and was cited by the Institute as a "significant milestone" in efforts to increase the speed of electronic devices by reducing the size of the transistor's channel length.

Transistors make up the integrated circuit chips used in computer and communications equipment, and shorter channel lengths are believed to increase the speed of electrons traveling through the transistor by limiting energy loss resulting from collisions between moving electrons and the atoms of the semiconductor material. Faster transit time, according to MIT, could mean a higher frequency of operation and an increase in the number of computer operations that could be performed in a given time period.

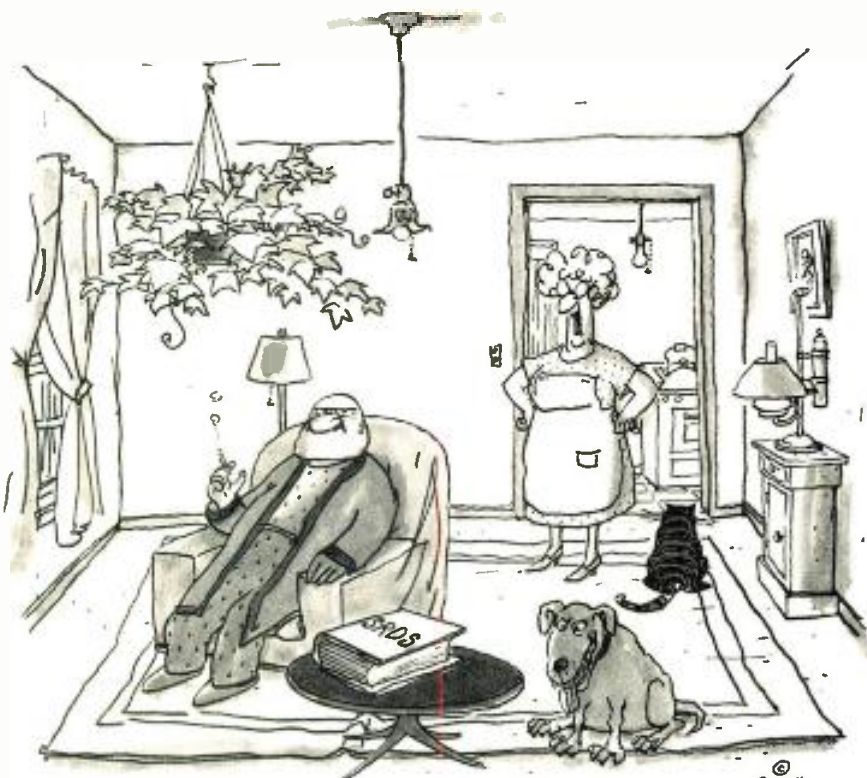
The experimental MOSFET (metal oxide semiconductor field-effect transistor) device has a channel length of 600 angstrom, or two-millionths of an inch, about 17 times shorter than those of transistors in commercial use.

The transistor was fabricated using X-ray lithography by Chinese physics student Stephen Chou under the supervision of professors Henry I. Smith and Dimitri A. Antoniadis of MIT's department of electrical engineering and computer science. According to Smith, the X-ray lithography technique, invented at MIT in 1972, will likely replace the photo-lithography methods now used to make transistors.

Although this particular transistor will never be manufactured, Smith said, it provides important information about transistor behavior and limitations. "This is a stepping stone in the direction of making very small communications electronics devices," he said.

WPHL-TV techs settle

Technicians at WPHL-TV Philadelphia have ended their three-week strike against the Providence Journal-owned independent, signing a four-year agreement identical to the offer they had rejected in late August (BROADCASTING, Sept. 9). The 26 full-time



*"Arnold, I know it means a lot to you,
but a coffee table book it's not."*

and four part-time technicians returned to work Sept. 23 with a new contract including wage increases totalling a \$100-per-week increase by 1989.

A major factor in bringing about the agreement, according to both Eugene McCurdy, station president and general manager, and Charles Higgins, president of the International Brotherhood of Electrical Workers union local representing the staffers, was the nearly simultaneous strike by Philadelphia's major newspaper unions. "With the newspaper strike, there was no publicity," McCurdy commented. Added Higgins: "We were hurt badly by the newspaper strike. We were unable to get the word out."

Higgins was bitter about the settlement, however, claiming the station refused to submit to binding arbitration (although a federal mediator was involved in negotiation), and also threatened to replace all the workers if they didn't settle by Sept. 19.

"This company was not interested in a settlement," Higgins said. "But the station will pay for the strike in losing good people. The bulk of the staff feels embittered."

McCurdy countered that the strikers just finally realized they "weren't going anywhere" with the strike, and that now that they're back on the job are being "professional" and putting the incident behind them.

Boosting AM

AM broadcasters commenting on an FCC AM technical rules proceedings are seeking immediate authorization for synchronous transmitter systems (STS), or AM "boosters." The systems are comprised of separately located transmitters tuned to operate on the same frequency by one broadcast operation, and can serve to extend station coverage areas.

Among those supporting use of the technology, which hasn't been generally approved by the commission for over 30 years, were Holston Valley Broadcasting; Jefferson-Pilot Broadcasting; Hubbard Broadcasting's KOB(AM) Albuquerque, N.M.; Mt. Wilson FM Broadcasters, and Laughlin Roughrider Broadcasting.

Other commenters, including National Association of Broadcasters, National Radio Broadcasters Association and several consulting engineering firms, were less enthusiastic about immediate authorization of STS, although all were supportive of the idea. The group stressed the need for the commission to carefully consider the approach in further proceedings, paying heed to a variety of issues raised by the proposal, such as technical operations, interference potential, ownership and programming.

The rule changes are being sought by FCC to conform to international AM broadcasting agreements reached between 1981 and 1985. The proceeding, generally approved of by commenters, also proposes the elimination of distinctions between Class III-A and Class III-B AM's.

Practicing MTS

The long-awaited industry recommended practices for implementing multichannel television sound technology in broadcast and equipment manufacturing industries has been mailed to TV stations by the National Association of Broadcasters.

The report, exceeding 300 pages including appendices, was compiled with Electronic Industries Association and other members of the industry committee which developed the voluntary standard for MTS at the end of 1983. Covered are engineering practices for the visual and aural transmitter, aural composite generation and the stereo generator, monitoring and measure-



Sony presentation. William Connolly (r), president, Sony Broadcast Products, and Neil Vander Dussen (c), president, Sony U.S. Marketing Group, accept an award from National Academy of Television Arts & Sciences President John Cannon at the Emmy presentations Sept. 9 in New York. The technical award Sony won was for outstanding achievement in engineering development for improvements to slow motion picture quality gained by company's Super Motion Video System, co-developed ABC-TV and used extensively in coverage of 1984 summer Olympics. Also receiving an outstanding engineering achievement award was RCA for development of its CCD (charge-coupled device) color TV camera, introduced as a broadcast product in 1984.

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ment recommendations for TV facilities, and receiver issues important to broadcasters, receiver and monitor manufacturers.

Accompanying the NAB mailing is an update on stereo television that makes note of NBC and ABC interest in the service, along with the general "sluggishness" of the syndicated market outside of new music video shows. Also discussed are some of the local market considerations for stereo, including local promotion ideas and receiver marketing tools. The nine-page cover report also lists over 60 network series, syndicated programs and films now available in stereo.

Baltimore wired

General Instrument Corp., a New York manufacturer, has announced it will supply an estimated \$50 million in cable equipment and services to United Cable for its Baltimore CATV system. The three-year deal, subject to the signing of an agreement between the two firms, calls for GI's Jerrold Division to supply two 79-channel headends, addressable converters and addressable computer control system, distribution amplifiers, a monitoring system and construction management services to the Baltimore firm for the building of a 1,000-mile cable system plant.

RF radiation review

The reviews are in on a draft document considering occupational exposure to radiofrequency radiation, circulated by the National Institute for Occupational Safety and Health.

Responses from 50 different experts have not yet been fully reviewed, but one NIOSH source indicated there was little consensus on the preliminary consideration of an expo-

sure standard stricter than the level selected by the FCC for general and occupational exposure involving broadcasters.

The 300-page NIOSH draft was forwarded for "external review" last May to experts at federal agencies, professional societies, trade associations plus academicians.

The returns came in under an early September deadline, and, according to Burt Cooper of NIOSH, the response to a preliminary 0.2 watt-per-kilogram (w/kg) recommended exposure limited varied, with some saying the level was "reasonable" while others said they had "problems" with it.

One review to the document came from the Washington-based Electromagnetic Energy Policy Alliance (EEPA), a trade group of manufacturers and users of electrical equipment emitting RF radiation, which includes the National Association of Broadcasters, GTE, RCA, Motorola, AT&T and others.

The EEPA review, although supportive of the NIOSH effort to "lay the groundwork for a federal standard for occupational exposure," did take issue with several points in the document, including the selection of a specific absorption rate (SAR) level of 2 w/kg as the threshold for adverse RF effects to humans. The level determined to be unsafe by the American National Standards Institute (ANSI), whose work provided the basis for FCC rulemakings earlier this year, is 4 w/kg.

The draft document was in the early stages of preparation, according to Cooper, and was not expected to be complete until the second half of 1986. Officials at the institute's Cincinnati branch, responsible for preparation of the draft document, will review the responses at a meeting in the next several weeks. The institute is a branch of the U.S. Department of Health and Human Services.

Gearing up

A new Beta recorder adapter for Ikegami's HL-79E cameras is now available from the Maywood, N.J., manufacturer. The \$1,990 unit is designed for use with the Beta portable recorder BVV-1. An adapter for Ikegami's ITC-730 cameras is scheduled for release later this year.

□

ITC/3M has delivered more than 130 of its new Omega series cartridge machines since it began shipments at the end of June. First shown at last April's NAB equipment exhibition, the cart series is available as a mono reproducer (\$1,050), a stereo reproducer (\$1,195) and a mono recorder/reproducer (\$1,575). The mono units are upgradeable to stereo.

Shure Bros. of Evanston, Ill., has upgraded its FP31 portable audio mixer and developed an FP32 stereo version. The \$1,200 unit includes two transformer-coupled outputs and three inputs, with a center-dented stereo pan pot for each input channel. The mixer also has built-in slate microphone and slate tone to identify take locations, along with a built-in tone oscillator for level checks or line tests.

□

A new series of cartridge machines has been introduced by Fidelipac Corp. of Moorestown, N.J. The Dynamax CTR 10 series includes four models which the company describes as a "no-frills" version of the CTR 100 series units, more than 1,000 of which have been delivered since their introduction in late 1984. The models, mono and stereo play and mono and stereo record/play, range in cost from \$1,150 to \$2,350.

Business

Murdoch now sole owner of 20th Century Fox

Marvin Davis sells his half of company for \$325 million

The joint ownership of 20th Century Fox Film Corp. has proved to be a short-lived partnership. Last Monday (Sept. 23), Rupert Murdoch obtained complete control of the film studio and certain other assets of TCF Holdings Inc., buying out his partner, Marvin Davis, for \$325 million.

The purchase announcement came a half year, almost to the day, since Murdoch purchased his initial 50% share of the company for \$162 million, and an \$88 million "advance" to TCF Holdings. In addition to the film library of Fox and rights to numerous television series and other syndicated property, Murdoch will now completely own 54 acres of Century City (Los Angeles) property.

Also part of Fox is its partnership with CBS in the home video business, CBS/Fox. That joint venture is doing extremely well,

according to Fred J. Meyer, CBS senior vice president, finance, who recently said that in 1984, CBS/Fox earned \$50 million, pre-tax, on revenue of \$300 million. Fox, however, has recently sold its half of a CBS/Fox studio for \$35 million and has borrowed against

\$45 million in future operating proceeds.

For the first nine months of fiscal 1985, ending May 25, 20th Century Fox Film Corp. reported net revenue of \$468 million, down from \$624 million for the comparable period in 1984. The net loss for Fox was \$80

Down to the wire...service. The deadline on the formal bidding for United Press International has been extended for several weeks because the number of potential buyers was "unexpectedly large," said Porter Bibb, managing director of Ladenburg, Thalmann & Co., one of the two investment banking firms responsible for finding a buyer for the financially troubled news service. Bibb said the previous intention had been to narrow the field of interested parties down to "four, five or at most six" but that the "approved and capable" group under consideration turned out to be three times as large. Although formal offers have not been asked for, Bibb said several parties have offered to pay off UPI liabilities at "100 cents on the dollar." Creditors are claiming unsecured and secured liabilities of approximately \$40 million, although Bibb noted that not all those claims may be accepted as liabilities. The deadline for formal bids is being extended because management will require more time to meet with a larger group of bidders, who will also be given the opportunity to make a close inspection of the company. In turn they will be asked to put down "good faith money," and provide specifics about their financing capability. Bibb said that none of three broadcast networks had shown serious interest in the news service.

lion for the nine-month period, an increase of \$70 million. Net loss from operations, before interest expense, was about \$50 million. The company attributed the negative results to unsuccessful film releases, a decline in revenue from licensing of theatrical films to television, and a decline in the number of television series accepted by the networks. As of May 25, long-term debt stood at \$391 million with interest payments running at a \$40 million annual rate.

In recent years, Fox's sale of product to the networks has fallen off from nearly 10 hours of product in the 1983-84 season, to three hours in the current season. Two of the current shows have already entered syndication, *Fall Guy* (ABC) and *Trapper John M.D.* (CBS). Fox is also involved in two others shows on the network schedule: *Charlie & Co.* (CBS) and *Mr. Belvedere* (ABC).

The purchase by News Corp. should make it easier for Murdoch and Fox Chairman Barry Diller to take advantage of whatever synergy can be found between Fox's production capabilities and the six television stations. Before last week, Diller was still half under the employ of Davis and apparently would have had to make a special arrangement to cut back on his work at Fox so he could also work on the stations group, in which Davis had decided not to join. With Murdoch, soon to own all of both the studio and the stations, that problem, if it was serious, now appears to have been eliminated.

A News Corp. press release said the \$325-million transaction is expected to be completed this fall. □

Bottom Line

Search for synergy. Purchaser of large position in Chyron Corp. surfaced recently in filing with Securities and Exchange Commission. Frederick W. Field, Los Angeles-based businessman, in SEC filing said he had acquired one million shares, or 9.9% of stock of Melville, N.Y.-based Chyron. Field intends to increase holding of video graphics products manufacturer, according to its chairman, Alfred Leubert. He said that Field also intends to seek representation on Chyron board and is considering possibility of merger, joint venture or other business combination between Chyron, and Panavision or Montage Computer Corp., two privately-held companies majority-owned by Field. Panavision leases equipment for motion picture production and Montage manufactures editing systems for motion picture and television. Most of Field's purchase of Chyron stock appears to have taken place on Sept. 3, 4 and 5, when more shares were traded than in previous three months combined. NASDAQ-listed stock closed Tuesday at \$8.

□

Not the real thing. Coca-Cola said last week it had entered into definitive agreement to sell substantially all assets of Embassy Pictures to Dino De Laurentis Productions Inc. for undisclosed amount. Movie company was acquired two months ago by Coca-Cola from A. Jerrold Perenchio and Norman Lear along with Embassy Television, which Coca-Cola will keep, and Embassy home video.

□

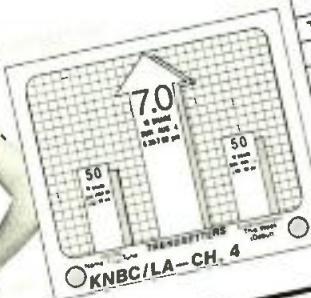
Familiar foes. Times Fiber Communications said last week company's board of directors had received two proposals for all of 9.6 million outstanding shares. One proposal was made by group led by TFC chairman, Colin J. O'Brien. Other came from company led by former TFC chairman, Lawrence J. DeGeorge. Both proposals would acquire one-third of stock held by public shareholders with O'Brien group offering \$15 per share; DeGeorge group offering \$14.50. Each bidder would make same cash offer for 78% of remaining two-thirds of TFC stock held by parent company, Insilco Corp., with remaining 22% held by Insilco to be exchanged for securities in surviving TFC entity. Eighty percent of TFC's \$124 million in 1984 revenue came from sales to cable industry. Company reported net loss of \$1 million last year, compared to 1983 net income of \$5.2 million on sales of \$136.9 million.

We're Setting Rating Trends!

Your Hosts
Paul Ryan



Kathy Gallagher



	Total Men	Men 18-34	Men 25-54	Working Women	Total 18-34
Sunday 6:30-7:00 PM	5	5	5	5	5
Trendsetters - KNBC	2	2	2	2	2
\$100,000, Name That Tune - KNBC	5	5	4	4	4
Hollywood Close Up - KABC	5	1	4	4	1
News - KCBS	2	2	1	4	3
Fame - KTTV	4	5	3	4	5
Sunday Movie - KTLA	4	5	3	4	4
Captains and the Kings - KHJ	2	2	3	3	2
Movie - KCOP					

Source: L.A. July 1985 - Nielson • Trendsetters week 4 • Week 1, 2 & 3.

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Stock Index

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio (000,000)
Sep 25 Sep 18

BROADCASTING

N ABC	114	7/8	115	1/4	-	3/8	- 0.33	17	3,339
N Capital Cities	199		202	1/2	-	3/2	- 1.73	19	2,565
N CBS	110	7/8	111	1/2	-	5/8	- 0.56	19	3,301
O Clear Channel	15	1/4	15	1/4				21	45
N Cox	74	3/4	74	3/4				23	2,109
O Gulf Broadcasting	3	5/8	3	5/8				33	161
O Jacor Commun.	3	3/4	3	3/4					21
O LIN	29	1/2	32		-	2 1/2	- 7.81	22	777
O Malrite	11	3/4	12		-	1/4	- 2.08	14	98
O Malrite 'A'	11	3/4	11	3/4				14	50
O Orion Broadcast		1/32		1/32			0.81		3
O Price Commun.	8	7/8	9	5/8	-	3/4	- 7.79		52
O Scripps Howard	47		49		-	2	- 4.08	28	485
N Storer	88		87	5/8		3/8	0.43		1,447
O SunGroup Inc.	3	1/4	3	3/8	-	1/8	- 3.70		5
N Taft	78		76	3/4	1	1/4	1.63	15	703
O United Television	23	5/8	23	5/8					259

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	25	3/8	24	5/8	-	3/4	3.05	18	156
A Affiliated Pubs	44	1/8	44	7/8	-	3/4	- 1.67	19	540
N American Family	23	1/4	23			1/4	1.09	12	694
O Assoc. Commun.	24	3/4	24	3/4					118
N A.H. Belo	44	5/8	45	1/2	-	7/8	- 1.92	15	516
N John Blair	18	3/4	19		-	1/4	- 1.32	94	150
N Chris-Craft	56	1/2	53		3	1/2	6.60		361
N Gannett Co.	54	5/8	55	7/8	-	1 1/4	- 2.24	19	4,379
N GenCorp	46	1/4	43	3/4	2	1/2	5.71	51	1,013
O Gray Commun.	102		102					18	51
N Jefferson-Pilot	46	1/4	45	1/2	-	3/4	1.65	7	1,419
O Josephson Intl.	8	1/4	8	1/2	-	1/4	- 2.94		39
N Knight-Ridder	35		35	1/8	-	1/8	- 0.36	16	1,953
N Lee Enterprises	39	1/2	37	7/8	1	5/8	4.29	19	511
N Liberty	29	1/2	29	1/4		1/4	0.85	14	298
N McGraw-Hill	43	1/4	42	1/2		3/4	1.76	15	2,178
A Media General	77	1/4	77			1/4	0.32	15	540
N Meredith	60		60					13	567
O Multimedia	56	1/4	55	1/2		3/4	1.35	27	939
A New York Times	42		41	1/4		3/4	1.82	15	1,680
O Park Commun.	20	1/2	22		-	1 1/2	- 6.82	19	288
N Rollins	24	5/8	23	7/8		3/4	3.14	34	360
T Selkirk	21	3/4	21			3/4	3.57	47	177
O Stauffer Commun.	95		90		5		5.56	16	95
A Tech Operations	55	7/8	66	3/4	-	10 7/8	- 16.29	13	45
N Times Mirror	46	1/4	46	5/8	-	3/8	- 0.80	14	3,320
N Tribune	45	1/4	44		1	1/4	2.84	17	1,831
A Turner Bcstg.	17		17	1/4	-	1/4	- 1.45	35	370
A Washington Post	114		113	1/2		1/2	0.44	16	1,462

PROGRAMMING

O American Nat. Ent	1	3/4	1	1/2		1/4	16.67	9	4
O Barris Indus	12		13	1/4	-	1 1/4	- 9.43	20	77
N Coca-Cola	70	1/8	68	3/8		1 3/4	2.56	15	9,174
N Disney	85	5/8	84	1/4		1 3/8	1.63	57	2,828
N Dow Jones & Co.	41	7/8	42	1/2	-	5/8	- 1.47	21	2,693
O Four Star	4	1/2	4	3/4	-	1/4	- 5.26	5	4
A Fries Entertain.	8	3/8	8	5/8	-	1/4	- 2.90	120	28
N Gulf + Western	43	1/2	40	5/8	2	7/8	7.08	13	3,051
O King World	20	1/4	20			1/4	1.25	17	103
O Robert Halmi	2	1/4	2	3/16		1/16	2.86		39
A Lorimar	29		30	3/8	-	1 3/8	- 4.53	7	221
N MCA	46	3/8	44		2	3/8	5.40	24	2,294
N MGM/UA	25		26	5/8	-	1 5/8	- 6.10		1,242
N Orion	10	3/8	10	3/8				36	98
O Reeves Commun.	11		10	5/8		3/8	3.53		137
O Sat. Music Net.	13	1/4	12	3/4		1/2	3.92		90
O Telepictures	24	5/8	25	5/8	-	1	- 3.90	18	192
N Warner	31	5/8	30	1/8		1 1/2	4.98		1,926
A Wrather	19	1/2	19			1/2	2.63		137

Closing Closing Net Percent P/E Market
Wed Wed Change change Ratio (000,000)
Sep 25 Sep 18

SERVICE

O BBDO Inc.	47		47					14	297
O Compact Video	5	1/4	5	1/4					23
N Comsat	32	1/4	32	3/8	-	1/8	- 0.39	11	584
O Doyle Dane B.	20		20	1/4	-	1/4	- 1.23	13	106
N Foote Cone & B.	52	7/8	52			7/8	1.68	12	187
O Grey Advertising	185	1/4	186		-	3/4	- 0.40	11	112
N Interpublic Group	38	3/4	38			3/4	1.97	13	421
N JWT Group	28	3/4	29	3/4	-	1	- 3.36	16	259
A Movielab	7		6	7/8		1/8	1.82		11
O Ogilvy & Mather	41		40		1		2.50	15	375
O Sat. Syn. Syst.	6	1/4	6			1/4	4.17	10	36
O Telemation	5	1/2	5	1/2				5	6
O TPC Commun.		3/8		3/8					4
A Unitel Video	7	1/2	7	5/8	-	1/8	- 1.64	25	16
N Western Union	12		12	3/4	-	3/4	- 5.88		293

CABLE

A Acton Corp.	1	1/2	1	1/8		3/8	33.33		9
O AM Cable TV	2		2						7
N American Express	41	3/8	40	5/8		3/4	1.85	14	9,018
N Anixter Brothers	16	5/8	15	7/8		3/4	4.72	18	302
O Burnup & Sims	7	1/8	7			1/8	1.79	6	64
O Cardiff Commun.	15	1/6	1		-	1/16	- 6.25	94	4
O Comcast	19	1/8	18	7/8		1/4	1.32	29	373
N Gen. Instrument	14	1/2	14	7/8	-	3/8	- 2.52		470
N Heritage Commun.	16	1/4	16	3/8	-	1/8	- 0.76	34	236
O Jones Intercable	5	3/4	5	1/4		1/2	9.52	11	53
T Maclean Hunter X	12	3/4	13	1/4	-	1/2	- 3.77	18	470
A Pico Products	2	3/8	2	5/8	-	1/4	- 9.52		8
O Rogers Cable	8	1/2	8	3/4	-	1/4	- 2.86		194
O TCA Cable TV	23		22	7/8		1/8	0.55		154
O Tele-Commun.	31	1/8	31	1/8				283	1,452
N Time Inc.	52	1/2	54	3/4	-	2 1/4	- 4.11	15	3,190
N United Cable TV	29	5/8	30	1/4	-	5/8	- 2.07	46	299
N Viacom	46	1/2	44	1/8	2	3/8	5.38	20	726

ELECTRONICS/MANUFACTURING

N Arvin Industries	24		23	3/4		1/4	1.05	9	279
O C-Cor Electronics	7	3/8	7	3/4	-	3/8	- 4.84		22
O Cable TV Indus.	2	3/4	2	7/8	-	1/8	- 4.35	17	8
A Cetec	7	1/4	7	1/4				9	16
O Chyron	7	5/8	8	1/4	-	5/8	- 7.58	15	70
A Cohu	9	3/8	9	3/8				9	17
N Contrac	12	7/8	13	1/4	-	3/8	- 2.83	6	78
A CMX Corp.	1	3/8	1	1/2	-	1/8	- 8.33		5
N Eastman Kodak	42	3/4	43	1/2	-	3/4	- 1.72	12	9,756
O Elec Mfg & Comm.	11	1/2	10	3/4		3/4	6.98		33
N General Electric	57	1/4	59	1/2	-	2 1/4	- 3.78	11	26,042
O Giotel-Telemet	1	1/4	1	3/8	-	1/8	- 9.09	16	4
N Harris Corp.	23	7/8	24	3/8	-	1/2	- 2.05	11	961
N M/A Com. Inc.	17	3/8	17			3/8	2.21	18	756
O Microdyne	5	3/4	5	7/8	-	1/8	- 2.13	72	26
N 3M	74	5/8	74	3/4	-	1/8	- 0.17	12	8,567
N Motorola	33	3/4	32	1/2		1 1/4	3.85	11	4,014
N N.A. Phillips	33	3/4	32	1/4		1 1/2	4.65	7	973
N Oak Industries	1	1/2	1	5/8	-	1/8	- 7.69		30
N RCA	40	3/4	42	1/4	-	1 1/2	- 3.55	12	3,345
N Rockwell Intl.	36	1/4	37	1/2	-	1 1/4	- 3.33	10	5,399
N Sci-Atlanta	11	7/8	12		-	1/8	- 1.04	18	276
N Signal Co.s	42	1/2	42	1/2				17	4,701
N Sony Corp.	15	1/4	14	3/4		1/2	3.39	12	3,522
N Tektronix	50	5/8	50	1/4		3/8	0.75	7	986
A Texscan	1	5/8	1	7/8	-	1/4	- 13.33	27	11
N Varian Assoc.	26	3/8	28		-	1 5/8	- 5.80	13	583
N Westinghouse	37	7/8	38	1/4	-	3/8	- 0.98	12	6,630
N Zenith	16	1/2	16	5/8	-	1/8	- 0.75	6	381

Standard & Poor's 400 201.53 202.58 - 1.05 - 0.52

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

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

Theatricals find strength in ad hoc numbers

Movie networks garner good ratings, in some cases outperforming network programming; 'action exploitable' and heavy promotion cited as crucial

Theatrical movies, which the networks have been licensing in dwindling numbers over the past three seasons because of lower ratings, are bucking the trend and performing surprisingly well in syndication. So well, in fact, that several of the titles the networks passed up in favor of more made-for-TV movies have turned around on independent stations and knocked out competing prime time programs on major market affiliates.

In the past year, three major ad-hoc advertiser-supported movie networks have been launched as a result of a warehouse-sized backlog of theatrical titles that have gone unlicensed to the major television networks. The common thinking among network executives is that popular theatrical titles, which are available through pay cable and home video outlets months before a network premiere, have become "overexposed" and therefore do not attract the audiences they once did.

The most recent example is the exceptionally strong start of MCA-TV's Universal Television Debut Network, which is wrapping up a two-week window for its first feature, "Doctor Detroit." In New York on WPIX-TV, "Doctor Detroit" beat the prime time programming on WABC-TV and tied with WCBS-TV, while in Los Angeles it tied with KCBS-TV and in Chicago outdrew both the prime time shows on CBS-owned WBBM-TV and NBC-owned WMAQ-TV.

The Debut Network is an advertiser-supported ad-hoc movie network of 24 titles that have never had network exposure, although some have been released to cable or home video. Stations broadcast a different movie twice each month during a two-week window. The first run must be in prime time. MCA-TV is guaranteeing advertisers a minimum 12 national rating.

On WPIX-TV, "Doctor Detroit" achieved an 11/17 rating in Nielsen's overnight meter, almost double the previous four-week rating for that time period, and out-pulled a 9/15 for the first part of *The Third Reich* miniseries on WABC-TV and tied with *I Had Three Wives* and a made-for-TV movie "Licensed to Kill" on WCBS-TV.

On KCOP-TV Los Angeles, "Doctor Detroit" earned an 8/13 compared to the previous four-week average of 5/9 for that time period. It beat out KCBS-TV in prime time, but lost to the other two affiliates and a Major League Baseball game on KTLA-TV.

On WGN-TV Chicago, "Doctor Detroit" again more than doubled the previous four-

week average of the regularly scheduled movie in that time period with a 10/18, and beat out the theatrical "Cannonball Run" on WBBM-TV and *Knight Rider* and a special *Motown Revue* on WMAQ-TV, in addition to the three other independents in the market.

And on WTTG-TV Washington, "Doctor Detroit" achieved a 9/15, beating the theatrical "In Like Flynn" on ABC affiliate WJLA-TV and *Airwolf* and the made-for-TV movie "Illusions" on CBS affiliate WDVM-TV.

In half of the 10 Nielsen overnight metered markets, the cume rating for "Doctor Detroit" came in above the minimum 12 national rating guaranteed to advertisers. In some markets, however, "Doctor Detroit" underperformed noticeably. Those markets included Boston, where it earned a five rating on WLVI-TV, and Philadelphia where it scored an eight rating on WPHL-TV.

In Philadelphia, the low rating was attributed to the newspaper strike and therefore an inability to promote the movie in the local media. In Boston, the low rating—although it doubled the previous four-week average for a movie in that time period on WLVI-TV—was attributed to a lack of on-air support from the station.

MCA-TV is said to be spending \$2 million to promote Debut Network by backing up station efforts with *TV Guide* advertisements, radio spots and local media advertisements. Television viewers will see the familiar Universal Studios globe spinning on their television screen before the opening credits and at commercial breaks. MCA-TV is encouraging stations to devote some on-air promotional spots to Debut Network. Upcoming titles in Debut Network include "Halloween II," scheduled for around Halloween, and "The Sword and the Sorcerer,"

scheduled for Thanksgiving.

MCA-TV executives might have expected their first feature to perform well based on the ratings of other ad-hoc movie networks. Last November the MGM/UA Premiere Network introduced its first monthly feature, "Clash of the Titans," to a 13.5 national rating. Each successive month Premiere Network has introduced another feature that has not had network exposure and for the most part has been able to capture impressive national ratings.

Between December 1984 and last July the titles have been: "Pennies from Heaven" (6.0 national rating), "True Confessions" (9.7), "Fame" (9.9), "A Stranger is Watching" (8.8), "Black Stallion Returns" (9.1), "My Favorite Year" (5.7), "Brain Storm" (9.2), and "Year of Living Dangerously" (6.3). As of July, MGM/UA's Premiere Network consisted of about 124 stations representing 90% coverage.

Embassy is now in its second year of a quarterly, advertiser-supported, ad-hoc movie network delivered to 126 markets. The titles have tended to be in the action/adventure/mystery category because, Embassy executives point out, "exploitable" titles are easily promoted and therefore more likely to insure better ratings. In November 1984 "Carnal Knowledge" achieved an average 8.8 national rating, which was followed by "The Black Marble" in February (8.7) and "The Seduction" in May (10.8). National ratings are not yet available for "The Haunting of Julia" which was broadcast in July, but according to Nielsen's 10 overnight metered markets the movie averaged a 10.6 rating.

Tribune Entertainment and Viacom Enterprises formed a joint venture called TV NET to distribute theatricals on a first-run adver-

What's new? There will be some new offerings and some return engagements this year as National Public Radio readies its fall arts and performance schedule, which begins next month. This year's offerings range from classical and jazz to dramatic presentations, documentaries, operas and choral music. Two new dramatic presentations include *The Adventures of Doc Savage* and *Ruby*. The former is a 13-part, half-hour detective series, whose protagonist (based on the 1930's novels of the same name) has "dedicated his life to fighting crime, and his adversaries are as evil as he is good." *Ruby*, on the other hand, is about a female detective. Unlike her male counterpart, however, Ruby lives in the 21st century on the planet Summa Nulla, fighting (in 13 half-hours) "Aurorean warriors, technowitches and clever Kapoorians."

Another detective show on NPR's agenda is "Murder Must Advertise" on *NPR Playhouse*. It is a six-part British Broadcasting Corp. production whose main character is Lord Peter Wimsey.

In a more serious vein, there will be another presentation of *Faces, Mirrors, Masks: Twentieth Century Latin American Fiction*, which provides portraits of 13 Latin American writers. There will also be 26 concerts by the Pittsburgh Symphony Orchestra from its 1985 season, and a new eight-part program, *NPR World of Opera*, which will include presentations from the 1985 Bayreuth Festival in Germany. Also scheduled this fall will be a return of *The Best of Marian McPartland's Piano Jazz*, featuring such jazz musicians as Eubie Blake, Mary Lou Williams, Bill Evans, Joe Bushkin and Hazel Scott, among others.

tiser-supported basis to stations. To date, TV NET consists of 160 stations representing 92% coverage. TV NET showed its first feature in April, "The King of Comedy," and earned an average 6.5 NTI rating. That was followed in May with "Francis" (7.1) and in June with "Evil Under the Sun" (7.7). Last July TV NET earned its highest national rating of 8.1 with "Foolin' Around."

Although TV NET has guaranteed advertisers a 10 national rating and none of the titles have yet achieved that, Viacom senior vice president of marketing, Dennis Gillespie, said the partners are not worried. Gillespie said that TV NET is holding back certain "exploitable action titles" for later in the season when HUT levels are higher, and that those should perform upwards of a 10 na-

tional rating. Those exploitable titles include two Chuck Norris features, "Force of One" and "Octagon," and a Charles Bronson film, "Ten to Midnight." Says Gillespie: "We

think those titles all will do significantly better than the others and have a chance to outperform a 10 rating. We think we have a solid basis on which to move forward." □

NBC tops Emmys winners list

Network takes home 25, followed by CBS, PBS, ABC in prime time honors

NBC-TV once again gained recognition as a leader in television programming last week, winning 25 prime time Emmys in the 37th annual Emmy Awards competition.

More than 100 stars participated in the ceremonies televised live on ABC from

Pasadena, Calif., Sept. 22. (The theme for the evening was a salute to four decades of television's music and theme songs.) Including those Emmys awarded Sept. 7 at a special off-air program at the Beverly Hilton hotel, NBC won 25, followed by CBS-TV with 18; the Public Broadcasting Service, 17; ABC-TV, eight; syndicated programming, three, and Operation Prime Time, one. The

Syndication Marketplace

■ **Viacom** says that it has cleared two, two-hour *Honeymooners* specials that have not been seen in 30 years in 150 markets covering 90% of the country. *The Honeymooners Anniversary Special*, commemorating the 35th anniversary of the *Honeymooners*, airs beginning Sept. 28; *Season Greetings From the Honeymooners* begins Nov. 10. The *Anniversary* special includes one segment, "Gloworm Cleaning Powder," which has been completely converted to color. Jackie Gleason will host both specials. Among clearances are WPIX-TV New York, KTLA-TV Los Angeles, WGN-TV Chicago, WWSG-TV Philadelphia, KTVU-TV San Francisco, WKBD-TV Detroit and WTTG-TV Washington. Distribution is on a barter basis with 10-and-a-half minutes being kept by Viacom, and 11-and-a-half minutes available for stations. ■ **On The Air** says it has now cleared the two-hour *Soap Opera Awards* in 95 markets, covering 85% of the country. Distribution is on a cash-plus-barter basis for a September/October window with On the Air keeping three minutes of air time, and stations getting 16 minutes. Latest clearances include: WJBK-TV Detroit, WPXI-TV Pittsburgh, KOMO-TV Seattle, WJZ-TV Baltimore, WITI-TV Milwaukee and WMOD-TV Orlando, Fla. ■ **Syndicast** says that it has cleared *John Lennon Remembered*, a one-hour special featuring interviews with Paul McCartney, George Harrison and Lennon's son, Julian Lennon, in approximately 25 markets. Wolfman Jack will host the show. The special is being sold for three runs—an initial barter run, from Dec. 1-15, which allows for six minutes of advertising time for Syndicast and stations, and two cash runs afterward. Among clearances are KRON-TV San Francisco, KUSA-TV Denver, WTVJ-TV Miami and KFMB-TV San Diego. ■ **LBS Communications** is distributing three, one-hour specials, called *The Teller and the Tale*, for barter distribution with stations getting seven minutes of advertising time and LBS keeping five-and-a-half. Each program will be hosted by Sally Struthers and will feature a celebrity guest. The first, for Halloween (scheduled to run Oct. 20-31), features Vincent Price reading Edgar Allan Poe's "The Raven." A Christmas special will be available for Dec. 15-25, and a Back to School special featuring Scatman Crothers will air Sept. 1-14, 1986. ■ **Crown International Pictures** says it has cleared *Crown Jewels I* in 11 markets. Sold for cash for a negotiable number of runs, the package includes such titles as *Don't Answer the Phone*, *Sextette*, and *Beach Girls*. Among clearances are WOR-TV New York, KHJ-TV Los Angeles, WPHL-TV Philadelphia, KTVI-TV Dallas-Ft. Worth and



Paramount's "Webster"

WTRC-TV Hartford, Conn. ■ **American National Enterprises** has acquired the off-network distribution rights of *Izzy and Moe*, featuring Jackie Gleason and Art Carney. The film will be part of a package of 14-17 films, "Reels of Fortune" that will be ready for NATPE '86, according to Rip Coalson, president and chief executive officer of the company. Generally, he said, sale of the package will be for five runs over five years. Among the other titles are *Lily in Love*, *O'Hara's Wife* and *This Time Forever*. ■ **Paramount** says that it has now cleared *Webster* in 75 markets covering over 70% of the country. Total sales for the show are now approximately \$135 million, or \$1.35 million per episode. Paramount is guaranteeing about 100 episodes of the show for 1988 for 10 runs. Among latest clearances are WLVI-TV Boston; WPGH-TV Pittsburgh; KTVX-TV Salt Lake City; WFLX-TV West Palm Beach, Fla.; WPTA-TV Fort Wayne, Ind.; KVIA-TV El Paso and KUAC-TV Port Arthur, Tex. ■ **Blair Entertainment** has cleared *Break the Bank* in eight more markets, bringing its clearance total to 51. The series is sold for cash and premiered Sept. 16. Latest clearances include WSBK-TV Boston; KXTX-TV Dallas; KHTV-TV Houston; WPXI-TV Pittsburgh; KTVI-TV St. Louis; WBAL-TV Baltimore; WLKY-TV Louisville, Ky., and WOKR-TV Rochester, N.Y. ■ **Access Syndication** has taken over sole distribution of *Hollywood Close-up*, a weekly first-run entertainment magazine. The series is now cleared on 28 stations. Latest clearances include WLVI-TV Boston; KDFI-TV Los Angeles; KCPQ-TV Seattle, Wash.; KATU-TV Portland, Ore.; KAUT-TV Oklahoma City; WHP-TV Harrisburg, Pa., and KSHO-TV Honolulu. The series was formerly distributed by Access and Colbert Television Sales on a cash basis. Distribution will now be on a barter basis with stations getting four minutes of advertising time and Access keeping two-and-a-half. Access has also cleared the *Exciting World of Speed and Beauty* on 50 stations for its season premiere the weekend of Oct. 5-6. The land/sea/air motor sport half-hour magazine series, now in its second year, will be hosted by Dan Pastorini, former quarterback of the Houston Oilers. Distribution is on a barter basis with stations getting three and-a-half minutes and Access getting two-and-a-half minutes. Clearances include WOR-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WRVB-TV Philadelphia and KGO-TV San Francisco.



Viacom's "Honeymooners"

results closely matched last year's, although the positions of PBS and ABC were reversed.

(In addition to the Emmys in 29 categories announced Sept. 22, Emmys in 42 categories for programs and individual achievements were presented Sept. 7. The technical winners appear with the prime time winners on page 96.)

While NBC harvested a new crop of Emmys this year for its newer programs—including four for *Miami Vice* and three for *The Cosby Show*—such former Emmy winners as *Hill Street Blues* and *St. Elsewhere* received only one award each (for best supporting actress and best lead actor, respectively, in a drama series) and two awards for *Cheers* (including best supporting actress in a comedy series). (Last year *Hill Street Blues* won five and *Cheers* won four.)

CBS's *Cagney & Lacey* led the list of programs receiving multiple Emmys this year. The female cop show, which had been canceled by CBS and then put back on the air, received six awards: for best drama series, best actress in a drama series, best dramatic directing and writing, best film sound mixing and film editing.

The program's co-star, Tyne Daly, was named best actress in a drama series for the second year in a row, and Jane Curtin, of CBS's *Kate & Allie*, was again judged best actress in a comedy series. (Both women were nominated with their female co-stars, Sharon Gless and Susan Saint James, respectively.)



The real Betty Thomas with Peter Graves

Robert Guillaume won the award for best actor in a comedy series for ABC's *Benson*, and Richard Crenna received the award for best actor in a limited series or special for ABC's *The Rape of Richard Beck*. Edward James Olmos was judged best supporting actor in a drama series for his role as Lieutenant Martin Castillo on *Miami Vice*, and William Daniels received an Emmy for best actor in a drama series for NBC's *St. Elsewhere*. CBS's film *Do You Remember Love*, starring Joanne Woodward, won three Emmys, including the award for best actress in a limited series or a special.

PBS picked up seven more awards than last year, including recognition for best limited series for "The Jewel in the Crown" on *Masterpiece Theatre*, and best director, best individual performance and best video tape editing in a variety or music program, for the *Great Performances* production of "Sweeney Todd." Additionally, Kim Stanley was named best supporting actress in a limited series or special for her role as "Big Mama" in *Cat on a Hot Tin Roof*.

Among the surprises of the evening was an unscheduled performance by professional imposter Barry Breman. He almost made it

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best supporting actress in a drama series, *Hill Street Blues*. Thomas was enroute to the stage when Breman announced from the podium that the actress "was not able to be here" and accepted the award for her.

Breman, who in the past has impersonated a professional golfer, a basketball player and a Dallas Cowboy cheerleader, among others, was subsequently apprehended by Pasadena police and charged with grand theft for attempting to steal the trophy, said a spokesman for the Academy. Thomas, in the meantime, returned to the podium following a commercial break and gave her acceptance speech, noting that it was hard to "follow an act like that."

The academy's highest honor, the Governors Award, was presented by ATAS President Diana Muldaur to Alistair Cooke, a "journalist and broadcaster who has widened the horizons of his viewers and brought a literate style to the medium." Cooke, a British Broadcasting Corp. commentator in the U.S. since 1937 and host of the Public Broadcasting Service's *Masterpiece Theatre*, accepted his award via videotape.

Last Sunday's awards program was ranked 10th among prime time programs for the week, according to Nielsen, with an 18.6 rating and a 29 share. Also of note, unlike last year when the broadcast ran three hours and 36 minutes, this year's event ran a mere two minutes over schedule.

The winners follow:

Outstanding achievement in music composition for a series □ John Addison, *Murder, She Wrote* (CBS).

Outstanding comedy series □ *The Cosby Show* (NBC).

Outstanding writing in a comedy series □ Ed Weinberger, Michael Lesson, *The Cosby Show* (NBC).

Outstanding directing in a comedy series □ Jay Sandrich, *The Cosby Show* (NBC).

Outstanding supporting actor in a comedy series □ John Larroquette, *Night Court* (NBC).

Outstanding supporting actress in a comedy series □ Rhea Perlman, *Cheers* (NBC).

Outstanding lead actress in a comedy series □ Jane Curtin, *Kate & Allie* (CBS).

Outstanding lead actor in a comedy series □ Robert Guillaume, *Benson* (ABC).

Outstanding directing in a drama series □ Karen Arthur, *Cagney & Lacey* (CBS).

Outstanding writer in a drama series □ Patricia Green, *Cagney & Lacey* (CBS).

Outstanding supporting actor in a drama series □ Edward James Olmos, *Miami Vice* (NBC).

Outstanding supporting actress in a drama series □ Betty Thomas, *Hill Street Blues* (NBC).

Outstanding lead actor in a drama series □ William Daniels, *St. Elsewhere* (NBC).

Outstanding lead actress in a drama series □ Tyne Daly, *Cagney & Lacey* (CBS).

Outstanding drama series □ *Cagney & Lacey* (CBS).

Outstanding costume design for a series □ Travilla, *Dallas* (CBS).

Outstanding writing in a variety or music program □ Gerard Mulligan, Sandy Frank, Joe Toplyn, Chris Elliott, Matt Wickline, Jeff Martin, Eddie Gorodetsky, Randy Cohen, Larry Jacobson, Kevin Curran, Fred Graver, Merrill Markoe, David Letterman, *Late Night with David Letterman* (NBC).

Outstanding directing in a variety or music program □ Terry Hughes, "Sweeney Todd," *Great Performances* (PBS).

Outstanding individual performance in a variety or music program □ George Hearn, "Sweeney Todd," *Great Performances* (PBS).

Outstanding variety, music or comedy program □ *Motown Returns to the Apollo* (NBC).

Outstanding animated program □ *Garfield in the Rough* (CBS).

Outstanding writing in a limited series or special □ Vickie Patik, *Do You Remember Love* (CBS).



Smiling faces at NBC (l-r): Jean-Michel Cousteau, Meridith Baxter-Birney, Brandon Tartikoff, Andrew Solt.

Outstanding directing in a limited series or special □ Lamont Johnson, *Wallenberg: A Hero's Story* (NBC).

Outstanding supporting actor in a limited series or special □ Karl Malden, *Fatal Vision* (NBC).

Outstanding supporting actress in a limited series or special □ Kim Stanley, *Cat on a Hot Tin Roof* (PBS).

Outstanding lead actor in a limited series or special □ Richard Crenna, *The Rape of Richard Beck* (ABC).

Outstanding lead actress in a limited series or special □ Joanne Woodward, *Do You Remember Love* (CBS).

Outstanding limited series □ "The Jewel in the Crown," *Masterpiece Theatre* (PBS).

Outstanding drama/comedy special □ *Do You Remember Love* (CBS).

Technical Emmys

Tosca. Live from the Met (PBS), Michael Bronson, executive producer, Samuel J. Paul, producer □ Outstanding classical program in the performing arts.

Robert E. Collins, Miami Vice (NBC) □ Outstanding cinematography for a single episode of a regular series.

Clark David King, David J. Hudson, Mel Metcalfe, Terry Porter, Space, Part 3 (CBS) □ Outstanding film sound mixing for a limited series or special.

Jeff Clark, Paul Carden, Nick Eliopoulos, Jim Koford, Don Malout, Dick Raderman, Greg Stacy, Dan Thomas, James Troutman, Mike Virnig, Tally Paulos, John Lasalandra, Wallenberg: A Hero's Story (NBC) □ Outstanding film sound editing for a limited series or special.

Douglas Gray, Michael Ballin, Thomas Huth, Sam Black, Cheers, "The Executive's Executioner" (NBC) □ Outstanding live and tape sound mixing and sound effects for a regular series.

Rene Lagler, Jeremy Raitlon, The 57th Annual Academy Awards (ABC) □ Outstanding art direction for a variety or music program for a limited series or special.

Displaced Person, American Playhouse (PBS), Allison Maher, Barry Solomon, Rick Traum, Patrick Lynch, Patrick Dromgoole, Barry Levinson □ Outstanding children's program.

Ian Fraser, Bill Byers, Angela Morley, Christmas in Washington (NBC) □ Outstanding achievement in music direction for a limited series or special.

Jim Gross, Cagney & Lacey, "Who Said It's Fair?, Part 2" (CBS) □ Outstanding film editing for a regular series.

Don Mischer, Twyla Tharp, Dance in America: Baryshnikov by

Tharp with the American Ballet Theatre (PBS); Franco Zeffirelli, *I Pagliacci, Great Performances* (PBS) □ Outstanding individual achievement—classical music/dance programming—directing for single episode of a classical music/dance series or special.

Luciano Pavarotti as Duke of Mantua, Rigoletto, Great Performances (PBS) □ Outstanding individual achievement—classical music/dance programming—performing for a single episode of a classical music/dance series or special.

Howard Enders, John G. Fox, Michael Joseloff, Marc Siegel, Heritage: Civilization and the Jews, The Crucible of Europe (PBS); **Brian Winston, Heritage: Civilization and the Jews, Out of the Ashes** (PBS) □ Outstanding individual achievement—informational programming—writing for an informational series or special.

Barbara Lane, Ellis Island, Part 1 (CBS) □ Outstanding costume design for a limited series or special.

Herm Falk, Randall Baer, Steven Jones, Bill McCloud, Donna Quante, Victor Bagdadi, Benson, "Home for Christmas" (ABC) □ Outstanding technical direction/electronic camerawork/video control for a regular series.

Michael G. Westmore, Bob Norin, Janice Brown, Sandy Cooper, The Three Wishes of Billy Grier (ABC) □ Outstanding achievement in makeup for a regular or limited series or special.

Mauri Harris, John B. Asman, William Nicholson, Ken S. Polk, Cagney & Lacey, "Heat" (CBS) □ Outstanding film sound mixing for a regular series.

Jimmy B. Frazier, Sweeney Todd, Great Performances (PBS) □ Outstanding videotape editing for a limited series or special.

Jeffrey Howard, Robert Lacey Jr., Miami Vice, "No Exit" (NBC) □ Outstanding art direction for a regular series.

Ron and Richard Grant, for the development of the auricle time processor □ Outstanding achievement in engineering development.

Cousteau: Mississippi, Jacques-Yves Cousteau, Jean-Michel Cousteau, Andrew Solt (syn) □ Outstanding informational special.

Jim McElroy, Fame, "Reflections" (syn) □ Outstanding videotape editing for a regular series.

Allyn Ferguson, Camille, Hallmark Hall of Fame (CBS) □ Outstanding achievement in music composition for a limited series or special.

Twyla Tharp, Dance in America: Baryshnikov by Tharp with the American Ballet Theatre (PBS) □ Outstanding achievement in choreography for single episode of a regular or limited series or special.

Louis Fusari, Les Atkinson, Jim Herring, Mike Higuera, Roy Holm, Dave Levinson, Dana Martin, Mike Stramisky, Jerry Smith, The Magic of David Copperfield VII (CBS) □ Outstanding technical direction/electronic camera/video control for a limited series or special.

Robert L. Stevenson, The Jesse Owens Story (OPT) □ Outstanding achievement in hairstyling for a regular or limited series or special.

Paul F. LaMastra, Wallenberg: A Hero's Story (NBC) □ Outstanding film editing for a limited series or special.

Bill Klages, Arnie Smith, Dance in America: Baryshnikov by Tharp with the American Ballet Theatre (PBS) □ Outstanding lighting direction (electronic) for a limited series or special.

Tommy Welsh, Bob E. Horn, Marko Cerovec, Wallenberg: A Hero's Story (NBC) □ Outstanding achievement in costuming for a regular or limited series or special.

George Spiro Dibie, Donald A. Morgan, Mr. Belvedere, Strangers in the Night (ABC) □ Outstanding lighting direction (electronic) for a series.

Robert Liftin, Edward J. Greene, Russ Terrana, Carroll Pratt,



Winner Richard Crenna with Robert Stack

Motown Returns to the Apollo (NBC) □ Outstanding live and tape sound mixing and sound effects for a limited series or special.

Chuck Moran, Bruce Bell, Victor B. Lackey, Ian MacGregor-Scott, Carl Mahakain, John Oettinger, Bernie Pincus, Warren Smith, Bruce Stambler, Mike Wilhoit, Kyle Wright, Paul Wittenberg, Jerry Sanford Cohen, *Miami Vice* pilot (NBC) □ Outstanding film sound editing for a series.

Jan Scott, Charles C. Bennett, David Davis, Robert Lee Drumheller, Jacques Bradette, *Evergreen, Part 1* (NBC) □ Outstanding art direction for a limited series or special.

James DiPasquale, Douglas Brayfield, *Love Lives On, Lullaby* (ABC) □ Outstanding achievement in music and lyrics.

The Living Planet: A Portrait of the Earth, Richard Brok, executive producer, Adrian Warren, Ned Kelly, Andrew Neal, producers (PBS) □ Outstanding informational series.

Philip Lathrop, *Malice in Wonderland* (CBS) □ Outstanding cinematography for a limited series or special.

John Tribe, *Partners in Crime* (PBS): Alex Well, Charles Levi, *Saturday Night Live* (NBC): Rocky Morton, Annabel Jankel, Dick Ebersol, *Friday Night Videos* (NBC) □ Outstanding graphics and title design.

Albert Whitlock, Syd Dutton, Mark Whitlock, Bill Taylor, Dennis Glouner, Lynn Ledgerwood, *A.D.* (NBC): John Allison, *The Brain* (PBS): Michael Pangrazio, Dennis Muren, Phil Tippett, Jon Berg, Harley Hessup, John Ellis, Chris Evans, *The Ewok Adventure* (ABC): Bill Mesa, Mike Manan, Tim Donahue, Gene Rizzardi, *The Hugga Bunch* (syn) □ Outstanding special visual effects.

Early fringe contest in San Francisco

All three affiliates redesign major portions of 3-5 p.m. block; KPIX introduces \$1-million talk/variety show; KGO-TV makes gains; KRON-TV cuts back local show

The early fringe race in San Francisco is heating up as all three network affiliated stations introduce new programs in that time period for fall. While it is not unusual for stations to drop and add programs in their local time periods at the start of each new season, recent efforts of the three San Francisco network affiliates constitute a top-to-bottom housecleaning of the early fringe time period in the country's fifth largest ADI market.

The repairs come at a time when there has been a reordering of rank over the past year in San Francisco during the crucial 3 p.m.-5 p.m. time period—a daypart that, owing to the ample amounts of local commercial inventory, can be extremely profitable for an affiliated station.

Group W-owned CBS affiliate KPIX-TV, which used to dominate the market's audience in early fringe, has slipped several share points over the past year. It has lost ground to KGO-TV since the ABC-owned station acquired *Donahue* last spring and began capturing upwards of 20% of the local audience. KRON-TV's locally produced *TGI4* at 4-5 p.m. has scored between an 11 and 13 share and has usually placed third in that time period; it ended the May sweep with a 12 share.

The result is that all three affiliates in San Francisco have overhauled their early fringe programming by either introducing new shows or putting old shows in new time periods.

CBS affiliate KPIX-TV is launching a \$1-million daily talk/variety series called *The Afternoon Show*. Taped before a studio audience, the strip airs the following day at 4-5

p.m. and is co-hosted by Ann Fraser and Ross McGowan, co-hosts for KPIX-TV's morning talk show, *People are Talking*. They will continue to co-host the morning show.

The Afternoon Show is an expansion of KPIX-TV's half-hour talk show, *People are Talking in the Afternoon*, which aired at 4-4:30 p.m. and also featured Fraser and McGowan as co-hosts. To make room at 4:30-5 p.m., KPIX-TV dropped *Tattletales*. And to help position *The Afternoon Show* as a one-of-a-kind effort, KPIX-TV has hired a five-piece studio band for live music and retained veteran Los Angeles-based booking agent Sally Ann Cohen to snare celebrity guests.

"Our point here," said KPIX-TV vice president and general manager Art Kearn, "is that in a world where everybody else is buying game shows, we're going against the trend with a big, local production. In the long run, we can make a better show" than buying one from an outside supplier.

KPIX-TV has recruited Bob Levitan, former senior associate producer for *AM Los Angeles* on KABC-TV there, as producer. Levitan also worked as associate producer of Group W's *The John Davidson Show*. According to Levitan, *People are Talking* will feature about three to four "celebrities and personalities" daily, and Fraser/McGowan's interviews will have an "entertainment focus." He said the show will be "upbeat and fun" as well as "informative."

KPIX-TV will continue to schedule *Hour Magazine* at 3-4 p.m., where it will be chal-

lenged by *America* on KGO-TV and a revamped half-hour version of locally produced *TGI4* on KRON-TV.

But if *The Afternoon Show* is going to make headway, it must do so against stiff competition. KGO-TV has moved *Donahue* into the 4-5 p.m. slot, and Kearn concedes the demographic targets (young women) of *The Afternoon Show* and *Donahue* are "pretty much" identical.

KGO-TV picked up *Donahue* from KTVU-TV last March for a 3 p.m. slot (KTVU-TV aired it in the morning) but moved it back one hour on Aug. 4 to 4 p.m. Last Monday (Sept. 16), KGO-TV premiered *America* at 3 p.m. Until recently, KGO-TV has been running a package of MCA-TV's *Five Star Mystery* movies at 3 p.m. and, when *Donahue* occupied that earlier time slot, at 4 p.m.

"We were known for a long time as a movie station," explained Bob Woodruff, program director at KGO-TV, "until we took over *Donahue* in March." But with the addition of *America* at 3 p.m., followed by *Donahue*, leading into local news at 5 p.m., "what I'm building is a solid block of news and information programming from 3 p.m. to 7:30 p.m.," said Woodruff.

For the past several years, NBC affiliate KRON-TV has been running its locally produced *TGI4*, a daily, live, talk/information show, in a traditional 4-5 p.m. slot before it was moved ahead 30 minutes to 3:30-4:30 p.m. this summer. Now, according to Dave Wilson, KRON-TV program director, *TGI4* will be pruned back to a half-hour strip at 3 p.m., followed successively by a game show

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block of *Love Connection*, *Jeopardy* and *Headline Chasers* before leading into local news at 5 p.m.

Wilson said *TGI4*, which will also be renamed in its new format, will retain co-hosts Patrick Vanhorn and Jan Rasmusson. "We think it will be a better show and more effectively compete in that time period," said Wilson of the restructured format. He said cutting the three-year-old, one-hour show back a half-hour was partly because KRON-TV wants to produce more local specials for weekend time periods, in addition to fine tuning the format. "What we're hoping to do is a show every day from a different location in the Bay Area," Wilson said. "We always had [remote] inserts, but it was basically a studio show and looked like it."

The hour-long *TGI4* is believed to cost KRON-TV about \$1 million annually to produce, but due to heavy expenses with remote shoots, Wilson estimated cutting the show by 30 minutes would only reduce costs 25%. He stressed that staff was not being relieved, but reassigned to the weekend specials or other parts of the programming department.

Wilson sought to separate his effort from *The Afternoon Show* on KPIX-TV. He said KPIX-TV's hiring of a Los Angeles booking agent signals that KPIX-TV has ambitious plans for the show—possibly national syndication—and it will be hard for *The Afternoon Show* to retain a local identity. As for the new *TGI4*, said Wilson, "if this show would play well in Chicago, we've done it wrong."

Programers who follow *America* (Paramount and Post-Newsweek) noted that KGO-TV's scheduling of the program at 3 p.m., rather than at 4 p.m., might be an indication KGO-TV was getting cold feet about the show's ability as a local news lead-in. But Woodruff, who sits on an advisory committee of *America* affiliates, explained he "just wants to give the show upfront a good head start" by scheduling it as a lead-out to *General Hospital*. He said Paramount is going gung ho on *America* by recruiting "the best people in Hollywood as line producers." Woodruff said it gave him added confidence when Paramount was able to woo Susan Watson, former executive producer of *Good Morning America*.

As for *Donahue* going head-to-head

NBC takes final week of off-season ratings

Led by a highly rated Thursday with *The Cosby Show* and Saturday with *Golden Girls*, NBC clinched the last week of off-season prime-time ratings with a 16.1 rating and a 27 share based on Nielsen's National Television Index for the week ending Sept. 22. NBC had eight of the week's top 10 shows. ABC placed second for the third time in three weeks with a 14.5/24 and CBS was third with a 12.5/21.

In premieres for the week, CBS brought out its all-new Wednesday lineup and placed second in overall ratings for the night. At 8-9, *Stir Crazy* scored a 14.4/24, followed by *Charlie and Company* (16.1/25) at 9 and *George Burns Comedy Week* (14.5/23) at 9:30. For those two hours, CBS placed second. From 10 to 11, the *Equalizer* (18.3/32 and 11th-ranked for the week) was first. ABC's *45/85*, a three-hour historical overview on Wednesday, from 8 to 11, did a 10.6/18.

ABC had four premieres. Two-hour premieres for *Our Family Honor* on Tuesday (9-11) and *Spenser for Hire* (Friday, 9-11) scored a 15.4/25 and a 14/24, respectively. One-and-a-half-hour episodes of *Hollywood Beat* (8-9:30) and *Lime Street* (9:30-11) scored 12.5/23 and 14.7/26.

In its second week, ABC *Monday Night Football* delivered an 18.1/31 to come in 13th for the week. That marked a 12% increase from the first game of the season last year. An *ABC NFL Football Special* on Thursday did a 15.3/26.

On Sunday night, the syndicated portion of the *FarmAid* broadcast preempted prime time schedules on seven ABC affiliates, 30 NBC affiliates and 54 CBS affiliates, according to a FarmAid spokesman. Coverage of *FarmAid* contributed to the week's modest HUT level gains.

HUT levels posted a modest gain from last year, but combined ratings and shares fell. Compared to last year when they were at 58.3, HUT levels for the week were up 3% to 60.2; combined ratings were down 3% percent, from last year's 44.3, at 43.1, and combined shares

were down 6%, from last year's 76.6, at 72.

NBC had wins on Tuesday, Wednesday, Thursday, Friday and Saturday, and ABC had wins on Sunday and Monday.

■ A Monday win for ABC was attributable to the ratings strength of the season's second *Monday Night Football* game from 9 to 11 featuring Pittsburgh and Cleveland. An *NBC All-Star Hour* took the 8 to 9 time period.

■ Following a presidential news conference that delayed each network's prime time schedule from 8 to 8:30, NBC took Tuesday with the ninth-ranked *A Team* and 14th-ranked *Bob Hope Buys NBC*.

■ Along with the all-new CBS schedule, Wednesday saw the season premiere of NBC's *Highway to Heaven*, which ranked sixth for the week. It delivered an 18.9/32 to win its time period. The season premiere of *St. Elsewhere* from 10 to 11 scored a 14.7/26. NBC took the night with a 17.4/29, and ABC placed third with a 10.6/18.

■ NBC won Thursday with the first-ranked *Cosby Show* and the fourth-ranked *Family Ties*, at 8 and 8:30, respectively.

■ NBC also took Friday night, which saw three premieres. The one-hour season debut of *Webster* from 8 to 9 did a 13.8/25 to place second in its time period opposite the first hour of the season premiere of *Knight Rider*, which edged out *Webster* with a 13.9/25. Overall, from 8 to 10, *Knight Rider* scored a 15.3/26. A two-hour *Spenser: For Hire* did a 14/24 from 8 to 10.

■ Saturday night on NBC featured the second- and third-ranked *Golden Girls* (22.5/40) and *227* (20.6/37), respectively, at 8 and 8:30, as well as the season premiere of *Hunter* at 10 (18.2/33).

■ Sunday's upset of CBS by ABC came despite a strong lead-in CBS received from a 17-minute NFL overrun (15.3/30) and the fifth-ranked *60 Minutes* during the following hour. The *NBC Sunday Night Movie*, a repeat of "Earth's Final Fury," from 8 to 11, did a 13/20.

Rank □ Show □ Network □ Rating/Share

1.	The Cosby Show	NBC	23.3/38
2.	Golden Girls	NBC	22.5/40
3.	227	NBC	20.6/37
4.	Family Ties	NBC	20.3/32
5.	60 Minutes	CBS	19.3/33
6.	Highway to Heaven	NBC	18.9/32
7.	Hill Street Blues	NBC	18.7/30
8.	Facts of Life	NBC	18.6/34
9.	A Team	NBC	18.6/29
10.	Emmy Awards	ABC	18.6/29
11.	*Equalizer	CBS	18.3/32
12.	Hunter	NBC	18.2/33
13.	Football, Pitt.-Clev.	ABC	18.1/31
14.	Bob Hope Special	NBC	18.1/29
15.	Cheers	NBC	17.6/27
16.	Miami Vice	NBC	17.0/30
17.	Night Court	NBC	16.8/27
18.	Kate & Allie	CBS	16.6/25
19.	*Charlie & Co.	CBS	16.1/25
20.	Newhart	CBS	16.1/24

Rank □ Show □ Network □ Rating/Share

21.	Gimme A Break	NBC	16.0/31
22.	NBC's All-Star Happy Hour	NBC	15.8/25
23.	*Our Family Honor	ABC	15.4/25
24.	Football, Sun. 7-7:17 p.m.	CBS	15.3/30
25.	Knight Rider	NBC	15.3/26
26.	Football, Chicago-Minn.	ABC	15.3/26
27.	Hill Street Blues	NBC	15.1/26
28.	Simon & Simon	CBS	14.8/23
29.	St. Elsewhere	NBC	14.7/26
30.	*Lime Street	ABC	14.7/26
31.	*George Burns Comedy	CBS	14.5/23
32.	*Stir Crazy	CBS	14.4/24
33.	Remington Steele	NBC	14.2/28
34.	*Spenser: For Hire	ABC	14.0/24
35.	Webster	ABC	13.8/25
36.	Cagney & Lacey	CBS	13.8/24
37.	Murders	NBC	13.8/22
38.	Who's the Boss?	ABC	13.7/22
39.	Scarecrow & Mrs. King	CBS	13.5/22
40.	Murder, She Wrote	CBS	13.2/20

Rank □ Show □ Network □ Rating/Share

41.	Earth's Final Fury	NBC	13.0/20
42.	*Hollywood Beat	ABC	12.5/23
43.	Dallas	CBS	12.5/21
44.	Magnum, P.I.	CBS	12.0/19
45.	Silver Spoons	NBC	11.9/20
46.	Falcon Crest	CBS	11.5/20
47.	Hometown	CBS	11.3/20
48.	Crazy Like a Fox	CBS	11.1/17
49.	Trapper John, M.D.	CBS	10.9/19
50.	45/85	ABC	10.6/18
51.	Sunset Limousine	CBS	10.6/17
52.	West 57th	CBS	10.0/21
53.	Ripley's Believe It or Not	ABC	9.5/17
54.	Hardcastle & McCormick	ABC	9.5/16
55.	Bugs Bunny Special	CBS	9.1/17
56.	Airwolf	CBS	8.9/17
57.	Punky Brewster	NBC	8.4/15
58.	Used Cars	CBS	7.3/13

*Indicates premiere episode

against *The Afternoon Show*, Woodruff said each show will appeal to different audiences. "People who want to watch Hollywood fluff won't want to watch our show anyway," he said, echoing Wilson's belief that KPIX-TV is producing the show with an eye to syndication.

KPIX-TV general manager Art Kern emphasized that this is not the station's plan. "I don't want to be seen contemplating syndication. I want it to be a hit locally," said Kern. KPIX-TV was the Group W station where, nine years ago, *Evening Magazine*

was launched and then spread to the other Group W-owned stations before going into national syndication as *PM Magazine*—a bit of history KPIX-TV did not forget to omit in its release announcing *The Afternoon Show*.

Kern also distinguished KPIX-TV's morning show, *People Are Talking*, hosted by Fraser/McGowan, from the one they'll be doing in the afternoon. "The morning show is information oriented," he said, "and the afternoon show is entertainment oriented, which is in response to what the audience wants." □

MTV rocks Rockefeller Center



Second music video awards honor best of rock productions at live ceremony in New York; syndicated version sold to TV stations

The second annual MTV video awards played live before a packed house at Radio City Music Hall in New York and, aside from a few missed cues, went off without a hitch. Outside the auditorium before the performance, in a scene that conjured up the Academy Awards, excited crowds leaned over police barricades as a stream of stretch limousines rolled up with pop stars and record company executives.

On stage, host Eddie Murphy took advantage of the relaxed atmosphere of cable television to employ several expletives in his off-the-cuff comments. He also ran off the stage at one point, cameras following, exited onto Sixth Avenue and collared a bystander to co-announce an award presentation.

MTV pulled out all the stops for the evening's live entertainment. Among the acts performing were Pat Benatar, John Cougar Mellencamp, the Eurythmics, Tears for Fears, Sting and Darryl Hall and John Oates (joined by former Temptations members Eddie Kendricks and David Ruffin). Announcing the awards were Grace Jones, Corey Hart, Quincy Jones, Jim Kerr, David Lee Roth, Tina Turner and Paul Young.

And in case anyone missed MTV's live



Director Edd Griles with Grace Jones

telecast of the event (MTV repeated it after it was over), LBS Communications syndicated a broadcast version with a Sept. 14-22 window to 90 markets representing 80% coverage.

The MTV Video awards consist of eight general and seven professional categories, plus two special awards. Awards are given for music videos that were initially acquired or exhibited on MTV between May 2, 1984, and May 1, 1985. This year, 760 titles competed for only one honor in each of the 15 categories.

The MTV Video Awards are pretty much an MTV-controlled honor. Only music videos that have appeared on MTV are eligible

to compete, which eliminates country-western, classical and easy listening videos because they do not fit MTV's contemporary rock format. In addition, the 1,700 voting members who pick the winners in the general category are selected by senior MTV executives in consultation with the Record Industry Association of America and the National Association of Recording Merchandisers.

According to MTV, voting members are made up of record and video producers, retailers, journalists, attorneys, label executives, radio programmers, club owners, talent managers, promoters and artists.

The winners of the second annual MTV video awards:

Best video: "The Boys of Summer" (Don Henley). "The Boys of Summer" also won the best direction, cinematography and best art direction categories.

Best male video: "I'm On Fire" (Bruce Springsteen). Springsteen also won best stage performance for "Dancin' in the Dark."

Best female video: "What's Love Got To Do With It?" (Tina Turner).

Best group video: "We Are The World" (USA for Africa). "We Are The World" also won the viewer's choice award.

Best concept video: "Smuggler's Blues" (Glenn Frey).

Best overall performance: "Easy Lover" (Phil Collins and Philip Bailey).

Best new artist: "Voices Carry" ('til Tuesday).

Special recognition: Bob Geldof of Boomtown Rats. □

New news show under development for PBS

The "next logical step forward in the evolution of television news," according to some public television broadcasters, is a new weekly news/public affairs program called *America Tonight*, which according to its producers intends to be "a new genre" of news and public affairs programming and a "compelling" half hour.

According to the program's co-producers—Maryland Public Television and the New Jersey Network—the program would be ready to air on the Public Broadcasting Service in July 1986. The aim of *America Tonight*, they said, is to deliver within each program four elements: today's news; feature journalism; single-issue focus and interactive discussion; and tomorrow's news, combining successful elements of some of its commercial counterparts, such as *60 Minutes* and *Nightline*.

"Today's news" is a "headline-plus-video segment," the producers said, adding that although they don't expect viewers to depend solely on *America Tonight* for all of their television news, the show is intended to provide "a sense of what happened" around the world that day.

Following that will be a feature which examines a topical issue or person, "usually tied into that day's news." It could also be "a backgrounder" or follow-up piece about a news event from earlier in the week or the previous week, the producers said, adding that "in either case, 'Tonight's Feature,'

will not be soft news."

A video package which "sets up" the discussion with "actively involved" guests follows that. These will be people "involved with an issue at the 'line' or 'street' level who have intimate familiarity with the issue and strong feelings about it, but whose views are rarely aired on television." Following a presentation of their views, "experts" will be allowed to "briefly" give their views before the discussion becomes what the producers describe as "a kind of controlled free-for-all" between the "actively involved" guests and the "experts."

This segment is to include the participation of public television stations around the country as well, the producers said. Additionally, "a conscious effort" will be made to get away from "the New York-Washington corridor and draw upon the resources of the country at large" for some guests.

The idea behind this portion of the program, NJN and MPTV said, is to create friction, thus, the producers hope, revealing more information, with the result being "a more rounded and less predictable dialogue. Our intention is to get past the official—and usually obvious—positions of the 'expert' guests," they said. Finally, the new public affairs program will attempt to "anticipate news and to prepare the viewer for what's coming up, both in world and national affairs."

According to a proposal for the program, the producers intend to originate the program from Washington and have already secured "a tentative location" for it there. The program's senior correspondent will be headquartered tentatively in the New Jersey Network's Newark studios. In addition, plans have been tentatively made to establish news bureaus in Dallas, Chicago, Salt Lake City, Atlanta, Los Angeles and Portland, Ore., with additional bureaus in Denver, Detroit and Boston.

Wherever possible, the news bureau will be located within the offices of the local non-commercial television stations, NJN and MPTV said. *America Tonight's* production facilities budget includes about \$500,000 annually to compensate cooperating public television licensees for office space, telephone, editing facilities, studio time and camera crews, they added.

The projected first-year budget for the program is about \$8.4 million, including approximately \$1.6 million for talent; \$2 million for personnel; \$2.2 million for production facilities, services, equipment and supplies, \$50,000 for promotion materials and \$1.1 million for general overhead and administration.

An additional \$1 million will be used for a national advertising campaign. MPTV and NJN plan to raise the last, plus \$7.5 million of the operating budget from underwriters. The balance of just under \$1 million will come from support for PBS stations, they added.

Noncommercial television broadcasters will have a chance to see more of the proposal when they meet at their national program fair in Philadelphia in mid November at which time they begin the process of choosing the programming for PBS's 1986-87 season. □

The FarmAid phenomenon



FarmAid, the relief effort to benefit economically strapped American farmers, opened on Sept. 22 to the sound of Willie Nelson performing "On the Road Again." Highlights of the 12-hour show at the University of Illinois's Memorial stadium in Urbana included performances by the Beach Boys, Alabama, Roy Orbison and a reunion of the The Highwaymen—Willie Nelson, Waylon Jennings, Johnny Cash and Glen Campbell (a replacement for Kris Kristofferson).

An estimated \$8 million-\$10 million in pledges from viewers watching the show live over The Nashville Network cable channel was raised during FarmAid, a spokesman for the event said last week. The concert marked the kick-off of a year-long effort that hopes to eventually raise \$40 million-\$50 million. A shortened version was syndicated on a barter basis to 156 stations—65 independents, 54 CBS affiliates, 30 NBC affiliates, and seven ABC affiliates.

TNN paid FarmAid \$1 million for rights to the event. Additionally, \$1.4 million was raised through tickets sales to the 78,000 who attended the event.

More than 1,000 workers were brought together for the 12-hour-long FarmAid stage production and for video/audio feeds out of the stadium. The Nashville Network alone supplied 100 of its technicians and support personnel, who set up a dozen cameras around the facility, with nearly half trained on the stage and others used throughout the stadium for crowd shots and interviews.

Stage production for the concert was handled by Jam Productions and Showco, with Showco supplying two 64-channel sound set-ups and a computerized, remote-controlled lighting system. The concert set-up, which required more than 600,000 watts, also used the revolving stage from the Live Aid concert in Philadelphia in July.

The resulting telecast was uplinked from the stadium to the Galaxy III satellite and received by TNN's Nashville operation for integration with commercials, then uplinked again to Galaxy I for pickup by TNN's 3,200 cable systems. The Galaxy III feed was also downlinked to Syntsat in Los Angeles, producer of the three-hour syndicated version uplinked via Telstar 301. The syndicated radio program was fed from TNN to wsm-FM Nashville, where it went by portable uplink to Westar IV, then through a Los Angeles downlink-uplink to Satcom 1-R.

TNN's Bill Turner was the show's line producer, while music programmers Joe Hofstedtler and Bayron Binkley directed the broadcast.



Willie Nelson

Total \$ _____



TELECASTINGS



Going national

AGB Television Research Inc., reporting further successes in tests it has been conducting in Boston (BROADCASTING, June 24), announced last week that it is developing plans to launch a national PeopleMeter TV audience-measurement service and have it operational in September 1988.

President Norman Hecht said the new service would be based on a sample of 5,000 television households (approximately 12,500 people). The timetable, he said, calls for 2,000 households (about 5,000 people) to be on line providing audience data sometime during the summer of 1987.

"The continuing fragmentation of the television audience," Hecht said, "makes larger samples essential in order to provide reliable audience information. The AGB sample of 5,000 TV households will be almost three times larger than the current sample on which the A.C. Nielsen Co. bases its household ratings and eight times larger in terms of households from which it obtains viewing by individuals."

Dr. Stephan Buck, a member of the board of AGB Television Research, said the success of the Boston tests, which have been under way since Feb. 4, "and the favorable reaction from our subscribers" had "encour-

aged us to draw up a timetable and take the initial steps required for a national service."

The Boston tests are being supported financially by 37 companies including all three major broadcast TV networks, Home Box Office and USA Network and many leading national advertisers and advertising agencies.

The PeopleMeter is an electronic device that records viewing of individuals as they press appropriate buttons on portable handsets to indicate when they start viewing a program and when they stop or switch to another channel (BROADCASTING, April 23, 1984, et seq.).

AGB said the national service would use advanced versions of equipment used in Boston, including a new household meter (now being manufactured in the U.S.) and also a new unit for measuring videocassette-recorder usage and a new PeopleMeter handset. AGB said the new equipment has been tested in Boston and that in addition to being smaller and technologically superior, it involves a shorter installation time and thus will reduce AGB's costs and contribute toward increasing the cooperation rate among national panel households.

AGB said its researchers have already begun developing the sample design for the national service in consultation with associ-

ate professor Ron Kessler and research scientist Lou Magilavy of the Survey Research Center at the University of Michigan's Institute for Social Research. The sample design is to be presented Oct. 31 to AGB's 37 subscribers and to the Committee on Network Television Audience Measurement (CON-TAM).

AGB Television Research is a subsidiary of AGB Research PLC, based in London, which claims to be the third largest research company in the world and has been engaged in PeopleMetering for nine years. It currently uses the system in five countries, in addition to the U.S.

STV shift

Tulsa-based Satellite Syndicated Systems Inc. will formally convert its subscription television service in Ann Arbor, Mich., to a full-time commercial station on Nov. 1.

"The long-range look at the Ann Arbor market showed signs of growth in cable penetration and other technologies predicting a steady decrease in STV subscriber-ship," explained SSS Vice President Stephen Taylor in a corporate announcement. "Our studies indicate the potential benefits associated with broadcast television far outweigh those related to STV."

SSS said the UHF outlet, WHTT-TV, will schedule material from the Satellite Program Network, along with sports, news, instructional and leisure-oriented programming. The Dow Jones teletext service will also be added. The STV service, marketed as IT TV, has operated since early 1981 and "maintained a steady subscriber count of 12,000," according to the SSS announcement.

In a separate development, SSS announced the purchase of cable systems in Holdenville and Okemah, Okla., serving approximately 2,000 subscribers. The acquisitions bring the company's total cable system holdings to 22 systems serving about 22,000 subscribers.

Lorimar moves

Lorimar completed last week the "streamlining and restructuring" plans announced three weeks ago, with President Lee Rich taking more direct charge of day-to-day creative and production activities and with a three-man executive committee set up to establish and carry out major policy ("In Brief," Sept. 16). The executive committee, which may be enlarged if "deemed necessary," consists of Lorimar Chairman and Chief Executive Merv Adelson, who is committee chairman; President Rich, vice chairman, and J. Anthony Young, chief financial officer and executive vice president.

In television, Lorimar said, Rich has put together a creative team to oversee on-going projects and development. Key mem-



Live birth. A 9-pound-7-ounce girl was born by Caesarian delivery during live coverage on ABC-owned wxyz-TV Detroit's *Kelly & Company* morning show on Sept. 12—believed to be the first time, according to the station, that a Caesarian childbirth had been shown live on local television. The baby was born to Mrs. Robin Van Slyke at Oakwood hospital in Dearborn, Mich., and wxyz-TV cameras followed the proceedings from the time the patient entered the operating room until the baby was placed in her mother's arms. Marilyn Turner, co-host on *Kelly & Company*, served as commentator from the operating room. The station said hundreds of calls were received from viewers praising the telecast and that the hospital planned to use the videotape in its outpatient program for prospective parents. Nancy Lenzen is senior producer of *Kelly & Company*; Ellen Kennedy produced the special segment.

bers were said to include David Goldsmith, vice president, series development, whose responsibilities have been increased to include development for all media; Joanne Brough, vice president, creative affairs, who heads the current programs area and adds involvement in the development of TV movies and mini-series; Bob Jacobs, senior vice president, who will oversee development of first-run syndication programming; Lucy Johnson, vice president in charge of children's programming and daytime, and Phyllis Gottlieb, director, comedy development.

Among other changes, the office of chief operating officer has been eliminated. It was held by Russell Goldsmith until he resigned in early September to head a new investment group in the broadcasting and entertainment fields, at which time Lorimar dissolved its restructuring plans.

As part of the new setup, Sid Marshall, senior vice president, division operations, takes on additional responsibilities as liaison with Bozell, Jacobs, Kenyon & Eckhardt, the Lorimar Sports Network and the licensing and merchandising area. Barbara Brogliatti is joining the company and will consolidate the public relations and marketing areas of Lorimar and its divisions and subsidiaries.

"The restructuring," Chairman Adelson said last week, "allows us to better focus on the day-to-day corporate, divisional and subsidiary activities with the flexibility to capitalize on our growth potential. Most importantly, it permits Lee Rich to concentrate on the company's fundamental business of creating and producing entertainment software."

Mid-season entry

NBC-TV has announced it will produce a one-hour, mid-season series based on the network's made-for-television movie, titled "Code of Vengeance," concerning a vagabond Vietnam veteran who helps people he meets in his travels. The two-hour film finished second in the weekly Nielsen ranking the week it ran. It is anticipated that the Universal Television production will be shot entirely on location, beginning with segments filmed in Texas and Louisiana. Charles Taylor continues in the lead role.

Educated link

Learning Link, a computer-based network serving schools in New York, New Jersey and Connecticut, will be launched this fall by noncommercial WNET(TV) New York. Over 400 schools have already signed up for the service, which will be demonstrated Oct. 8 by WNET. Learning Link will serve as an electronic catalogue for video, print and software products; as a communications network for sharing teaching techniques; as a source of information about educational television broadcasts, and as a training service for teachers who want to better understand the applications of video and computers in their schools. The basic membership fee of \$60 covers a subscription to *Dial* magazine, a sample schedule of WNET's daytime instructional video offerings, discounts on educator training and development programs, and access to an electronic buying and information service. For an additional \$75, a member can obtain an instructional video membership, which provides up-

dated scheduling information, the right to videotape various instructional programs, lesson plans for 30-35 series, 10 copies of a detailed schedule book and an action plan, "Administrator's Guide to Instructional Television."

For information, contact Brian Rose, WNET, 356 West 58th St., New York, N.Y. 10019; (212) 560-6613.

Animated numbers

According to the two-week averages of overnight ratings for children's animated shows for the weeks Sept. 9-13 and Sept. 16-20, Telepictures *Thundercats* averaged a 4.6/14, compared to 3.7/12 for *He-Man*, and 2.8/10 *Jayce and the Wheeled Warriors* in weighted Nielsen figures. In weighted Arbitron figures, *Thundercats* had a 4.8/14, while *He-Man* scored a 3.8/12 and *Jayce* a 3.1/11. Telepictures will announce its third children's series in three years this week. Terms of the sale of the new show will be barter.

LBS division

LBS Communications starts up LBS Celebrities Inc. on Oct. 1. The subsidiary of LBS Enterprise which will assist advertisers and their agencies in securing the entertainment, sports and business celebrities for television and radio commercials. Headquartered in Los Angeles, the new company will have the former general manager of Ingels Inc., Jim Waters, as its general manager.



Summer success. WBAY-TV Green Bay, Wis., has completed its summer-long child identification program in which some 49,000 picture ID cards of children were distributed to their parents. Pepsi-Cola and area Shopko stores joined the station in the three-month effort. It began Memorial Day week with the station airing a five-part series on the problem of missing children. The series updated local cases, gave tips to parents, presented preventive programs being offered and examined the effects the increased publicity is having on the problem. The news department aired public service announcements throughout the summer and free parent guides were distributed. WBAY-TV participates in the Missing Children Network and will continue airing PSAs throughout the fall.

Nonnarrative prize

The Corporation for Public Broadcasting entry, *Koyaanisqatsi*—a Hopi Indian word meaning "life out of balance"—won first place in the music category of the 37th annual Prix Italia program competition in Cagliari, Sardinia. The jury described the 90-minute program as "the most original interpretation of music and image among



the entries," and as "an awe-inspiring, highly crafted, nonverbal, profoundly musical work." The music was written by Philip Glass, who also wrote the music for the 1984 Olympic ceremonies. *Koyaanisqatsi*, which aired nationally on the Public Broadcasting Service last March, uses film of landscapes and cityscapes—no dialogue or narration—in its "intense look at modern life." The competition was sponsored by the European Broadcasting Union and Radiotelevisione Italiana. David Stewart, CPB director of international activities, represented U.S. public television at the competition.

Fellows follow media

The impact of television news on American politics and children, and news communication technologies, are among the topics to be studied by nine resident fellows in 1985-86 at the Gannett Center for Media Studies. The appointees range from "distinguished senior scholars to productive mid-career educators to bright, young people with great promise," said Eugene C. Dorsey, president of the Gannett Foundation, which operates the center in cooperation with Columbia University. The fellows will examine "crucial media questions" for periods of four months to a year at the institute for "the advanced study of mass communication and technological change."

Dating date

Bel-Air Program Sales says that it is preparing a presentation for NATPE for Barris Industries' *All New Dating Game*. Sold for cash plus barter, with two 30-second spots being withheld by Barris, the strip series will be available for September 1986, and is intended primarily for access. The show will have a new set, musical theme and "probably" a new host.

British sale

Fremantle International, through its British subsidiary, Talbot Television, has sold *Ryan's Hope* to Britain's Mirrorvision cable network. The sale of the 268 hours of the long-running ABC soap opera, which will start in October, marks the first sale of a daytime soap opera in Great Britain, according to Fremantle. The company has already sold *Ryan's Hope* to Radio Telefis Eirann in Ireland, and has also sold another daytime drama, *Loving*, in both Canada and Italy.

RIDING GAIN

O N R A D I O

Promotion talk

Better promotion would help radio stations do a better—and much needed—job of influencing listeners to seek them out. That's at the heart of findings reported by Frank N. Magid Associates, based on a survey of 1,010 radio listeners around the country.

"Listeners are telling us they cannot differentiate among the various stations," said Richard Haynes, Magid vice president for research. "They are asking for help in making the selection of a station easier, and they're not getting the help they need from radio promotion."

The findings showed the following:

- Although nearly 90% of those surveyed say they listen to one station more than another, a quarter of them also say they're actively looking for another station to listen to.

- Of those who say they listen to one station more than another, over half say they found the station by simply tuning around, rather than by being influenced by an ad.

- Of those who recalled seeing a TV commercial for a radio station (118 respondents),

only 17% could recall a specific reason given for tuning in to the radio station.

- More than 80% of those surveyed say a station's music is a "major element" in their listening decision.

- A fourth of those surveyed say personalities, news and weather were the reasons they selected a radio station.

Richard Stadlen, vice president of Magid's radio consultation division, said the results show a lack of clear, effective advertising to build and hold listener loyalty.

"Radio's promotional efforts simply haven't given listeners specific reasons for sampling a particular radio station," Stadlen said. "Listeners told us they want to know the specific artists they will hear on the radio, why one station is better than another. In general, radio has not met that request."

"It's not enough to have good programming on your radio station," Stadlen added. "Promotion needs to be an equal partner in the road to success for a station."

The survey, which questioned people who said they listen to radio at least 30 minutes a day, Monday through Friday, was

the Radio '85 Management and Programming Conference in Dallas (BROADCASTING, Sept. 23).

All-weather radio

Twenty-four hours of weather, seven days a week, is the newest commercial format to hit the AM band. WWTC(AM) Minneapolis-St. Paul switched from urban contemporary and a last place Arbitron 12-plus finish of 0.3 to its new "Weatheradio" format on Sept. 19.

The "staple" of the format is local weather reports, said WWTC General Manager Sam Sherwood. "But we also take it a step further with regional, national and international weather forecasts," he said. Additionally, WWTC airs extensive traffic reports and airline departure and arrival information for Northwest, United and Republic Airlines, which, according to Sherwood, accounts for about 80% of the local air traffic. He said the station doesn't air regular newscasts but will, at times, link certain news items and life-style vignettes to the weather.

Sherwood, the former owner of KXSS(FM) Lincoln, Neb., is the creator of Weatheradio. "I heard so many horror stories [on poor ratings] about AM radio that I decided the direction to go is not in redesigning the wheel, but in redesigning the product," said Sherwood.

Weatheradio is just the latest in a wave of new and innovative format ideas being implemented by AM radio stations this year in an effort to stem the growing tide of listeners switching to FM. For example, in San Francisco RKO's KFRC(AM) instituted a game show format from 9 a.m. to 3 p.m. each week day while Bonneville's KXLR(AM) launched a "Trendformation" format.

New from Blair

A growing number of Blair Radio-represented stations have committed to a new retail sales program launched by the company's retail development director, Lisa Morrison.

According to Morrison, a retail development director is hired at each station, talks to local retailers and helps them solve their selling problems by creating marketing strategies. They work as promotion and marketing consultants and make recommendations to the retailer and manufacturer on media buying, building in-store traffic and creating new ways to increase business during the slow season, she said. The "prescription," said Morrison, often calls for a mixture of radio, newspaper and direct mail advertising for market saturation. "The main focus is on sales promotion ideas," she said.

"The program is effective no matter what the ratings are and it can help get 'new' dollars into an ailing sales budget," Morrison said. "This [retail development program] is

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- ✓ SEE CHET TART RE: OCT. FM MUSIC IDEA EXCHANGE, SAN ANTONIO.
- ✓ ~~FOR SEPT.~~ PLAN NRBA MEETINGS & RECEPTION, 9/13.

not spot sales," she added. "As a matter of fact, we never mention spots or schedules. Our retail directors get people excited about a promotion that sells their products and the radio station is just part of the marketing mix." Morrison also noted that the program is separate from co-op selling.

Assisting Morrison in the project is Karen Wald, newly-appointed West Coast retail manager for Blair. She described the program as a marriage of the retailer, manufacturer and retail director at the radio station: "Our retail directors create promotions that can be funded by the manufacturer."

Blair Radio claims to be the first national radio representation firm to offer a program designed to build local retail business. Thus far, 21 Blair stations are participants.

United-IS update

The battle between the United Stations Radio Networks and IS Inc. rages on. The United Stations last week said it will seek an injunction in federal court to bar IS Inc., a Mill Valley, Calif.-based radio program producer, and its principals, from proceeding with their plans to produce and syndicate a new, weekly countdown show after termination of its present agreement with United in December.

According to United Stations, IS Inc.'s current contract to produce United Stations' *Countdown America* "includes covenants prohibiting broadcast, marketing or distribution of any other countdown program until July 1986."

San Francisco-based attorney Mark Scott, legal counsel for IS Inc., said that the "entity [a newly-formed group composed of Jo Interrante, IS Inc. president; Rob Sisco, its vice president and general manager; Dave Cooke, former vice president and director of news for the United Stations, and Nan Heller, former director of new business development for the Westwood One Radio Networks] producing and marketing the new countdown show with John Leader has no contractual arrangement with United Stations."

Commenting on IS Inc.'s \$6-million lawsuit filed against United alleging "tortious breach of contract, unfair competition and 'various other charges' " regarding current production contracts ("Riding Gain," Sept. 23), United Stations President Nick Verbitsky said: "We consider IS Inc.'s claims to be entirely without merit."

Mexican marathon

NBC-owned adult contemporary WYNY(FM) New York, in conjunction with the United Nations International Children's Emergency Fund (UNICEF), aired a 28-hour radiothon last week to raise money for victims of Mexico's earthquake. The radiothon, which was dubbed "The Radio Show For Mexico," was hosted by the station's morning personality team of Paul Harris and Rick Harris (Harris & Harris) from 6 a.m. Thursday (Sept. 26) through 10 a.m. Friday morning. Listeners were asked to make contributions by phoning the WYNY studios.

Paperback writer

"Rocking America" (subtitled "How the All-Hit Radio Stations Took Over"), the book written by former ABC Radio Vice President Rick Sklar that gives a vivid account of top 40 radio in New York, has just been released as a paperback by St. Martin's Press.

In the book Sklar relates his experiences in New York radio, most notably as promotions director at WINS(AM) in the 1950's and as program director for WABC(AM) in the 1960's and 70's. "Rocking America" not only details the rise of then-top 40 WABC, which Sklar help build into the most-listened-to radio station in the country during his tenure there, but the early development of rock 'n' roll radio in the New York market as well. Sklar recreates the promotional stunts, the rating wars and the antics of noted disk jockeys like Alan Freed, Murray "the K" Kaufman, Bruce "Cousin Brucie" Morrow and "Big" Dan Ingram. The book, which was well received by the radio community, also includes a number of photographs from Sklar's "private collection."

The trade paperback edition retails for \$7.95. The original hardcover edition, now in its second printing, is still available by mail order or through the National Association of Broadcasters in Washington. St. Martin's Press is located at 175 Fifth Ave., New York 10010. Sklar is currently president of his own New York-based broadcast management and programing consulting firm, Sklar Communications.

Amoco award

The Amoco Foundation is awarding the Chicago Symphony Orchestra (CSO) a grant of \$409,000 to cover the costs for its nationally-syndicated, noncommercial radio broadcasts for the upcoming 1985-86 season. Plans call for six live performances and 39 taped programs to be distributed to more than 300 public radio stations.

The Amoco Foundation is financially sponsored by the Amoco Corp., which sponsors the orchestra's commercial radio broadcasts on 40 stations across the country. All broadcasts are produced and distributed by classical-formatted WFMT(FM) Chicago. The 1985-86 broadcast season, the 10th of the Amoco/CSO partnership, is scheduled to open this week.

Challenging NPR

National Public Radio is among 50 organizations to receive a 1985 challenge grant from the National Endowment for the Arts. The noncommercial network received \$250,000, which is to be used in creating a cash reserve fund for NPR's cultural programming. Under the terms of the grant, NPR must raise \$750,000 from private donors to match the NEA's commitment. NPR President Douglas Bennet said the cash reserve of \$1 million will give NPR a "margin for experimentation, program piloting and program acquisition on behalf of its member stations."

Play ball

The Caballero Radio Network, a subsidiary of Caballero Spanish Media Inc., has reached an agreement with CBS Radio to air the 1985 Major League Baseball World Se-



A prophet honored. Oliver Saxon Gramling (c), credited as the founder—in 1941—of what is now the Associated Press's broadcasting division, was honored by his professional descendants last Monday with a dinner and awards ceremony in Washington during a board meeting of AP Broadcasters Inc. Gramling, 81, spoke of being dedicated to "AP and the broadcasting business as a cause." The news organization "is in constant change," he said. "Any time it is standing still it is going backward. That's the nature of the business." Gramling was presented a plaque recognizing his AP achievements; it will hang in AP Radio headquarters in Washington. With him following the ceremony: Roy Steinfort (l), vice president of AP Broadcast Services, and Clint Formby, of KPAN(AM) Hereford, Tex., president of AP Broadcasters Inc.

ries in Spanish. The games will air on a lineup of Spanish radio stations covering 85% to 90% of the U.S. Hispanic population, according to Eduardo Caballero, president of Caballero Spanish Media. The 1985 World Series package will provide advertisers with a variety of sponsorship options, Caballero said. The series will be played Oct. 19-27.

Flying high

The U.S. Air Force's *Country Music Time*, which claims to be the longest-running nationally distributed public service radio program, is coming up to its 25th anniversary next month. More than 2,300 radio stations and the Armed Forces Radio and Television Service receive the 15-minute weekly recruiting shows, which in each case feature music by (and an interview with) a leading country music recording artist, such as Barbara Mandrell, The Judds, Lee Greenwood, Waylon Jennings and Tom T. Hall. The series is credited with promoting country music as well as Air Force recruitment.

Country Music Time is recorded in Nashville four times a year, each time with 14 interviews in two days. Marvin Hughes of Larrick Productions is the local producer; he and his wife, Kathy, act as talent coordinators, working closely with the record labels and managers for two weeks before each taping session. After taping, the shows go to San Antonio, Tex., for editing, and then to Burbank, Calif., for pressing and distribution. *Country Music Time's* host is Master Sergeant Dick Fellows, who credits the show's success to the "fantastic support of country music radio stations across the country."



Golden anniversary. The CBS Radio Network bestowed its first set of 50-year honors to 23 affiliates during its 24th annual affiliate convention at New York's Waldorf-Astoria hotel, Sept. 19-20. The custom-designed commemorative, a three-dimensional replication of an early radio tube, is inscribed with the station's call letters, date of affiliation and the words: "Fifty Years of Partnership in Service." Pictured above are CBS Radio Network Vice President and General Manager Michael Ewing (l) and CBS Radio Senior Vice President Dick Brescia (r) congratulating Allan Serxner, vice president and general manager of the network's first affiliate, WCAU(AM) Philadelphia, on its 58th year of affiliation.

Additionally, the network awarded a special "Gold Mike" award to CBS Radio sportscaster Win Elliot for his longevity in the field.

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FIM's cause still alive

Group says it believes there has been improvement at CBS as result of FIM campaign; unnamed individual to make \$1-million challenge grant

Fairness in Media intends to keep its campaign against CBS News in the public eye, either by staying in the news or continuing and expanding its advertising campaign.

James P. Cain, one of the three founding directors of the conservative organization, told BROADCASTING he feels FIM has been a success and said there is now increased attention paid to media bias. He cited recent commercials on both ABC and CBS "that address the question of bias and that you didn't see until our effort."

The FIM spokesman said there has been "improvement" at CBS News: "The impression I get from watching CBS news is that they are being very careful over the last few months and that they are being objective in their reporting. I think there are still lapses but there has been some improvement... with this caveat... As soon as we



Harris

and other conservative groups go away they will return to their old ways."

Cain said FIM was still reeling under some "hefty debt," much of which was incurred by the organization's mass mailings and by its legal battles with CBS. Businessmen have been targeted recently as potential supporters and the organization is urging them to buy CBS stock as well. Using a brochure sent to "around 100,000 individuals with a corporate background," Cain said FIM is trying to make people aware of an "anti-free enterprise, anti-business envi-

ronment that appears to prevail at CBS."

FIM's brochure cited quotes to support its case, including one attributed to White House communications director Pat Buchanan. A White House aide has since reportedly said the quoted remarks came from Buchanan's syndicated column and were written before he joined the President's staff. Cain told BROADCASTING he had not received any complaints from the White House, nor was he aware of any controversy involving the attribution.

The organization's plans will be decided in part by the extent of its fund raising. Currently, the organization has run one-minute spots several times a day on Turner Broadcasting System superstation WTBS(TV) Atlanta and on TBS's CNN Headline News. Cain said efforts to place the ad elsewhere had run

Strike bound. To help fill the gap created by a strike that has left the city without its two daily newspapers since Sept. 7, KWTW Philadelphia introduced *Sunday Edition* on Sept. 15, a live, three-hour Sunday-morning "newspaper of the air."

With anchors Diane Allen and Jerry Penacoli as hosts, the premiere broadcast used a Sunday newspaper format that included extended sports coverage by Sports Director Howard Eskin, news updates by anchor Jackie Hays, remote weather reports by weathercaster Linda Gialanella and entertainment reports by reporter Trudy Haynes. There also were an in-studio interview with Mayor Wilson Goode on the strike's probable effects on the area's economy; portions of a church service; commentary by some of the city's newspaper columnists; a pickup from Atlantic City updating the Miss America story of the night before; a review of new fall programs on the networks; travel and fashion segments; "letters to the editor," astrological forecasts, help-wanted ads and a presentation of Sunday comics using the voices of local actors.

Said General Manager Jim Thompson: "Obviously no newscast can replace either the variety or the volume of a Sunday newspaper, but the appetite for more information is definitely there, and we intend to strive to satisfy it as long as the strike continues." Under News Director Randy Covington, the station has also expanded its weekday newscasts, introduced a new one at 8 a.m. and reformatted its 6 p.m. report to put more emphasis on service information. Covington said some of the new features may be retained after the strike ends. He added: "We're a better news operation today than we were two weeks ago because of this strike and our efforts to meet the information needs of our viewers."

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9/30/85

into difficulty.

Earlier this summer, FIM ads ran on seven TV stations in North Carolina, but according to Cain, many "stations are refusing [to air the ads] on the grounds of issue advertising." The Raleigh lawyer said that either last week or this week, ads are scheduled to run on stations in Texas and Arizona and that he expects additional stations in the South, Midwest and West—regions which FIM has targeted—to carry ads soon. FIM has sent tapes of both radio and television ads to some local supporters and asked them to raise money locally for placing the ads.

If FIM is able to raise a million dollars, those donations will pay off doubly because an unnamed wealthy individual has decided

to make a challenge grant for that amount, said Cain ("Closed Circuit," Sept. 23). With the extra money, FIM would be able to pay off all its current debt, he said, and consider other strategies, such as undertaking a proxy fight. The organization might also be able to increase its advertising frequency, which is currently decided on a "week-by-week basis... as cash flow permits."

Cain said FIM has had no recent contact with CBS, "except for the three-and-a-half hours that Mike Wallace and *60 Minutes* recently spent with us." The 15-minute segment aired Sept. 15. It focused particularly on the importance to FIM of a 26-year-old advisor, Bob Harris, who is bedridden with muscular dystrophy. □

WJYA(AM) Marietta and WJYA-FM La Grange, both Georgia □ Sold by LWB Corp. to Trans World Broadcasting Corp. for \$5 million, comprising \$4 million cash, \$200,000 noncompete agreement and remainder note. **Seller**, principally owned by Robert L. Williams, James E. Motlz, Gene Apruzzi and Robert H. Lynch, owns three AM's and four FM's. **Buyer** is owned by Xenophon Zapis, who also owns WHLO(AM) Akron and WZAK(FM) Cleveland, both Ohio. **WJYA(AM)** is daytimer on 1080 khz with 10 kw. **WJYA-FM** is on 104.1 mhz with 100 kw and antenna 1,690 feet above average terrain. **Broker: Chapman Associates.**

WCEE(TV) Mt. Vernon, Ill. □ Sold by Pyramid Broadcasting Corp. of Illinois to Robert W. Sudbrink for \$3.6 million cash. **Seller** is principally owned by William R. Varecha, who also has interest in WAYK(TV) Melbourne, Fla., and Orion Broadcast Group Inc., which also owns WQRF-TV Rockford, Ill. **Buyer** is Del Ray, Fla.-based station group of five AM's and four FM's, principally owned by Robert W. (Woody) Sudbrink. **WCEE** is on channel 13 with 316 kw visual, 30.2 kw aural and antenna 1,550 feet above average terrain.

KXA(AM) Seattle □ Sold by Madison Park Broadcasting to Olympic Broadcasting Corp. for \$2.2 million. **Seller** is owned by Richard B. Pratt and Daniel Nelson, who have no other broadcast interests. **Buyer** is principally owned by Bill Highsmith. It

Changing Hands

PROPOSED

WHTM-TV Harrisburg, Pa.; WETM-TV Elmira, N.Y., and WSTM-TV Syracuse, N.Y. □ Sold by Times Mirror Co. to Smith Acquisition Corp. for \$84 million cash. **Seller** is publicly owned Greenwich, Conn.-based publisher, cable MSO and station group of seven TV's, headed by Robert F. Erburu, president. It publishes *Los Angeles Times* and seven other daily newspapers and owns 57 cable systems. Broadcast division is headed by John McCrory. **Buyer** is newly formed corporation headed by Robert N. Smith, president; George Lilly; William S. Reyner, and TA Associates. Smith has interest in WCTV(TV) New Bern, N.C., and in new TV's in Johnstown and Altoona, both Pennsylvania. Lilly owns SJL Inc., Billings, Mont.-based station group of four TV's. He also owns WKFT(TV) Fayetteville, N.C. Reyner is partner in Washington-based communications law firm of Hogan & Hartson. He has interest in WRGB(TV) Schenectady, N.Y. TA Associates is Boston-based investment banking firm headed by David Croll, managing partner. **WHTM-TV** is independent on channel 27 with 1,000 kw visual, 100 kw aural and antenna 1,120 feet above average terrain. **WETM-TV** is NBC affiliate on channel 18 with 113 kw visual, 22.4 kw aural and antenna 1,220 feet above average terrain. **WSTM-TV** is NBC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 1,000 feet above average terrain.

WMET(FM) Chicago □ Sold by Doubleday Broadcasting to Heritage Broadcasting Co. for \$12.5 million. **Seller** is New York-based station group subsidiary of Doubleday & Co., principally owned by Nelson Doubleday. It owns two AM's and six FM's and is headed by Gary Stevens, president. **Buyer** is principally owned by William Yde, brothers George and Reg Johns, and six others. It also owns KKCW(FM) Portland, Ore., and recently purchased WZPL(FM) Indianapolis. ("Changing Hands," Sept. 2). **WMET** is on 95.5 mhz with 6 kw and antenna 1,160 feet above average terrain. It holds CP for 4.1 kw and antenna 1,568 feet above average terrain.

WZNE(FM) Clearwater, Fla. □ Sold by DKM Broadcasting Corp. to Sandusky Newspapers Inc. for \$10 million. **Seller** is Atlanta-

based station group of three AM's and three FM's headed by Robert K. Dyson, chairman. It recently purchased 10 stations from Stuart Broadcasting (BROADCASTING, Aug. 26). **Buyer** is Denver-based publisher and station group of three AM's and six FM's, principally owned by Dudley White and family. It publishes daily newspapers in Sandusky, Ohio; Grand Haven, Mich.; Norwalk, Ohio, and Kingsport, Tenn. **WZNE(FM)** is on 97.9 mhz with 100 kw and antenna 639 feet above average terrain. **Broker: The Ted Hepburn Co.**



Open for business. Rick Michaels, chairman of Communications Equity Associates, a cable television brokerage firm, cuts the ribbon to open its new Washington office which houses the firm's new broadcast services division. Pictured (l-r): Glenn Serafin, director, radio broadcast services division; Diane Healey, senior vice president, broadcast services; Harold Ewen, president; Michaels; Kent Phillips, senior vice president and managing director of Washington operations, and Mark Sena, vice president of marketing.

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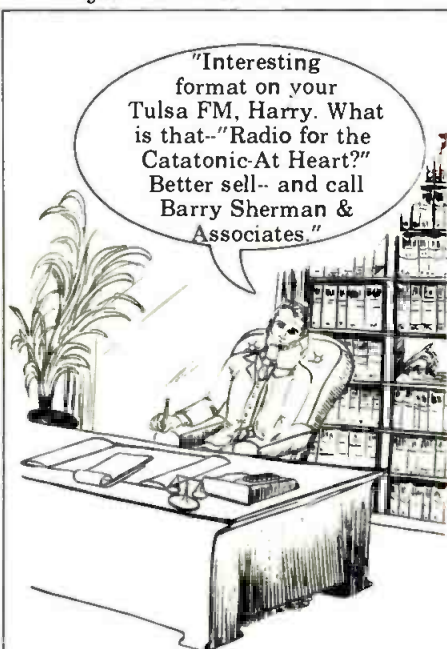
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owns KRPM(FM) Tacoma and KZZU-AM-FM Spokane, both Washington, KKEY(FM) San Francisco and KMZQ(FM) Las Vegas. KXA is on 770 khz full time with 1 kw. It holds CP for 50 kw full time. *Broker: Katil & Co.*

KSRN-AM-FM Reno □ Sold by RAESCO Inc. to Olympic Broadcasting Corp. for \$2,110,000 including \$300,000 noncompete agreement. Seller is owned by Carl E. Roliff and his wife, Marjorie. It has no other broadcast interests. Buyer is Seattle-based station group of one AM and four FM's principally owned by Ivan S. Braiker and James D. Ireland. KSRN(AM) is daytimer on 1590 khz with 1 kw. KSRN-FM is on 104.5 mhz, with 25 kw and antenna 2,925 feet above average terrain. *Broker: Chapman Associates.*

KMLO(AM) Vista, Calif. □ Sold by North County Broadcasting Co. to Tri-Cities Broadcasting Inc. for \$2 million, comprising \$400,000 cash and remainder note. Seller is principally owned by Gene Alfred. It has no other broadcast interests. Buyer is owned by Jeffrey Chandler, who also owns KKOS(FM) Carlsbad, Calif. KMLO is on 1000 khz with 2.5 kw day and 250 w night.

WLIS(AM) Old Saybrook, Conn. □ Sold by Radio Connecticut Inc. to Vanguard Communications Inc. for \$800,000. Seller is principally owned by Nutmeg Broadcasting Co., Willimantic, Conn.-based station group of two AM's and one FM, principally owned by Michael C. Rice and family. Buyer is principally owned by Leonard I. Ackerman. It also owns WMLB(AM) West Hartford, Conn., and WECQ(AM) Geneva, N.Y. *Broker: New England Media.*



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Food increase. Restaurants and fast-food chains spent 19% more on TV advertising in the first half of 1985 than in the comparable period last year, the Television Bureau of Advertising said last week. Using estimates compiled by Broadcast Advertisers Reports, TVB put this year's six-month total at \$497,489,600 and said 80% of this, or \$398,627,800, came from the top 15 fast-food TV advertisers. Spot television received the bulk of the category's total, \$312,306,700, as compared with \$185,182,900 for network TV. The spot total represented a 15% increase over the first half of 1984; network TV's portion was up 25%.

McDonald's, as usual, was the category leader for the six months, investing \$143.2 million, up 40% from the first half of 1984. Burger King and Wendy's held onto second and third places with \$64.1 million (up 5%) and \$37.7 million (up 12%), respectively. Rounding out the top five were Kentucky Fried Chicken (\$34.2 million, up 8%) and Pizza Hut (\$30.6 million, up 12%). Dairy Queen, number 15 on the list, spent \$5.7 million, 6% more than in the first half of 1984. Only one of the top 15, Red Lobster Inns, reduced its TV outlays for the six months: It cut by 4% to \$12.1 million, ranking eighth.

WLGM(AM)-WJJS(FM) Lynchburg, Va. □ Sold by Neighborhood Communications Corp. to CRS Communications Inc. for \$752,250 cash. Seller is owned by Morton G. Thalhimer, president. It has no other broadcast interests. Buyer is owned by Douglas E. Caton. It also owns Caton Cable Corp., operator of SMATV systems in Manassas, Va. WLGM is daytimer on 1230 khz with 1 kw. WJJS is on 101.7 mhz with 3 kw and antenna 310 feet above average terrain.

WAJP(FM) Joliet, Ill. □ Sold by WAJP Inc. to New Horizons Communications Inc. for \$450,000 cash. Seller is owned by Mary Jane Pohlers, who has no other broadcast interests. Buyer is owned by Carl Young (60%) and Michael Walker (40%). They own Youngs Walker Inc., Inverness, Ill.-based executive recruiting firm, and have no other broadcast interests. WAJP is on 93.5 mhz with 50 kw and antenna 260 feet above average terrain.

WXTO(AM) San Juan, P.R. □ Sold by G.M. Broadcasting Inc. to Christian Media of Puerto Rico Inc. for \$600,000, with \$20,000 cash applied to payment of interest on \$600,000 note at 15% over 5 years. Seller is owned by Gary Masucci, who has no other

broadcast interests. Buyer is nonprofit corporation headed by Janet L. Luttrell, president. It has interest in WIVV(AM) Vieques Island, P.R. WXTO is on 1190 khz with 10 kw day and 5 kw night. It holds CP for 10 kw night.

WBBK-AM-FM Blakely, Ga. □ Sold by Radio Blakely Inc. to Nathan Hirsch for \$340,000, comprising \$40,000 cash and remainder note. Seller is owned by Wayne Foster, who has no other broadcast interests. Buyer owns WSGC(AM)-WWRK(FM) Elberton and WWNS(AM)-WMCD(FM) Statesboro, both Georgia. *Broker: The Thorburn Co. for buyer and Paul Reid Co. for seller.*

KTSQ(FM) Alexandria, Minn. □ Sold by Principal Three Inc. to Jeffery O. Goldberg and his wife, LuAnn, for \$260,000, comprising \$100,000 cash and remainder assumption of note. Seller is owned by Richard Aga; Dennis Straymer, Donald Erickson and Kurt Kolstad, who have no other broadcast interests. Buyer is Glenwood, Minn., investor with no other broadcast interests. KTSQ is on 99.3 mhz with 3 kw and antenna 287 feet above average terrain.

For other proposed and approved sales see "For the Record," page 115.



Public fund-raising. Funds for noncommercial WHMT(TV) Schenectady, N.Y., were raised with the aid of commercial television stations in the Schenectady area during WHMT's fund-raising drive. The half-hour WHMT Auction was simulcast on five commercial stations in the Albany-Schenectady-Troy, N.Y., market. Donald E. Schein, president and general manager of WHMT (front row, left), was joined by personnel from the other stations to help present the auction: (front row, l-r) Nancy Cozean, anchor, WNYT Albany; Stephanie Zarpas, producer for PM Magazine on WTN Albany; Alan Taffel and Patti Clements, co-hosts of WTN's PM Magazine; (back row, l-r) Jonathan Miles, news director, WUSV Schenectady; John Wolfe, WUSV sales manager; Tim Welch, weatherman, WRGB Schenectady; Ernie Tetrault, anchor, WRGB; Ed Dague, anchor and managing editor, WNYT, and David Lowe, station manager, WXXA Albany.

Fifth Estate's technical minds meet in Washington

IEEE symposium in capital looks at many faces of broadcast technology; its issues and answers

News of a broad FCC review of AM radio (see "Top of the Week," this issue) highlighted a broadcast technology symposium held in Washington Sept. 19-20. But the 200 consulting, broadcast and manufacturing engineers attending the annual event were also privy to a range of reports, demonstrations and new data covering television and radio issues such as small format video, FM stereo noise reduction systems, satellite newsgathering and UHF spectrum sharing.

Concerns over the extent of AM's decline in competition with FM were raised during a Sept. 20 luncheon by FCC Mass Media Bureau Chief James McKinney, who told the audience a complete review of AM service was already under way within the bureau concerning possible approaches to the revival of the medium.

In addition, AM issues were raised in several of the 22 sessions, panels and guest speeches presented at the Institute of Electrical and Electronics Engineers-sponsored symposium. For instance, a Sept. 20 morning presentation by Michael Rau of the National Association of Broadcasters covered industry attempts to improve AM, including a new joint effort between broadcasters and radio receiver manufacturers to improve AM high frequency sound quality (BROADCASTING, Sept. 16).

Rau also discussed the potential for interference to AM signals created by the possible wide-scale use of RF lighting devices designed to replace incandescent bulbs, and he effectively demonstrated the point by holding a receiver near a sample General Electric RF bulb.

AM broadcasters are not the only ones exploring technical improvements for their medium. Attendees were reminded FM radio may be on the threshold of its own advances, with a presentation on the new FMX quadrature-modulated audio companding system developed jointly over the past several years by Emil Torick of CBS Technology Center and NAB's Thomas Keller. The compatible FMX technology, used both in the station transmission chain and in consumer receivers, could extend the area of FM stereo reception by as much as three times its original size, according to Torick.

Television topics also occupied symposium audiences in Sept. 19 sessions, with talks including small-format videotape for ENG and field production, satellite systems for network interconnection and newsgathering and UHF sharing issues.

Reviewing test results of videotape formats for ENG/EFP, NBC's Peter Smith reported that most seemed to favor Matsushita's newly developed MII format, introduced

in the U.S. earlier this year. According to Smith, MII "showed the greatest promise and came closest" to filling network needs, during tests of incompatible half-inch systems from Sony and Panasonic (Matsushita's U.S. arm), and the consideration of quarter-inch and eight millimeter tape formats.

Network requirements for a new format include video performance close to one-inch Type C videotape, acceptable picture up to five generations, 60-minute cassette, operational efficiency and a complete range of field and studio gear from more than one manufacturer, he said.

"The debate isn't over at NBC," Smith added, citing unknowns such as MII's cost, the availability and reliability of the metal particle tape used by the format and the con-

tinuing lack of equipment availability. So far, only a studio player has been shown, with NBC expecting its own prototype version before the year's end. More than 200 studio decks, however, will be supplied to Japan's national broadcasting system, NHK, which played a part in developing the system.

Also reporting from NBC was Michael Sherlock, executive vice president of NBC operations and technical services, who reviewed the network's new Ku-band satellite interconnection system at a Sept. 19 luncheon.

Data from the network's first nine months using the Comsat/Harris-built system, Sherlock said, demonstrated two ongoing problems. The first was local power failures,



Occupational hazards. Drawing the largest crowd of the two-day IEEE Broadcast Symposium was a Sept. 20 afternoon session on non-ionizing radiation at broadcast transmission facilities. The session was capped by a panel discussion of occupational exposure, pictured above, with moderator Ralph Justus of National Association of Broadcasters and chairman of 1985 symposium committee (left, standing), and (l-r) Richard Tell of the Environmental Protection Agency, Robert Cleveland of the FCC, Ronald Petersen of AT&T Bell Laboratories, Neil Smith of Smith & Powstenko consulting engineers and Donald Lincoln of Sutro Tower Inc.

Cleveland opened the three-hour session with a review of the FCC rulemaking on public and occupational exposure, which takes effect next January, while Tell advised on procedures for measuring RF fields. Later, Smith questioned the "conservative" nature of proposed standards, and despite Cleveland's belief most stations were already in compliance, he predicted broadcasters could face hardships in meeting requirements.

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which he said had "plagued" the affiliates since the downlink systems need as much as 90 seconds to recover once they've lost power. Standby power supplies would be installed in certain systems to prevent any down time, he added.

Sherlock also cited downlink rain fades as a concern, although a "manageable" one. Only a handful of stations have actually gone below NBC's specifications for system reliability, he said, but 22 were problem sites, mostly because of their location in heavy rain areas in the Southeast. Some 40 stations on the interconnect system (24% of the total) had experienced no fades at all, Sherlock noted, and the majority had "acceptable outages."

Sherlock also made note of the "explosion" of satellite newsgathering technology witnessed at the Radio-Television News Directors Association annual meeting earlier this month (BROADCASTING, Sep. 23), and reviewed NBC's plans for a news exchange taking advantage of Ku-band uplinking capabilities being developed for affiliate's fixed downlinks.

But SNG is not without its problem areas, according to Sherlock, with potential pitfalls including incompatibility of SNG trucks' communications systems and lack of self-regulation against double illumination and a standard form of source identification.

SNG was also covered during the Sept. 19 afternoon session on TV engineering by James Little of WJLA-TV Washington and Ray Conover of Conus Communications. In comparing SNG trucks to ENG vans with

microwave capabilities, the two concurred on both the increased coverage range (200-250 miles) allowed by SNG operations, and on the down side, the slowness of deploying the larger SNG vehicles. Conover added that with small dish operation for the SNG trucks, the ability to receive video in the field can be somewhat low, although communications reception is relatively unimpaired.

UHF spectrum-sharing also came up for scrutiny before the audience during the morning of Sept. 19, with FCC representatives delivering a synopsis of recent activities of a commission advisory committee on sharing between land mobile radio and UHF-TV, followed by a debate over a flexible spectrum-usage plan for channels 50-59.

The land mobile sharing issue was covered by William Torak, FCC Spectrum Management Division, and head of the advisory committee, who reported on initial subgroup meetings held the week of Sept. 9 in Washington (BROADCASTING, Sep. 16).

According to Torak, the working group on technical analysis has formed three task groups to subdivide its responsibilities to review current technical literature and plan and implement supplementary engineering studies. Another working group has begun a review of the Commission's sharing proposal, while a third working group has already developed a draft outline for the committee's final report.

Following Torak, Greg DePriest of the Association of Maximum Service Telecasters and Alex Felker of the FCC's Office of

Plans and Policy debated the merits of a flexible spectrum usage plan for UHF channels 50-59 that had been outlined by Felker. Under the plan, a licensee could offer any communications service in its broadcast spectrum—including broadcast television, point-to-point and land mobile radio services—as long as it did not cause interference to other licensees.

DePriest raised some questions about the plan, however, including whether current licensees would face competing applications if they sought to change their service, and the possible imposition of spectrum fees. Felker noted his belief the FCC would shield licensees from competition, and that any spectrum "tax" would be counter to the goal of the flexible plan, since it could discourage licensees from investing in new profitable services.

Among the remaining presentations on the program were an update on current developments in HDTV studio standardization by Al Golberg of CBS Technology Center, followed by a review of picture quality enhancements made possible through advancements in transmission and display technology, presented by Kerns Powers of RCA Laboratories.

Other talks covered broadcast interference to aeronautical radio facilities, intermodulation characteristics of FM receivers, filtering UHF channels 14 and 69, detuning power lines, live output mode transfers for parallel VHF transmitters and technical modernization at Voice of America's Washington facilities. □

Datebook continues from page 30.

ington University. Speaker: William C. Adams, professor, GWU. University Club, GW campus. Washington.

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—"The 21-inch battleground," symposium on future of program industry in Europe, sponsored by *European Institute for the Media* and *MIPCOM*. Palais des Festivals, Cannes, France. Information: 061-273-3333.

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—Cabletelevision Advertising Bureau local advertising sales workshop. Hilton Inn Florida Center, Orlando, Fla.

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

Oct. 10-11—"International Telecommunications: Regulatory and Trade Issues in the Post-Space WARC Environment," conference sponsored by *Bureau of National Affairs* and *Pike & Fischer Radio Regulation*. Mayflower hotel, Washington. Information: (202) 452-4570.

Oct. 10-11—Cable Television Administration and Marketing Society conference, "Managing Through the 80's." New Orleans Marriott, New Orleans.

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

■ **Oct. 10-12—National Federation of Local Cable Programmers**, Central states region, conference, "Facing the Future." Ramada Inn, Bloomington, Ind.

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—Deadline for comments in *FCC's* Mass Media Docket 85-108, FM/aviation interference. FCC, Washington.

Oct. 11—Deadline for reply comments in *FCC's* Mass Media Docket 84-752, AM technical rules. FCC, Washington.

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

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

■ **Oct. 11-13—National Federation of Local Cable Programmers**, Midwest region, conference, "Channeling Community Potential." Marc Plaza hotel, Milwaukee.

Oct. 12—Radio-Television News Directors Association region 12 (New York, New Jersey and Pennsylvania) student seminar. Buffalo State College, Buffalo, N.Y.

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.

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Oct. 13-15—*National Religious Broadcasters Association* Southwest 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. 14—*San Francisco Bay Area chapter of Women in Cable* annual meeting, including panel discussion on must carry, San Francisco.

Oct. 14—*American Teleport Association* second membership meeting. New Orleans. Information: (415) 781-1191.

Oct. 14—*Texas Association of Broadcasters* sales seminar. Holiday Inn Durango, San Antonio, Tex.

Oct. 15—*International Radio and Television Society* seminar, "Programming: An Update." Viacom Conference Center, New York.

Oct. 15—*Texas Association of Broadcasters* sales seminar. Crown Plaza-Holiday Inn, Houston.

Oct. 15—*Cabletelevision Advertising Bureau* local advertising sales workshop. Westin Bellevue Stratford, Philadelphia.

Oct. 15—Deadline for one-page abstracts for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with annual NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, D.C., 20036.

Oct. 15-17—Seventh annual Satellite Communications Users Conference. Louisiana Superdome, New Orleans. Information: Kathy Kriner, (303) 694-1522.

Oct. 16—*Texas Association of Broadcasters* sales seminar. Regent hotel, Dallas.

Oct. 16-18—*Indiana Broadcasters Association* annual fall conference. Holiday Inn N.W., Indianapolis.

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

Oct. 16-18—International Videxpo '85, fourth international video exposition/market/conference. Kensington Exhibition Center, London. Information: (01) 968-4567.

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

Oct. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Raleigh Marriott hotel, Raleigh, N.C.

Oct. 17—*Radio-Television News Directors Association* computer seminar. IBM, New York.

Oct. 17—*Texas Association of Broadcasters* sales seminar. Ramada hotel, Tyler, Tex.

Oct. 17—"The Political Impact of the New Communications Media," communications forum sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Center for Arts and Media Technology, MIT, Cambridge, Mass.

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, featuring luncheon speaker Maureen Reagan (Oct. 18), roast of former FCC Commissioner Robert E. Lee (Oct. 19) and management seminar by Bill Brower. Ramada Renaissance, Washington.

Oct. 18—*Radio-Television News Directors Association* region 12 meeting with region one. Society of Professional Journalists/Sigma Delta Chi. Among topics, "Terrorism and the Media," featuring discussion by Fred Friendly, Columbia University; Ed Turner, CNN; Robert Kupperman, Gerogetown University, and John Corry, *New York Times*. New York Mayor Ed Koch to open conference. Sheraton Center, New York.

Oct. 18—*Texas Association of Broadcasters* sales seminar. Quality Inn, Amarillo, Tex.

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

Oct. 19—"Children and Television: The Vision Beyond the Screen," 32d annual conference of *National Tele-*

media Council in cooperation with *Loyola University department of communication*. Loyola University, Chicago. Information: (312) 983-1103.

Oct. 19-20—*Alpha Epsilon Rho, National Broadcasting Society*, East regional convention. Holiday Inn, Wilkes Barre, Pa.

Oct. 20—*American Women in Radio and Television, Washington chapter*, session, "The Networks," to be held during AWRTE Northeast area conference. Ramada Renaissance, Washington.

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—*American Women in Radio and Television, New York City chapter*, meeting, "Creating TV shows and commercials for People's Republic of China." Speaker: Yue-Sai Kan, TV host and independent producer. Plaza hotel, Washington.

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* 28th annual convention, "Cable Frontiers." 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. 24—*Women in Communications, New York chapter*, meeting, "Rising to the Top in the Business World." Halloran House, New York.

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

Oct. 25—"John Peter Zenger: A symposium to commemorate the 250th anniversary of his trial and vindica-

tion," sponsored by *University of Pennsylvania Law School, Philadelphia Bar Association* and *Annenberg School of Communications*. Annenberg School, Philadelphia.

Oct. 25—Radio station acquisition seminar. sponsored by *National Association of Broadcasters*. O'Hare Hilton, Chicago. Information: (202) 429-5420.

Oct. 25—Deadline for nominations for Advertising Hall of Fame, sponsored by *American Advertising Federation*. Information: AAF, 1400 K Street, N.W., Washington, D.C., 20005.

Oct. 25-26—*National Federation of Local Cable Programmers, Northeast region*, conference, "Back to the Basics: Community Media in the Information Age." University of Vermont, Burlington, Vt.

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

Oct. 25-27—*Investigative Reporters and Editors* conference for working journalists, focusing on covering state and local government and improving investigative techniques used by reporters. Adam's Mark hotel, Philadelphia. Information: (314) 882-2042.

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

Oct. 30—Deadline for entries in 1985 Thomas A. Edison Black Maria Film and Video Festival-Competition, sponsored by *Essex-Hudson film Center of East Orange Public Library, Montclair State College, New Jersey State Council on the Arts, Suburban Cablevision and other organizations*. Information: (201) 736-8575.

Oct. 30—Music Personnel Conference, sponsored by *Association of Music Personnel in Public Radio*. Ambassador hotel, Los Angeles. Information: Lee Moore, KUSC-FM, P.O. Box 77913, Los Angeles, 90007.

Oct. 30—*Radio Advertising Bureau* seminar on how radio stations can help retailers develop vendor support programs. Hyatt Regency, Washington.

Oct. 30-Nov. 1—*Broadcast Financial Management*

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Association/Broadcast Credit Association board of directors meeting. Marriott Copley Place, Boston.

■ **Oct. 31**—"Takeovers of Broadcast Licensees," joint program sponsored by *American Bar Association Forum Committee on Communications Law* and *Federal Communications Bar Association*. Hyatt Regency hotel, Washington.

November

Nov. 1—Deadline for nominations for Golden Anniversary Director's Awards, under aegis of Ohio State Awards, sponsored by *Ohio State University's Institute for Education by Radio-Television*. Information: (614) 422-0185.

Nov. 1—Deadline for entries in "Sunny Awards," presented by *Southern California Broadcasters Association* for "creative excellence and effectiveness of those radio commercials produced and aired in the markets of southern California." Information: SCBA, 1800 North Highland Avenue, Hollywood, 90028.

Nov. 1—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. New York Hilton, New York. Information: (202) 429-5420.

Nov. 1-3—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Nov. 3-6—*Missouri Broadcasters Association* fall meeting. Lodge of the Four Seasons, Lake of the Ozarks, Mo.

■ **Nov. 3-6**—*Information Industry Association* 17th annual convention and exhibition. Shoreham hotel, Washington.

■ **Nov. 7-8**—13th annual communications law program, sponsored by *Practising Law Institute*. New York Hilton, New York.

■ **Nov. 7-8**—*National Federation of Local Cable Programmers, Mid-Atlantic region*, conference on community involvement in access television. Erie Hilton hotel, Erie, Pa.

Nov. 6-9—Athens International Video Festival, sponsored by *Athens Center for Film and Video*. Athens, Ohio. Information: (618) 594-6888.

Nov. 8-9—Stereo TV/video conference, presented by *University of Colorado at Denver, College of Music and Audio Engineering Society, Denver section*. University of Colorado, Denver.

■ **Nov. 8-9**—*National Federation of Local Cable Programmers, Southeast region* conference, "Access, Today and Tomorrow." Tampa, Fla.

Nov. 8-15—*International Film & TV Festival of New York* annual awards competition. Information: (914) 238-4481.

Nov. 10-13—*Association of National Advertisers* 76th annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 11-14—*National Association of Regulatory Utility Commissioners* annual convention. Marriott Marquis hotel, New York.

Nov. 12—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington.

Nov. 13—"The Entrepreneurial Woman," panel sponsored by *Washington chapter of American Women in Radio and Television*. National Association of Broadcasters, Washington.

Nov. 13-14—*Ohio Association of Broadcasters/Broadcast Financial Management Association* financial managers meeting. Holiday Inn Airport, Columbus, Ohio.

Nov. 13-15—*Oregon Association of Broadcasters* fall conference. Hilton hotel, Eugene, Ore.

■ **Nov. 13-15**—*Nevada Broadcasters Association* fall convention. Alexis Park hotel, Las Vegas.

Nov. 13-16—*Society of Professional Journalists/Sigma Delta Chi*, national convention, hosted by Valley of the Sun chapter. Phoenix Hilton.

Nov. 14-16—16th annual Loyola National Radio Conference, sponsored by *Loyola University* and non-commercial *WLW(FM) Chicago*. Holiday Inn, Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 14-17—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo.

Nov. 15-17—*Foundation for American Communications* journalism conference on environment. Houstonian, Houston.

Nov. 15-17—*Women In Film* festival, sponsored by *Women in Film* and *California First Bank*. Directors Guild of America Theater, Los Angeles. Information: (213) 613-0593.

Nov. 16—Deadline for nominations for 1986 Editor of the Year Award, presented by *National Press Foundation*. Information: NPF, 1160 National Press Building, Washington, 20045.

Nov. 18-20—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Anatole, Dallas.

Nov. 19—*Southern California Cable Association* seminar, with *National Academy of Cable Programming*. "A Salute to the Ace." Marina del Rey, Marina del Rey, Calif.

Nov. 19-21—National television issues conference, "Television 1985-86: Issues for the Industry and Audience," sponsored by *Hofstra Television Institute, Hofstra University*. Hempstead, N.Y. Speakers include Frank Stanton, president emeritus, CBS Inc.; Brandon Tartikoff, NBC Entertainment, and George Back, All-American Television. Information: (516) 560-6800.

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas.

Nov. 25—International Emmy Awards and gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Centre, N.Y.

Nov. 26—Presentation of winners of fourth annual World Hunger Media Awards, funded and sponsored by entertainers' Kenny and Marianne Rogers. United Nations, New York.

December

Dec. 2-6—*North American Section, World Association for Christian Communication*, 16th annual conference. Hilton Inn, Fort Lauderdale, Fla. Information: (313) 962-0340.

Dec. 3—*National Cable Television Association's National Academy of Cable Programming ACE* awards ceremony and dinner. Beverly Theater and Beverly Wilshire hotel, Los Angeles.

Dec. 4—*Ohio Association of Broadcasters* sales workshop. Embassy Suites, Columbus, Ohio.

Dec. 4—*Direct Broadcast Satellite Association* annual meeting. Mayflower hotel, Washington. Information: (703) 768-9495.

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

Dec. 5-6—"Cable Communications Act: A Legislative Analysis and Update," workshop sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives, Washington. Information: (202) 737-8563.

Dec. 6—Deadline for entries in 26th international broadcasting awards, honoring "world's best television and radio commercials of 1985," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, 5315 Laurel Canyon Boulevard, North Hollywood, Calif., 91607.

Dec. 8-9—*NBC* midseason promotion executives conference. Doral Country Club, Miami.

Dec. 10-11—*NBC* promotion workshop. Doral Country Club, Miami.

Dec. 10-13—General assembly of *Unda-USA*, national Catholic association of broadcasters and allied communicators, including 20th annual Gabriel Awards banquet. St. Anthony Intercontinental hotel, San Antonio, Tex. Information: (215) 668-9842.

Dec. 11—"Superwoman: Myth or Reality," panel sponsored by *Washington chapter, American Women in Radio and Television*. National Association of Broadcasters, Washington.

Dec. 11—Deadline for reply comments in *FCC's* Mass Media Docket 85-108, FM/aviation interference. FCC, Washington.

Dec. 15—Deadline for entries in 8th annual Henny Penny Playwriting Contest for young people, ages 5 to 17, sponsored by *Children's Radio Theater*. Information: Children's Radio Theater, 1314 14th Street, N.W., Wash-



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ington, D.C. 20005.

Dec. 15—Deadline for entries in second annual media awards, sponsored by *President's Committee on Employment of the Handicapped* and *American Association of Disability Communicators*. Information: PCEH, suite 600, 1111 20th Street, N.W., Washington, D.C., 20036.

January 1986

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

Jan. 8—"New Technologies and Opportunities," panel in series sponsored by *American Women in Radio and Television*, *Washington chapter*, "Women at the Top." National Association of Broadcasters, Washington.

Jan. 9-10—*Virginia Association of Broadcasters* winter meeting and legislative reception. Marriott hotel, Richmond, Va.

Jan. 13-17—*National Association of Broadcasters* winter board meeting. Sheraton Mullet Bay Resort, St. Martin, Netherland Antilles.

Jan. 17-21—*NATPE International* 23rd annual convention. New Orleans Convention Center, New Orleans.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

February 1986

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

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

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

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

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television*, *Washington chapter*. National Association of Broadcasters, Washington.

Feb. 13-16—*Howard University* communications conference. Theme: "Communications: The Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

■ **Feb. 17**—Deadline for papers for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

For the Record

As compiled by BROADCASTING, Sept. 19 through Sept. 25, 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

■ **KEXC(FM)** Eagar, Ariz. (92.5 mhz; 25 kw; HAAT: 24 ft.)—Seeks assignment of license from Eastern Arizona Broadcasting Co. to Rex K. Jensen for \$36,000. Seller is owned by Ira M. Lavender, who has no other broadcast interests. Buyer owns KRTZ-FM Cortez, Colo.; KHIL-AM-KWXC(FM) Willcox, Ariz., and has interest in KJCY-AM-FM Mountain Home, Idaho. Filed Sept. 6.

■ **KGMN(FM)** Kingman, Ariz. (100.1 mhz; 500 w; HAAT: 750 ft.)—Seeks transfer of control of New West Broadcasting Systems Inc. from Bruce D. Owens. Lowell T. Patton and Grant Holyoak to Joseph E. Hart and his wife, Rhonda, for \$55,000. Seller, Owens, owns KHOT(AM)-KYM(KF)Madera, Calif. Buyers have no other broadcast interests. Filed Sept. 13.

■ **KHBC(FM)** Wickenburg, Ariz. (105.5 mhz; 3 kw; HAAT: 100 ft.)—Seeks assignment of license from Hasayampa Broadcasting to Wickenburg Broadcasting Co. for \$15,000. Seller is owned by Richard A. Peterson and Stanley H. Watson, who have no other broadcast interests. Buyer is owned by Richard T. Fairbanks and his wife, Karen, and J. Eldon Turnidge and his wife, Mary. It also owns KUUK-AM Wickenburg, Ariz. Filed Sept. 10.

■ **KKDI(AM)-KKBE(FM)** Sheridan, Ark. (AM: 1540 khz; 250 w-D; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Golden Eagle Communications from C.J. Koonce (100% before; 37% after) to Ainsley Communications Corp. for \$25,000. Seller has no other broadcast interests. Buyer is equally owned by William E. Henslee and his wife, Katherine, and Stephen A. Wilson and his wife, Lynn. It also owns KAUL(AM) Little Rock, Ark. Filed Sept. 16.

■ **KMLO(AM)** Vista, Calif. (1000 khz; 2.5 kw-D; 250 w-N)—Seeks assignment of license from North County Broadcasting Co. to Tri-Cities Broadcasting Inc. for \$2 million.

comprising \$400,000 cash and remainder note. Seller is principally owned by Gene Alfred. It has no other broadcast interests. Buyer is owned by Jeffrey Chandler, who also owns KKOS(FM) Carlsbad, Calif. Filed Sept. 17.

■ **WJYA-AM** Marietta and **WJYA-FM** La Grange, Ga. (AM: 1080 khz; 10 kw-D; FM: 104.1 mhz; 100 kw; HAAT: 1,690 ft.)—Seeks assignment of license from Devlin Allen Communications Inc. and LWB Atlanta Corp., respectively, to Trans World Broadcasting Corp. for \$5 million, comprising \$4 million cash. \$200,000 noncompete agreement and remainder note. Seller is principally owned by Robert L. Williams, James E. Motlz, Gene Apruzzi and Robert H. Lynch. Stations are under common ownership with LWB

Corp., station group of three AM's and four FM's. Buyer is owned by Xenophon Zapis, who also owns WHLO(AM) Akron and WZAK(FM) Cleveland, both Ohio. Filed Sept. 17.

■ **WJWP(FM)** Joliet, Ill. (93.5 mhz; 50 kw; HAAT: 260 ft.)—Seeks assignment of license from WJWP Inc. to New Horizons Communications Inc. for \$450,000 cash. Seller is owned by Mary Jane Pohlers, who has no other broadcast interests. Buyer is owned by Carl Youngs (60%) and Michael Walker (40%). It has no other broadcast interests. They own Youngs Walker Inc., Inverness, Ill.-based executive recruiting firm. Filed Sept. 16.

■ **WCEE(TV)** Mt. Vernon, Ill. (ch. 13; ERP vis. 316 kw;

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aur. 30.2 kw; HAAT: 1,550 ft.; ant. height above ground: 1,000 ft. [CP: 31.6 kw aur.; HAAT: 990 ft.]—Seeks assignment of license from Pyramid Broadcasting Corp. of Illinois to Robert W. Sudbrink for \$3.6 million cash. Seller is principally owned by William R. Varecha, who also has interest in WAYK-TV Melbourne, Fla., and Orion Broadcast Group Inc., which also owns WQRF-TV Rockford, Ill. Buyer is Del Ray, Fla.-based station group of five AM's and four FM's, principally owned by Robert W. (Woody) Sudbrink. Filed Sept. 13.

■ **KLEH(AM)** Anamosa, Iowa (1290 khz; 500 w-D)—Seeks assignment of license from Anamosa Broadcasting Ltd. to Missouri Valley Productions Inc. for \$185,000, comprising \$15,000 cash, and remainder note. Seller is owned by Steven E. Goldin. It has no other broadcast interests. Buyer is owned by Lanier L. Korsmeyer and his wife, Janet L. Blair. Filed Aug. 26.

■ **WNVL(AM)** Nicholasville, Ky. (1250 khz; 500 w-D)—Seeks assignment of license from Greater Kentucky Broadcasting Corp. to Jessamine County Communications Inc. for \$125,000, comprising \$25,000 cash and remainder note at 12% over five years. Seller is owned by Henry D. Stratton, Herman G. Dotson, Elmo Mills, David B. Jordan and T. Thelmer Colley. They also have interests in WLAJ(AM) LaFollette, Tenn.; WFTG(AM)-WWEL(FM) London, WVKY(AM) Louisa and WCPM(AM) Cumberland, all Kentucky, and WNRG(AM)-WMJD(FM) Grundy, Va. Buyer is owned by Ward F. Correll (50%), William J. Laney (25%), Darryl J. Greattinger (14%) and three others. It has no other broadcast interests. Filed Sept. 13.

■ **KAGY(AM)** Port Sulphur, La. (1510 khz; 1 kw-D)—Seeks assignment of license from River Bend Broadcasting Co. to Keylo Inc. for \$120,000, comprising \$90,000 cash and remainder note at 11%. Seller is owned by Anthony Marquize, who has no other broadcast interests. Buyer is principally owned by Mary Faye Gilbert, who has no other broadcast interests. Filed Sept. 13.

■ **WRIF(FM)** Detroit (101.1 mhz; 27.2 kw; HAAT: 880 ft.)—Seeks assignment of license from WXYZ Inc. to Silver Star Communications Detroit Inc. for \$14 million. Seller is subsidiary of American Broadcasting Companies and is being spun-off in merger with Capital Cities Communications Inc. (BROADCASTING, Aug. 12). Buyer is principally owned by John Robert (Bob) E. Lee, president of National Association of Black Owned Broadcasters. It is subsidiary of Silver Star Communications, Atlanta-based station group of three AM's and two FM's. Filed Sept. 13.

■ **KSTQ(FM)** Alexandria, Minn. (99.3 mhz; 3 kw; HAAT: 287 ft.)—Seeks assignment of license from Principal Three Inc. to Jeffery O. Goldberg and his wife, LuAnn, for \$260,000, comprising \$100,000 cash and remainder assumption of note. Seller is owned by Richard Aga, Dennis Straymer, Donald Erickson and Kurt Kolstad, who have no other broadcast interests. Buyer is investor from Glenwood, Minn., with no other broadcast interests. Filed Sept. 19.

■ **KWMB(AM)** Wabasha, Minn. (1190 khz; 1 kw-D)—Seeks assignment of license from Obed S. Borgen to Interstate Communications Inc. for \$240,000, comprising \$215,000 cash and remainder note at 9% over five years. Seller owns KFIL-AM-FM Preston, Minn., and WMIN(AM) Maplewood, Minn. Buyer is owned by Gary Stumpf (80%) and John Meisch (20%). They have interest in cable system serving Plainview, Minn. Filed Sept. 13.

■ **KTRX(FM)** Tarkio-Rock Point, Mo. (93.5 mhz; 3 kw; HAAT: 235 ft.)—Seeks assignment of license from Cole Broadcasting Inc. to Ashdown Broadcasters Inc. for assumption of liabilities. Seller is principally owned by William B. Cole, who has no other broadcast interests. Buyer is owned by Jimmy M. McCollum (30%) and his brother, Charlie (20%); Norman Peacock (25%); John C. Smith (10%) and three others. Filed Sept. 18.

■ **KROM(AM)** Omaha (1420 khz; 1 kw-D)—Seeks assignment of license from Nelson Broadcasting Co. to MediaOmaha, a limited partnership for assumption of liabilities. Seller is owned by Lyle W. Nelson, who has no other broadcast interests. Seller is owned by Jane Ann Woods and John W. Biddinger, who also own KESY(FM) Omaha. Both have interest in SunGroup Inc., Nashville-based station group headed by Woods husband, Frank. Filed Sept. 10.

■ **WKBW-TV** Buffalo, N.Y. (ch. 7; ABC; ERP vis. 91.2 kw; aur. 18.2 kw; HAAT: 1,420 ft.; ant. height above ground: 1,076 ft.)—Seeks assignment of license from Capital Cities Communications Inc. to Queen City Broadcasting of New York Inc. for \$65 million. Seller is Buyer is owned by J. Bruce Llewellyn (20%); Burton R. Rubin (1%); Richard Gidron (10%); Milton Carroll (7%); Julius Erving (5%); Donald F. McHenry (5%); Richard Clark (3%); Thomas J. Burrell (3.5%); O.J. Simpson (2.5%); John Rottenberg

(2.5%); H. Carl McCall (2.5%); David Hunt (2.5%); Camille Cosby (2%); Richard Stein (1.5%); Tariano and DeLore Jackson (1.43%); S. Jackie Jackson (1.43%); Essence Communications (3%). Llewellyn, president, is former Jesse Jackson presidential campaign organizer. Gidron owns Dick Gidron Cadillac, Bronx, N.Y. Carroll is Houston attorney. Erving is professional basketball player with Philadelphia 76ers. McHenry is professor at Georgetown University and former U.S. ambassador to U.N. Camille Cosby is wife of entertainer Bill Cosby. Jacksons are recording artists. Essence Communications, owned by Clarence Smith and Bob Johnson, is publisher of *Jet* and *Ebony* magazines. Lewis and Essence have options to purchase more shares of company. Filed Sept. 16.

■ **WXTQ(AM)** San Juan, P.R. (1190 khz; 10 kw-D; 5 kw-N; [CP: 10 kw-N])—Seeks assignment of license from G.M. Broadcasting Inc. to Christian Media of Puerto Rico Inc. for \$600,000, with \$20,000 cash applied to payment of interest on \$600,000 note at 15% over five years. Seller is owned by Gary Masucci, who has no other broadcast interests. Buyer is nonprofit corporation headed by Janet L. Luttrell, president. Her parents, Donald and Ruth Luttrell, are officers of WIVV(AM) Vieques Island, P.R. Filed Sept. 18.

■ **WSJN-TV** San Juan, P.R. (ch. 24; ERP vis. 4,384 kw; aur. 438.3 kw; HAAT: 1,161 ft.; ant. height above ground: 665 ft.)—Seeks transfer of control of JEM Communications Inc. from Multi-Media Communications Corp. to Multi-Media Television Inc. for \$200,000. Seller is owned by John A. Fergie, George Mitchell and Martin Firestone. It has no other broadcast interests. Buyer is owned by Maria E. Rivera, who owns WKPV(TV) Ponce, P.R. Filed Sept. 16.

■ **KBIL-FM** San Angelo, Tex. (92.9 mhz; 100 kw; HAAT: 729 ft.)—Seeks transfer of control from Charles Strickland (15% before; none after) and Dale Palmer (42.5% before; none after) for assumption of liabilities. Seller, Strickland, owns KSTV-AM-FM Stephenville, Tex. Buyer is owned by A.T. Burke, who will gain 100% control. He also owns KYCU-TV Cheyenne, Wyo.; KSTF(TV), Scottsbluff, Neb.; KTVS(TV) Sterling, Colo., and KGNS(TV) Laredo, Tex. Filed Sept. 19.

■ **WLGM(AM)-WJIS(FM)** Lynchburg, Va. (AM: 1230 khz; 1 kw-D; FM: 101.7 mhz; 3 kw; HAAT: 310 ft.)—Seeks assignment of license from Neighborhood Communications Corp. to CRS Communications Inc. for \$752,250 cash. Seller is owned by Morton G. Thalheimer, president. It has no other broadcast interests. Buyer is owned by Douglas E. Caton. It also owns Caton Cable Corp., operator of SMATV systems in Manassas, Va. Filed Sept. 17.

New Stations

Applications

■ **Wausau, Wis.**—Christian Life Communications Inc. for 89.5 mhz; 3 kw; HAAT: 328 ft. Address: 1804 N. Sixth Ave., Wausau, Wis. 54401. Principal is nonprofit corporation headed by Charles Sepp. It has no other broadcast interests. Filed Sept. 20.

■ **Crestview, Fla.**—Oskaloosa Public Radio Inc. seeks 90.1 mhz; 5 kw; HAAT: 262 ft. Address: Route 2, Box 204, Baker, Fla. 32531. Principal is nonprofit corporation headed by Earl R. Thompson. It has no other broadcast interests. Filed Sept. 20.

■ **Keyser, Fla.**—Joseph (Don) Powers seeks 107.1 mhz; 3 kw; HAAT: minus 402 ft. Address: 2 Oak Ave., Wenonah, N.J. 08090. Principal has interest in WMKX-FM Brookville, Pa. Filed Sept. 13.

Facilities Changes

Applications

AM's

Tendered

■ **WCHZ** (980 khz) Pensacola, Fla.—Seeks CP to change city of lic. to Gulf Breeze, Fla.; add night service with 1 kw; increase day power to 2.5 kw; install DA-2; change TL, and make changes in ant. sys. App. Sept. 23.

■ **WLPQ** (980 khz) Pittsburgh, Ky.—Seeks CP to change

city of lic. to London, Ky. App. Sept. 18.

■ **KAAN** (870 khz) Bethany, Mo.—Seeks CP to increase power to 1 kw. App. Sept. 19.

■ **WSML** (1190 khz) Graham, N.C.—Seeks CP to add night service with 1 kw; increase day power to 10 kw; install DA-N; change freq. to 1200 khz and change TL and SL to Ivey Road, Graham, N.C. App. Sept. 18.

■ **WSRR** (1580 khz) Washington, N.J.—Seeks CP to add night service with 500 w; increase day power to 5 kw; install DA-2, and make changes in ant. sys. App. Sept. 18.

■ **KAGI** (930 khz) Grants Pass, Ore.—Seeks CP to increase night power to 1.5 kw and change TL. App. Sept. 19.

■ **KMUV** (1140 khz) Conroe, Tex.—Seeks CP to increase power to 5 kw. App. Sept. 18.

Accepted

■ **WLQY** (1320 khz) Hollywood, Fla.—Seeks mod. of lic. to operate by remote control from main SL. App. Sept. 18.

■ **WKLK** (920 khz) Midway, Ky.—Seeks MP to change TL. App. Sept. 17.

■ **WTOB** (1380 khz) Winston-Salem, N.C.—Seeks MP to change TL. App. Sept. 19.

■ **WWLS** (640 khz) Moore, Okla.—Seeks mod. of lic. to change SL to Norman, Okla. App. Sept. 17.

■ **KDKA** (1020 khz) Pittsburgh—Seeks CP to construct aux. ant. App. Sept. 18.

FM's

Accepted

■ **KCRI-FM** (103.1 mhz) Helena, Ark.—Seeks CP to change TL; change ERP to 1.06 kw, and change HAAT to 530.7 ft. App. Sept. 20.

■ ***WJIS** (88.1 mhz) Bradenton, Fla.—Seeks mod. of CP to move SL outside city limits of Bradenton. App. Sept. 20.

■ **WIMV** (104.9 mhz) Madison, Fla.—Seeks CP to correct TL. App. Sept. 20.

■ **WBUS** (96.7 mhz) Newnan, Ga.—Seeks mod. of CP to move SL outside city limits of Newnan. App. Sept. 20.

■ ***WEIU** (88.9 mhz) Charleston, Ill.—Seeks mod. of CP to correct coordinates for ant. location. App. Sept. 20.

■ **KFJB-FM** (101.1 mhz) Marshalltown, Iowa—Seeks CP to change ERP to 75 kw. App. Sept. 20.

■ **KUDL** (98.1 mhz) Kansas City, Kan.—Seeks mod. of CP to move SL to 8500 West 63d St., Merriam, Kan. App. Sept. 20.

■ **KZZQ-FM** (94.3 mhz) Golden Meadow, La.—Seeks mod. of lic. to move SL to 315 Callais Lane, Golden Meadow. App. Sept. 23.

■ **WBYU** (95.7 mhz) New Orleans—Seeks CP to change TL and change HAAT to 1,001 ft. App. Sept. 17.

■ **KZNN** (105.3 mhz) Rolla, Mo.—Seeks CP to change TL; change ERP to 100 kw; change HAAT to 631.07 ft., and make changes in ant. sys. App. Sept. 20.

■ **WELV-FM** (99.3 mhz) Ellenville, N.Y.—Seeks CP to change ERP to .1 kw. App. Sept. 23.

■ **WENU** (101.7 mhz) Hudson Falls, N.Y.—Seeks CP to change HAAT to 180 ft. and change TL. App. Sept. 23.

■ **WPLJ** (95.5 mhz) New York—Seeks CP to install aux. sys. App. Sept. 23.

■ **WWWT** (101.7 mhz) Owego, N.Y.—Seeks CP to change TL; change ERP to .67 kw; change HAAT to 570 ft., and make changes in ant. sys. App. Sept. 20.

■ **WCDO-FM** (100.9 mhz) Sidney, N.Y.—Seeks CP to change ERP to .3 kw. App. Sept. 23.

■ **WSTS** (96.5 mhz) Laurinburg, N.C.—Seeks mod. of CP to change TL; change ERP to 80 kw; change HAAT to 756 ft., and make changes in ant. sys. App. Sept. 20.

■ **WPTM** (102.3 mhz) Roanoke Rapids, N.C.—Seeks CP to change TL; change ERP to 2.53 kw, and change HAAT to 352.27 ft. App. Sept. 18.

■ ***WBUQ** (91.1 mhz) Bloomsburg, Pa.—Seeks mod. of CP to change ERP to .3 kw. App. Sept. 23.

■ ***WYFG** (91.1 mhz) Gaffney, S.C.—Seeks CP to replace ant. and change ERP to 61.76 kw. App. Sept. 23.

■ **KFMX-FM** (94.5 mhz) Lubbock, Tex.—Seeks mod. of CP to change TL and change HAAT to 817.05 ft. App. Sept. 23.

■ **KITY-FM** (92.9 mhz) San Antonio, Tex.—Seeks CP to change TL; change HAAT to 1,015.82 ft., and make changes in ant. sys. App. Sept. 17.

- KJQN-FM (95.5 mhz) Ogden, Utah—Seeks CP to change TL; change ERP to 75 kw, and change HAAT to 2,292 ft. App. Sept. 18.
- WRXL (102.1 mhz) Richmond, Va.—Seeks CP to change TL; change ERP to 20 kw; change HAAT to 786 ft., and make changes in ant. sys. App. Sept. 23.
- KAJR (99.3 mhz) Yakima, Wash.—Seeks CP to move SL. App. Sept. 17.

TV's

Tendered

- KOOG-TV (ch. 30) Ogden, Utah—Seeks MP to change TL. App. Sept. 23.

Accepted

- WBLN (ch. 43) Bloomington, Ill.—Seeks MP to change ERP to vis. 112 kw, aur. 112 kw and change HAAT to 965 ft. App. Sept. 18.
- WCIV (ch. 4) Charleston, S.C.—Seeks MP to change HAAT to 1,958.16 ft. and change TL. App. Sept. 23.
- WCSC-TV (ch. 5) Charleston, S.C.—Seeks MP to change HAAT to 1,960 ft.; replace ant., and change TL. App. Sept. 19.
- WBOY-TV (ch. 12) Clarksburg, W.Va.—Seeks CP to change ERP to vis. 262 kw, aur. 26.2 kw. App. Sept. 18.

Actions

AM's

- WZZX (780 khz) Lineville, Ala.—Granted app. to change TL. Action Sept. 13.
- KLKY (1130 khz) Prescott, Ariz.—Granted app. to correct coordinates of TL. Action Sept. 9.
- KAFY (550 khz) Bakersfield, Calif.—Granted app. to operate transmitter by remote control. Action Sept. 11.
- KRLA (110 khz) Pasadena, Calif.—Granted app. to make changes in ant. sys. Action Sept. 13.
- WSTC (1400 khz) Stamford, Conn.—Granted app. to change TL and make changes in ant. sys. Action Sept. 13.
- WINZ (940 khz) Miami—Granted app. to make changes in ant. sys. Action Sept. 9.
- WNWS (790 khz) South Miami, Fla.—Granted app. to move SL to 20450 N.W. 2d Ave., Dade County. Action Sept. 12.
- WJTX (1580 khz) Urbana, Ill.—Dismissed app. to change city of lic. to Tolono, Ill.; change freq. to 870 khz; increase power to 1 kw; change TL; install DA-D, and make changes in ant. sys. Action Sept. 9.
- WKEQ (910 khz) Burnside, Ky.—Granted app. to make changes in ant. sys. Action Sept. 9.
- WHAS (840 khz) Louisville—Granted app. to make changes in ant. sys. Action Sept. 9.
- WFRB (560 khz) Frostburg, Md.—Granted app. to make changes in ant. sys. Action Sept. 13.
- KBRL (1560 khz) Imperial, Neb.—Dismissed app. to change TL and make changes in ant. sys. Action Aug. 30.
- WHCU (870 khz) Ithaca, N.Y.—Granted app. to change TL. Action Sept. 11.
- WKSJ (1340 khz) Jamestown, N.Y.—Granted app. to increase nighttime power to 1,000 w. Action Sept. 9.
- KRMG (740 khz) Tulsa, Okla.—Dismissed app. to make changes in ant. sys. Action Sept. 9.
- KLIQ (1290 khz) Lake Oswego, Ore.—Granted app. to change SL to 9500 S.W. Barbur Blvd., Lake Oswego. Action Aug. 30.
- WYAK (1270 khz) Surfside Beach, S.C.—Granted app. to make changes in ant. sys. Action Sept. 9.
- KAAM (1310 khz) Dallas—Granted app. to change SL to 15851 Dallas Parkway, Addison, Tex. Action Sept. 6.
- KFJZ (870 khz) Fort Worth—Granted app. to increase power to 1 kw and change to DA-D. Action Sept. 11.
- KLO (1430 khz) Ogden, Utah—Granted app. to change TL. Action Sept. 13.

FM's

- WENN-FM (107.7 mhz) Birmingham, Ala.—Granted app. to change TL and change HAAT to 1,036.48 ft. Action Sept. 11.
- WAVV (101.1 mhz) Marco, Fla.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 982 ft., and make changes in ant. sys. Action Sept. 12.

- WJYO (107.7 mhz) Mount Dora, Fla.—Granted app. to change TL and change HAAT to 1,613 ft. Action Sept. 12.
- WGNF-FM (98.5 mhz) Panama City, Fla.—Granted app. to change TL; change HAAT to 1,354.64 ft., make changes in ant. sys. Action Sept. 16.
- KQPI-FM (99.1 mhz) Idaho Falls, Idaho—Granted app. to change ERP to 100 kw. Action Sept. 10.
- KNAQ (92.1 mhz) Rupert, Idaho—Granted app. to move SL outside community of lic. and change TL. Action Sept. 16.
- KTPK (106.9 mhz) Topeka, Kan.—Granted app. to change TL and change HAAT to 1,209.4 ft. Action Sept. 10.
- WBOX-FM (92.7 mhz) Varnado, La.—Granted app. to change TL; change HAAT to 328 ft., and make changes in ant. sys. Action Sept. 16.
- WESQ (102.5 mhz) Camden, Me.—Granted app. to move SL to Rockport, Me. Action Sept. 11.
- WFRB-FM (105.3 mhz) Frostburg, Md.—Granted app. to change HAAT to 957.76 ft. Action Sept. 11.
- WKZB (95.3 mhz) Drew, Miss.—Granted app. to move SL outside community of lic. Action Sept. 13.
- KPQX (92.5 mhz) Havre, Mont.—Granted app. to install aux. sys. Action Sept. 11.
- WDBN (94.9 mhz) Medina, Ohio—Dismissed app. to change TL; change ERP to 26.3 kw, and change HAAT to 879.04 ft. Action Sept. 17.
- WKBK-FM (98.8 mhz) Youngstown, Ohio—Dismissed app. to change ERP to 5.9 kw. Action Sept. 13.
- KDEP (97.7 mhz) Durant, Okla.—Granted app. to change ERP to 2.15 kw and change HAAT to 350 ft. Action Sept. 10.
- KFMJ (96.9 mhz) Grants Pass, Ore.—Granted app. to change ERP to 74 kw and change HAAT to 426.46 ft. Action Sept. 10.
- WTCB-FM (106.7 mhz) Orangeburg, S.C.—Granted app. to install aux. sys. Action Sept. 12.
- KAYD (97.5 mhz) Beaumont, Tex.—Granted app. to change TL and make changes in ant. sys. Action Sept. 13.
- KJUN-FM (92.3 mhz) Farwell, Tex.—Granted app. to change HAAT to 355 ft. Action Sept. 11.
- *KHOY (88.1 mhz) Laredo, Tex.—Granted app. to change ERP to 1.8 kw and change HAAT to 348.47 ft. Action Sept. 13.
- WPKX-FM (105.9 mhz) Woodbridge, Va.—Granted app. to change ERP to 28 kw and change HAAT to 647.8 ft.

Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
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.

Action Sept. 16.

- WKKB (92.1 mhz) Manitowoc, Wis.—Granted app. to change ERP to 1.69 kw and change HAAT to 419 ft. Action Sept. 11.

TV

- KCHF (ch. 11) Santa Fe, N.M.—Granted app. to move SL outside city of lic. Action Sept. 10.

In Contest

Review Board made following decision:

- San Antonio, Tex. (San Antonio Educational Television Inc. and Hispanic Community Educational T.V. Inc.) TV proceeding. Scheduled oral agreement for Oct. 18 on exceptions to initial decisions of ALJ James Tierney granting both apps. to operate on share-time basis. Each party has 20 minutes for argument. San Antonio Educational Television may reserve part of its time for rebuttal. By letter, Sept. 18.

General Counsel made following decision:

- Jonesboro, Ark. (MSB Communications Corp. and Whispering Sounds Inc.) FM proceeding. Granted joint motion for approval of agreement and dismissed app. of Whispering Sounds; granted app. of MSB Communications for new FM station at Jonesboro, and terminated proceeding. By order, Sept. 17.

ALJ Joseph Chachkin made following decision:

- San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by Esmeralda Broadcasting Corp. and dismissed its app. with prejudice and granted motion by Steve Virissimo and Cynthia Virissimo and dismissed their app. with prejudice. By orders, Sept. 17 & 19.

ALJ John H. Conklin made following decision:

- Honolulu (Alan Adams, et al) FM proceeding. Granted motion by Alan Adams and dismissed his app. By order, Sept. 16.

ALJ Thomas B. Fitzpatrick made following decision:

- San Francisco (RKO General Inc., et al) AM proceeding. Granted motion by Paul J. Growald to extent of adding issue against Gold Coast Broadcasting Inc. to determine facts and circumstances with respect to failure of Gold Coast to disclose appointment of Henry M. Mestre Jr. as director of *The Tribune*, and whether Gold Coast misrepresented facts or lacked candor, and effect thereof on basic and/or comparative qualifications of Gold Coast to be commission licensee. By MO&O, Sept. 17.

ALJ John M. Frysiak made following decisions:

- Vero Beach, Fla. (Robert I. Heald and Thomas H. Wall, et al) FM proceeding. Granted joint request for settlement agreement; dismissed apps. of Heald and Wall, B.F.J. Timm, Oceanaire Broadcasting of Vero Beach, Fla., Inc., Vero Beach Broadcasting Group Inc., VHF Associates, Suzanne Berkman and Roberta Berkman and Patricia Bellairs with prejudice; granted app. of Florida Coastal Broadcasting Inc. for new FM station in Vero Beach, and terminated proceeding. By MO&O, Sept. 13.
- Bethesda, Md., and Washington (RKO General Inc., et al) AM and FM proceeding. By separate orders: granted Ming Broadcasting Ltd.'s motion for protective order and ordered that its limited partners, A. Wray Fitch III and Carlton L. Byrd are not required to appear for cross examination; granted Quality Broadcasters of Washington D.C. Inc.'s request for ruling of protective order that Howard M. Liberman and Ernest T. Sanchez need not be produced as witnesses for cross-examination, and granted Riggs Radiocasters' motion for protective order that 49% limited partner, Clarice Walker, need not appear for examination. By orders, Sept. 17 & 18.
- Gardnerville, Nev. (International Broadcast Consultants Inc., et al) AM proceeding. Granted petition and severed its app. from consolidated proceeding and granted its amended app. for new AM station at Gardnerville. By MO&O, Sept. 18.

ALJ Joseph P. Gonzalez made following decisions:

- Gulf Shores, Ala. (Whis Unlimited Inc.) TV proceeding. Granted app. of WHIS Unlimited Inc. permit for new commercial TV station at Gulf Shores and terminated proceeding. By MO&O, Sept. 17.
- Alva, Okla. (Women, Handicapped Americans and Minorities for Better Broadcasting Inc. and Drain Broadcasting Co.) FM proceeding. Granted joint request for approval of

agreement and dismissed app. of Drain Broadcasting Co. with prejudice; granted app. of Women, Handicapped Americans and Minorities for new FM station at Alva, and terminated proceeding. Sept. 17.

■ Seattle (Jacque Hodges, et al) TV proceeding. Granted in part, petition to enlarge issues filed by Duane Tomko against Seattle 45 to determine whether Seattle 45 violated Section 73.3514 of commission rules and effect on Seattle 45's qualifications to be commission licensee. By MO&O, Sept. 16.

ALJ Byron E. Harrison made following decision:

■ Memphis (RKO General Inc., et al) TV proceeding. Ordered issues added against Shelby Broadcasting to determine if: 1. Shelby made misrepresentation in connection with certification of its financial qualifications and comparative and/or basic qualifications to be licensee, 2. to determine estimated cost to Shelby to construct and operate proposed station, and 3. to determine, based upon evidence adduced in response to issue 2, whether Shelby is financially qualified to construct and operate proposed facility. By MO&O, Sept. 16.

ALJ Edward Lutan made following decision:

■ Hyannis, Mass. (Puopolo Communications Inc., et al) FM proceeding. Granted joint petition for settlement agreement

between Puopolo Communications and Hyannis Broadcasting, and dismissed app. of Hyannis Broadcasting Co. with prejudice. By MO&O, Sept. 18.

ALJ Walter C. Miller made following decisions:

■ Venice, Fla. (Holiday Group Limited, et al) TV proceeding. Granted Venice Broadcast Corp.'s motion to enlarge and added issue to determine whether Venice Communications misrepresented or lacked candor regarding status of its tower proposal before FAA and effect on its basic and comparative qualifications. By MO&O, Sept. 13.

■ Newark, N.J. (Las Americas Communications Inc., et al) FM proceeding. Granted Antonin and Garcia's motion for protective order, and ordered that Newark applicants cannot present Vincent Pepper and Peter Gutmann, A&G's counsel, as witnesses. By MO&O, Sept. 13.

ALJ James F. Tierney made following decisions:

■ Del Rio, Tex. (Grande Broadcasting Inc. and Forum Broadcasting Inc.) FM proceeding. Granted, in part, Forum's petition and added issue to determine whether principals of Grande violated section 325 (b) of Act by transmitting remote show broadcasts from Del Rio, Tex., to Mexican Station XHPL, and its effect on Grande's basic and/or comparative qualifications to be commission licensee. By MO&O, Sept. 18.

Call Letters

Applications

Call	Sought by
New FM	
KRPQ	Sunrise Broadcasting, Rohnert Park, Calif.
Existing AM's	
WICE	WGNG Beam Communications Inc., Pawtucket, R.I.
WILC	WLMD ILC Corp., Laurel, Md.
WGZS	WLNZ Lansing Broadcasting Corp., St. Johns, Mich.
KODM	KUFO East-West Broadcasting Co., Odessa, Tex.
Existing FM's	
WIZB	WXLE Abbeville Wireless Corp., Abbeville, Ala.
KHTY	KKOO-FM F and M Broadcasting Inc., Santa Barbara, Calif.
WLNZ	WLNZ-FM Lansing Broadcasting Corp., St. Johns, Mich.

Grants

Call	Assigned to
New AM's	
WORX	Cook Communications Inc., Valley Head, Ala.
WLFP	Women in Florida Broadcasting Inc., Lake Placid, Fla.
New FM's	
KAWQ	Cheryl A. Stallard, Wamego, Kan.
KGLF-FM	Freeport Broadcasting Co., Freeport, Tex.
New TV's	
*WFPT	Maryland Public Broadcasting Commission, Frederick, Md.
KBSY-TV	John R. Powley, Helena, Mont.
Existing AM	
WLNZ	WGZS Chase Broadcasting Corp., St. Johns, Mich.
Existing FM's	
KJJJ	KKJJ High Country Broadcasting Inc., Payson, Ariz.
WPDS	WFLA-FM Blair Broadcasting Corp. of Florida, Tampa, Fla.
KOZO	KJOT KJOT Inc., Boise, Idaho
WSAI	WHKK Mortenson Broadcasting Co., Erlanger, Ky.
WLNZ-FM	WLNZ Chase Broadcasting Corp., St. Johns, Mich.
KMGA	KZZX PCC of New Mexico Inc., Albuquerque, N.M.
WKRR	WRLT Dick Broadcasting Co., Asheboro, N.C.
WIOB	WIOA Estereotempo Inc., Mayaguez, P.R.
WIOA	WIOB Estereotempo Inc., Mayaguez, P.R.
KJBZ	KFIX Charles Wood, Laredo, Tex.
Existing TV	
KSMS-TV	KSLZ Schuyler-Littlefield Broadcasting Co., Monterey, Calif.

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General manager: growing broadcast group has opening for general manager of radio station in New Jersey. Excellent salary, benefits, and growth potential to move up to operations VP for company's other broadcast acquisitions. Send resume and references to Box T-116.

Midwest small market AM/FM needs selling manager. Someone to be involved in the community, who will build sales promotions, supervise staff, write and produce spots and do some air work. Salary and profit sharing. Box T-131.

WQCS-FM public radio, Fort Pierce, FL on the sunny east coast is seeking an experienced and professional station manager. This is an outstanding opportunity for an individual with a desire to lead by example. Bachelor's degree in broadcasting or related field with 5 to 10 years' experience in broadcasting with strong ties to public radio, managerial background, and common sense. Salary \$26,780. Send letter of application and resume to: Personnel, Indian River Community College, 3209 Virginia Ave., Fort Pierce, FL 33454-9003, by October 4, 1985. An equal opportunity employer.

Sales manager. Top rated combo in medium market, SE. Our goal is to bring more dollars into the radio market. We have a staff of 8 successful AE's ready to learn more. If you believe your background and skills can meet the challenge, we have an excellent compensation program, great living/working conditions, and an opportunity for advancement within our group. We will consider AE's with proven experience. Resume and references in confidence, Box T-56.

General manager. Southeast group operator is seeking experienced GM for dominant AM station. Excellent salary, benefits, and growth opportunities. Send complete resume and references to Box T-140.

General sales manager needed for Capitol Broadcasting, Magic 96-FM, Birmingham's top rated adult station. The tools are here to do the job. All we need is a killer general sales manager with the "eye of the tiger." Call Ray Quinn, Vice President/General Manager. 205-942-9600.

Midwest AC/FM, 50,000 market, adjacent to major market. Immediate opening for experienced GSM/GM with strong sales and communication skills. Resume, references, requirements first letter. Box T-150.

General sales manager. Magic 96, Nashville's new adult FM, is looking for a general sales manager. If you are presently happily employed, with a number of years of successful sales management, I'd like to hear from you. Magic 96, WTMG, was recently purchased by TransColumbia Communications, a multi-station growth oriented company. I want a sales manager whose ability to motivate is exceeded only by his ability to teach, grasp new concepts and help plan new strategies to market our exciting new radio station. If you want hands-on position, have a team attitude, present a winning, documentable track record and have an understanding how sales fits into the total function of a radio station, send a resume and compensation requirement today to Howard Schwartz, Station Manager, WTMG (FM), 50 Music Square West, Suite 901, Nashville, TN 37203. WTMG, Magic 96 FM, is an equal opportunity employer.

General manager for NPR station licensed to San Francisco Unified School District. Responsible for compliance with FCC regulations, implementation of long range programming & educational goals for station. Requires five years broadcast management experience, including at least two years in public broadcasting with demonstrated skills in financial planning, administration, staff supervision, grant writing, and fundraising & thorough knowledge of FCC/NPR policies. Resume to Frances Tywniak, 2550 - 25th Ave., San Francisco, CA 94116 by October 15, 1985. SFUSD is an EOE.

Louisville Free Public Library (WFPK/WFPL) is seeking a library broadcasting manager. Responsibilities: coordinates all aspects of the two stations, including the broadcast, financial, technical, development, programming and promotion activities of the stations. Serves as liaison with NPR, CPR and other local, state, regional and national broadcasting organizations. Reviews and selects applicants for vacant library broadcasting positions. Prepares, recommends, monitors and administers a departmental budget of over \$500,000.00. Qualifications: Minimum of three years public broadcasting experience. Three years of management experience. Prefer degree in communications or related experience and experience in dealing with automated development and operations activities. Salary: \$20,500.00 - \$32,487.60. EOE. Deadline: October 11, 1985. Contact: Send resume to: Mary Baldon, City of Louisville, Personnel Dept., 609 West Jefferson St., Louisville, KY 40202.

Sales manager wanted to build, train and motivate sales team for central Illinois 25KW FM. Send resume to JMS Associates, Box 501, Naperville, IL 60566.

HELP WANTED SALES

Louisiana. Sales Manager needed for top rated FM Urban Contemporary station. If you're a leader, a strong motivator and goal-oriented, we have a great opportunity for you. Salary, commission, bonus and benefits. Call Mr. Wilson at 504-926-1106. EOE.

Advertising radio sales. Experienced local broadcast sales professionals needed for suburban NYC market. Super potential selling dominant north Jersey FM album rock station and the dominant AM news and information station. Send resume to WMTR/WDHA-FM, Box 1250, Morristown, NJ 07960. Attn: J. Albert Wunder. EOE.

You're looking to grow...and have your income grow as well. Metter Broadcasting of Amsterdam, Inc. is growing broadcast group with an opening for a hard-working and aggressive salesperson at WKOL and FM98. Management opportunity possible. Resume, references to Jeff Weber, General Manager, WKOL-FM 98, P.O. Box 3, Amsterdam, NY 12010. EOE.

\$50,000+ Opportunity. Major market Ohio AM/FM combo seeks aggressive account executive with over 3 years radio sales success. Generous draw and fringes. Great list. Super numbers. Hiring now. Act fast. EOE. Box T-125.

Small market AM needs self starting sales manager. Opportunity with growing company. Must be strong on personal sales. Able to direct four person sales staff. Would consider top biller at small station looking for career advancement. Call Joe Bell 919-276-2911, WEWO-Laurinburg, NC. EOE/M-F.

Twin Falls, Idaho: 5kw MOR has opportunity for successful, aggressive sales person. Attractive Rocky Mountain growth area with excellent four-season climate. 90 miles from Sun Valley. \$100/mo guarantee vs. 20% commission. EOE/MF. Charlie Powers, Pres., Greentree Broadcasting Co., Box 68, Moraga, CA 94556.

Midwest AC/FM immediate opening for account executives. Strong radio market. Resume, references, requirements first letter. EOE. Box T-151.

Experienced sales manager, AM/FM combo. fast growing medium market in Southeast. P.O. Box 1427, Dothan, AL 36302.

Radio account executives: company with stations in three markets needs Welsh Company trained account executives. Resume to Sales Supervisor, Cumberland Broadcasting Company, P.O. Box 1290, Cumberland, MD 21502. EOE.

Three station group has an immediate opening for an aggressive, nuts and bolts, client oriented, sales manager for central North Carolina station. Salary \$36,000 plus bonus commensurate to performance. Please write Box T-142.

Experienced small market professional creative street salesperson (no managers). Established single market with shopper, FM soon! Same ownership ten years. ARB says #1 again. Resume and earning requirements to KDRG, P.O. Box 811, Deer Lodge, MT 59722. 406-846-1221.

Top rated AM/FM combo in central Virginia, recently purchased. Ground floor opportunity with unlimited income potential for professional, service oriented sales people. Excellent compensation and benefits plan. Send resume to: Box T-152. EOE, all replies confidential.

Beautiful Pacific northwest. Top-rated group station needs experienced salesperson. Excellent income potential in a great market with guaranteed draw against commission, expenses and benefits. Letter and resume to Bob Neutzing, KQEU, Box 48, Olympia, WA 98507. 206-491-9200. EOE.

Unlimited potential for account executive at KVOU-/KYUF, 80 miles west of San Antonio. Exclusive list, salary plus comm., gas allowance. #1 media \$-maker in rapidly growing market. Resume and references to: Phil Darrah, Sales Manager, Box 758, Uvalde, TX 78801.

Experienced account executive to handle top list for major Midwest AM/FM combo. Opportunity to grow with group. We're looking for one more winner on our team. Box T-168.

Sales manager for class B FM. Bottom line a must with ability to lead, train and build morale. 802-362-4800.

HELP WANTED ANNOUNCERS

Coastal Carolina FM seeking dependable, mature, experienced announcer. Must be strong in production and able to grow with young aggressive company. Box T-68.

Progressive country station is seeking a morning personality. Need creative, witty, adult communicator for Florida's capital city. Send tape and resume to Jennifer Kennedy, PD, WMNX, P.O. Box 1110, Tallahassee, FL 32302. EEO.

HELP WANTED TECHNICAL

Chief engineer. Well-equipped 100KW public radio station has immediate opening for engineer with strong studio/transmitter maintenance, repair, installation, construction and operation experience. Knowledge with STL, SCA, ATS, satellite systems. Concert recording, production and announcing experience helpful. Send letter, resume and tape (if applicable), by October 4, 1985 to Don Kingery, Director of Personnel, Western Iowa Tech Community College, Box 265, Sioux City, IA 51102. An EEO/AA employer.

Growing group in Northern Michigan needs experienced chief. New equipment and remodeled studios, excellent compensation package. Send resume to Box T-124.

Wanted broadcast radio engineer for above average broadcast facility in southwest West Virginia - excellent career opportunity. FCC license required. Individual should have a minimum of three years experience in AM and FM stereo broadcast systems. Working knowledge of STLs, downlinks, remote transmitter control, radio automation, and studio facilities. Budget control required. Must be self-starter and willing to work with consultants and management. Salary negotiable. An equal opportunity employer. Send resume to Box T-149.

KANU, the University of Kansas, seeks an assistant director of engineering and operations. Major responsibility for technical and operational functions, equipment maintenance, compliance with FCC rules, departmental budget, technical research and development, staff supervision and development. Bachelor's degree or equivalent combination of education and experience required. Two years experience in broadcast engineering or related field is equivalent to one year of education. FCC general class license, experience or demonstrated skill in staff direction and development and maintenance of effective working relationships required. Senior Broadcast Engineer designation from Society of Broadcast Engineers, supervisory experience, previous experience as chief engineer/operations director, live and recorded music broadcasts, research and development, budget management and computer use preferred. Salary \$25,000 - \$32,556 annually dependent on experience and qualifications. Complete position announcement available. Applications must be received by 5:00 PM, October 18. Letter, resume and three current references with addresses to: Darrell Brogdon, Chair, Search Committee, KANU, Lawrence, KS 66045-2672. EO/AA employer.

Technician for New England AM/FM station. Salary \$20-25,000. Technical support provided from corporate engineer. Box T-157.

Family life broadcasting, a non-commercial Christian radio network is seeking an experienced broadcast engineer to work in Tucson. Some travel. Maintenance, installations and planning. FM, AM-directional, studios, automation, STL, satellite. Send resume to: FLB, P.O. Box 35300, Tucson, AZ 85740. EOE.

Chief engineer for group owned 100KW FM and 1 KW AM in central Florida. Lifetime general class license required with 5 years experience. Construction, STL, RPU, automation experience preferred. Resume to: Edd Monski, VP-ENGR, Hall Communications, Inc., 24 South Queen St., Lancaster, PA 17603

Chief engineer: Ohio small market combo. STL, satellite reception, automation, directional experience desired. Immediate opening. Send resume to Box T-166.

HELP WANTED NEWS

Radio newscaster. Entry level position on 6 person staff in suburban New York City market. Duties include afternoon airshift and night meeting coverage. Send tape and resume to WMTR/WOHA-FM, Box 1250, Morristown, NJ 07960. Attn: Joe Garifo. EOE.

News Director. All news and talk AM plus statewide network. Strong news reporting background plus minimum 2 years management. Sunbelt group owner. Opening exists now. Box T-126.

Radio reporters trying to break into TV? We can help you make a resume tape to show TV news directors. Write to Video Portfolios, P.O. Box 472, Carmel, IN 46032.

First job. Will train bright college grad for news/production announcer. Tape/resume to 204 Desmond St., Sayre, PA 18840.

Public radio news director. Baccalaureate degree (journalism or mass communication preferred), minimum of 2 years on-air reporting experience, ability to teach reporting and editing to students, good production skills. Send resume, cover letter, tape of 2 complete newscasts or 5 filed reports/features including investigative story to Donna Holdych, KUOP-FM, University of Pacific, Stockton, CA 95211. Deadline: October 28th.

News director. Vermont's news leader. WDEV. Good pay and benefits for a motivated team player. Send resume and tape. No calls, please. Tom Beardsley, WDEV Radio, Box 550, Waterbury, VT 05676. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

WJQY-FM Transtar 41 format needs creative, experienced PD. Music emphasis, ability to supervise. Send resume; R.W. "Skip" Schmidt, Box 5333, Ft. Laud., FL 33310. EOE.

Program director/morning announcer needed for light contemporary FM station in Midwest medium market. Some management experience helpful. Will consider excellent announcer with management potential. Good pay and advancement opportunity. EOE. Send resume to Box T-165.

Program director. WETA-FM, a non-commercial, fine arts and information station serving the nation's capital, seeks an experienced and highly creative program director. The successful candidate will be a leader and a motivator with several years' experience in positions of successively greater responsibility, a solid programming track record and national production credits. Must have a strong music background, knowledge of the public radio system, familiarity with current research and strong working knowledge of techniques and technology of studio and remote production. Excellent salary and benefits. Send letter and resume to Personnel Department, WETA, P.O. Box 2626, Washington, DC 20013. EOE/AA.

Music and arts producer for WHA Radio. Duties include editing and directing a nationally syndicated jazz show, announcing and producing classical music concerts broadcasts, recording and producing music or arts, or equivalent experience required. At least three years experience in audio production required including experience with multi-track recording/production techniques and state-of-the-art recording equipment. Previous interviewing experience required. Salary: \$19,000 annual rate. Application deadline: October 31, 1985. For required application information, write: Sylvia Potempa, WHA Radio, 821 University Ave., Madison, WI 53706. An equal opportunity employer.

Program director needed, take charge individual to carry air shift and to supervise operation of A/C FM. Tape and resume to WUFM, Box 1270, Lebanon, PA 17042.

SITUATIONS WANTED MANAGEMENT

Currently GSM in top 100 Midwest market. Increased station billing 37.5% in 1985. 12 years radio experience. Top station biller. Currently earning \$5K annually working with a total of 35 accounts, selling a 25 dollar rate. Seeking management/sales management position in market sufficient for continued growth. 100% relocatable. Interview and resume upon request. All inquiries will be contacted personally. Box T-64.

Radio sales professional seeks equity position for growing company. Reply to Lanny Finfer, 1330 Lily Way, Southampton, PA 18966.

Well-rounded pro seeking management opportunity at a Christian radio station. Call Bob at 217-345-5092.

Successful management experience, small to medium markets. Early thirties, family. Good references, presently employed. Patiently seeking solid, long-term opportunity. Box T-153.

General manager. Experience, skills, abilities, credentials, major markets, turnarounds, successes, professional. Seeks relocation. All markets considered. Box T-143.

General manager. Need better ratings? Increase in sales? Experienced GM with sales/ratings track. Kirk, 601-924-3087.

Sales manager with over ten years experience in major market looking for new challenges. Professional broadcaster with degree in communications and marketing. Expert in problem solving, motivating and training with outstanding bottom-line proven track record and the highest possible references. Box T-161.

Wanted: turnaround opportunity in medium market. Comprehensive experience. MBA in marketing. Frederick K. Baur, 214-661-9363.

Shirt Sleeve manager who gives 110%. Twenty years experience, the last seventeen as GM. Strong on administration, budgeting & programming. Call 412-528-3153.

SITUATIONS WANTED ANNOUNCERS

Former St. John's basketball PBP man seeks PBP position in either basketball, hockey, baseball or football on collegiate or professional level. Mark combines a resonant, authoritative voice with a fluidity and eloquence that should make him your choice. Therefore don't stall, just call at 718-357-4664.

6 years professional, terrific air personality seeking talk oriented format. Interested in a PD position. Let's grow together! Douglas 419-893-0551.

Smiling professional, good voice, lots of energy, with major market experience. Looking to relocate. Call Alan before noon, 414-445-0383.

Washington/Baltimore markets. Former top-rated award-winning personality misses entertaining after years of successful freelancing. Morning drive, evening personality, or production (including lively features). Write Box T-122.

Announcer or salesman, extensive experience, mature voice, general license, dependable, conscientious, salary open. Bill, 612-447-2835.

Mature, big band communicator with administrative and marketing skills ready to return to radio. Have own library from 30s, 40s and 50s. Prefer East, Midwest. I produce, not just play records. Bob Robbins, 313-885-3185.

Entry level DJ. Broadcast school graduate. News, production, copy skills. Available now. Tom 319-753-6882.

Tulsa CHR overnigher with five years' experience. Station sold, reformatted. Small-medium market. Brian: 918-492-9405.

SITUATIONS WANTED NEWS

Hollywood reporter: 35 years on Hollywood beat covering movies and TV will provide live telephone reports of 5 min., 2 or 90 seconds. Interviews, commentary, reviews & special events. Also long-line Q & A with listeners. 818-243-7770.

Laid off reporter looking to work for management with hands-off attitude. Experienced, dedicated, aggressive, hard working, professional. Prefer Midwest, MO, KY, TN 614-373-6210.

12 year vet of radio news wars seeks new challenge among the stars! Sincere commitment to news an absolute must. Prefer Northeast, but travel considered. Mike Ward, 616-962-9185.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Seeking a programming position with future. Midwest medium or major market. Ready, willing and extremely able to do the job. Box T-5.

Program-music director. Light rock AC preferred. Trained in management. Varied background. Good credentials. Let's talk. Jim, 601-371-2207.

Ambitious and creative AM morning personality looking to move into PD position. I have plenty of experience, a college degree, and the desire and ideas to make you money. Joe, 419-782-1309.

TELEVISION

HELP WANTED MANAGEMENT

News director for a UHF start-up in Sunbelt. We want a hands-on manager who can hire, train, motivate good people. Also, someone with proven producing and management skills. Job requires high energy commitment. Send resume, salary requirements and tape to: Human Resources Director, The Communications Center, 320 North Glenwood, Tyler, TX 75702.

Promotion manager. Midwest 80+ market. We are looking for an award winning person to develop and execute promotional campaigns for all phases of media. Two years' experience and degree in communications required. Salary \$20,000+. EOE/M/F. Box T-114.

Local sales manager: adept at both agency and direct contact. Must be able to motivate and guide sales staff. Send resume and compensation requirements to Manager, WJTV, Box 8887, Jackson, MS 39204. EOE.

General manager- Top 40 Independent; seeks person with general manager experience, but will consider strong general sales manager who is ready to move up: experience in budgeting, programming, sales and operations. Send resume to Box T-117.

Promotion manager. Are you number two--Does your boss think your many ideas unconventional. Are you a good writer and self starter. If you answer yes and want to be number one, tell me why. Send resume only and letter to Box T-128. No tapes please. EOE.

New Top 40 Independent seeks general sales manager. Candidate should have minimum three years broadcast sales experience and knowledge of national market. Send resume to Box T-144.

Advertising-promotions manager. Major market network TV affiliate seeks a creative professional with communication and organizational skills to build a first rate promotion department. Duties include ability to write, develop and plan campaigns and budgets, supervise all print and on-air activities. Send resume, salary requirements, and letter telling why you should be considered to Box T-127. No tapes please. EOE.

Promotion manager: Excellent opportunity to join growing group. Must have organizational ability, be detail-oriented, gregarious with strong leadership and decision-making abilities. Background in TV or radio helpful with on-air talent or production experience desired. This position is responsible for program, station and sales promotions for the leading independent in Richmond, VA. Send resume with references and salary requirements to Ronald W. Philips, WRLH-TV, P.O. Box 11169, Richmond, VA 23230. EOE.

General sales manager. Dynamic independent in attractive area of Sunbelt seeks an energetic, results oriented, sales manager. Must have independent sales management experience, be an aggressive motivator and strong leader. Good compensation package and benefits. Send resumes and credentials to Box T-159.

Top 20 VHF independent accepting resumes for Art Director position. Applicant should have 5 years experience as television graphic design artist with emphasis in on-air and print design. Prefer at least 1 year experience as art department manager. Salary negotiable. Send resume to Dept. AD, P.O. Box 98828, Tacoma, WA 98499.

Promotions manager. Growing independent TV station in Peoria, IL. ADI seeks aggressive promotions manager to successfully execute our marketing/promotional plan. Must be a do-er with the ability to coordinate functions with an outside ad agency. Submit resume including salary requirements to: Bloomingdon Comco, Inc., 2250 Seymour Ave., Cincinnati, OH 45212, ATTN: President. An equal opportunity employer. M/F.

Local sales manager. Top ten market--KRIV-TV, Metromedia, Houston has an opening for a local sales manager. Prior television sales management experience preferred. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, ATTN: G. Brammer, VP/GSM, EOE.

Director of engineering: Medium market PBS affiliate has opportunity for experienced individual who wants to join innovative, energetic top management team in New York State's capital region. Responsibilities include management of all technical facilities and operations for TV and FM, administration of capital and operating background including BSEE with five years' experience in television engineering. Experience must include evidence of strong leadership and communication skills. Area offers outstanding leadership and communication skills. Area offers outstanding educational, recreational, and cultural advantages. We offer challenge, state-of-the-art facilities, competitive salary, and unusually attractive benefits program. Send resume with cover letter: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

HELP WANTED SALES

New top 40 independent seeks general sales manager. Candidate should have minimum three years broadcast sales experience and knowledge of national market. Send resumes to Box T-118.

Account executive. Major, growing east coast communications company seeking experienced salesperson with direct calling background to develop plan and maintain an innovative, aggressive marketing. TV or cable selling experience helpful. Require highly motivated, energetic person for travel in eastern region. Send letter and resume to Box T-119. EOE, M/F.

Chief engineer: challenging opportunity for strong technical engineer to join successful full power UHF TV independent in Charleston, West Virginia. This is an ideal position for a person who has good managerial and technical skills necessary to be the chief engineer. We are a young group offering a competitive salary and benefit package. EOE/M/F. Send resume and salary requirements to: Gary Dreispul, Station Manager, WVAH-TV, 23 Broadcast Plaza, Hurricane, WV 25526.

Local sales manager for Midwestern CBS affiliate with #1 station in market. Responsible for building a strong, aggressive sales team. Sales management preferred. Send resume and salary requirement to Bill Ward, KRCG-TV, P.O. Box 659, Jefferson City, MO 65102.

Account Executive. 2 years sales experience, preferable radio/TV background. Energetic self-starter who is goal oriented. Must have writing & presentation skills and background in audience rating research. Send resume to: Personnel Dept., WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016. No phone calls. EEO M/F.

General manager. Top 40 independent; seeks person with general manager experience, but will consider strong general sales manager who is ready to move up; experience in budgeting, programming, sales and operations. Send resume to Box T-145.

Account executive. South. Top 50 independent. Seeking an experienced account executive. Minimum 2 years experience. Must have full knowledge of TV sales. Send resume to Box T-163. A/A. EOE, M/F.

Account executive. Independent small market station in the south is seeking an experienced account executive. Must have ability to sell in a competitive market. We are a growing organization looking for the right people. Send resume to Box T-164. A/A. EOE, M/F.

Account executive. KRIV-TV, Metromedia, Houston is looking for a local sales account executive. Television sales experience preferred. Will handle established accounts in addition to developing new business. Send resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, ATTN: G. Brammer VP/GSM. EOE.

HELP WANTED TECHNICAL

Studio chief engineer for new state origination center. Five years camera, switcher, all format maintenance production systems design and supervision experience required. Starting \$30,000. Director of Engineering, Prairie Public Broadcasting, Box 3240, Fargo, ND 58108.

Engineer. Install, maintain and repair studio and transmitter equipment. Electronics training and repair experience required. Resume and salary requirements to: Chief Engineer, WVIR-TV, Box 769, Charlottesville, VA 22902.

Maintenance engineer—must have three years' experience in the repair of all studio and ENG equipment. General radiotelephone license required. TCR-100 and FH line transmitter experience a plus. Medium Midwest market. Send resume to Box T-113. EOE/M/F.

Assistant chief for NBC-TV affiliate in mountain states. #1 station with latest equipment. Five years' minimum experience with hands-on maintenance of ENG, Sony, Ampex. Excellent salary. Great family-recreational area. Call Cecil Cope, CE, KIFI-TV, Idaho Falls, ID, 208-523-1171. EOE.

Chief engineer for growing NBC affiliate in the DC-Baltimore area. Must have 5 years television experience. Must currently be chief, assistant chief, or maintenance supervisor. Experienced with UHF transmitter, studio and ENG cameras, 3/4" and 2" tape machines, and satellite. Good skills in personnel management, training, and budgeting. Salary commensurate with experience. Attractive benefits. Send resume and salary requirements to Personnel, WHAG-TV, 13 East Washington St., Hagerstown, MD 21740. EOE.

ACE editor. Requires 1 year experience with ACE Edit System and 5 years commercial production. Must be familiar with Vital Squeezezoom, ADO, Ampex AVC Super Switcher, Telemation and Vidifont 5 character generators, Ampex VPR 2 and VPR 6 tape machines. Send resume to KOCO-TV, a Gannett Co., P.O. Box 14555, Oklahoma City, OK 73113. ATTN: Prod.Mgr. AAE.

Chief engineer: Immediate opening for Chief engineer in small market. Midwestern independent full power VHF station. Applicant must possess strong background in state-of-the-art equipment maintenance for studio, ENG, & RF. Also, management & supervision skills required. General license a must. Nice town, great people, four hours to the Rockies. Contact: Station Manager, KLBV-TV, 990 S. Range Ave., Suite 4 Colby, KS 67701 or call 913-462-7535.

Chief engineer. Opportunity to join expanding independent TV station in Peoria/Bloomington, IL market. Require first class license with minimum of five years TV broadcast engineering experience and indepth knowledge of current FCC rules and regulations. Emphasis placed upon "hands on" studio and transmitter equipment maintenance and preventative maintenance programs. Attractive benefits package. For particulars respond in confidence to General Manager, WYZZ-TV, 1-309-662-4373. M/F EOE.

Washington, DC Federal agency is accepting applications from qualified personnel having a minimum of six years operation and maintenance experience in video, audio, camera, lighting, all formats videotape recording and/or computer assisted videotape editing for positions in color television studio and minicam production facilities. Salary-\$31,619; hours require shift work with periodic overtime including weekends and holidays. Moving expenses to Washington, DC must be provided by selected candidates. Interested applicants are requested to send a standard Federal application form SF-171, obtainable at most Federal offices, to US Information Agency, Room 518, ATTN: PDP-197-85, 301 4th St., SW, Washington, DC 20547. USIA is an equal opportunity employer.

Maintenance engineer for production and satellite facility. Requires experience in videotape and associated studio equipment. Prefer satellite facility experience. Send resume to Chief Engineer, P.O. Box 20066, Tallahassee, FL 32316, or call Bob Sims, Florida Public TV, 904-224-3784 for more details. EOE.

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC edit system. Minimum three years experience in computer editing, knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements to Box T-72.

Chief engineer, well equipped Northwest station, must have administrative experience and a sound working knowledge of RF and studio equipment, good salary and benefit package. Contact Jim Bowen, 503-342-4961.

Production-minded chief engineer with sound technical qualifications and ability to train and supervise staff. South Texas VHF. EOE. Box T-139.

SNG operator: Leading Southeastern CBS affiliate needs experienced ENG engineer looking for the challenge and opportunity to run a new CONUS mobile KU satellite truck. Please write: Al Hinman, News Director, WCSC-TV, Box 186, Charleston, SC 29402. EOE/M-F.

Maintenance engineer needed for NYC UHF with studio in NJ stable position. Union shop, transmitter experience a definite plus. Candidate must be able to handle all situations both studio and transmitter, on a stand alone basis. This includes installation, maintenance repair, and some design work. Box T-147.

Station WNJU-TV with studios in Teterboro, NJ and transmitter on New York World Trade Center, needs qualified chief engineer. Send resumes to Hammet & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

Immediate opening. Sunny Florida! Television engineer with maintenance & operations experience. Salary 18k - 22k. Send resume to: Mark Kelly, c/o Group W Cable, Inc., 3125 5th Ave. N., St. Petersburg, FL 33713.

Technical director cablecasting. Cable TV MSO seeks individual to be responsible for automatic insertion equipment and preparation of local commercial master tapes for satellite network insertion. Technical responsibilities include local origination channel. Video production, editing, general computer and technical knowledge needed. Great New England area. Send resume and references; fast, to Box T-162.

ENG maintenance engineer. Repair ENG cameras, VCRs, editing facilities and various related equipment. Good technical background plus two years technical television experience desired, FCC license required. Send resume to, Chief Engineer, WAND-TV, 904 Southside Drive, Decatur, IL 62525. EEO.

Entry level TV station maintenance position. Candidate should have knowledge of electronic fundamentals and be mechanically inclined. Al Scheer, WLEX-TV, P.O. Box 1457, Lexington, KY 40591, 606-255-4404. AA EOE.

TV maintenance engineer. The George Washington University, Department of Continuing Education & Communication Theatre is accepting applications for television engineers. Must be qualified in the installation & maintenance of all equipment associated with a TV's studio network. Licensure as a General Radio Television Operator by the FCC is necessary. Comprehensive benefits package including attractive tuition assistance program. Salary of \$22-28K commensurate with experience. Please send resume with salary requirements to Mr. Herron, Employment Coordinator, Personnel Services, 2125 G ST., NW, Washington, DC 20052. EOE/AEE.

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 Wyborny, VP/CE, EOE.

HELP WANTED NEWS

Meteorologist. Join our team. Excellent opportunity for individual who knows weather and can communicate well. Ability to ad-lib important. If you shine on TV then dash resume to Box T-92. EOE, M/F.

Producer: Experienced newscast producer needed for number one station in medium sunbelt market. Must have strong writing skills. Computerized newswroom. Contact: Steve Ruppe, News Director, 602—624-2477.

Anchor. New UHF start-up Sunbelt. Strong and professional, to compliment our female anchor. Must be able to produce, write and work with people. Send resume and audition tape to: Human Resources Director, The Communications Center, 320 North Glenwood, Tyler, TX 75702.

Reporter-producer-anchor. Major bilingual station in Hong Kong seeks news oriented professionals to join its English-language service. College degree and at least three years of reporting/producing and Anchor experience. Airmailed applications, resumes with references and returnable airchecks should reach Raymond R. Wong, TVB News, 77 Broadcast Drive, Kowloon, Hong Kong, no later than October 28. Short-listed candidates will be interviewed around late November in NYC, SF, LA and Honolulu.

Anchor wanted. Send tapes and resume to: Steve Porricelli or Jackie Roe, Primo People Inc., Box 116, Old Greenwich, CT 06870, 203—637-3653.

News producer: Works well with young professionals, good writer. Builds a balanced newscast. WPTZ-TV, Old Moffitt Rd., Plattsburgh, NY 12901. EOE.

Anchor. New UHF start-up in Sunbelt. Strong and professional, to complement our male-co-anchor. Must be able to produce, write and work with people. Send resume and audition tape to: Human Resources Director, The Communications Center, 320 North Glenwood, Tyler, TX 75702.

Co-anchor/reporter for weeknight newscasts. Midwestern CBS affiliate with #1 news department. Looking for experienced reporter with pleasant, authoritative on-air presence to compliment our male co-anchor. Excellent salary/benefits. Send tape, resume and salary requirements to Dan Diedrich, News Director, KRCG-TV, P.O. Box 659, Jefferson City, MO 65102.

Need a resume tape to show TV News Directors? We can help. Write to Video Portfolios, P.O. Box 472, Carmel, IN 46032.

WDEF-TV has an immediate opening for a sports anchor/reporter. Must possess shooting and editing skills. Additional duties include reporting for college football and basketball coaches' shows and assist in producing live basketball telecasts. CBS affiliate. Tapes and resume to Randy Smith, Sports Director, WDEF-TV, 3300 S. Broad St., Chattanooga, TN 37408. EOE.

News producer. Two years experience producing newscasts. Send resume and tape to News Director, Box 4, Nashville, TN 37202.

Managing editor. WPBT, public television in South Florida, has an immediate opening for a managing editor to work on the national program "The Nightly Business Report." The managing editor is responsible for supervising the daily operations of the program, coordinating bureaus and freelance crews, evaluating and making recommendations to the Executive Editor on hiring and promotion of editorial staff and maintaining quality control on the program including critiquing from a content and visual perspective. College degree with major studies in journalism, minimum of four years experience in business news, reporting and/or producing and television management and production experience in all phases of TV newsgathering operations required. National news experience strongly preferred. We offer a competitive starting salary and excellent benefits. Send resume along with salary requirements to: Personnel, WPBT, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

News director. News management experience required. Resume to: Don Locke, General Manager, KFDA-TV, P.O. Box 1400, Amarillo, TX 79189-1400.

Executive producer. To handle special projects and supervise the "look" of our newscasts. Requires extensive experience producing newscasts, series/segments and specials. Send resume, references and letter immediately to Ken Middleton, News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

Creative services news coordinator- KPRC-TV, Houston, TX is looking for someone with expertise in writing and producing news promotion spots. This is not an entry level position. Interested parties should send their news promotion reel To: Mr. Bruce Bryant, Creative Services Director, KPRC-TV, P.O. Box 2222, Houston, TX 75252.

Need a resume tape to show TV news director? We can help. Write to Video Portfolios, P.O. Box 472, Carmel, IN 46032.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC edit system. Minimum three years experience in computer editing knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements. Box T-72.

Producer. Aggressive, creative individual to join strong number one station. Successful candidate should currently be producing a daily newscast. We're looking for someone who knows what it takes to be number one. Someone who loves TV news. Send resume to Box T-17.

TV promotion manager/writer/producer opportunities in Atlanta, Boston, Denver, Oklahoma City, Minneapolis, Phoenix. Send tape to VP Promotion, Gannett Broadcasting Group, 1611 W. Peachtree Street, Atlanta, GA 30309. Tape held for future openings unless return requested. Please no calls or beginners without tapes. EOE.

Electronic graphics position to operate Vidifont V graphics generator for state-of-the-art post production facility in Los Angeles. At least one year character generator experience required. Resume to Box T-95.

Director, capable on fast, tight, error-free newscasts M-F. This position entails full responsibility and authority for news look on air. Send resume to Box T-82. An equal opportunity employer.

Production manager: ABC affiliate in Chesapeake Country needs production manager. Minimum 3 years' experience. New Ampex ADO, ESS, 1" VTR, Chyron and switcher. EOE M/F. Frank Pilgrim, WMDT-TV, P.O. Box 4009, Salisbury, MD 21801.

Production/operations director. New UHF start-up in Sun Belt has immediate opening for a creative, organized, self-starter with a minimum of three years management experience. Applicant should have a solid background in commercial production and directing with writing ability. We are seeking someone who has strong leadership skills; a motivator who likes to teach others. Reply to: Pat Johnston, The Communications Center, 320 North Glenwood, Tyler, TX 75702.

Commercial cinematographer for TV station production unit. Must have two years of experience shooting and editing one-inch tape for commercials. Production background helpful. Send tape/resume to Margaret Shadburne, WAVE-TV, Box 32970, Louisville, KY 40232.

Experienced on-air director: WGAL-TV is looking for a person with extensive experience in news and studio directing, commercial production and computer editing of 3/4" and 1" tape. A strong conceptual background in sales development with local commercial clients is required. Qualified persons should send a resume by October 4th to Marijane Landis, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. WGAL-TV is an equal opportunity employer.

Creative services director. Versatile, director-producer-writer to build a Creative Services Department from ground up. Responsible for commercials and special projects. Strong promotion writing and production essential. Previous experience in commercial production a must. Send resume, salary requirements, and a letter telling why you are the person we seek to Box T-129. No tapes please. EOE.

Research coordinator. CBS affiliate, top 50 market, seeks individual to create a market research department to support sales and programming. The ideal candidate will understand consumer survey research and rating survey material, have writing and analytical skills and knowledge of methodologies. Salary commensurate with experience. If qualified, send resume only and letter why you should be considered to Box T-130.

Producer-director: Medium-market indy needs well-rounded, creative person to write, produce, shoot, edit and direct commercials and promos. College degree preferred, 1-3 years experience required. Resumes only to Larry Halcomb, General Manager, WYZZ-TV, 1328 E. Empire, Bloomington, IL 61701. 309—662-4373.

Program manager for two public TV stations owned and operated in same market by same licensee, one on air since 1959, other to start in Fall, 1986. Will participate in program selection and purchase, evaluation and use of research data, preparation and administration of program budget. Previous PTV experience in these areas essential. Send resume of experience and qualifications to John Hutchinson, Vice President, TV, at WNED-TV, Dept. B, 184 Barton St., Bldg., NY 14213. An equal opportunity employer.

TV news anchor/producer. If you have at least two years experience as news producer and reporter/anchor, and are eager to run and anchor an daily news operation, WITF-TV, public television in Harrisburg, PA the nation's 46th market, has an exciting opportunity for you. Excellent compensation and benefits. Send resume to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EOE.

Senior producer-public affairs. Responsible for Nebraska ETV Network public affairs programming produced for local, regional, and national distribution including related staff and activities. Bachelor's degree in broadcast journalism, mass communications, radio and television or film and five years television production experience or equivalent. Salary \$26,800 minimum. Apply by Nov.15 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501, EOE/AA.

Start-up staff needed for January '86 opening of new full power UHF, NBC affiliated station serving the beautiful, growing East Texas area. We are looking for people with motivation and creativity. If you feel you are a hard-working individual and have broadcast experience in either sales, production, news or traffic, send letter and resume to: Personnel Director, KTRG-TV, Channel 56, P.O. Box 8220, Jacksonville, TX 75766. No phone calls please. EOE.

WTLW-TV, equal opportunity employer dedicated to evangelical Christian programming and principles is looking for a production director. This person possesses good people skills, is accomplished in all phases of TV production including: producing, writing, voice work, lighting, directing, etc. Must train, motivate and lead others to achieve flare and excellence in local production. A hands-on creative leadership position. No desk job. If you're led to serve send resume and demo to: WTLW-TV, 1844 Baty Road, Lima, OH 45807. ATTN: Roger Rhodes.

Producer. Independent station in top-ten market seeks producer for off-beat comedy show produced entirely in the field. Must have field and studio production background and comedy writing experience. Position entails heading up writing sessions, administering a budget, working with field producers and talent in developing scripts. Send resume to Box T-169.

Co-host. KRIV-TV, Metromedia, Houston is looking for a Co-Host to join our female host for mid-day community affairs program. On-air experience required with strong interview techniques. Submit tape and resume to KRIV-TV, P.O. Box 22810, Houston, TX 77227, ATTN: Roz Brown, P.D. EOE.

WTLW-TV, equal opportunity employer dedicated to evangelical Christian programming and principles is looking for a field producer to work with a four member team on a daily magazine program. Responsibilities will vary with an emphasis on human interest features like personality profiles, dramatic presentation of Christian testimonies and 'edit under tough deadlines. If you're led to serve send resume and demo to: WTLW-TV, 1844 Baty Road, Lima, OH 45807. ATTN: Roger Rhodes.

SITUATIONS WANTED MANAGEMENT

UHF Independent expert. Sales, programming, promotion, engineering. Start-up or established. Write to-day for details. Box T-138.

SITUATIONS WANTED ANNOUNCERS

18 years pro announcer both television and radio/audio production specialist. Not a floater! Cliff 309-692-0680 after 4CST.

Strikingly handsome announcer recently completed newscasting program with top ABC producer—looking for on-air reporting or newsgathering. Will give 100%. Team player. Star power—Roy Fredricks, 212-496-0497. Will relocate.

SITUATIONS WANTED TECHNICAL

FCC first. Experienced master control switcher. Videotape cameraman, editor. Seeking solid job in TV or cable operations. Let's talk. Call Bill: 201-383-0654.

Technical management. 10 years with network O&O. Experience includes electronic maintenance, system design, field ENG, news editing, computers, remotes, transmitter, satellite, microwave, studio operations. BS, MBA. Desire engineering management position with technically innovative TV station in top 20 market. Box T-112.

Great Communicator works extremely well with people. Very experienced cameraman/videotape editor. Experienced in all forms of TV production and direction. Will relocate. 718-259-3036, after 6 PM.

SITUATIONS WANTED NEWS

Invest in a hard-working, accurate news reporter. A motivated quick-starter who grew up in a TV news family. Call Bruce Moore at 404-325-5082.

Enterprising, young, aggressive. Award winning reporter seeks solid news team in medium market. Call Stuart. 601-956-0022.

Experienced news photographer would look to work overseas. Willing to work in Europe, Africa, Asia or South America. Box T-155.

Experienced news photographer looking for work in Washington. DC have experience working in Washington. Box T-156.

Young weathercaster, colorgraphic LiveLine II experience, meteorological background. Looking for right opportunity. Tape. Jeff 716-735-9142.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Need an art director? The Broadcast Designers' Association Employment Service can send you, at no charge, member's resumes—some of the most experienced, talented designers in the business! If you need an Art Director, Graphic Designer, and/or Video Designer, call the BDA office at 415-788-2324.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Reposting—The University of Central Florida in Orlando is seeking a Chairperson for its Department of Communication. The department has 20 fulltime faculty members and about 800 majors. It includes the art of journalism, radio television, speech and film. Applicants should have Ph.D., university teaching and administrative experience, and the qualifications necessary for a tenure appointment to the rank of professor in one of the academic areas of the department. A strong research record and/or professional media experience are desirable. Experience with several of the department's areas is preferred. This is a 12-month appointment and will become effective beginning in the Fall semester, 1986. Salary will be commensurate with experience and qualifications. Applicants should have their resumes and a minimum of three letters of recommendation sent directly to the Search Committee Chair, Department of Communication, University of Central Florida, Orlando, FL 32816. The deadline for applications is October 18, 1985. The university is an equal opportunity employer and strongly encourages minority candidates to apply.

Graduate assistantships. Teaching assistants to study for MA or Ph.D. in mass communication for Spring 1986 or Fall 1986; train undergraduates in radio, television, field production or writing techniques. Monthly stipend. Persons with undergraduate degree in telecommunication or related field, professional experience, 3.0 grade point average invited to apply. Should take Graduate Record Exam. Contact Dr. John Wright, Graduate Co-ordinator, Department of Telecommunication, University of Florida, Gainesville, FL 32611. AA/EOE.

Broadcast journalism faculty position open January 1, 1986. Teach mainly beginning and advanced broadcast reporting and news editing and other undergraduate and graduate courses as qualified and needed. Tenure track. Several years recent relevant media experience. Ph.D. or near preferred; masters required. Salary competitive. Equal opportunity employer. Contact Search Committee (86-1), School of Communication, University of North Dakota, Box 8118, University Station, Grand Forks, ND 58202. Committee begins reviewing applications October 1.

HELP WANTED ACCOUNTING

Broadcast financial analyst. Immediate opening in communications consulting firm in the valuation of broadcast & cable properties, preparation of client reports, research. Valuation, broadcast, finance experience desirable. Also strong interpersonal skills for client contact. Salary negotiable. EOE. Send resume & salary requirements to: Janice Orman, Frazier, Gross & Kadlec, Suite 390, 4801 Massachusetts Ave., NW, Washington, DC 20016.

HELP WANTED TECHNICAL

Telecommunications specialist/consultant. Requires experience in educational technology applications such as satellite (C-band, Ku-band, Ka-band, uplinks, downlinks, tunable dishes), microwave, video-disks, & microcomputers (stand-alone, networked, downloaded). Should have understanding of current/future interactive technology and be able to plan their use. Educational areas for use of technology include: K-12, postsecondary, technical, continuing and professional. Graduate degree preferred but related experience may substitute. Salary range: \$29,897 - \$40,833. All applications/resumes should reference position #IT692 and must be received by October 30, 1985. Reply to: Department of Information Technology, 110 South Seventh St., 3rd Floor, Richmond, VA 23219. Attn: Personnel. EOE, M/F.

Senior design engineer (linear). HEDCO needs an imaginative engineer, experienced in the design of linear—not digital—circuits and functions required for broadcast-quality production and master control switchers. Extensive knowledge of television broadcasting systems and techniques required. A BSEE or equivalent with 5+ years experience in design and project management required. Salary 32K+/year to start plus benefits. Send resume to: L. Rhoades, HEDCO, P.O. Box 1985, Grass Valley, CA 95945.

SITUATIONS WANTED MANAGEMENT

Advisor-manager: student or community radio station. Eight years industry experience, teaching experience, Masters nearly completed. Strong in organization and leadership, familiar with all formats. Ken Mills, Box 8162, Rapid City, SD 57709, 605-343-5771.

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.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type—no junk. Call/write Walt Hairston, Sudbrink Broadcasting, 14 Music Circle East, Nashville, TN 37203, Tel. 615-748-8150.

Wanted: used VHS videocassettes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" videotape. Call Andy Cappel, 301-845-8888.

Wanted: used C Band exciter, HPA & hardware for satellite uplink service. 315-683-5669.

1,000 Foot Broadcast tower wanted. Standing or on ground. Available March 1986 at the latest. Tower must be 6 to 7 feet on a side, solid steel legs, galvanized. Good overall condition. 813-337-2131.

Wanted: Used 50KWAM transmitter that has been well maintained with good maintenance records and documentation. No junk. Box T-167.

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 IR, a proven winner now on the air—America's first and most successful Syndicated Real Estate 2-way talk show is being fed live each Sunday from 11AM to 1PM 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 100 markets cleared report 100% sales of local avails with waiting list—play it live or tape-delayed. Hosted by America's only nationally syndicated TV & radio personality covering the world of real estate, who has appeared on ABC's Nightline, and is currently seen weekly on PBS stations nationwide. The show will be cross-promoted 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 20005.

For sale—MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

25KW FM Continental 816-R3(1983) also McMartin BF25K(1977) both on air, site change, must sell. M. Cooper 215-379-6585.

20KW & 3KW CCA 20,000DS (1973) w/stereo exc. CCA 3000E (1973) w/1980 synth. exc. Both on air at full power w/FCC proof. Call Mr. Cooper 215-379-6585.

5KW AM Gates BC-5P, 125% PP modulation at 5KW, spares in mint condition w/FCC proof. Gates 250 GYon air. M. Cooper 215-379-6585.

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. \$25,000. Quality Media 404-324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

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.

40' mobile unit—1600 Grass switcher - Yamaha PM 2000 board - 7 Hatashi SK 70 cameras - 4100 - Quantel - Ampex tape machines - 40,000 actual miles on 30' Mack tractor w/extended box and cable reels, \$895,000.00, 213-467-6272.

Videomedia 1" VTR editor Model 2810 new. Half price. Bill Kitchen, Quality media, 404-324-1271.

FM transmitters: 25, 20, 15, 10, 7.5, 3.5, 2.5, 1 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

AM transmitters: 50, 10, 5, 2.5, 1, .5 and .25 KW
Continental Communications, Box 78219, St. Louis,
MO 63104. 314-664-4497.

Remote truck: 35' 5th-wheel gooseneck trailer with
cabinetry, finished interior 1980 seven-passenger
pickup truck. \$13,000. 201-287-3626.

Self supported tower. Truscon 4 leg angle. 183 feet.
Excellent condition. Can erect on your site.
\$15,000.00. 813-461-1341. Clearwater, FL.

5 Ikegami HK-357A triax cable color TV cameras with
appropriate Fujinon or Canon lenses. Like new. Very
low usage - with warranty. Contact: Eric Duke or Cathy
Brunetti 212-757-8919.

RCA TK28 Saticon Film chain with Corporate Com-
munications System 30' color corrector. Also includes
RCA FR35 projector and RCA TP55B multiplexer. This
unit can be seen in operation. Price \$60,000. EXE con-
dition. Contact: George Slominski or Jim Nelson at Op-
timus, Inc., 161 E. Grand Ave., Chicago, IL 60611,
312-321-0880.

Quality mobile microwave equipment including van
available for sale. Used by major broadcasters. For
more information call EFC Satellite Services at 213-
201-0563.

New and used radio broadcast and microwave
towers. Complete nationwide sales and service, erec-
tion specialists. Bonded, with 25 yrs. experience (Turn-
key Operations), T.M.C.I., 402-467-3629.

3/4" evaluated videotape! Guaranteed to look and
work as new. Prices: Mini-20's \$7.49, Large 20's 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 Car-
pel Video, Inc., collect, 301-845-8888.

We need to work, sell, rent or lease video equip-
ment—the best available. have bus will travel—with
crew or without. For rates or cost please call Sweet,
Inc., Cabot, AK 72023, 501-843-2694.

RCA TCR-100 quad cartridge systems. 2 complete
units including approx. 2,000 cartridges, plus spare
parts. Serial numbers in 4&6 thousand series. Avail.
June 1, 1986. Currently in use. Inspection arranged.
Call Jim Biggers 904-393-9871.

Automation system, SMC ESP-1 complete with 4
Otari, 4 carousels, logging package, etc. Call for de-
tails, WMMQ, 517-372-3333.

NEC E-flex digital video effects systems. Excellent
condition, used only in studio. Latest software. Optiflex
ready. Call Bob at 201-445-1711.

Attention UHF independent start-ups: mint condi-
tion! (2) TP-66 projectors; (1) TP-55 multiplexer; (1) TP-
7 slide projector; (2) B&H 614 projectors. 414-465-
2500.

Needed- TP66. For sale-VPR-2s, BVH-1000, BVH-
2000, VPR-1c, BVH-1100, VPR-2B, HR-100, TR-600s,
Ampex 1200B, TR-60s, Microtime 20/20 full up TBCs,
RCA TK-76Cs, HL-79As, TK-28A, TK-29, TK-27 chain
with Eastman 285s, RCA 15 and 7. Call Media Con-
cepts, 919-977-3600.

ENG Truck. Demonstrator Mini-Ram ENG truck, com-
plete with 32' mast, P&T unit, 4.5KW generator, air-
cond, with hot gas by-pass, racks, cabinets, I/O pan-
els, third seat, deluxe interior, ready to work. Never
used. Used for shows and sales demos only.
\$29,900.00 Call Steve Detch of Paul Roston at Roscor,
312-539-7700.

Quantel DPE 5000 digital effects system. Fully load-
ed single channel machine. Attractive price. Contact
Neil Bonanno or Kathy Schick at 303-320-3680.

Systemation cassette automation system - never
been used - 6 on-air-decks - 2 production desks - plus
automatic network news record/playback deck.
\$20,000.00—plus value - \$10,000.00 buys the system.
Station programming "live". Call - 218-751-5950.

For Fast Action Use
BROADCASTING'S
Classified
Advertising

RADIO Help Wanted Management

OPERATIONS MANAGER

The Mutual Broadcasting System, Inc. (MBS), a technological leader in network radio broadcasting, has an immediate opening at its Arlington, Virginia, headquarters for an Operations Manager.

Individual will provide direct on-duty supervision of the technical staff in the operation of Mutual's program distribution systems as well as off-line technical and operational support systems in accordance with standard operating procedures. Will also be responsible for programming network switching information into automation system, high-speed data, voice transmissions, electronic mail and private networks.

Successful applicants will have an understanding of basic skills necessary to technical operations, 3-5 years experience in operations of a broadcasting facility, with at least one year supervisory experience.

MBS offers complete Company-paid benefits and a pleasant location convenient to the Metro System.

Qualified applicants are invited to submit a resume and salary requirements to:

MUTUAL BROADCASTING SYSTEM, INC.

1755 S. Jefferson Davis Highway

Arlington, Virginia 22202

Attn: Human Resources Department

An Equal Opportunity Employer M/F

GENERAL SALES MANAGER

Medium market...Pennsylvania...class B FM and AM combo...looking for dynamic and creative leader to manage sales staff of six...ultra strong growth opportunity for the right individual. Will work day-to-day with owner who is a major market pro...if you are looking to enhance your career...send resume and sales track record to Box T-160.

SALES LEADER

Growing AM/FM in Northeast needs a mature leader to take stations to \$2 million next year. Seasoned professionals only. Must be present Sales Manager or above. Reply to Box T-170.

EQUITY

Available for sales oriented associate or working partner. 10KW country station in Virginia. Reply to Box T-154.

Help Wanted Programing, Production, Others

MOREHEAD STATE UNIVERSITY WMKY RADIO PROMOTION/DEVELOPMENT DIRECTOR

Morehead State University is seeking highly qualified applicants for the position of Promotion/Development Director at WMKY radio. Some responsibilities are producing monthly program guides, writing feature stories, designing and placing ads in print media, writing broadcast copy and updating slide-tape program. Presentations to area civic and educational groups are required. Write and distribute weekly program highlights to print and cable outlets and assist in the planning and co-ordinating of local on-air fund raising projects. Bachelors degree in Communications with emphasis in advertising/public relations or equivalent required. Writing background in print and broadcast media important. Experience in layouts and design necessary and marketing background helpful. Must be well organized and able to make good public presentations. Salary range in \$11,000-\$12,500. Send writing samples of both print and broadcast work as well as layout and design work with letter of application, resume and three references no later than Oct. 14, 1985 to



Office of Personnel Services
MOREHEAD STATE UNIVERSITY
HM 101
Morehead, KY 40351
MSU is an EEO/AA employer

Help Wanted Announcers

MORNING COMMUNICATOR

After eight good years, the highest paid personality in East Texas is returning to the Northeast. We are seeking a replacement. Successful applicant must have top major market skills, and be comfortable with contemporary easy listening format. Ideal working conditions with finest facilities, and top ratings in Tyler, Texas expanded marketplace. Class C FM. Send complete resume and tape to:

Waller Broadcasting, Inc.
P.O. Box 1648
Jacksonville, TX 75766
EOE

Situations Wanted News

Book or no book, your news department is stalled. It needs leadership, innovation, a winning attitude. This news director will deliver. Experience in all formats. Large markets only, unless you have a quality of life or product potential that can't be beat. Box T-174

TELEVISION

Help Wanted Technical

CHIEF ENGINEER

for Southeast top 50 market UHF-TV. Established, modern, well-designed facility with state-of-the-art equipment. Minimum of three years' experience as chief engineer or seven years as line supervisor. Position requires good written and oral communication skills with experience in budgeting, EEO policies, management principles and reporting procedures. Ability and desire for hands-on maintenance for the equipment complement of the station. Beautiful surroundings. A lovely place to live and raise a family. Box T-136.

ENGINEERING MANAGER MAINTENANCE

Major market network TV affiliate in the Sunbelt is seeking an engineering manager-maintenance. We're looking for applicants with a thorough knowledge and experience in television station operation and maintenance. Supervisory background or experience preferred. Digital and computer training and/or experience needed. Ability to communicate effectively with station and corporate management is a plus. Send resume and salary history in confidence to Box T-137. EOE.

TECHNICIANS

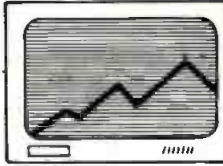
Maintenance or Operating

Major market, East coast, network affiliate has opening for Maintenance or Operating Technicians. 3-5 years previous experience required. Send resume to: P.O. Box 4861, Baltimore, MD 21211.

Equal Opportunity Employer.

Help Wanted Management

Manager, Affiliate Relations Eastern Region



OUR GROWTH IS WORTH WATCHING!

We're USA Network, one of the most watched cable networks in the USA, and are seeking a sales professional to manage all affiliate sales activities in 6 states.

You will handle affiliate relations outreach programs for over 500 systems and negotiate contracts between USA Network and regional MSO's. Two to four years' sales experience in broadcasting syndication sales, MSO or cable system management is required. Knowledge of contract negotiations, cable network, retail sales management or marketing would be a plus. Travel approximately 60-70%.

Forward your resume, with salary history to: Director of Personnel, USA Network, 1230 Avenue of the Americas, New York, NY 10020. We are an equal opportunity employer.

USA NETWORK

**You'll Be An
Important Part
Of The Picture**

Help Wanted Sales

TV SYNDICATION SALES

Rapidly expanding independent TV syndication company looking for experienced sales person to cover the Southeast.

Strong station contacts necessary and ideal candidate should be presently located in Southeast.

Please send resume and salary range to: Box T-101.

TV SALES LOCAL SALES MANAGER EXCELLENT GROWTH POSITION

Major Northeast market UHF independent seeks an experienced local sales manager to direct its expanding sales force. Total responsibility for all recruitment, training, and day to day sales efforts. Excellent salary, bonus, and company benefits. Send brief resume with salary history to Box T-133.

Help Wanted Programing, Production, Others

You'll Love it in Miami!

WPLG

**DIRECTOR OF
ADVERTISING
& PROMOTION**

Immediate opening at WPLG:
South Florida's Number One
News Station.

Minimum 4 years experience in
television promotion required.

Send tape & resume, no phone
calls to Barbara Reising,
WPLG Channel Ten
3900 Biscayne Blvd.
Miami, Florida 33137

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Help Wanted Programing, Production, Others Continued



ASSOCIATE PRODUCER

We're looking for a creative self-starter who can generate ideas, book great talkers, produce clever studio demonstrations and, in general, do everything it takes to produce the top-rated afternoon show in the country. At least six months experience with a similar studio-based show is a must.

Please send a letter, resume and tape to: KSTP-TV, Dept. AP, Attn: Ellen Rakiety, 3415 University Avenue, Minneapolis, MN 55114.



Equal Opportunity Employer
M/F

Situations Wanted News

ERIC SEIDEL

16 years experience in news and management. Program director, WCBM, Baltimore. Correspondent, CNN, Washington. News director, WGST, Atlanta. Anchor/reporter, WCAU, Philadelphia. 301-469-9515.

ALLIED FIELDS Help Wanted Sales

REGIONAL ACCOUNT REPRESENTATIVE
Fortune 500 Company Subsidiary. Leader in the industry; producing Station IDs, Sales and Production Libraries, Music Commercials and Television Commercials, has opening for Sales Representative.

Candidates must have successful track record in Radio and TV Sales, Advertising Agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F.



Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emory St., Ste. 206
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404-355-6800

Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

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Programing Continued



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Health Sense can help deliver a growing health-minded audience absolutely free. For information and a demo, select the programming your station requires:

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Beverly Hills, CA 90210

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Employment Services

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production, 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

RADIO 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 and handling to:

**NATIONAL BROADCAST
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DEPT B., PO BOX 20551
BIRMINGHAM, AL 35216
205-822-9144-ACT NOW!

Business Opportunities

PIONEERS

Owner of profitable fulltimer willing to explore innovative ways to program and market radio station. Very attractive SE suburban top 50 market. Will consider all responsible proposals. Send details to Box T-172.

Business Opportunities Continued

PARTNERS NEEDED

Small A.V. Law Firm with communications, general practice and international trade clientele seeks expansion via merger or acquisition of new partners with portable business. Exquisite physical facilities in place. All terms negotiable. All replies strictest confidence. Reply to Box T-171.

CASH FOR YOUR HARD TO SELL TIME

Radio stations owners-managers: We will pay cash in advance for your mid-6 AM Mon.-Sat. and 8 PM Sunday to air Audio Scope an entertaining, informative, non-religious, non-commercial program-any station-any market. Call Bill Wade for details and demo. 619-292-9444. ATS Radio Network.

Consultants

**RADIO STATION OWNERS:
4TH QUARTER OF 1985 &
1ST QUARTER OF 1986 CAN
BE YOUR MOST PROFITABLE
EVER**

**GIVE US YOUR UNSOLO SPOTS
ONLY, & WE WILL INCREASE
YOUR SALES WITH NO CASH OUTLAY
ON YOUR PART. AND GUARANTEE
YOUR SPOT RATE.**

We have a two-fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods, if you desire.

We are now scheduling stations through the end of the first quarter of 1986. We also have a few openings for immediate and near future starts. We will furnish you with complete references before we start our sales effort.

**IF YOU WOULD LIKE TO
INCREASE YOUR SALES, AT
NO COST TO YOU,
CALL ME COLLECT**

Stewart P. Lurie, President
Community Service Broadcasting
312-564-3904

Wanted to Buy Stations

**Small broadcast company
wants to acquire TV stations
in markets 50 to 150. Reply to
principal at 212-752-2680 or
write Box T-146.**

For Sale Stations

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS

P.O. Box 116
Encino, California 91426
Area Code (818) 986-3201



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

Profitable well established fulltime AM station located in southeastern single station market. \$1,250,000 with \$400,000 down includes all related real estate.

508A Pineland Mall Office Center. Hilton Head Island. South Carolina 29928 803-681-5252

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San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
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Class IV AM

Excellent technically with satellite downlink. Good reputation in market. Retiring. \$1,000,000.00. Box T-115.

PRESTIGE FM STATION

in active Maryland market. Easy listening format. NBC affiliate. Priced for quick cash sale. 301—546-1055.

**ESTABLISHED AM STATIONS
FAST GROWING
SUNBELT MARKETS**

Two full-time AM stations in the nation's fastest growing Southwestern markets. Flexible terms. Box T-71.

TV CP, top 5 ADI.
Excellent investment.
Box T-141.

FM/AM WEST TEXAS

Small market, well equipped facility priced for quick sale, \$275,000 cash, terms may be possible. Contact Chet Gould 915—758-5878.

SOUTHEAST

AM/FM combo for \$650,000—some terms available. Contact Tony Rizzo at 202—331-9270.

Ralph E. Meador
MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816—259-2544

THE HOLT CORPORATION

**PENNSYLVANIA
THREE AM/FM COMBOS**

Excellent opportunity to build an instant group...or select the combo that fits your plans. \$4.3 million for the group...individual prices vary.

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

**SMALL MARKET
OPPORTUNITIES**

West Texas AM/FM, \$275,000, cash
South Texas AM/FM, \$300,000, terms.
South Texas AM/FM, \$250,000, terms.
Colorado AM/FM, \$450,000, terms.
New Mexico FT AM, \$275,000, terms.
New Mexico AM/FM, \$250,000, terms.

NORMAN FISCHER & ASSOC., INC.
1209 Parkway
Austin, TX 78703
512—476-9457

- FM covering Hilton Head. \$590,000. Terms.
- 50,000 watt FM covering large southern California resort area. \$2.8 million.
- 100,000 watts. State capitol and university city in south. \$2.5 million. Terms.
- Powerful daytimer covering Knoxville. \$290,000.

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SCA IN KANSAS CITY

Sun carrier available on 100,000 watt Kansas City station. Call TJ Johnston, 913—384-9900.

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P.O. Box 3800 GREENVILLE CENTER WILMINGTON, DE 19807 302-656-8884

PENNSYLVANIA AM. Entry level daytimer. 1kw non-directional. Good growth & profit history. Owned real estate. Realistically priced at less than 2x gross — 6x cash flow. Possible terms to qualified operator. \$250,000. Located in attractive four season recreation area. Ask for Bill Cook.

SUNBELT AVAILS

SUBURBAN TEXAS COMBO

Only stations in county
\$500,000, terms

UHF NETWORK AFFILIATE

\$4,750,000, terms

MEDIUM MARKET CLASS C

\$1.6 million, terms

MEDIUM TEXAS MARKET

Powerful, profitable Am
5 times cash flow
\$1,250,000

SINGLE STATION AM

Sportsman's Paradise
AM single station market
\$240,000 with \$60,000 down

JAMAR RICE CO.
Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

NO. CALIF. CLASS B FM

Station serves picturesque 3-county mountain area with good signal & translators. Equipment new in 1983. Billings increase monthly. Asking \$675,000 with \$200,000 down, about 2.37 x gross. Contact Elliot Evers. (415) 387-0397.

AM/FM COMBINATION-TOP FIFTY

Profitable stations ready for immediate sale to qualified cash buyer. \$2.7 million. Rocky Mountain area. Both facilities equipped with mostly new equipment. Not a fire sale but priced below anything sold in the market. Principles only, please qualify in your request for information. Box T-173

PACIFIC NORTHWEST MARKET

Powerful fulltime AM-FM Combo with LPTV VHF CP. Located in the heart of the Northwest's most desirable outdoor recreational area. New equipment throughout, new building, new image. Includes real estate. Great potential. \$1,400,000. Reply to Box T-148.

MIDWEST

Class A FM licensed to County Seat - \$575,000, terms available. AM and Class A FM operated on an absentee basis - \$650,000 on terms.

ROCKY MOUNTAINS

Fulltime AM and underdeveloped Class C FM. 8x cash flow Contact Charlie Kurtz at (202) 331-9270.

from Communications Press—

INTERNATIONAL TELECOMMUNICATIONS AND INFORMATION POLICY

Edited by Christopher H. Sterling

Part One: Presentations by—

Veronica Ahern	Donald Jansky
Joel Alper	J. Randolph MacPherson
Walter Bolter	Elliot Maxwell
Jon Boyes	Alan Pearce
Wilson Dizard	Robert Petty
Hugh Donaghue	Joseph Rawley
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Part Two: The seminal government document, **Long Range Goals in International Telecommunications and Information: An Outline for United States Policy** (NTIA's 1983 report to the Senate).

In Part One of **International Telecommunications and Information Policy**, experts from both the private sector and government describe recent developments and define the issues in an area of growing national importance. They help predict the trends and offer recommendations for significant policy changes concerning crucial telecommunications matters such as satellite communications, free flow of information, and avoiding a trade war. Part Two—the NTIA Report—provides the framework for their comments, and contains a wealth of detailed information on the current status of American business and government in the international telecommunications arena.

Order this valuable professional reference tool today. Only **\$41.00** (\$39.50 + \$1.50 postage & handling).

BROADCASTING BOOK DIVISION

1735 DeSales Street, N.W.
Washington, D.C. 20036

Please send me _____ copies of:

INTERNATIONAL TELECOMMUNICATIONS AND INFORMATION POLICY.

My payment in the amount of _____ is enclosed.
(Payment must accompany order.)

Name _____

Firm _____

Address _____

City _____

State _____ Zip _____

Location	Size	Type	Price	Terms	Contact	Phone
ME	Sm	AM/FM	\$900K	Terms	Ron Hickman	(401) 423-1271
MO	Sm	AM/FM	\$850K	Terms	Bill Lytle	(816) 941-3733
CA	Sm	FM	\$675K	\$200K	Elliot Evers	(415) 387-0397
TX	Med	AM/FM	\$500K	\$135K	Bill Whitley	(214) 680-2807
OK	Med	FM	\$500K	\$125K	Bill Whitley	(214) 680-2807
ID	Med	AM	\$500K	\$150K	Greg Merrill	(801) 753-8090
PA	Sm	AM	\$495K	Cash	Warren Gregory	(203) 364-5659
MS	Med	AM	\$435K	\$125K	Ernie Pearce	(404) 458-9226
FL	Sm	AM	\$395K	\$75K	Randy Jeffery	(305) 295-2572
AL	Med	AM	\$150K	\$45K	Ernie Pearce	(404) 458-9226

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



Millions in cash for your FM station. Cash flow no factor. Extreme confidentiality—class B's and C's top 125 markets. Contact Don Wilks, c/o Wilks/Schwartz Broadcasting, WAQY, 45 Fisher Ave., E. Longmeadow, MA 01028. 413-525-4141.

PARTNER NEEDED

New Sunbelt Class C FM in Top 100 market. Tremendous growth opportunity for active or limited partnership. Property value should increase 5-fold over short-term. No dreamers of well-wishers. Call me immediately, M. Frontera, DigiSoft Engineering, (203) 488-3966.

ATTENTION EARLY DEADLINE NOTICE

Due to holiday, Monday, October 14, 1985, the deadline for classified advertising for the October 21 issue will be noon, EDT, FRIDAY, OCTOBER 11, 1985.

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 ad-

ressed 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: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All others classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 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



Turner

William F. Turner, president and general manager, KCAU-TV Sioux City, Iowa., resigns effective Dec. 31. Turner is chairman of National Association of Broadcasters television board. In letter to TV board members, Turner said he had decided not to accept offer from Philip Lombardo of Citadel Communications (Lombardo purchased station from Forward Communications last month ["Changing Hands," Aug. 5]) to continue as general manager of station. He has, however, agreed "to stay for a transitional period at least through Dec. 31." He will remain as chairman of NAB TV board until that time, after which he has two months to find other broadcasting post or relinquish chairmanship.

Samuel Yacovazzi, president and general manager, WKGN(AM) Knoxville, Tenn., joins WHIO-AM-FM Dayton, Ohio, as VP and general manager.

Deane Osborne, general sales manager, WIBA-AM-FM Madison, Wis., named president and general manager.

Steve Feder, general manager, KQDQ(AM)-KZAM(FM) Eugene, Ore., joins KAAR(AM) Portland, Ore., as general manager.

Willard Stone, director of operations, non-commercial WMHT(TV) Schenectady, N.Y., joins WUSV(TV) there as general manager.

T. Alan Hay, general manager, WBWB(FM) Bloomington, Ind., joins KCBR-TV Des Moines, Iowa, as operations manager.

Bill Kemple, VP and general sales manager, WRDW-TV Augusta, Ga., joins WIFR-TV Rockford, Ill., as acting station manager and general sales manager.

Donald Wilburn, from WVUE(TV) New Orleans, joins WNTZ(TV) Natchez, Miss., as general manager.



Wilburn



Kalthoff

F. Robert Kalthoff, former chairman and chief executive officer, Avery-Knodel Television, New York, joins Beam Communications, Key Biscayne, Fla., as VP. His responsibilities will include market development and

station acquisition.

Scott Chambers, area manager, Chambers Cable of Novato, Calif., assumes additional duties as VP, operations.

Arthur Timpani, manager, program operations services, NBC-TV, West Coast, New York, named director, program operations services.

Bob Bedi, program director, WNOR-AM-FM Norfolk, Va., named operations manager.

Frank Joyce, assistant corporate controller, Paramount Pictures Corp., joins RKO Pictures, New York, as controller.

Robert Leigh, from Bayly Corp., Denver, joins United Cable Television there as senior management services analyst.

James Clark, district manager, Continental Cablevision, Dolton, Ill., joins United Cable Television, Denver, as central division business manager.

Joseph Geroux, business manager, Group W Cable, Boca Raton, Fla., joins TKR Cable Co., Warren, N.J., as business manager.

Marketing

Philip Guarascio, senior VP, director of media management and member of board of directors, Benton & Bowles, New York, joins General Motors, Detroit, as executive director for advertising services, marketing and product planning staff.



Guarascio



Hill

Grant Hill, VP, Needham Harper Worldwide, Chicago, named director of broadcast production.

Appointments, Ogilvy & Mather, Los Angeles: **Christian von Glasow**, VP, Sullivan, Stauffer, Calwell & Bayles, New York, to management supervisor; **Harriet Lipson**, VP, account supervisor, Wells Rich Greene, Los Angeles, to account supervisor, and **Jean Harfenist**, from DYR, Los Angeles, to account executive.

William Muir, regional VP, Huebner Publications, Solon, Ohio, joins R.J. Baker Advertising, Troy, Mich., as VP, account supervisor.

Appointments, Kenyon & Eckhardt: **Nancy Sullivan**, media director, Boston, to senior VP. Named VP's: **Marcie Hill**, associate media director, Detroit; **Barbara Lawrence**, account supervisor, New York; **Jill Stanier**, associate

media director, New York; **Cary Stiber**, account supervisor, New York, and **Reese Willis**, account supervisor, New York.

John (Jack) Phifer, account supervisor, Procter & Gamble account, Leo Burnett, Chicago, joins Tracy-Locke, Dallas, as VP, management supervisor.

William Drenttel, senior VP, Saatchi & Saatchi Compton, New York, and **Stephen Doyle**, art Director, M&Co., New York, have formed own agency, Drenttel Doyle Partners, New York.

Thomas Gatti, senior VP, director of sales, Selcom Radio, New York, joins DIR Broadcasting there as national director of sales.

Gene Bryan, account executive, Caballero Spanish Media, New York, named sales manager.

Ruth McCarthy, creative director, Carrafiello Diehl & Associates, Irvington-on-Hudson, New York, named senior VP.

Stephen Breier, assistant network buyer, Ogilvy & Mather, Los Angeles, named network buyer.

Dennis Ricci, VP, manager of national broadcast media, Campbell-Ewald, Detroit, joins HBM/Creamer, Pittsburgh, as associate media director.

Sandra Fiegel, media research analyst, Needham Harper Worldwide, Chicago, named national broadcast research supervisor.

Laurel Seiffert, production associate, public affairs department, KCOP(TV) Los Angeles, joins Merrill & Associates Marketing and Public Relations there as project coordinator.

Mary McCarthy, assistant media buyer, Gray & Rogers, Philadelphia, joins Kalish & Rice there as media buyer.

Bruce Hoban, director of marketing research, Warner Amex Cable Communications, New York, joins Republic Radio there as director of research. **John Lynch**, assistant sales manager, Republic Radio, New York, named manager, Dallas office.

Randy Harris, from ABC-TV Spot Sales, Dallas, joins Blair Radio, Dallas, as sales manager.

Amy Nicholson, junior art director, Seidel & Kayanan Advertising, Baltimore, joins Golden Yonkier, Washington, as art director.

Mark Ingwer, creative research associate, Dancer Fitzgerald Sample, New York, joins D'Arcy MacManus Masius, Chicago, as associate research director.

Priscilla Brown, account executive, Weiss & Powell, Atlanta, joins Torbet Radio there as account executive.

Catherine Mongarella, account executive, CBS Radio, New York, joins United Stations Radio Networks there as account executive.

Denise Conway, account supervisor, Korey,

Kay & Partners, New York, named VP. **John Sitnik**, account executive, D'Arcy MacManus Masius, New York, joins Corey Kay & Partners as senior account executive.

Cecilia Rieg, assistant account executive, Harrington, Richter & Parsons, New York, named account executive, green team, Chicago.

Rick North, national sales manager, superstition WTBS(TV) Atlanta, based in New York, named VP, national sales manager.

Jay Zollar, from WISN-TV Milwaukee, joins WXGZ-TV Appleton, Wis., as general sales manager. **Kurt Van Camp**, assistant traffic manager, WXGZ-TV, named traffic manager.

Mark Gross, VP, sales, Eastern region, Metro Traffic Control, Houston, joins WMBW(FM) Manassas, Va., as general sales manager.

John Sloan, area manager, Drackett Products Co., Bristol-Myers, Los Angeles, joins KESQ-TV Palm Springs, Calif., as marketing consultant.

Jerry Campbell, local sales manager, WVEC-TV Norfolk, Va., joins WJXT(TV) Jacksonville, Fla., as local sales manager.

Brien Kennedy, account executive, WASH(FM) Washington, joins WDVM-TV there in same capacity.

Peter Habib, account executive, WFTQ(AM) Worcester, Mass., and **Debra Lessner**, account executive, Grey Advertising, New York, join WTZA(TV) Kingston, N.Y., as account executives.

Lisa Carlson, sales director, Callahan-Sumner Radio Network, Boston, joins WVB(FM) Framingham, Mass., as account executive.

Jeff Schultz, sales manager, KLTW(AM) San Luis Obispo, Calif., joins KSBY-TV there as account executive.

Programing



Marrinan

Jim Marrinan, VP, international marketing, Viacom Enterprises, New York, named VP, general manager of Latin American operations of Viacom World Wide Ltd. He assumes responsibilities of **Benigno Nosti**, president, Viacom Latino Americana, retired.

Jim Waters, general manager, Ingels Inc., joins LBS Celebrities, Los Angeles, new LBS Communications company formed to provide talent to agencies and advertisers, as general manager.

Bill McGuire, marketing manager, international publishing, Children's Television Workshop, New York, named director of international licensing.

Richard Rosetti, VP, creative affairs, Taft Entertainment Television, Los Angeles, named senior VP, development.

Stephen Fields, VP, finance, Paramount Television's Domestic Distribution and Video Programming division, Los Angeles, joins The Disney Channel there as VP, consumer marketing.

Jeffrey Snetiker, VP and controller, Group W Productions, Los Angeles, joins Reeves Entertainment Group there as VP, finance and administration.

Suzanne Barron, international sales director, ABC Watermark, joins Radio Express, international radio distribution and production company, Los Angeles, as VP, sales.

Matthew Duda, director of acquisition planning, Showtime/The Movie channel, named director of program planning.

Gary Allen, director of licensing, Filmmation, Los Angeles, named VP, licensing.

Andrea Hein, manager of promotional licensing, home entertainment group, MGM/UA, Los Angeles, named director of merchandising, motion picture marketing division.

Bill Davol, executive producer, program development, Dial Services, and marketing manager, The Sports Network, Communications Team, Huntingdon Valley, Pa., named executive VP.

John Maloney, regional sales manager, Detroit, for Turner Broadcasting's superstition WTBS(TV) Atlanta, CNN and Headline News, named VP and sales manager, CNN, Chicago.

Don Carufo, assistant manager, research, Home Box Office, Los Angeles, joins The Disney Channel as manager, consumer research.

Noreen O'Loughlin, regional marketing manager, Philadelphia regional office, Rainbow Programming Services, named regional director, Northeast region.

Amy Hirsh, producer, *Good Morning America*, New York, named senior producer.

Don Criqui, play-by-play announcer, NBC Radio Networks, New York, joins NBC-owned WNBC(AM) there as sportscaster and commentator. He continues his network responsibilities.

Gene Ferry, account executive, WVEU-TV Atlanta, joins Worldvision Enterprises there as account executive, southern division.

Mark Vos, from WTDY(AM) Madison, Wis., joins KRNA(FM) Iowa City, Iowa, as program director.

Angelo Del Monte, creative service producer-director, WHP-AM-FM-TV Harrisburg, Pa., leaves to form own independent production company, Olegna Productions.

Bob Ancheta, air personality, KGON(AM) Portland, Ore., joins KAAR(AM) there as program director and morning drive announcer.

Joyce Dean, executive talk show producer, KTAR(AM) Phoenix, resigns.

Richard Roffman, production manager, non-commercial WIPB(TV) Muncie, Ind., joins WJRT-TV Flint, Mich., in same capacity.

Thomas Samad, director of operations, Multimedia sports Production/Multimedia Entertainment, joins WTVJ(TV) Miami as production manager.



"I told you Harold was on the fast track.
Now they're giving him the current sets of SRDS."

Howard Stevens, comedian and writer, joins KCBS-TV Los Angeles as host, *Friday at Sunset*.

Russ Francis, member of San Francisco 49ers professional football team, joins KMEL(FM) there as sports commentator.

Beth McKay, production assistant, *Good Morning Virginia*, WEX-TV Richmond, Va., named producer-host.

Scott Muni, operations director, WNEW-FM New York, joins NBC-TV there as announcer, *Friday Night Videos*.

News and Public Affairs

Jim Thompson, co-anchor, WGCH(AM) Greenwich, Conn., named news director.

Steve Kindred, morning news anchor, KNUU(AM) Las Vegas, named news director.

Gene Ross, executive producer, KFSN-TV Fresno, Calif., named news director.

Gary Griffith, special projects producer, WCVB-TV Boston, named assignment manager, assuming many of duties held by executive editor, **Ken Hartnett**, who resigns to become editor, *Boston* magazine.

George Banks, news director, WPDS-TV Indianapolis, joins WJKS-TV Jacksonville, Fla., as assistant news director.

Appointments, WBZ-TV Boston: **Paul Toomey**, assignment manager, WLVI-TV Boston, to producer, investigative unit; **Bernard Stewart**, coordinating producer, Entertainment and Sports Programming Network, Bristol, Conn., to executive producer, 11 p.m. news, and **Barry Carlin**, sports producer, WCVB-TV Boston, to same capacity.

Rebecca Piirto, reporter and fill-in anchor, *Local Cable News*, Dynamic Cablevision of Florida, Coral Gables, Fla., as news director. **Deborah Brown**, anchor-reporter, WDTV(TV) Weston, W. Va., joins *Local Cable News* as reporter.

James Allen Miklaszewski, national and White House correspondent, CNN, Washington, joins NBC News there as Pentagon correspondent.

Doug Swanson, assistant news director, non-commercial KENW-FM Portales, N.M., resigns.

Nancy Dull, production assistant, news, WDVM-TV Washington, to overnight producer, news.

Marsha Jeanne Kindrachuk, weekend producer-assignment editor, KSNW(TV) Wichita, Kan., joins WDAF-TV Kansas City, Mo., as weekend producer.

Jack Hawkins, anchor-producer, KITV(TV) Honolulu, joins WUHQ-TV Battle Creek, Mich., as anchor.

Paula Dilworth, from WMTV(TV) Madison, Wis., joins KTNV-TV Las Vegas as co-anchor.

Magee Hickey, reporter and substitute weekend anchor, WABC-TV New York, joins WNBC-TV there as reporter.

Blaine Baggett, independent producer, joins noncommercial KCET(TV) Los Angeles as executive producer, public affairs, national pro-

duction division.

Technology

Bert Roberts, president, MCI Telecommunications, Washington, assumes additional responsibilities as president and chief operating officer of parent, MCI Communications Corp., succeeding V. Orville Wright, who becomes vice chairman of board (BROADCASTING, Sept. 16).

Brent Sylvester, director of engineering, Bonneville Telecommunications Data Systems, Salt Lake City, resigns to rejoin broadcast and communications engineering firm he founded in 1977, Integrated Communications Technologies, Salt Lake City.

Stephen Taylor, assistant VP, Satellite Syndicated Systems, Tulsa, Okla., and **Terry Phipps**, manager and founder of Phipps & Company Productions, television production company purchased by SSS, named VP's, SSS.

William Johnson, chief engineer, Microwave Filter Co., East Syracuse, N.Y., named VP, director of engineering. **Emily Bostick**, VP, sales and marketing, Microwave Filter Co., named executive VP and director of sales and marketing.

Marilyn Blend, account executive, VCA Teletronics, New York, named director of sales.

William Newbanks, from American Hospital Company, Phoenix, joins Mycro-Tek, Wichita, Kan., as sales representative in video

sales department.

Tim Schaller, from Versatile Video, Sunnyvale, Calif., joins Pacific Video Resources, San Francisco, as staff editor.

David Jerrell, production manager, WKBD-TV Detroit, named director of production and engineering. **Keith Petersen**, assistant engineering manager, WKBD-TV, named engineering manager.

Rod Hughes, chief engineer, American Family Broadcasting's KFSV-TV Cape Girardeau, Mo., joins co-owned WAFF-TV Huntsville, Ala., in same capacity.

Promotion and PR

Jean Isaacson, senior art director, N W Ayer, New York, joins Brouillard Communications there as senior art director.

Lauren Leff, assistant account executive, Rogers & Cowan, Los Angeles, joins Showtime/The Movie Channel there as publicist-writer, West Coast public relations.

Charles DeNatale, director of advertising and promotion, On the Air and Phone Programs Inc., New York-based television syndication and communications firms, named VP.

Vince Reardon, from Merrill Lynch, San Diego, joins Knott & Meads, San Diego, as public relations writer.

Stacey Eidenberg, member of promotion department, WTIC-FM Hartford, Conn., named promotion director.

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Sue Baron, public service director, WTVJ(TV) Miami, named public relations manager.

Karen Bunde, art director, WDTN-TV Dayton, Ohio, joins WTMJ-TV Milwaukee in same capacity.

Laurel Lambert, publicist, noncommercial KCET(TV) Los Angeles, named publicity manager.

Daniel Taylor, recent graduate, Wheaton (Mass.) College, joins WFTQ(AM) Worcester, Mass., as promotion director.

Tish Davies, recent graduate, University of Central Florida, joins WDBO(AM) Orlando, Fla., as promotion director.

Allied Fields

Wallace Snyder, associate director for advertising practices, Bureau of Consumer Protection, Federal Trade Commission, Washington, joins American Advertising Federation there as senior VP, government relations, succeeding Daniel Jaffe, who joins Association of National Advertisers (BROADCASTING, Sept. 23).

Christine Mueller, Eastern division manager, advertiser/agency radio sales, Arbitron, New York, named VP, advertiser/agency radio sales. **Marjorie Ford Johnson**, account executive, television station sales, Arbitron, New York, named manager, Northwestern television station sales, San Francisco. **Daniel Casey**, director of research, Metromedia Producers Corp., Los Angeles, joins Arbitron there as account executive, advertiser/agency sales. **Andrew Fessel**, director of research, KGO-TV San Francisco, joins Arbitron, New York, as Eastern division manager. **Marjorie Meyer**, national sales manager, KOTV(TV) Tulsa, Okla., joins Arbitron as account executive, TV station sales.

Ceril Shagrin, director of product planning and development, A.C. Nielsen, New York. **Stan Seagren**, Eastern regional manager, agencies and networks, Nielsen Television Index, named VP. **Ann Rosenberg**, local sales manager, Nielsen Syndication Services, New York, named VP.

Keith Arnett, customer service manager, Auditronics, Memphis, joins Broadcast Services, Front Royal, Va., as district sales manager.

Ted Koppel, anchor and editorial manager, *Nightline*, ABC, Washington, received Air Force Association's Gill Robb Wilson award for "authoritative, illuminating coverage of the news, especially in the fields of military and foreign relations."

Kim O'Neill, senior financial analyst, Frazier, Gross & Kadlec, Washington, named manager, valuations group.

National Public Radio has elected new members of board of directors, effective Oct. 16. Board comprises 10 manager directors, six public directors and NPR president. Managers elected: **Patricia Deal Cahill**, KMUW(FM) Wichita, Kan.; **Jack Mitchell**, WHA(AM)-WERN(FM) Madison, Wis.; **Douglas Vernier**, KHKE(FM) and KUNI(FM) Cedar Falls, Iowa, and **Bradford Spear**, radio manager, WGBH-FM Boston, Mass. There was tie for unexpired

two-year station manager seat between **Gary Shivers**, WUNC(FM) Chapel Hill, N.C., and **Valena Minor Williams**, KQED(FM) San Francisco. There will be run-off election with results tabulated on Oct. 8. Public representatives elected: **Jean Fairfax**, NAACP Legal Defense and Educational Fund, Phoenix, and **Charles Lawrence III**, University of San Francisco.

Deaths

Sydney H. Elges, 76, retired VP, public information, NBC, died of cancer Sept. 20 at St. Mary's hospital, West Palm Beach, Fla. He joined NBC's press department in 1941 as writer. He was named manager in 1945, and vice president in 1947. In 1960, he was named VP, public information. Elges retired in 1974 and became senior assistant administrator, American Revolution Bicentennial Administration. He was then senior consultant to Fraser, Ruder & Finn, Washington public relations firm, in 1976-77 and VP, public relations for Council of Better Business Bureaus in 1977-79. He had been living in South Palm Beach since 1979. Elges was founder of New York chapter of National Academy of Television Arts and Sciences. He was founding member of Public Relations Society of America, member of International Radio and Television Society and Broadcast Pioneers. Survivors include his wife, Beatrice, son and daughter.



Elges



Mapes

H. Pierson Mapes, 78, retired advertising executive and at his death, chairman of Ramapo Land Co., Rockland County, N.Y., died of cancer Sept. 18 at Johns Hopkins hospital Baltimore. In 1930's, he held marketing position with Philco Corp., New York. From 1940 until 1957, when he joined Ramapo, he was vice president and general manager of New York office of Hutchins Advertising, among whose principal clients was Philco. Among radio programs Mapes headed sponsorship and production of were *Philco Radio Hall of Fame*, *Don McNeil Breakfast Club*, *Paul Whiteman's Stairway to the Stars*, *The Johnny Desmond Show* and the first sponsored Bing Crosby radio program. Also under his direction was sponsorship of first televised Republican and Democratic conventions, Philco Television Playhouse and, in 1955, first televised Miss America Beauty pageant, for which Mapes commissioned and wrote some of lyrics to theme, "There she is." He is survived by his wife, Priscilla, daughter, and son, Pierson G. Mapes, president of NBC-TV.

Edward A. Tamm, 79, judge, U.S. Court of Appeals for District of Columbia since 1965 who was involved in numerous decisions on broadcast-related cases, died of cancer Sept.

22 at his home in Washington. Tamm, who was also former U.S. District Court judge and FBI official, was author of court decision overturning FCC obscenity ruling in Pacifica case involving WABF(FM) New York and its airing of comedian George Carlin's "seven dirty words" routine (BROADCASTING, March 21, 1977). In that decision, Tamm said ruling carried FCC into "forbidden realm of censorship," and said that: "We should continue to trust the licensee to exercise judgment, responsibility and sensitivity to the community's needs, interests and tastes. To whatever extent we err...it must be in favor of preserving the values and freedom from governmental interference in matters of taste." FCC was later upheld by Supreme Court. He is survived by his wife, Grace, son and daughter.



Magness

Betsy Magness, 61, board member and co-founder with her husband, Bob, chairman, of Telecommunications Inc., Denver, nation's largest cable television operator, died Sept. 22 of heart attack at Frankfurt airport. She had been returning with her family from Arabian horse sale in Poland. TCI's first system was started in 1956 in Memphis, Texas. They moved from Memphis to Bozeman, Mont., in early 1960's, and to Denver in 1965. Company went public in 1970. TCI now has 3.5 million subscribers. She is survived by her husband, and two sons.

Alfred H. Kirchhofer, 93, former president, WBEN Inc., and editor emeritus of its parent, *Buffalo Evening News*, died Sept. 19 of Hodgkins disease at Buffalo (N.Y.) General Hospital. WBEN-AM-FM-TV Buffalo, was sold in 1977 to comply with crossownership rules (WBEN-TV is now WTVB-TV). WBEN(AM) went on air in 1930, and WBEN-TV in 1948. Kirchhofer is survived by his son, Robert.

Suzanne Storm, 27, senior account executive, Ketchum Communications, Philadelphia, died of complications from childhood rheumatic fever Sept. 14 at Philadelphia restaurant. She had recently moved from account executive position at Ketchum, Washington, where she had handled Pizza Hut account. She is survived by her parents.

Lawrence Laine, 65, retired editor and music writer for Voice of America, Washington, from 1951 until his retirement in 1984, died of heart attack Sept. 15 at Washington Adventist hospital.

Harry Gianneschi, 58, senior cameraman, WLS-TV Chicago, and station's first full-time news cameraman when he joined in 1964, died Sept. 21 of heart attack after triple bypass surgery at Columbus hospital, Chicago. He is survived by his wife, Patricia.

Bill Lefkowitz, 69, comedy writer and columnist, died of complications from emphysema Sept. 20 at Overlook hospital, Summit N.J. For radio in 1940's and 50's, he wrote for Faye Emerson, Robert Q. Lewis and Bud Collyer. He is survived by his wife, Dorothy, and two sons.

Weathering the storms of FCC change

Roy Stewart, chief of the FCC video services division, has a reputation for getting the job done.

As head of that division, his major responsibility is getting out paper—processing applications for new TV's, renewals or sales of the same. And if you've got that kind of paper at the FCC, you're in good hands. Stewart is noted for processing those applications almost as fast as he talks on the telephone. Indeed, he believes the commission has a responsibility to process transfer applications quickly. "When you sign a contract to sell a broadcast station, a lot of negative things can happen," Stewart said. "You can lose advertising, and you might lose key staff people while the application is pending. I think the FCC should act on the application as rapidly as possible so you get what you bargain for."

In Washington communications circles, Stewart is noted for having a long institutional memory, testimony to an attentive 20 years at the commission. He's said to be the agency's authority on ownership questions. He is also credited as the architect of the FCC's policy on takeovers of companies with broadcast licenses, which makes taking over a publicly traded broadcast company almost as simple as taking over a publicly traded bowling alley.

Stewart can seem gruff and aggressive, qualities that may have developed during his days in the National Guard in the late 1960's, when he was patrolling the streets of Washington during the riots that wracked the area, and which may be reflected in his voice, which carries traces of Brooklyn, where he was born and raised. But those who know him say those first impressions are deceiving. "If you get to know him, he turns out to be a teddy bear," said James McKinney, chief of the FCC Mass Media Bureau and Stewart's boss.

Stewart didn't start out with the idea of becoming an FCC attorney. After he was graduated from Cornell Law School in 1963, he practiced law with his father in New York. He left after about six months to go to Washington, where, inspired by a course he had taken in labor law, he hoped to pick up some experience with the National Labor Relations Board. The NLRB wasn't hiring; but the FCC, where Stewart had some friends from law school, was. And, in 1965, Stewart began his FCC career as a staff attorney in the television applications branch of the Broadcast Bureau, precursor to the Mass Media Bureau. He has been at the agency ever since.

How Stewart, a Democrat, has managed to rise through the agency's mass media ranks—through administrations with conflicting regulatory philosophies—isn't too hard to understand. FCC Chairman Mark



ROY JOSEPH STEWART—chief, video services division, FCC; b. Aug. 6, 1938, Brooklyn, N.Y.; BA, political science, University of Virginia, 1960; JD, Cornell Law School, 1963; staff attorney, television application branch, FCC Broadcast Bureau, 1965-1974; chief, assignment and transfer branch, 1974-1979; chief, renewal and transfer division, Dec. 1979-Nov. 1982; current position since 1982; m. Patricia Zimmer, March 30, 1968; children—Teresa, 16; Cristina, 13.

Fowler said one thing that stands out about Stewart is that he cares. "Roy has the attitude: Get the job done and serve the public interest," said Fowler. "He believes in it, and he does it."

McKinney said Stewart's reputation at the commission is hard to beat. "He's well known on the eighth floor [where the offices of the commissioners are located], and the commissioners will ask him to brief them, particularly on ownership issues," McKinney said. "All of the commissioners know him, and all of them trust him."

Added Jeff Baumann, senior vice president and general counsel of the National Association of Broadcasters, who worked with Stewart at the commission for 10 years: "I found Roy to be one of the most knowledgeable and dedicated commission employees I ever worked with."

During his tenure at the commission, Stewart has seen change. Perhaps the biggest change: deregulation. During the late 1960's and early 1970's, when Stewart was cutting his baby teeth at the commission, many of the regulations now being dismantled were originally put in place. Stewart said he thinks a lot of those regulations were probably necessary at that time, during the industry's "growing state." But he said the change in times warranted moving away from many of those. "I have accepted a good part of that [the marketplace philosophy], and I am willing to try it to see if it works," Stewart said.

Stewart added, however, that with the commission moving more toward relying upon the word of a broadcaster, credibility is important. "I think that since the commis-

sion is moving in the direction of relying upon the certification of licensees, it's important that when the commission finds that there's a substantial question as to whether the certification is valid, that the commission take the steps necessary to determine that, even if it involves a hearing," Stewart said.

Among the contributions to the agency of which Stewart, 47, is most proud is that he and his staff "have been responsible for the authorization of a lot of UHF stations and the sales of a lot of radio and television stations, and I think that's a definite public service."

He also takes pride in the FCC's process under which parties may make tender offers for broadcast licenses without first having to undergo long-form review, an idea he outlined in the pages of this magazine earlier this year (BROADCASTING, March 4). Stewart said his major concern was to insure that shareholders in a publicly traded broadcast company were treated the same as shareholders in a company "that just manufactured widgets," while the FCC met its obligations under the Communications Act to review the qualifications of the ultimate licensee.

As it turns out, the groundwork for that device was laid during former FCC Chairman Charles Ferris's administration. It was then, Stewart said, that the bureau staff—responding to inquiries from corporations that were wondering whether acquisitions of broadcast properties would shield them from takeover attempts—put together a study of the situation. That study, which was set aside, didn't arrive at conclusions, Stewart said. But at the time, the bureau had "viewed the possibility of being able to develop the same type of . . . process that we have now," he said.

About a year ago, said Stewart, his office started receiving more calls from attorneys representing companies concerned about being taken over or considering takeovers of their own. The situation really started heating up early this year.

Stewart speculated that part of the interest was spurred by the FCC's raising the number of broadcast stations that can be owned, with some companies wanting an alternative for increasing their broadcast portfolios to bidding for individual stations market to market. Prices for individual stations, buffeted by competitive bids from others, can soar. And a company out to acquire broadcast properties might be able to save money by taking over another company with broadcast properties and selling off any assets it doesn't want, Stewart said.

There aren't any hostile tender offers pending before the commission currently. But Stewart, for one, doesn't think takeovers are a thing of the past. "I open up the newspaper every morning," Stewart said. "I used to read the sports page first; now I turn to the business page first to see what type of work may be in my office tomorrow."

New 1985-86 season logged its **first casualty** last week when *Hometown* was canceled. CBS spokesman reluctantly admitted that following its 7.9/12 rating on Tuesday, Sept. 24, at 8-9 p.m., its first regular season performance, *Hometown* had been canceled, and that CBS will finish out nine-episode order from show's producer Paramount, until Oct. 15. Show had six-episode summer run beginning Aug. 22 on Thursdays at 10-11 p.m. NYT in which it averaged 12.2/22. At CBS/Broadcast Group analysts meeting last Thursday (Sept. 26), replacements were mentioned. Along with "a very formulaic" half hour for which there is currently no script, *I Love New York* (Universal), CBS already had six episodes on order for half hours *The Real Thing* (MTM), *Mary* (MTM), *Melba* (Columbia), *Tough Cookies* (DeWitt-Thomas), *Foley Square* (CBS) and one-hour *Bridges to Cross* (Lorimar).

On its second Wednesday of new season, CBS's all-new lineup took nose dive in ratings, scoring 11.3/18, compared to 16/27 average for first week. In individual national ratings, every Wednesday show was down from premiere week before. *Stir Crazy* at 8-9 p.m. NYT was down from 14.4/24 to 9/15; *Charlie and Company*, at 9-9:30, fell from 16.1/25 to 10.5/16; *George Burns Comedy Week*, at 9:30-10, fell from 14.5/23 to 10.6/16, and *Equalizer*, at 10-11, was down from its premiere of 18.3/32, when it was 11th-ranked show of week, to 14.4/25. Drop in numbers could be attributed to season premiere of *Dynasty* on ABC, which scored 28.1/42.

After four years and expenditure of \$15 million, **HBO will scramble Eastern and Western feeds of HBO and Cinemax fulltime starting Jan. 15, 1986**, it was announced last week. Using M/A-COM VideoCipher II system, it has been scrambling all four feeds parttime since spring. "Last May, we announced that full-time scrambling would commence when home TVRO owners had an opportunity to obtain consumer descramblers," said HBO President Joe Collins in prepared statement. "M/A-COM is now confident that it will be able to produce and distribute a sufficient number of these units by Jan. 15." As HBO previously announced, once dish owners purchase descramblers, which are expected to retail at around \$400 each, they will be able to subscribe to HBO and Cinemax through local cable affiliates or directly from HBO. HBO's prices: \$12.95 for one; \$19.95 for both.

MMT Sales has picked up representation of four Taft Broadcasting-owned television stations. Stations are **WKRC-TV Cincinnati**; **WTVN-TV Columbus, Ohio**; **KTXA-TV Dallas**, and **KTXH-TV Houston**. Ohio stations, formerly represented by TeleRep, are ABC affiliates; Texas stations, formerly represented by Seltel, are independents. MMT Sales formerly represented Belo Broadcasting's CBS affiliate **KHOU-TV Houston**, which will now be represented by Harrington Righter Parsons.

ABC News's Peter Jennings apparently will be only one of big three network anchors to deliver evening news broadcast from Paris this week during three days of meetings—Wednesday through Friday—of Soviet leader Mikhail Gorbachev and French President Francois Mitterand. NBC News spokesperson said division had "no plans for special coverage" involving *NBC Nightly News* anchor Tom Brokaw. Spokesperson for CBS News on Friday said no decision had been reached on dispatching Dan Rather to Paris for Gorbachev-Mitterand meeting.

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After year-and-a-half hiatus, **KCEN-TV Waco-Temple, Tex., is reaffiliating with NBC**. Station was NBC affiliate for nearly 32 years before



AM agreement. The National Association of Broadcasters paid tribute last week to members of the U.S. negotiating team responsible for the successful conclusion of a bilateral agreement with Mexico on AM radio. The agreement will result in "full post-sunset authority for daytimers and full 24-hour operation for daytimers on foreign clear channels." Pictured (l-r): Bill Jahn, Bureau of International Communications and Information Policy, State Department; Wallace Johnson, president, Moffett, Larson & Johnson (Johnson's participation was sponsored by NAB); Charlie Breig, chief supervisor engineer, international notifications group, Wilson LaFollette, assistant chief international, and Jonathon David, supervisor attorney, international negotiations group, all with the FCC's policy and rules division; NAB President Eddie Fritts, and Leonardo French, minister of public affairs, Mexican Embassy

switching to ABC in April 1984. NBC remained dark in market for year before affiliating with KXXV-TV, new UHF station (ch. 25) that signed on March 22, 1985. Until new sign-on began broadcasting, 94th ADI market in central Texas was two-affiliate market. NBC said affiliation date with KCEN-TV would be announced later. KCEN-TV vice president and general manager, Daniel C. Lesmeister, said he was "hopeful" station could be back with NBC by end of year. Bob Good, station manager, KXXV-TV, said his affiliation contract with NBC would have been up for renewal in August 1986, "but certainly this could happen before with mutual agreement." This is second reaffiliation with NBC in six months. In March, WSAV-TV Savannah, Ga., said it would reaffiliate with NBC. KCEN-TV is owned by Frank W. Mayborn.

Arbitron Ratings has tested new design for radio diary, which, according to company officials, successfully eliminates mistakes listeners make in checking off AM or PM when they enter time of day spent listening to radio. Diary used in test abolished AM/PM columns and replaced them with four daypart categories: early morning (5 a.m. to 10 a.m.); midday (10 a.m. to 3 p.m.); late afternoon (3 p.m. to 7 p.m.); and night (7 p.m. to 5 a.m.) "We've presented the test results to the Arbitron Radio Advisory Council and the RAB goals committee and we'll now show the new design to other clients for their review," said Rhody Bosley, vice president of sales and marketing, Arbitron Radio. New test model has been named "daypart diary."

Association of National Advertisers issued statement on behalf of its ANA television advertising committee to set record straight on source of advertising dollars for barter syndication. Committee is made up of representatives from 32 member companies. Committee surveyed members and said it found that syndication dollars "almost exclusively" came out of network advertising budgets and not, as recent reports suggest, from spot television budgets. Survey, ANA said, was undertaken as "response to various comments and articles during past year suggesting that syndication is funded largely from spot television budgets." ANA said survey revealed that committee members spent more than \$3 billion on television advertising in 1984, of which barter syndication accounted for \$300 million and advertisers "funded more than 99% of their barter syndication as alternative to network television." ANA said survey was based on actual spending records confidentially reported by companies involved and "these findings are not surprising to people."

ple familiar with media planning by national advertisers. Funds earmarked for spot television have specific objectives unique to certain markets, or groups of markets; they would rarely be made available to fund a broad, national syndication vehicle."

Representative Stephen Neal (D-N.C.) introduced **legislation (H.R. 3440) that would regulate negative political advertising.** Bill is similar to measure sponsored by Senate Commerce Committee Chairman John Danforth (R-Mo.) that would require candidates who attack their opponents in television, radio and cable commercials to appear in person in ad. If ad is aired that violates that provision, broadcaster must provide free response time to opponent to whom reference was made. Neal bill, however, would allow broadcaster to be compensated by Federal Election Commission for carrying rebuttal.

INN's Washington bureau chief, Elvira Ruby, has bone to pick with major networks over manner in which they operated White House pool on Friday (Sept. 27). ABC, CBS, NBC and CNN on Friday agreed to destroy piece of tape that had rolled on meeting of President Reagan and Soviet Foreign Minister Eduard Shevardnadze at White House. Networks were angry over White House refusal to permit correspondent to accompany single television camera that was allowed to make pictures during brief "photo opportunity" as Reagan and his guest walked along columned walkway from Oval Office to residence for lunch. White House objects to correspondents asking questions during photo opportunities. Networks had intended to boycott opportunity, but word was late in getting to camera crew, which was from ABC. So they did next best thing—they destroyed tape. "But no one asked me," Ruby said. "Those of us not with the pool didn't have a chance to participate in the decision." But William Headline, of CNN, chairman of pool, said decision to boycott was only possible response to restrictions "that journalistically we felt were improper." As for destroying tape, Headline said that was "consistent with our decision. We didn't want it to exist, and it didn't exist. So it was destroyed."

FCC has announced opening of first processing window for new Docket 80-90 FM allotments. Window opens Oct. 15; it closes Nov. 15. Up for grabs will be allotments for channel 243 (96.5 mhz), which are in England, Ark.; Colusa, Calif.; Marseilles, Ill.; Corydon, Ind.; Breaux Bridge, La.; Portage, Mich.; Sparta, Mo.; Clarksdale, Miss.; West Yellowstone, Mont.; Fredonia, N.Y.; Pine Ridge, S.D.; Harrogate, Tenn.; Algoma, Wis., and Moundville, W.Va.

FCC has approved Pappas Telecasting's acquisition of unbuilt wccc-tv (ch. 48) Greenwood, S.C., which Pappas plans to operate as satellite of its WHNS-TV (ch. 21) (Greenville, S.C.) Asheville, N.C. Signals of two stations would overlap.

There was more good news for cable's First Amendment advocates from federal judiciary last week. Federal appeals court in Providence, R.I., vacated two-year-old district court ruling that upheld constitutionality of **Rhode Island's mandatory access-channel law** and, more important, found that **cable was not entitled to same First Amendment protections as newspapers.** Appeals court found that plaintiff in case, **Berkshire Cablevision,** lacked proper standing to bring suit against state regulators in first place.

Senate Appropriations Subcommittee approved **fiscal 1986 appropriations for FCC, FTC, USIA and NTIA.** Subcommittee appropriated \$65.5 million for FCC, \$94.9 million for FCC, \$886.9 million for USIA, \$13.7 million for NTIA and \$24 million for NTIA's public telecommunications facilities program.

Richard J. Taylor has been named **1985 David Sarnoff Gold Medal Award winner by Society of Motion Picture and Television Engineers.** Taylor, president of British digital television equipment manufacturer, Quantel, receives award in recognition of developing new techniques and equipment to improve television engineering. Presentation will be at annual ceremony Oct. 28 in Los Angeles, held in conjunction with SMPTE convention. Taylor's previous engineering prizes include Montreux Gold Medal, Emmy award, Order of the British Empire and Royal Television Society's Gold Medal.



Falwell on porn rock. Moral Majority leader Jerry Falwell would oppose giving the FCC "censorship" power to deal with "porn rock." But Falwell, who has often been accused of attempting to impose his moral judgments on the country, would have no objections to calling a boycott of sponsors of what he considers offensive material.

Falwell, who addressed the Federal Communications Bar Association at a luncheon meeting last week, was responding to a question from Reed Irvine, of Accuracy in Media, as to his view of the FCC permitting radio stations to play such music. "We ought to yell bloody murder and do what" the Parents Music Resource Center is doing in focusing public attention on the issue (BROADCASTING Sept. 23), Falwell said. But he would "fight" efforts to give the commission the power to restrict his broadcast speech. When Irvine followed up by asking whether Falwell disapproved of the Supreme Court decision in the so-called "Seven Dirty Words" case—which held that the commission could impose sanctions on stations for presenting indecent material—Falwell said, "I believe in boycotts... We ought to do what is necessary to let [sponsors] know we'll stop buying their products if they keep on dumping on us." He said that is "fair"—that "everyone else does it."

Falwell, in response to another question, indicated he has no problem with the commission's fairness doctrine, even if it requires religious broadcasters to present material to balance programming they say was "mandated by religious beliefs." Providing balanced programming, he said, is "a broadcaster's responsibility, Christian or otherwise." However, he also said he would like to see the rules "eliminated." Laughing, he said, "I don't have the time to defend myself, I'm attacked so much, so... I don't want anyone else to have that right."

The FCBA's invitation to Falwell precipitated a controversy within the FCBA, with the Communications Task Force of the National Conference of Black Lawyers urging the association to withdraw the invitation because of the support Falwell expressed for the South African government and what he said were its efforts to abandon its policy of apartheid. When the FCBA refused, Hart, who called Falwell's remarks "personally insulting," said the task force would boycott the luncheon, and he said he was resigning from the FCBA. FCBA president Gene Bechtel, in introducing Falwell, said the Moral Majority leader had not been invited "because of support for any particular theology."

The boycott had little impact—330 tickets were sold, although there did not appear to be any blacks in the audience. The luncheon was held at the Marriott hotel whose dining room can accommodate about 100 more persons than the 300-person maximum of the Touchdown Club, where luncheons have been held for a number of years.

Editorials

Getting there

The FCC picked up the challenge last week. It agreed to handle the hot potato of must carry that was lobbed to 1919 M Street by Capitol Hill, which wants no part of the issue.

The decision was a base hit for broadcasters, who have gone 0 for everything on this subject since the U. S. Court of Appeals ruled in *Quincy* that must carry rules were unconstitutional and in contravention of cable's First Amendment rights. It was the unyielding and emphatic nature of the court decision that prompted the FCC's decision not to appeal *Quincy* when it had the chance, and it is the continuing problem of constitutionality that prompted the FCC to say last week that, yes, it would look at new must carry proposals if someone else would draft them but, really, it would rather talk about repealing cable's compulsory license. That position, at least, was consistent with the stand the FCC took in rejecting appeal.

So the issue is joined, almost. It remains for the broadcast industry to get its act together in supporting a given set of new must carry standards. That has proved an elusive goal in recent weeks as independent stations—which would be at greatest risk in a world without any must carry at all—have repeatedly rejected initiatives put forward by the National Association of Broadcasters and the Television Operators Caucus. There can be no consensus without the independents, which cannot forge their own deal but can veto anyone else's.

Should the FCC conclude that constitutionality prevents its endorsing new must carry rules after all, but that what's required is a repeal of the compulsory license, then the potato—still hot—could be lobbed right back to Capitol Hill, which has the jurisdiction the FCC doesn't on that issue. A whole generation of noncarried stations could be forgotten while this game of pass the potato goes on.

The better solution remains for broadcasting and cable to sit down on their own and strike a deal, an approach that would be endorsed by both FCC and Congress—again, assuming it passes the critical test of constitutionality. Surely, by now, enough pressure has been mustered at both ends of town to keep the parties honest and at the table. Considering how close the broadcasters are to a proposal cable just might find acceptable, it's a no-lose proposition to cut out the middlemen.

Beating his own mark

If anyone thought Mark Fowler had hung up his spurs on deregulation, he was disabused last week. Not only did the chairman renew his franchise on that concept with a stem-winding speech to the International Radio and Television Society in New York, but he introduced two new ideas to prove the recent past only prologue. One: a laissez-faire policy toward broadcast-newspaper crossownership. Two: the suggestion, anathema until now, of eliminating some duopoly restrictions in the AM band. The chairman didn't say either idea was on the way at his FCC, but his sympathy toward the problems both rules pose to the media world was obvious and instructive. Rarely have trial balloons been lofted so deftly.

Couple that with the positions Mass Media Bureau Chief Jim McKinney enunciates in this issue's "Top of the Week" and one can see that the commission is continuing to bring intelligence, innovation and imagination to bear in improving the lot of broadcasting and broadcasters.

It's too early to say goodbye to Mark Fowler (whose term as

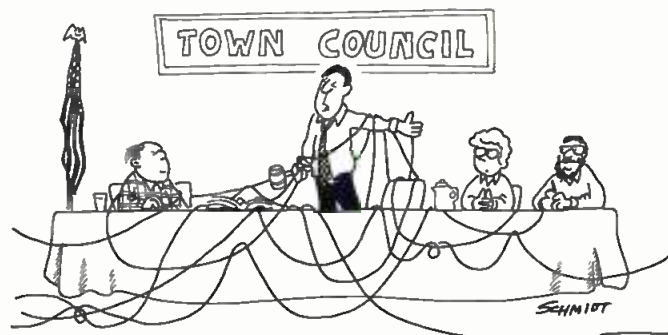
chairman expires nine months from now) but it's not too soon to reflect on how much the Fifth Estate will miss him, or how much in his debt it will ever be.

Getting respect

If there was a time when comedian Rodney Dangerfield's plaintive refrain, "I get no respect," was applicable to independent television operators as underdogs in what was once an affiliates ball game, that time has certainly passed.

While the appeals court decision to vacate the must carry rules has brought an ominous cloud to the horizon, the outlook for independent television stations, as the survey of the state of the independent's art elsewhere in this issue indicates, remains generally bright. Shedding the image of "old movie projectors" of the television market—few such devices carry \$510-million price tags—independents have become forces to be reckoned with in the ratings books and on the trading block. No longer content—nor, considering the increasing competition, able—to survive on rerun bargain brands and old movies, independent stations are banding together to form ad hoc networks for original programming and are acquiring more first-run fare. And if programming is the engine, advertising dollars are the fuel. According to one advertising executive, the spot advertising ratio, affiliate to independent, has increased from 75/25 five years ago to close to 50/50 today. According to one study, independents will attract \$10 billion in sales this year.

The stature of independents will continue to grow as they carve out their territory in the landrush of communications services. Whatever shakeout there may be is likely to be precipitated not only from without, but from within as well; not only from competing affiliates and a cornucopia of new services, but also from other independents. Whether markets like Dallas—which now boasts one VHF and four UHF independents, plus construction permits for two more U's—can support that number remains to be seen. Without must carry or some revived variation thereof, the battle among independents for the attention of the viewer and the favor of local cable operators will be that much fiercer. The challenge for those stations is to remain consistently attractive to viewers who are increasingly being given the keys to the candy store, and upon whose continued interest the fate of all Fifth Estate players hinges. If the great strides independents have made toward and beyond mere respectability are any indication, they are, and will remain, legitimate contenders.



Drawn for BROADCASTING by Jack Schmidt
"As you can see, we've had bids from several cable companies"

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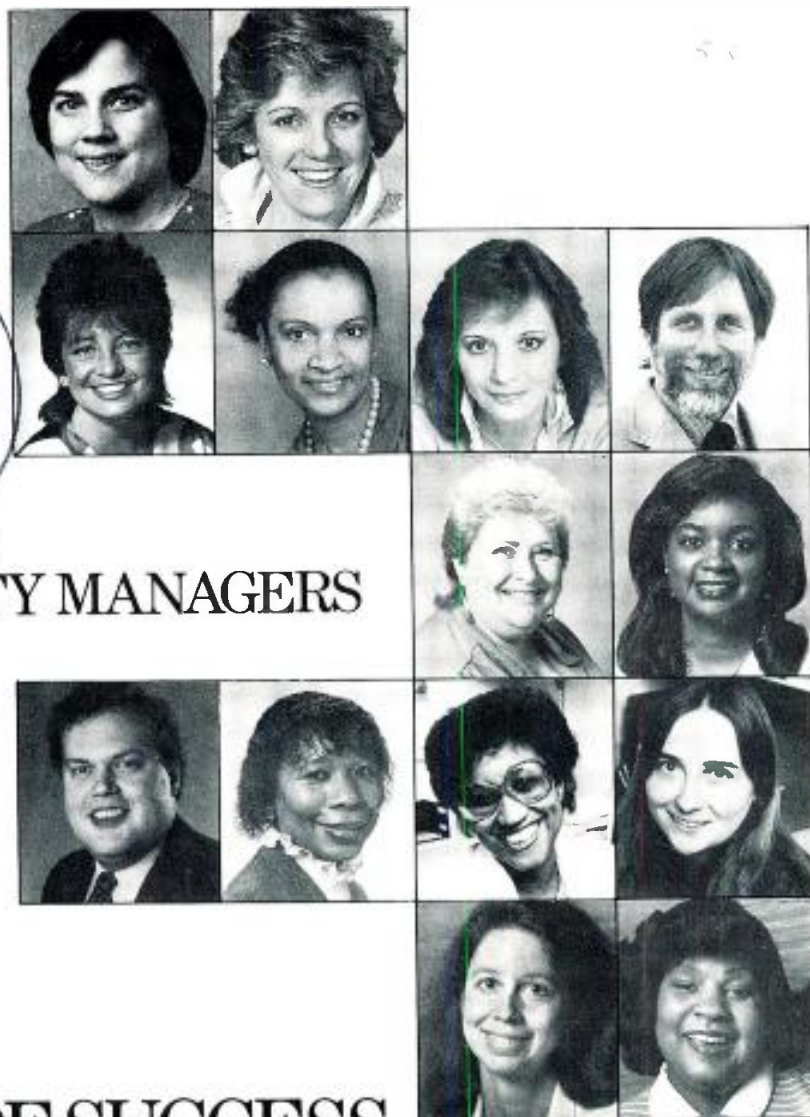
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