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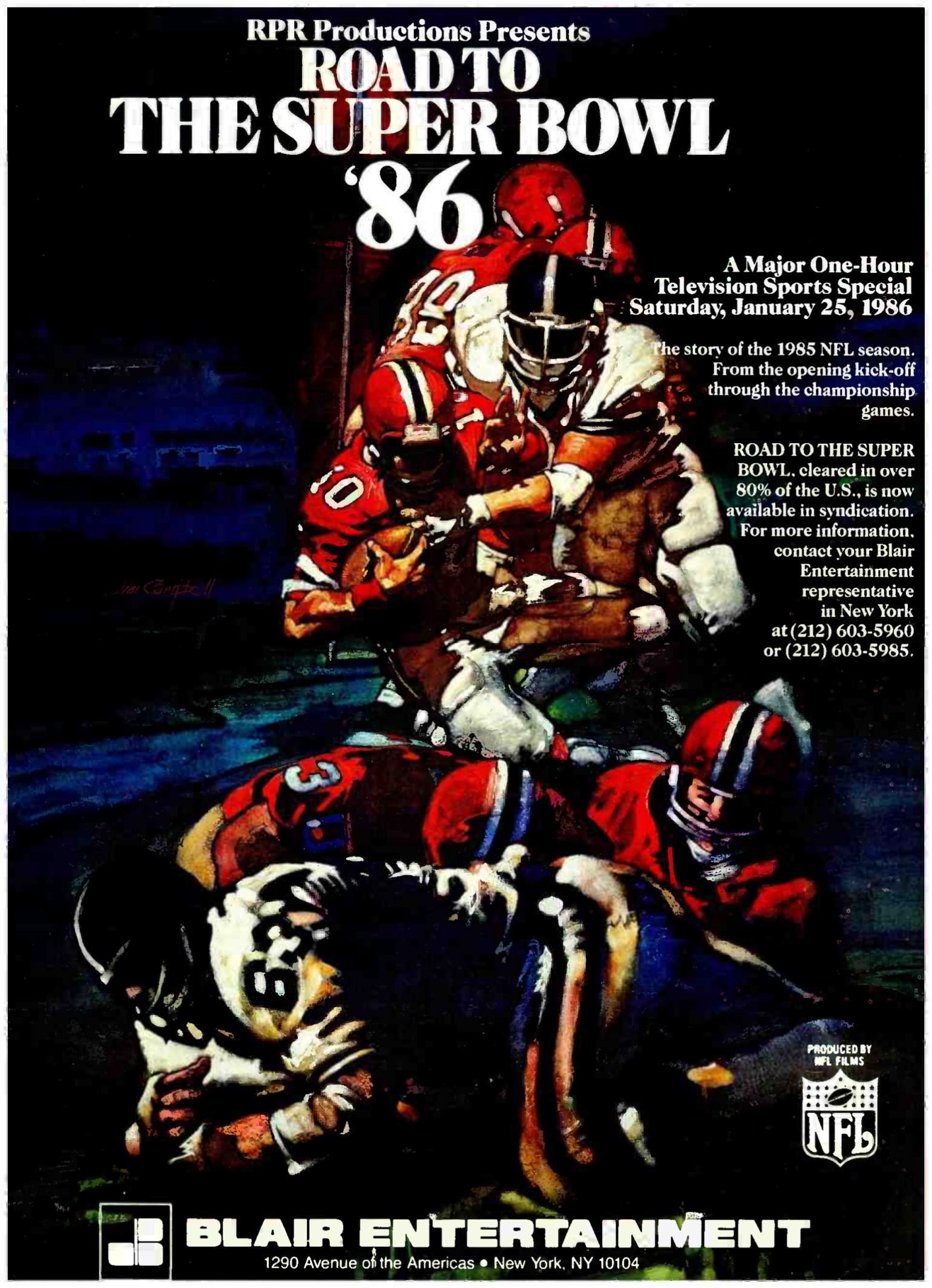
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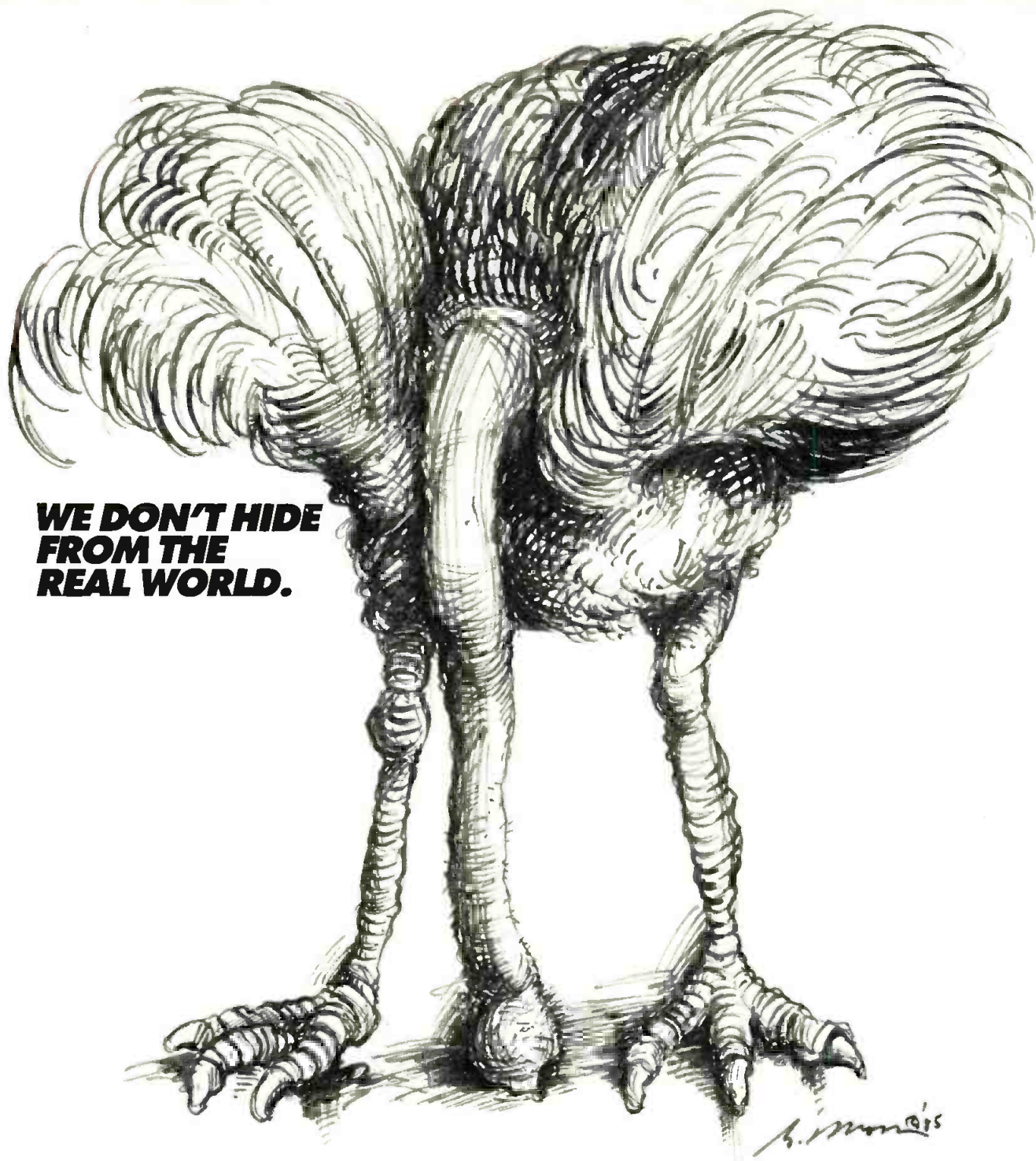
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Broadcasting Oct 14

Lorimar and Telepictures join forces Cable loses pole attachment rate case INTV formulates must-carry plan

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NEWS AND COMMENT □ Paul Harvey has been mainstay on ABC Radio for 35 years with his unique blend of information and opinion. **PAGE 91.**

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AND TAFT TELEVISION AND RADIO COMPANY, INC.

Return on investment

Whatever happens in negotiations to sell Westinghouse's major holdings in cable industry (story page 30), company officials can take satisfaction in knowledge they made great investment four years ago in acquiring Teleprompter systems for \$646 million—at time biggest media deal in history. With estimated asking price at \$2 billion minimum, company appears certain to clear \$1-billion profit on deal, or appreciation on order of 35% compounded. Whether or not it's sound decision to get out, Westinghouse won't be faulted for acumen in getting in.

Getting jump

Even though acquisition has not been completed, Hollywood sources say representatives of Turner Broadcasting System have already interviewed several top industry executives for job of running MGM Studios. Those approached are said to include Rich Frank of Walt Disney Productions, Gary Hendler of TriStar, ICM president Jeff Berg and Beverly Hills, Calif., entertainment attorney Peter Dekom. It's also said Turner enjoys behind-scenes backing from Columbia Pictures' Herbert Allen and Ray Stark.

30-hour network

Assuming Rupert Murdoch ever puts together fourth television network (see page 33), precedent suggests that FCC would permit him to provide up to 30 hours of programming to affiliates each week before subjecting him to strictures of prime time access or financial interest and syndication rules. In 1981, FCC accorded Christian Broadcasting Network that relief (BROADCASTING, Oct. 5, 1981), arguing that restrictions on network activity had been intended to promote diversity, not to squelch it. In footnote to tentative decision in financial interest proceeding, FCC also expressed opinion that its definition of network—entity offering "interconnected program service on a regular basis for 15 or more hours per week to at least 25 affiliated TV licensees in 10 or more states"—had been aimed mainly at ABC, CBS and NBC.

Slow fall

Early fourth-quarter outlook from radio rep officials has national spot sales off to slow start with November seen as, in words of one top executive, "pivotal"

month. Initial fourth-quarter percentage increase projections from sampling of rep executives, however, were evenly divided between low and high single digits. Thus far, year-to-date (January through August) spot business is running 8.4% ahead of same period in 1984 (actual comparison) to \$568,601,400, according to Larchmont, N.Y.-based Radio Expenditure Reports (RER). But when RER adjusts 1984 data to compensate for variance in number of standard broadcast weeks between 1984 and 1985, increase comes to 11.6%.

Fallout feared

More may be at stake in talks on world high-definition television studio system than just HDTV; some veteran negotiators believe reputations of international standardization process itself is at issue. As HDTV technologies develop rapidly, and opportunities to agree on standards pass, key figures worry that inability to achieve international consensus on HDTV soon could harm deliberations on any technology.

At crucial meetings of CCIR (International Radio Consultative Committee) study group under way this week in Geneva, and at full plenary session in May if further debate is necessary, expect this point to be raised—while CCIR success in achieving world digital video standards in 1980 created chance for increasing technical unity, failure on studio HDTV could permanently end that hope.

Utilities and cable

Every time major cable sale is under way rumors surface about possible bid by utility company. With Storer Communications, rumored party was Florida Power and Light. With Group W, interested party was said to be Bell South. Informed source said that in fact latter had been studying Group W properties but at moment of decision backed off because of still unresolved legal issues concerning break-up of AT&T. Florida Power and Light has bid on some "large cable systems," said company's manager of corporate development programs, Pedro Guilarte. He noted that load growth (increase in demand for electricity) is declining and that cash that utilities are generating is not needed as much for new power producing facilities.

Currently, largest utility-held MSO is Centel Corp., Chicago-based telecommunications company with 300,000 cable subscribers. At least half-dozen

private telephone companies own cable systems, as do some municipal utilities and rural electrification associations. Rick Michaels, chairman of Communications Equity Associates, said cable could be excellent business for utilities because "...they understand the nature of capital intensive businesses." He added, however, that very few "currently understand the retail and marketing aspects of cable television. They have a 98% to 100% guaranteed customer base and have a hard time understanding that cable television is competitive business."

Out of the vaults

Newest movie packages to hit syndication trail contain old movies. Although most major distributors are believed to be assembling movie packages for release at time of annual INTV and NATPE conventions in January, two distributors have reconfigured old packages that they are now out peddling to stations. Columbia Pictures Television Distribution, in new twist, has collected 150 theatrical titles from library and is now marketing them under label, Columbia Gems. Columbia is splitting 150 titles into three groups of 50 each to make them available to more than one station per market. In some cases, stations get to hand-pick titles they want so that package can be "tailored made" by buyer. Columbia Gems covers theatricals that were originally released by Columbia in syndication in 1970-1980 and belong to packages with license terms that have expired or shortly will expire—thus is some markets certain titles will not be available.

Twentieth Century Fox Telecommunications is also quietly selling Fox 6, 26-title reconfigured package of *creme de la creme* re-releases such as "Carousel," "Stars and Stripes Forever," "Farewell to Arms," and "Comancheros" starring John Wayne. Fox is also out with 36-title cash package called The Big 36, featuring such titles as "Diplomatic Courier," "No Highway in the Sky," and "Rawhide."

Spreads to Senate

Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.) is planning to introduce companion to bill offered in House last week that would establish source licensing for music on TV stations (see page 46). Members of All-Industry Television Station Music License Committee say they are searching for Senate Democrat to co-sponsor bill.

THERE'S BEEN A



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Preferred urging

Preferred Communications Inc. last week urged the Supreme Court to let stand the decision of the U.S. Court of Appeals for the Ninth Circuit that restricted a city's authority to deny a franchise to a cable system. The City of Los Angeles has appealed the decision, which held that, in denying Preferred's request for a franchise, the city had violated the First Amendment (BROADCASTING, Oct. 7). The court held that the First Amendment requires the city to permit a cable system to provide service if the public utility company involved can accommodate the system on its poles or in its conduits.

Preferred asked the high court either to dismiss the appeal or to affirm the appeals court's decision. Los Angeles had contended that the appeals court decision had invalidated a city ordinance and, therefore, was the kind of case the high court must consider. But Preferred said the appeals court did not invalidate the ordinance dealing with franchises—it held only that Los Angeles "must revise its franchise procedures."

And in urging the high court to affirm the appeals court decision, Preferred argued

that the First Amendment bars "unfettered government control, by means of an auction process, of the right of cable television operators" to offer service. "It is the fundamental premise of our constitutional system that society gains most from an unfettered marketplace of ideas," Preferred said.

It added that the city was asking the high court "to stand the First Amendment on its head." That was a reference to the city's contention that it needed the power to restrict the number of systems that can operate within its borders if cable systems are to have the incentive to provide programming "that will encourage the widest possible dissemination of information."

One of the "substantial questions" the city said the case raises was one involving the Cable Communications Policy Act; the city said the appeals court decision ruled it unconstitutional. That conclusion stems from a footnote in the opinion asserting that the court cannot agree that a section of the act empowering a local authority to award one or more franchises within its jurisdiction gives the franchising authority "the discretion to determine the number of cable operators to be authorized to provide service in a particular geographic area." Preferred

said the city's argument makes sense "only if Congress intended that cities ignore the requirements of the United States Constitution, or any other constitutional authority," and added, "The argument, therefore, is patently unsound."

Preferred said the Ninth Circuit held that the section at issue "can and should be read simply to authorize government 'to protect its interest in regulating disruption of public resources through a system of permits or franchises.'" And that construction, Preferred added, "certainly is a reasonable one."

Coming back

Turner Broadcasting System announced it has renewed *Rocky Road*, the newest addition to the lineup of original situation comedies on its superstation WTBS(TV) Atlanta, increasing the weekly half-hour's inventory to 58 episodes from the original 13.

At the same time, Turner announced changes in *Rocky Road*'s production staff and cast. Patricia Fass Palmer, for 10 years with Norman Lear's Embassy Television, where she was producer of *One Day at a Time*, has joined The Arthur Co., producer of *Rocky Road*, in the same capacity. And Marcianne Warman, the 11-year-old performer whose credits include TV guest shots and McDonald's and Post Cereals commercials, will take over the role of the younger sister in a trio trying to make a go of an ice-cream-parlor business inherited from their parents.

In another change at the Arthur Co., Jerry Madden, who has spent 30 years in television, most recently as producer of CBS's *Alice*, has been named producer of *Safe at Home*, another situation comedy produced exclusively for WTBS(TV). The block of original comedies appears on Monday with *Down to Earth* at 6:05-35 p.m. NYT, *Safe at Home* at 6:35-7:05 and *Rocky Road* at 7:05-35.

Humorous hunt

Showtime is off on another hunt for "The Funniest Person in America." Its video production van will be on the road this month and next on a 15-city tour on its third annual "Funniest Person" promotion. The winner will appear on national TV as Showtime's "Comic of the Month." There also will be state winners, and semi-finalists will be designated by a panel of judges.

Any American who has never been on national television is eligible to enter—by auditioning at one of the van's tour stops, by trying out at a local Showtime affiliate's competition or by submitting an audition tape. Deadline for entries: Jan. 31, 1986. And this time, for the first time, the winner will be chosen by Showtime subscribers in a special presentation and phone-in vote.

Lifetime lineup

Lifetime programing vice president, Mary Alice Dwyer-Dobbin, said that the network



Calling all ACE's. Home Box Office dominated the list of 223 programs nominated in Los Angeles last Tuesday (Oct. 8) for the annual Awards for Cable Excellence sponsored by the National Academy of Cable Programing. HBO's total of 83 nominations was followed by Showtime/The Movie Channel with 54 and the Arts & Entertainment Network with 26. Most of the awards will be presented Dec. 3 at the Beverly Theater in Beverly Hills, Calif., for cablecast Dec. 6 on superstation WTBS(TV) Atlanta. The seventh annual awards competition includes 52 craft categories, with those winners to be announced at a Beverly Hills luncheon on Nov. 19.

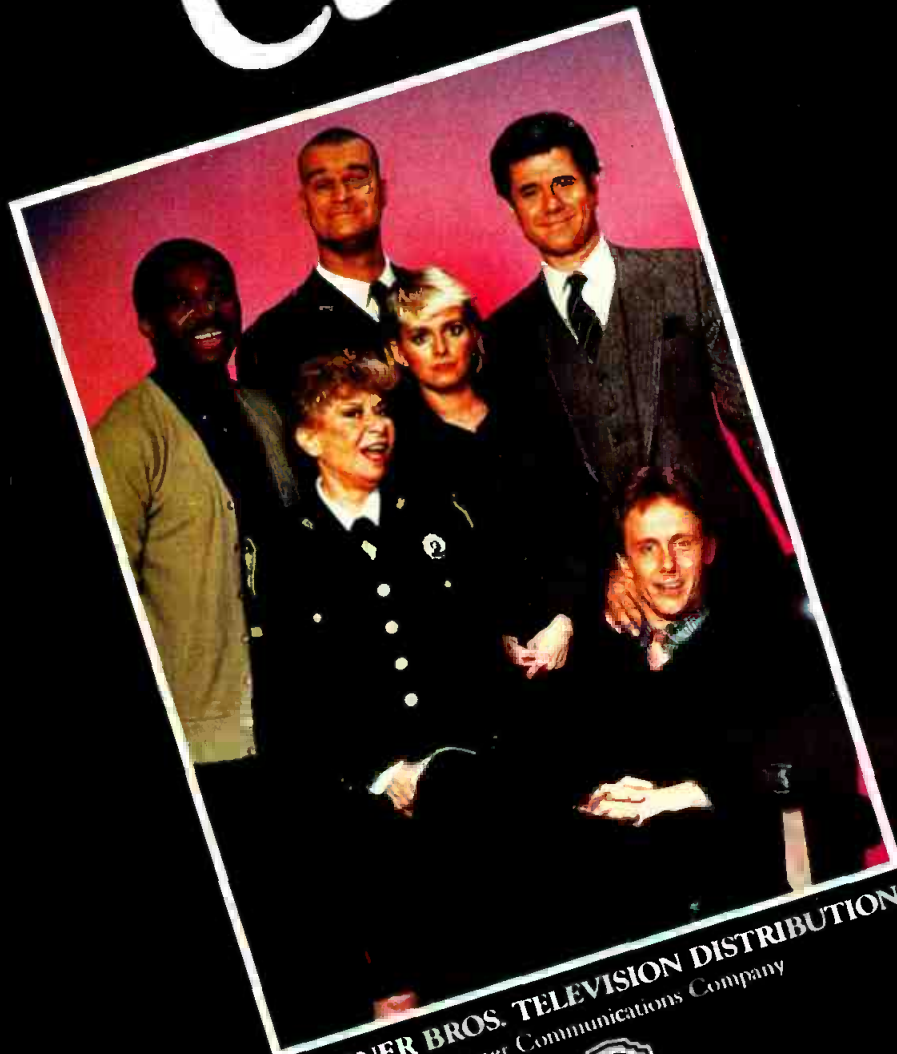
Two Showtime/The Movie Channel programs received the most nominations for individual shows: *Faerie Tale Theater* and *Brothers*, which received 11 and nine, respectively.

Other major nomination totals: 10 for the Turner Broadcasting System (including WTBS and CNN), nine for The Disney Channel and eight for MTV Networks (MTV: Music Television, Nickelodeon and VH-1).

The nominations were drawn from 792 programs that were cablecast between June 1, 1984, and Aug. 15, 1985. Pictured above at the nomination announcement are National Cable Television Association President Jim Mooney, an NACP board member; NCTA's Char Beales, NACP vice president, and Viacom Chairman Ralph Baruch, NACP board chairman.

Everyone's Wild About Harry!

Night Court



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renewed *Good Sex!* with Dr. Ruth Westheimer and Regis Philbin's *Lifestyles*, the network's two most popular prime time programs. The renewals, for 195 episodes of *Good Sex!* over 15 months and 145 episodes of *Lifestyles* over 12 months, represent the longest commitments to programs in a single contract by Lifetime. Dwyer-Dobbin also said the network entered a long-term leasing agreement with MTI in New York for studio facilities and equipment to produce the two shows and other Lifetime programming. Also renewed for shorter runs (13 episodes each), she said, were *Good Housekeeping's A Better Way* and *What Every Baby Knows*. Negotiations concerning the renewal of *Mother's Day* with Joan Lunden are ongoing.

The network has canceled two prime time programs—*Hot Properties* with host/comedian Richard Belzer and *America Talks Back* with Stanley Siegel. *Hot Properties*, at 8-9 p.m., is being replaced temporarily with *Nurse*, an off-network series starring Michael Learned. *America Talks Back*, which ran at 9-10 p.m., is being replaced by *Lifestyles*, which is being moved up from the 7-8 slot. Dwyer-Dobbin said the two shows were canceled not only because of poor ratings but also because they were underdelivering the 18-to-49 female demographic that is the network's primary target.

Starting Oct. 7, Lifetime added a third movie slot to its daily roster, at 9-11 a.m. On Aug. 12 Lifetime introduced movie segments in two of its weaker time periods, 4-6 p.m. and 11 p.m.-1 a.m. Dwyer-Dobbin said that because there has been considerable ratings improvement in those time periods, the morning movie has been installed to improve ratings there and attract more first-time viewers.

Two from USA

USA Network plans to introduce a dual satellite feed early next year as "a crucial part" of its "strategy for positioning itself as a national entertainment network, competitive with other networks and independent stations which schedule programming for local time zones."

Kay Koplovitz, president and chief executive officer, said USA has leased a transponder on Galaxy I and will use it to test its East Coast feed in January. It will use its present satellite, Satcom III-R, transponder 9, for the West Coast feed.

In February the network will initiate a dual feed with a three-hour time difference to get its programming into all time zones at the appropriate hour. A program shown at, say, 8 p.m. Eastern time (7 p.m. central) will be fed off the Galaxy transponder, and the RCA Satcom bird will feed the same programming to the West Coast at 8 p.m. Pacific time (9 p.m. mountain).

USA called the move a boon for its affiliates, advertisers and subscribers "because it insures that all USA programming, which is built on dayparts, reaches its intended audiences throughout the country." Koplovitz elaborated: "Because we can deliver more relevant audiences, we are more valuable to advertisers. By presenting programming suitable for the time of day, we become more valuable to western affiliates. Our eastern affiliates benefit because Galaxy I sends a stronger signal. The end result, we believe, will be greater satisfaction for our audiences

and advertisers and better ratings for USA."

Coverage of live sports events will remain in real time throughout the country.

USA sees the dual feed as another step toward making it, as its slogan says, "America's All-Entertainment Network." This fall it introduced its first programs produced exclusively for USA, including *The Dick Cavett Show*, *Check It Out!* and *Jackpot*.

As another part of its strategy, the network will increase its rates to affiliates by one-and-a-half cents per subscriber in January 1986 and by three cents in January 1987. Koplovitz said these increases will bring the network to a maximum rate of 13 cents per subscriber, "roughly equivalent to the network's rate structure in January 1981." She said the increases "are in accord with the network's original business plan and demonstrate that [its] growth estimates are on target."

Celtic coverage

SportsChannel New England said it will be the exclusive local TV outlet for Boston Celtics basketball games this season, with coverage of virtually the entire home schedule—39 games—plus home playoffs not subject to network TV restrictions. In the past it has had no playoffs.

Mike Gorman and Tom Heinsohn will again call the action. The regular-season coverage starts Oct. 30, with the home opener against the Milwaukee Bucks, and extends through April 13, against the New Jersey Nets.

For the Austria hungry

A six-part series, *Austria, The Festive Europe*, offering an American's point of view of that country, will air on consecutive Sundays on The Learning Channel, beginning Oct. 13 at 1:30 p.m. The series was produced by Washington-based Northstar Productions Inc. in cooperation with Austria Wochenschau, the Austrian national production arm.

In addition to its run on the basic cable service, the series will be available on Westar IV, transponder 6, starting Oct. 10 at 10:30 a.m., for television stations to downlink and schedule for broadcast as they choose, according to Don North, the series director.

FarmAid figures

The Nashville Network said that according to A.C. Nielsen data, it averaged a combined cable/broadcast 10.2 rating (8.16 million television households) for its coverage of the FarmAid concert on TNN and on 156 broadcast outlets in prime time on Sept. 22. The cable network's 12 hours of coverage averaged a 6.0 rating (cable only), said TNN, or an estimated 1.47 million TV homes. TNN's FarmAid ratings peaked at 6.7 (1.62 million TV homes) in the 5-8 p.m. time period, the network said. Based on the Nielsen numbers, the network estimates that almost 20 million people were tuned to the prime time portion of the concert (cable and broadcast) during an average minute and that about 13 million people tuned in for some portion of FarmAid on The Nashville Network alone.

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Patricia Waldron, Sandra Jenkins,
Debra De Zarn, Joseph Kolthoff,
Chris McGirr.

Production

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

Administration

David N. Whitcombe, vice president/operations.
Philippe E. Boucher, controller
Albert Anderson.
Irving C. Miller, financial consultant.
Wendy J. Liebmman.

Corporate Relations

Patricia A. Vance, director.

Bureaus

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.

Stephen McClellan, associate editor
Vincent M. Dittingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Folske, 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.



Association of
Business Publishers

Founded 1931. Broadcasting-Teletesting * introduced
in 1946. Television * acquired in 1961. Cablecasting *
introduced in 1972. Reg. U.S. Patent Office. ©
Copyright 1985 by Broadcasting Publications Inc.

TELEVISION. Cablecastings.



ONLY ONE CAMERA SHOOTS THIS WELL IN 2 FOOTCANDLES. IMAGINE HOW IT SHOOTS IN BROAD DAYLIGHT.



The Panasonic® N-3 NiteHawk™. It's one of a kind because it's the only camera with three Newvicon® tubes. And that means you get outstanding picture quality under a wide variety of lighting conditions.

When you're shooting at night or in dimly lit locations, as in the simulated example above, the N-3's

unique combination of three 1/2" Newvicon tubes lets you make the most of available light by providing bright, natural video images.

In sunlight and in the studio the N-3 continues to shine with 600 lines horizontal resolution. An impressive S/N ratio. As well as minimal lag, burn-in, comet tailing and geometric distortion. What's

more, the N-3 has all the professional features you'd expect from the broad line of Panasonic three-tube cameras.

Still, with all the N-3 has going for it, there's another bright spot. Its price.

Audition the NiteHawk and see why from sunlight to night light no other camera can hold a candle to it.

For more information, call your nearest Panasonic regional office: Northeast: (201) 348-7620. Southeast: (404) 925-6835. Midwest: (312) 981-4826. Southwest: (214) 257-0763. West: (714) 895-7200. Northwest: (206) 251-5209.

Panasonic
Industrial Company

Business Briefly

TV ONLY

Procter & Gamble □ Campaign for company's New Joy dishwashing liquid began in early October in spot TV in 15 major markets and on network television and on cable TV. New commercial



features New Joy "spokeslemon," called Sud-Z Lemon. P&G also launched private sector campaign to promote volunteering and made \$25,000 grant in New Joy's name to organization,

VOLUNTEER, to support its work in more than 350 communities. Commercials for New Joy were placed in all dayparts. Target: women, 21-54. Agency: Grey Advertising, New York.

Reed's St. James □ New menswear clothing brand is being advertised for six weeks, starting in early November, in 16 markets, including New York, Chicago, Seattle and San Diego. Commercials will be slotted in daytime and fringe periods. Target: adults, 25-49. Agency: G.S.D.&M., Dallas.

RADIO ONLY

Hoechst-Roussel □ Maker of wheat and barley herbicides is planning two separate eight-week flights for this fall and winter. First will begin in November in about 10 California markets. Second will kick off in early December in about 30 markets in South. Commercials will appear in various time periods, particularly on farm programs. Target:

Going abroad. To coincide with the start of Federal Express's service to Europe, the overnight delivery service launched a six-week television advertising campaign last week in six major markets. It is expected that the advertising effort will go national in the early part of next year. The commercial, targeted to business professionals, will appear in all dayparts. The agency is Ally & Gargano, New York.

farmers, 25-54. Agency: Cascino & Purcell, Atlanta.

Sugardale Foods □ Various meat products will be spotlighted in one-week flight in seven or eight markets, starting in late October. Commercials will be scheduled in daytime periods. Target: adults, 25-54. Agency: Frease & Shorr Advertising, Canton, Ohio.

Pioneer Flour Mills □ Thirteen-week campaign will be launched in mid-November in about 20 markets, including Dallas, Houston, Memphis and Little Rock, Ark. Commercials will run in all dayparts during weekdays. Target: women, 25-54. Agency: Anderson Advertising, San Antonio, Tex.

MSD Agvet □ Campaign is being planned for agricultural products in about 25 markets, with starting date and length of flight still to be determined. Commercials will be placed in all dayparts. Target: farmers, 21-54. Agency: Dancer Fitzgerald Sample, New York.

State of Florida, Department of Citrus □

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

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 moves 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.

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

AIRCHECK: AP RADIO NETWORK

TV OR NOT TV — Jan Thomas's series, Eye on TV, showcases the best of the commercial networks, PBS and Cable. Find out what's worth watching each day — and what's worth missing. 60-second feature shows are fed at 6:32 and 10:32 a.m. ET.

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

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WTMG(FM) Murfreesboro, Tenn.: To Selcom Radio from Hillier, Newmark, Wechsler & Howard.

□

KTMS(AM)-KKOO(FM) Santa Barbara, Calif.: To Selcom Radio from Weiss & Powell.

□

WGLO-FM Pekin, Ill.: To Selcom Radio (no previous rep).

□

Savalli, Schutz & Peterson becomes affiliate of Blair Radio's unwired sales network, New York.

□

Summit Cable TV, Winston-Salem, N.C.: To Cable AdNet.

THE ALL-STAR WESTERN
IS STILL FEELING ITS OATS!

DEATH VALLEY DAYS



The 20 mule team is hitched up for action. Each dramatic episode is a true story depicting life in the early days of the old wild West. The series features a brilliant cast of all-star talent. Robert Taylor. Jim Davis. Mariette Hartley. Leonard Nimoy. And, of course, Ronald Reagan. There's also Robert Blake, Gavin MacLeod and Marion Ross.

With its shootouts and knockouts, heroes and villains, "Death Valley Days" can be programmed in many dayparts. With another Western.

Or in tandem with a drama. Play it daytime. Or alone late-night. With its extraordinary star value, it also works well as event programming, offering many cross-promotional possibilities. All 130 half-hours in color.

You know your audience loves non-stop action and high-riding cowboys. So go ahead. Make their day. And make your station the No. 1 draw. In the West. East. North. And South.

Already sold in 35 markets.



BLAIR ENTERTAINMENT

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

Six-week flight will kick off in early January in about 10 markets. Commercials will be scheduled in all time segments. Target: women, 25-49. Agency: Dancer Fitzgerald Sample, New York.

RADIO AND TV

Mita □ Eight-week flight to build awareness of Mita as company that makes only copiers, unlike many of its competitors, began last week in New York, Chicago, Los Angeles, Dallas,



Atlanta and Washington and will return after hiatus. Campaign, estimated at \$5 million, includes cable television and print and will run in all dayparts on television and radio. Target: adults, 25-54. Agency: HCM/New York.

AdVantage

15's a-growin'. William Esty Co. suggests in its "Mediascan" report that stand-alone 15-second TV commercials could become standard advertising unit within three years. Esty points to new research placing 15 seconds anywhere between 71% to 75% as effective as 30 seconds. Esty says that current cost advantages of 15 seconds (50%-65% of 30 seconds) should lead to greater use of split 30's and greater acceptance of stand-alone 15's. In cautionary note, Esty says that growth of 15's could result in leveling off or even decline in unit's recall levels as viewers see fewer initial 30's and 15 is surrounded by "jumble of its peers." Esty observes that "task before us is how to increase attention levels while increasing messages in front of viewers."

□
Life-style research. Vitt Media International reports that study conducted in late May and early June among senior-level advertising executives shows that more than 50% of them currently were using "life-style emphasis in their advertising" and 75% expected life-style research would increase. Respondents felt life-style research was useful for targeting special population groups; planning overall strategy for campaigns; developing advertising themes, and selecting media. Vitt also points out that study conducted among more than 100 executives reveals respondents are not entirely clear on what they consider to be important life-style indicators. Vitt says that some replied in traditional demographic measures, such as disposable income and occupation. Vitt concludes there is confusion over term but says it's confident that life-style research will flourish in years ahead.

□
TV legalities. Television Bureau of Advertising reports that legal services are one of fastest-growing advertising categories in television, with 35% increase in advertising to \$17.4 million in first half of 1985. TVB said Hyatt Legal Services was top spender in first half with investment of almost \$2.9 million, up 37%. Other large TV advertisers during period were Jacob & Meyers, \$2.3 million, up 228%, and Norton Frickey & Associates, \$397,000, up 8%.

□
Beefed-up television. Restaurants and fast-food chains spent almost \$418.6 million in television in first six months of 1985, up 19% from corresponding period of 1984, according to Television Bureau of Advertising. McDonald's continues to lead with \$143.2 million, followed by Burger King, \$64.1 million, and Wendy's, \$37.8 million.

Applause, please!

TAB Proudly Salutes Its 1985 Award Winners

The Texas Association of Broadcasters is committed to higher standards in the broadcasting industry—and has helped radio and television professionals achieve those standards through 20 years of competition. With the 1985 awards, we're pleased to recognize the best of this year's radio and TV in Texas.



J. Bonner McLane
Executive V. President
Tx. Assoc. of Broadcasters, Austin
Pioneer Broadcaster



John Criswell
WFAA TV, Dallas
Broadcaster of the Year

Public Service Awards: KORA FM, Bryan; KXAS TV, Ft. Worth; KVUE TV, Austin.

Educational Service Awards: KVLV, Edinburg; KRGV TV, Weslaco.

Texas Sportscaster: George McKenzie, KMOL TV, San Antonio

Best Play-by-Play: Brad Sham, KRLD AM, Dallas.

The President's Distinguished Service Awards, presented by TAB President Don Chaney, went to Dave Lane of WFAA TV, Dallas, and, posthumously, the late Steve Hawkins of KHLB/KMRB, Marble Falls.

Merit Award Winners

RADIO

(Winners listed in order by small, medium and large markets.)

Local Newscast: KNEL/KIXV, Brady; KTEM/KPLE, Temple; KOKE FM, Austin. **Investigative News Coverage:** KTTX/KWHI, Brenham; KTBB, Tyler. **Local Commercial:** KEYE AM, Perryton; KJCS, Nacogdoches; KISS FM, San Antonio. **Local Public Service Announcement:** KTTX/KWHI, Brenham; KTAV, Bryan. **Station Promotion Announcement:** KHJK, Lockhart; KTEM/KPLE, Temple; KRQX/KZEW, Dallas. **Distinguished Local Programming:** KTTX/KWHI, Brenham; KNFM/KMND, Midland; KTXF, Brownsville. **Local Editorials:** KHJK, Lockhart; KTBB, Tyler; KOKE FM, Austin.

TELEVISION

(Winners are in two groups by market size, with larger market stations listed first.)

Spot News: WFAA TV, Dallas; KTVV TV, Austin. **Investigative Reporting:** WFAA TV, Dallas; KTVV TV, Austin. **Local Public Service Announcement:** KXAS TV, Fort Worth; KVUE TV, Austin. **Local Commercial Announcement:** (no large market winner); KGBT TV, Harlingen. **Local Station Promotion:** KMOL TV, San Antonio; KIII TV, Corpus Christi. **Distinguished Local Programming In The Public Interest:** KRLD TV, Dallas; KRGV TV, Weslaco. **Service To Children Award:** KHOU TV, Houston; KIII TV, Corpus Christi.

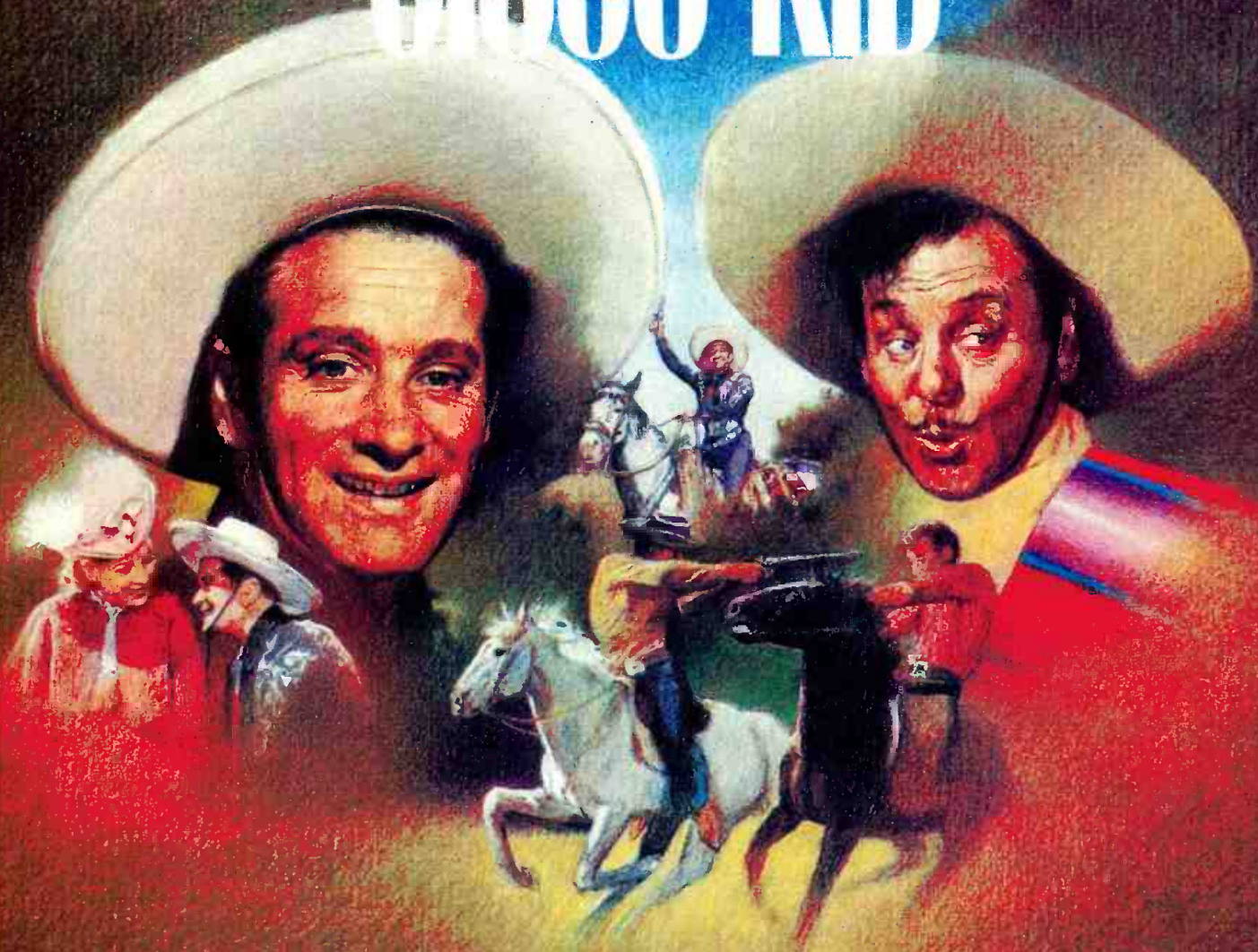


Texas Association of Broadcasters

Box 14787 • Austin, Texas 78761 • 512-459-0656

HERE'S ADVENTURE! HERE'S ROMANCE!
HERE'S O'HENRY'S ROBIN HOOD
OF THE OLD WEST!

THE CISCO KID



TV's most lovable — and famous — partners ride the wild West once again. The accent is on warmth, humor and lots of charm. Of course, there are life-threatening situations. Plus nail-biting gunfights. But nothing that Cisco and Pancho can't handle. (Quick! What were the names of their horses?)

Originally produced on film, this all-purpose classic generic Western is TV-enhanced. It looks crisp, fresh, vivid. Like it was shot last week.

All 156 half-hours in color.

It has programming flexibility. With various daypart positioning possibilities. Hitch it up to a Western block. Lead it into kids' animation shows. Run it in AM. Air it in PM.

With the Western riding a new crest of popularity, saddle up with Diablo and Loco. And round yourself up some mighty big ratings, pardner, with "The Cisco Kid." Already sold in 78 markets.

Oh, Cisco! Oh, Pancho!



BLAIR ENTERTAINMENT

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

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 2-5, 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—*Cable Television 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.

This week

Oct. 13-15—*Women in Cable* national management skills conference, "Managing a Maturing Business." During meeting, teleconference will be held featuring Trygve Myhren, ATC; Tom Marinkovitch, Daniels & Associates, and John Malone, TCI. Westin Tabor Center hotel, Denver.

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

Oct. 13-15—*National Religious Broadcasters Association* Southwestern regional convention. Holidome, Irving, Tex.

Oct. 14—*San Francisco Bay Area chapter of Women in Cable* annual meeting, including panel discussion on must carry. Viacom, Pleasanton, Calif. (San Francisco). Information: Michal Dittrock, (415) 828-8510.

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." Seminar participants include Ed Bleier, Warner Bros.; Donn O'Brien, CBS Sports, and S. William Scott, Group W Television. 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—"Doing Business with New York and Hollywood," breakfast seminar sponsored by *Independent Media Producers Council of International Communications Industries Association*. Gangplank restaurant and marina. Washington. Information: (703) 273-7200.

Oct. 15-17—Seventh annual Satellite Communications Users Conference. Louisiana Superdome, New Orleans. Information: Kathy Kriner, (303) 694-1522.

Oct. 16—Meeting of land mobile radio/UHF television technical advisory committee. FCC, Washington.

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. 16-18—*Tennessee Association of Broadcasters* convention. Holiday Inn Convention Center, Chattanooga.

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 Communica-

■ Indicates new entry

The Best Little Satellite Programmer on Earth



SATMASTER

Program the Satmaster to intermix a satellite signal with your local announcements and walk away!

The Satmaster will guard against silence, resync to satellite if something goes wrong and print a list of aired events... all at an astounding low cost!

MEI MICROPROBE ELECTRONICS INC

910 Sherwood Drive, #19
Lake Bluff, Illinois 60044
(312) 295-2606



INTERNATIONAL, INC.

PRESENTS

Sid Caesar



THE BEST OF

Your Show Of Shows

ALSO STARRING

IMOGENE COCA • CARL REINER
HOWARD MORRIS • NANETTE FABRAY
JANET BLAIR

HILARIOUS
HALF HOURS*
AVAILABLE NOW!
*And More Coming!

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East of Mississippi, Contact: MG/Perin, Inc.

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tions Media," communications forum sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Center for Arts and Media Technology, MIT, Cambridge, Mass.

■ **Oct. 17**—*Broadcast Advertising Club Chicago*

(BAC) luncheon. Speaker: Helen Thomas, UPI White House bureau chief. Hyatt Regency, Chicago.

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

ville, 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, Georgetown 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**—*Satellite Operators and Users Technical Committee* meeting. Hyatt Regency, New Orleans. Information: (609) 452-2000.

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 Telemedia 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 AWRT Northeast area conference. Ramada Renaissance, Washington.

Stay Tuned

A professional's guide to the intermedia week (Oct. 14-20)

Network television □ **CBS:** *The 19th Annual Country Music Association Awards* (live), Monday 9:30-11 p.m.; *Promises to Keep* (drama), Tuesday 9-11 p.m.; *Agatha Christie's "13 At Dinner"* (mystery), Saturday 9-11 p.m. **ABC:** *World Series* (best of seven games), Saturday 8 p.m., Sunday 8 p.m. (not definite), next Tuesday 8 p.m., next Wednesday 8 p.m., and, if necessary, next Thursday, Saturday and Sunday. **PBS** (check local times): *War in the West: The Management of Federal Lands* (documentary), Monday 10-11 p.m.; *Dateline: USSR/USA* (discussion by satellite), Tuesday 10-11 p.m.; *Aaron Copland: A Self-Portrait* (autobiography), Wednesday 8-9 p.m.; *The Skin Horse* (documentary), Wednesday 9-10 p.m.; *Space Senator, One-Way Jake* (documentary), Wednesday 10-11 p.m.; *Three By Three* (Alvin Ailey dance performance), Friday 9-10 p.m.; *The Last Place on Earth** (serial dramatization), Sunday 9-10:30 p.m.

Network radio □ **CBS Radio Network:** *World Series* (best of seven games), Saturday 8:20 p.m., Sunday 6:45 p.m. (if at Toronto) or 8:15 p.m. (if at Kansas City), continuing next Tuesday at 8:20 p.m., next Wednesday at 8:10 p.m., and, if necessary, next Thursday, Saturday and Sunday.



"The Karate Kid" on HBO



Alvin Ailey dancers on PBS

Cable □ **Arts & Entertainment:** *Music from Australia* (symphony), Thursday 9 p.m.-midnight; *The Mike Manieri Quintet* (jazz), Sunday 9-10 p.m. **Cinemax:** *The Max Headroom Show** (music series), Wednesday 7:30-8 p.m.; "Heartbreakers" (romantic drama), Sunday 8-10 p.m.; *Daryl Hall and John Oates* (concert), Sunday 10-11 p.m. **ESPN:** *The Babe* (theatrical drama), Friday 9-10:30 p.m. **HBO:** *The Search for Mengele* (documentary), Monday 8-9 p.m.; "The Karate Kid" (drama), Friday 8-10 p.m. **MTV:** *Andy Warhol's 15 Minutes* (entertainment special), Sunday 9-9:30 p.m. **Showtime:** *Richard Lewis 'I'm in Pain' Concert* (stand-up comedy), Wednesday 8-9 p.m.; "Firstborn" (drama), Sunday 8-9:45 p.m.; *Gallagher: Melon Crazy* (comedy), Sunday 10-11 p.m. **Satellite Program Network:** *Front Page News* (documentary), Thursday 5:30-6 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ **Leonard Bernstein: The Television Work**, 60 hours of programing featuring works of the 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 "Old Heidelberg, or The Student Prince" premiering this week, Tuesday through Saturday at 3 p.m.

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

Also in October

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, New York.

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

■ **Oct. 22**—*NATPE International* associate member meeting. MGM Screening Theater, New York.

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.

Errata

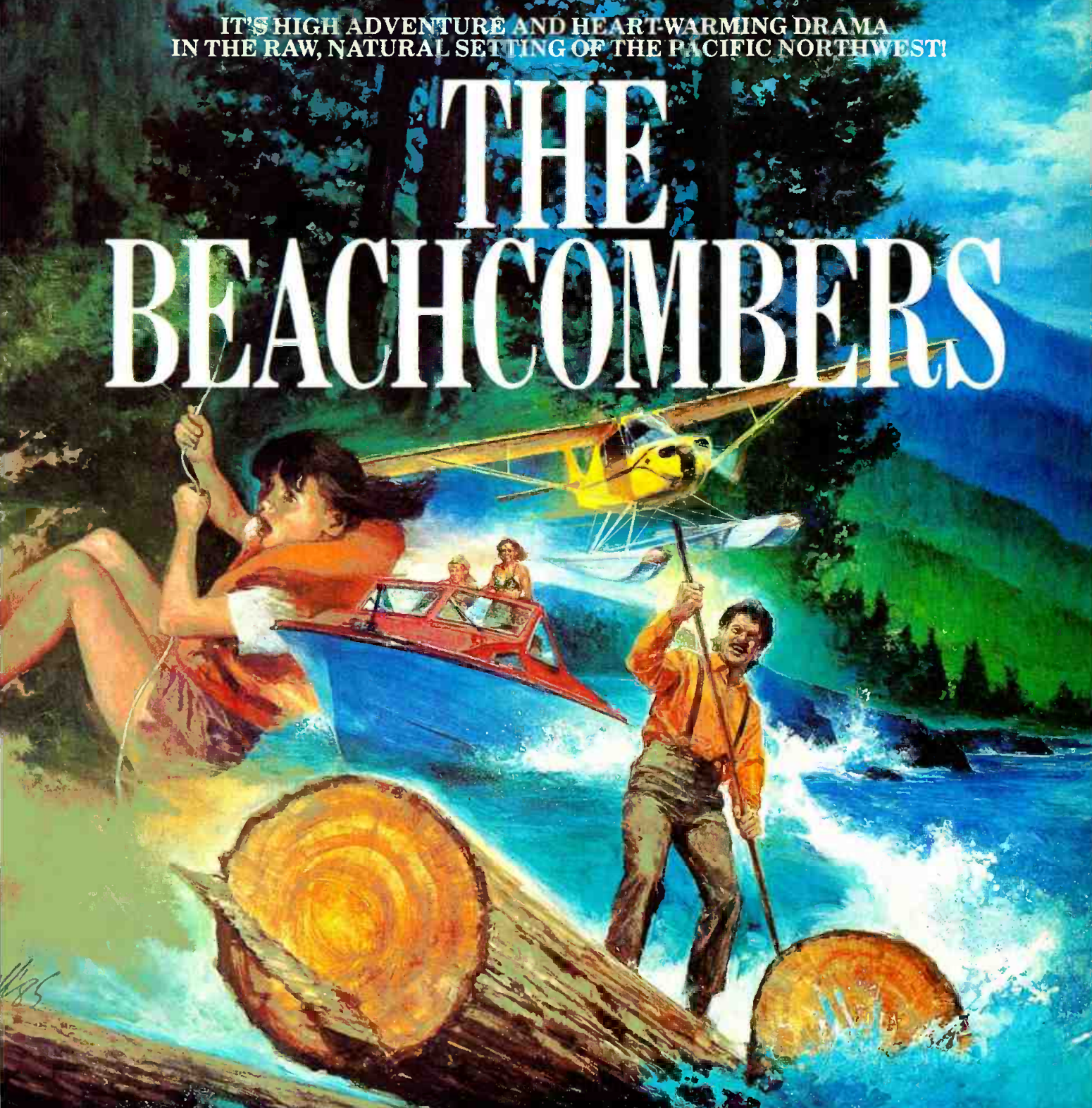
America Tonight, new news and public affairs program proposed for public television by New Jersey Network and Maryland Public Television, **will be nightly** half-hour show, not weekly, as reported in Oct. 7 issue.

□

Walter A. Schwartz is president and chief operating officer of **Blair Television**, not chief executive officer as reported in Oct. 7 picture caption. **Harry B. Smart** is chairman and chief executive officer of Blair Television.

IT'S HIGH ADVENTURE AND HEARTWARMING DRAMA
IN THE RAW, NATURAL SETTING OF THE PACIFIC NORTHWEST!

THE BEACHCOMBERS



They comb the lush, lovely Pacific Northwest for anything of value that washes onto the beach. They're the Beachcombers. A most unusual and engaging family in TV land. One minute they're tickling the funny bone. The next, melting the heart. Stopping the breath. Tingling the spine.

This endearing — and enduring — anthology series introduces you to the sometimes violent, dangerous and awe-

some world of the Northwest. Where everyday is a struggle for survival.

The Beachcombers delivers spectacular production quality. With its focus on wholesome social values and positive role models, the series provides enjoyable viewing for all age groups.

Introduce your audience to the family of Beachcombers. And see how quickly they discover there's no place like 'comb!

130 half-hours in color.



BLAIR ENTERTAINMENT

1290 Avenue of the Americas • New York, NY 10104 • (212) 603-5990

Restoration

EDITOR: Thank you again for the chance to contribute a "Monday Memo" ("No to must carry, yes to copyright reform," BROADCASTING, Oct. 7).

Regrettably, a key paragraph was edited out—one explaining the need for removing the sports antitrust protection at the same time that the compulsory license was eliminated. This is an important point because, without such a reform, cable operators might lose valuable sports programming carried by superstations. This point was lost altogether, and the later references to sports antitrust protection were out of context and confusing to the reader. I suspect you may hear from some puzzled people as a result.

Here is that missing paragraph, along with the transitional one that preceded it in the "Monday Memo."

"The marketplace has also adjusted to the presence of national superstations. WTBS (TV) Atlanta pays for programming on the basis of both its cable and over-the-air audience. Consequently, the station tends to carry older, cheaper syndicated programming rather than more recent (and expensive) off-network series. WTBS could readily negotiate the formal cable retransmission rights for its programming since it already pays for those rights. There is no sense in cable operators or their subscribers paying program producers a second time in the form of compulsory license fees.

"Why, then, do superstations operate in this way instead of becoming cable networks? The primary answer is that the compulsory license allows cable systems to pick up the strong sports programming being carried by virtually all superstations. Thanks to antitrust exemptions carved out by the courts and by Congress, sports leagues can withhold or restrict broadcast rights of their member clubs. The compulsory license helps break down these practices. Essentially, the compulsory license for distant signals can now be viewed as a remarkably inefficient way to fix bad antitrust law."—*Harry M. Shooshan III, Shooshan & Jackson Inc., Washington.*

Editor's note. BROADCASTING regrets the omission, as well as referring to Shooshan & Jackson as Shooshan & Johnson in one reference.

Sports fan

EDITOR: In a remarkably bewildering Oct. 7 "Monday Memo," Harry M. Shooshan apparently sees the "antitrust rules regarding sports broadcasting" as an evil tied into cable's compulsory license. If Mr. Shooshan can fashion an argument to do away with the compulsory license to aid the broadcast and cable industries, fine; let him. But he's not even mixing apples and oranges when he involves sports; he's confusing apples with

asparagus, i.e., there is no relationship. Few laws have benefitted all affected parties—broadcasters, cable operators, programmers, and fans—as much as the Sports Broadcasting Act of 1961.—*Philip R. Hochberg, Baraff, Koerner, Olender & Hochberg, Washington.*

Not again

EDITOR: Your editorial page banner states, "Committed to the First Amendment..."

But your Sept. 23 editorial says cable TV should throw away its newly won First Amendment court victory against "must carry" and accept "will carry" in a "gentleman's agreement" to avoid "harassment."

The 1976 Copyright Act resulted from a previous "gentleman's agreement," the 1971 compromise, in which cable agreed to pay copyright and which cable kept even after the Supreme Court said in two separate cases that cable TV did not have any copyright liability.

The 1968-72 "freeze" had resulted in copyright owners not selling cable TV programs, so Congress and cable would not accept copyright liability for cable without a compulsory license.

Now, in your same Sept. 23 issue, the MPAA copyright owners want cable to keep copyright liability, but want to drop the compulsory license five years after "market rates" go into effect.

After seeing these results of the first "gentleman's agreement," why should cable sign a second one?—*Lee M. Holmes, president, Guam Cable TV, Agaña, Guam.*

Multisystem solution

EDITOR: Isn't it about time that we stopped all this stupidity about AM stereo systems? Broadcasters have a tremendous urge to beat themselves like a dead horse. We always find ourselves to blame for those things that are out of our control.

There is room for both systems. Instead of belittling ourselves, let's work on the total solution by insisting that both systems that remain on the market be presented to the public. Sony has now made a major step forward with its new "multisystem" receiver. Believe me, it works.

Let both systems that are on the market compete for the listeners' ears. The Sony automatic system-switching car radio has now made me a bigger believer in the system that we chose two years ago. I would be extremely hesitant to change to the other simply because of presence and signal strength.

Radio manufacturers are not the people to make that decision for the broadcaster. Broadcasters are the only people who will allow the buying public to be able to make that decision.

I sincerely thank the FCC for making the choice it did. We have a choice. Our radio station made a decision. I know we made the right decision. I will put the system we are using up against the competing system. We will gain audience simply because our audience is intelligent enough to listen and question what is wrong with the other station's stereo.

We are both AM and FM. Both are tremendous winners in the market. Our reason for going stereo AM is to keep the competitive edge. We will not give up on either station.

AM stereo is here. It works. It is accepted. Listen to the Sony car radio (especially where both systems are being used), then make your decision.

The new Sony car radio, competitive in price with other car radios, is now being sold in our market, and, according to the retailers installing it, the acceptance has been phenomenal. It's a far cry from the approach of the Chrysler dealer not even telling people that their radio is equipped for a single system or even that the radio is "stereo."

I thought it was wrong for Leonard Kahn to plan to build a single-system radio, just as I think it's sinful for Motorola and Delco to market one. In the long run, the consumer will be cheated because for a long while, both systems will prevail. Hallelujah for the broadcaster.—*Norman H. Brooks, general manager, WKDW(AM)-WSGM(FM) Staunton, Va.*

New kid on the block

EDITOR: Your impressive Sept. 30 article on independent television missed Seattle's newest successful television station.

KTZZ(TV), on channel 22, signed on June 22, just a week before the July survey period. We came out of the box strong in both Nielsen and Arbitron. In the Arbitron ADI, Monday-Friday, KTZZ scored a 2 rating and 4 share at 4-7:30 p.m.; a 2/5 at 6-8 p.m. In the 11 p.m.-midnight period we got a 6 share, and that was enough to be the number-one independent in the market.

We're off and running with a strong 5,000,000 watt stereo signal that gets viewers from Bellingham to Olympia, covering over 80% of the ADI. We're on 22 cable systems. We have strong first-run kid-strip programs in 10 of our 12 daily shows. We launched Inday on Oct. 7, have Dallas, Notre Dame football and PAC 10 basketball this winter. We launched *Seattle Bandstand* a few weeks ago.

Seattle-Tacoma has grown to be the 13th ADI and the 14th DMA. We are the third independent station competing in a very good television market. We have made a solid start and our goals are set to grow to be a major competitive factor in the Pacific Northwest.—*Dean H. Woodring, vice president-general manager, KTZZ(TV) Seattle.*



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**AP ASSOCIATED PRESS BROADCAST SERVICES
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A media relations commentary from Lynda Wahl and Paul Fitzgerald, University of Arkansas at Little Rock

Health care practitioners recognize need for better media relations

Health care executives are learning what politicians have known since Richard Nixon was elected and re-elected President of the United States: The broadcast media can make or break their image and that of the institution they represent faster than a heartbeat. This realization has served as an impetus for health care executives to learn how to develop a more effective relationship with the media, particularly the broadcast media.

Over the past two years, inquiries to us from health care administrators and other health care professionals have been steadily increasing. Most of these professionals want information on how to deal with the media, especially television.

Personal health and health care cost issues have become an important part of broadcast programming, particularly in local and national news. As the public's interest in health has grown, the broadcast media have responded by providing more programming time. Many local news programs include a weekly or a special feature on health or medical topics. The *Today*, *Good Morning America* and *Nightline* shows frequently have medical or health-related specialists as guests.

Because of the interest of health care executives in learning how to cope in the electronic age, we wanted to know how widespread the need was. We selected a random sample of 175 health care executives from 47 states, plus the Virgin Islands, and here's what we discovered. We wanted to know how many times a year they were contacted by the media for information, which of the media were the most difficult to deal with, how much media training executives had received and what type of training they thought would be most beneficial for their staffs.

■ One thing was clear. Health care executives were frequently contacted by the media for information. Sixty-six percent were contacted up to five times yearly; 14% up to 10 times; 9% up to 25 times, and 10% more than 50 times a year.

The rate of contact for radio was somewhat greater. Forty-eight percent were contacted up to five times; nearly 28% up to 10 times; 14% up to 25 times, and almost 13% more than 50 times.

Newspapers wanted their share of information as well, with nearly 20% of our respondents having up to five contacts yearly. Just over 23% said they were contacted up to 10 times; 30% up to 25 times, and almost 28% said they had 50 or more contacts during the year.

■ Almost 75% of the administrators found



Lynda Embrey Wahl, PhD, is an associate professor in the radio, television and film department at the University of Arkansas at Little Rock. Wahl is a radio and television program consultant. She has managed a noncommercial radio station and was chairman of the mass communications department at the St. Louis Community College at Florissant Valley.

□

Paul Fitzgerald, PhD, has been a faculty member for the graduate program in health services administration at the University of Arkansas at Little Rock since July 1983. His primary areas of interest and research are health care marketing, institutional planning and management development.

television difficult to deal with. Many health care executives expressed concern over television's "rush" to get the story. Also, administrators were concerned about the inadequate time television allows for accurate gathering of information. Administrators felt that television didn't take into consideration that hospitals must cover themselves on legal issues such as protecting a patient's right to privacy. One administrator commented that print and radio "allow more time for idea exchange regarding context and content" than television.

Radio was considered the easiest medium to deal with. Less than 28% of the administrators reported continued difficulty. A plus on the radio side was that, since questions can be asked over the phone, the health professional could take the time to research or check his responses and then return the phone call with an appropriate and accurate response. However, some concerns were expressed about the radio station not giving the person to be interviewed prior notification that his responses to questions would be taped for later use.

Newspapers were considered less difficult than television, but not much. Sixty-three percent of health care executives expressed difficulty in dealing with the print media. Administrators cited concern about what they called "the Woodward and Bernstein syndrome." Some administrators felt there was a desire in most reporters to "break the big scoop" or to become an investigative

reporter.

On the other hand, some administrators pointed out that hospital executives are not always cognizant of the deadlines that reporters face.

Last-minute requests and what some administrators felt were "absurd" deadlines were considered to be a real stumbling block in dealing with all the media. Many hospital administrators were not accustomed to the urgency of spot news. Some commented that there was also the problem of balancing the public's right to know with patients' right to privacy. "We are not tax-supported and therefore have some right to shut our doors to the press, but we also realize that it would be political suicide to do so," stated an administrator.

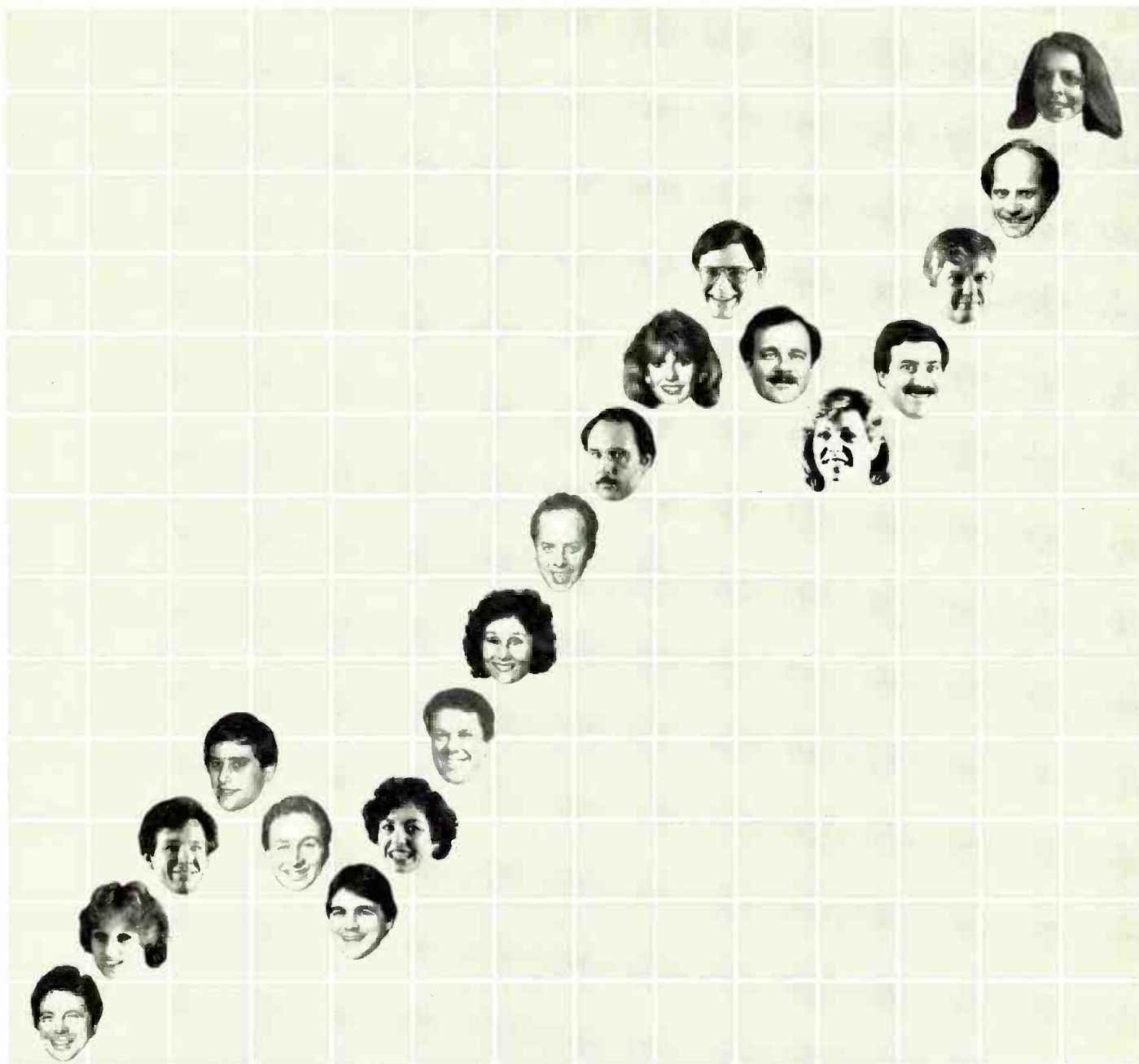
Another problem addressed by some health care executives was their difficulty in presenting information to the media that was both useful and accurate. Some hospitals want to educate the public on health care issues, and administrators felt that this concept was hard for the media to accept. One commented, "They [the media] feel we are strictly out for the bucks" in many of these instances. "If we approach them, they feel that we are always selling something."

■ Ninety-six percent of the administrators felt there was a need for training for health care executives. Ninety-five percent thought that their marketing and public relations staffs needed training, and 93% thought that all assistant or associate directors should receive media training. Nearly 75% of the administrators indicated that both physician and nonphysician department heads should receive at least some training in dealing with the media.

More than 60% of the administrators had received some media training, most of which came from conventions and professional association courses. However, only 44% of the hospitals had a full-time public relations person, with another 20% having a part-time person. Some administrators indicated that they did not have the facilities or personnel for the fast research required by the media.

In summary, health care executives realize that the media are not going to go away, and that media, particularly television, are playing an increasingly important role in their profession. However, some administrators expressed concern about trusting the media to interpret information as fairly and accurately as possible. One administrator described the situation succinctly. The major difficulty that health care executives face is "dealing with biased or sensationalist representatives of the media who are not doing objective, research-based reporting."

But learning how to deal with the media, especially the broadcast media, is a high priority. ■



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At Eastman Radio, we've never forgotten that selling is a one on one process between buyer and seller.

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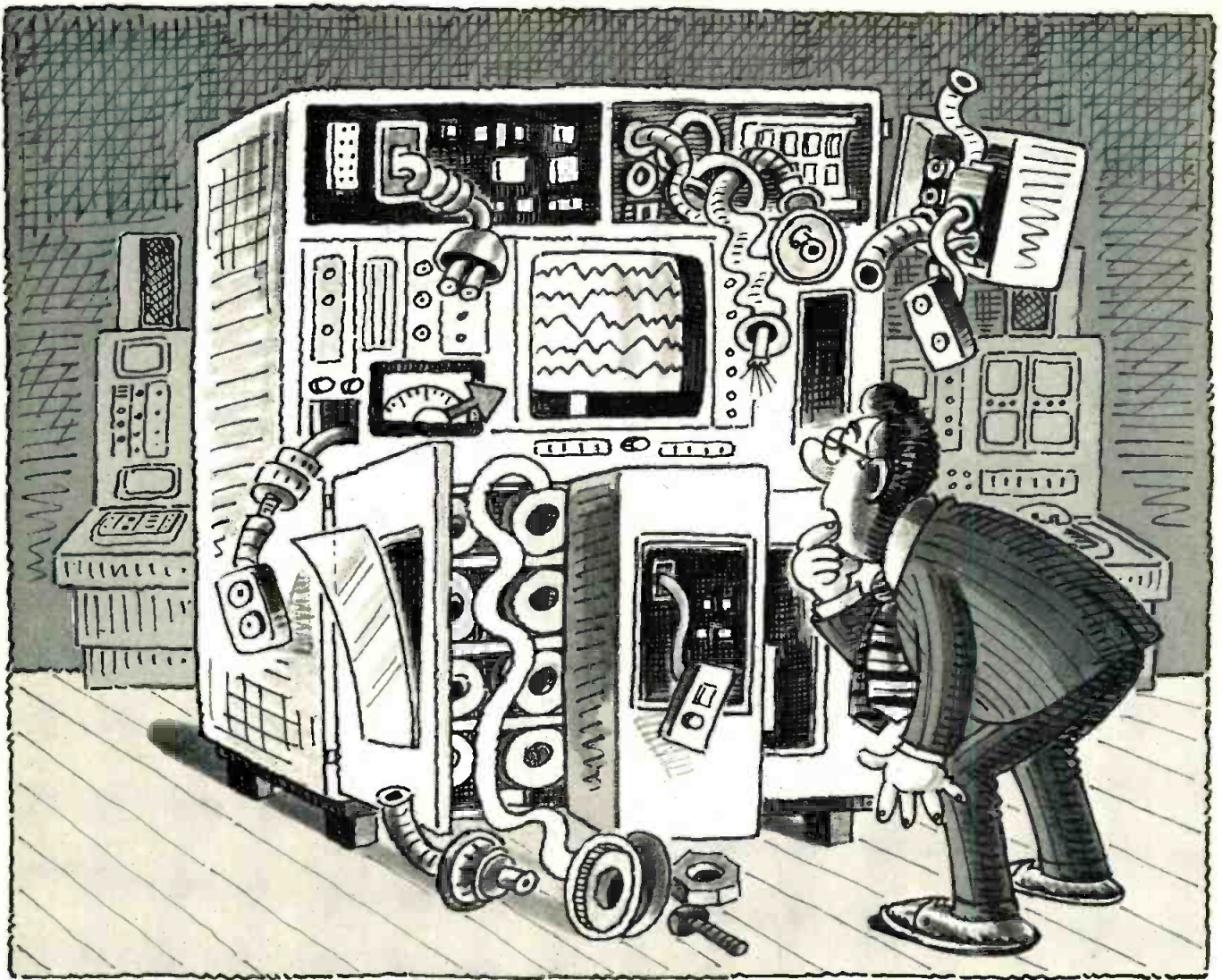
MOTIVATION. Eastman is employee-owned. Our people are motivated from Day One. No fancy psychology, just simple economics—they work harder for you because they're working for themselves.

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So this is our bottom line: At Eastman, we put all our efforts into developing and holding onto winners. Aren't those the kind of people you want to sell your station...one on one?

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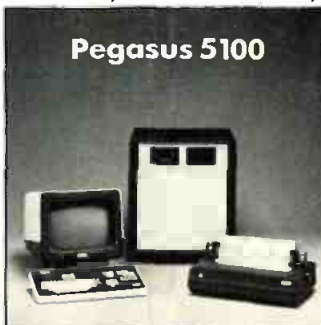
This new solid state computer support system facilitates the automatic off-line compiling of commercial breaks using existing

general purpose VTR/VCR equipment!

The system allows for the loading of approximately 175 spots on a single ninety-minute tape. And deletions, additions and last-minute changes are virtually automatic.

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Broadcasting Oct 14

Vol. 109 No. 16

Fanning the flames

Where the FCC's sympathies are tending on the commission's crossownership rule prohibiting acquisition or formation of joint ownerships of broadcast properties and daily newspapers in the same markets became more apparent last week when Commissioner James Quello invited the American Newspaper Publishers Association to fire its best shots at the rule.

In a supposedly off-the-record session with the ANPA's telecommunications committee, which met in Washington last week, Quello reportedly revealed that he believed permanent waivers of the restriction are possible. He also reportedly told committee members that the ANPA might be the appropriate body to provide the "factual basis" necessary to modify the rule.

Quello said he believed any entity desiring a waiver would have to develop a "convincing case" that divestiture would lessen the diversity of information and media available to the public. (But he also reportedly suggested that the crossownership restriction had led to the demise of the *Wash-*

ington Star, the *Philadelphia Bulletin*, and the *Boston Herald-Traveler*.) In addition, Quello told the committee that any petition for rulemaking aimed at modifying the rule would have to meet the "very heavy burden" of showing that the rule actually runs counter to its intended purpose of increasing diversity.



Last month, Chairman Mark Fowler told the International Radio and Television Society that the current commission wasn't taking a "dim view of allowing a newspaper to own a broadcast outlet in the same market."

Quello's remarks to the committee had to be reported second hand. The sole reporter who showed up to cover the commissioner's remarks to the committee was asked to leave. A committee representative told BROADCASTING that a reporter's presence

might have an "inhibiting effect" on committee members, who represent some of the nation's largest news organizations, including Dow Jones, publisher of the *Wall Street Journal*, Knight-Ridder and Scripps-Howard.

TOP OF THE WEEK

Slow fourth-quarter scatter market begins to churn

Although revenue increases are lower than expected, cloudy skies may still produce silver lining

No one is denying that the fourth-quarter scatter market is softer than usual. Previous revenue estimates for the fourth quarter have been cut to a 2% or 3% increase for the three television networks over last year's fourth quarter. With ABC, CBS and NBC expected to take in more than \$7 billion during 1985, and about 30% of that coming in the fourth quarter, every 1% decline in revenue gain is a loss of more than \$20 million. That represents a small slice of the revenue pie but a much bigger slice of profit.

The contest between the networks and the advertisers and their agencies involves guessing which market will be more attractive, the upfront or the scatter, where roughly 20%-30% of the quarter's inventory still unsold after the upfront market is available. Some advertisers might now be wondering if they couldn't have gotten away with holding back some of their upfront budgets and using them instead for scatter buys. In doing so they might have had the advantage of seeing how the networks' schedules performed without paying much of a cost-per-thousand premium.

But Joel Segal, executive vice president at Ted Bates, said that his upfront clients are

not overly regretful: "One quarter does not a season make and you have to look at the perspective of the entire year. Although there are now a number of availabilities, upfront is generally better because one gets audience guarantees and has more choices on the schedule and at lower CPM's (costs-per-thousand)."

Advertiser media planners, agency buyers and network sales executives are in some disagreement about the reasons for the current soft demand, but mostly express uncertainty. The question is more than academic; the answer may indicate how strong demand will be going into 1986.

One indicator of next year's demand is the option advertisers will exercise in the next few weeks to keep or go back on their commitments for a certain portion of their upfront buy for the first quarter. Most of those commenting said that advertisers so far intend to "pick up" the options (stay with their buys), a good sign for the networks.

Usually the scatter market is nearly completed before the quarter actually begins. But only a few weeks ago, CBS/Broadcast Group executive vice president, Thomas F. Leahy, said the current scatter market had yet to start.

It is only in the past couple of weeks that networks sales executives have started to see buys. Among those reportedly making

prime time buys on at least two of the networks are Volkswagen, AT&T, Colgate, Stanley Tools, Minolta, Ford, General Mills, Coors, Debeers Diamonds and Alpo. In daytime, those reportedly making buys include Lipton, Ocean Spray, Mattel and Progreso.

The money is said to be moving steadily, but slowly. Jake Keever, vice president in charge of sales for the ABC Television Network, said: "Has the scatter market started? If you mean by that: 'Has the roof caved in?' The answer is no. It was a slow process last year and people are releasing slowly this year. My feeling is that more and more companies will keep surfacing and we will be ahead of last year."

One top-20 advertiser media director, who asked not to be named, said, "We are doing some scatter in daytime and filling in some holes in news packages. It is perking along. If anything, it is uneventful."

Agreeing on the general tone of the marketplace was Wesley P. Dubin, senior vice president and director of network television and radio for Needham, Harper & Steers: "We have seen sluggishness in the fourth quarter even in good marketing years, and there were spotty pockets last fall even in the midst of a booming economy."

Commenting on published reports that the networks were beginning to panic, Dubin said, "A lot of the stuff being written about

has been going on for 25 years. All of a sudden, however, it has become front-page news. The fourth-quarter softness, while it may be more acute in some dayparts and on some networks, is nothing unusual."

Talking specifically about daytime, another top-20 agency executive said, "I think from a dollar sales point of view, they [the networks] are in pretty good shape. Even though they have not been able to raise scatter prices that much higher over upfront, the upfront prices were significantly above last year so that the situation is not too bad."

In what continues to be the weakest daypart, sports, buys are reportedly being made at the last minute with some availabilities for ABC's *Monday Night Football*, for instance, not being purchased until the Sunday before.

Why is advertising demand for network spots softer than usual? There are several answers given and the truth may be a combination of all three.

The short-term reason for the slowdown in network dollars may be disappointing corporate profits, with those companies affected trying to spruce up year-end results by making cuts in flexible budget items, such as advertising.

Zacks Investment Research Inc.'s survey of securities analysts shows that current earnings estimates for nine of the top 25 network advertising companies are lower as

of last week than they were six months ago. By comparison, only five companies are expected to post higher earnings than were expected six months ago while nine are staying about the same—within a 2% range—(two of the 25 are privately held and excluded from the survey). In the top 10, those with earnings headed lower were Procter & Gamble, General Motors, Ford Motor Co., AT&T and Coca-Cola.

A restraining influence of uncertain duration is the lack of any clear optimism about the economy. Bill Lynn, corporate media director for Coca-Cola, said, "I don't see anybody running around saying that the economy is going to be hugely robust next year." Jerry Dominus, vice president, sales, CBS Television Network, described the larger picture this way: "We are part of America, and America is OK but not terrific."

Finally, a longer-term softening of the advertising marketplace may be caused by the increase in barter/syndication and cable alternatives. Growth rates for both of 20% or better over the next five years are expected, according to CBS and others, while the three-network growth rate is currently expected to be no more than the low double digits.

Bates's Segal said the impact of dollars previously being switched to barter/syndication and cable was masked for a while by the

arrival of new network advertisers, such as computers and telecommunications: "Now some of those inconsistent categories are absenting at the same time that some old standby packaged goods advertisers are spending less." CBS's Dominus noted an additional 1984 advertising category that is now missing: "Two of my biggest nonreturning clients were Reagan for President and Mondale for President. Between them they spent, according to Broadcast Advertisers Reports, \$15 million in prime time." Dominus also noted that such clients as computers and financial services were big advertisers in sports, helping to explain why that marketplace is currently soft even though network inventory has been cut back slightly: "As inventory shrank, the available money shrank faster."

In an attempt to increase the pool of potential advertisers, CBS recently decided to accept 15-second spots from different advertisers—previously a split 30-second spot could be bought by only one ("In Brief," Sept. 16).

Most of those commenting seemed uncertain whether CBS would be able to achieve the desired effect of attracting spots for products with smaller budgets, or whether it would merely encourage advertisers to try reducing their unit costs by switching from 30-second to 15-second spots. □

LORIMAR Telepictures

'The fit is quite extraordinary'

Lorimar is rich in successful network series, such as 'Dallas,' 'Falcon Crest' and 'Knots Landing'; Telepictures is one of largest suppliers of first-run syndicated series; deal valued at \$300 million

Lorimar Inc. and Telepictures Corp., two major suppliers of television programming, have reached an agreement in principle to merge in a stock swap valued at about \$300 million.

The merger, say analysts, elevates two major independent producers to the ranks of major studios such as Universal, Columbia and Paramount in terms of the number of hours of programming supplied to television. It also will create a broadly based media company with revenues approaching \$600 million and interests ranging from network television series to syndicated shows, theatrical productions, home video distribution, advertising agencies, magazine publishing and ownership of television stations.

According to terms of the agreement, Lorimar shareholders will receive 2.2 shares of Telepictures common stock for each share of Lorimar stock. Based on Lorimar's 8.2 million common shares outstanding and a recent price of about \$17 per share of Telepictures common stock, that would put the value of

the deal at \$306 million.

The two companies also entered into an interim stock option agreement that would make it costly for a third party to move in and make a bid on either of the companies while the merger agreement is waiting to close. The agreement—which is not uncommon in mergers and acquisition transactions—provides that if a third party acquires 15% or more of the outstanding stock of Lorimar or Telepictures, either of those companies can exercise an option to buy up to 19.5% of the other company's shares at predetermined prices—thus automatically increasing the acquisition cost for any outsider.

For the purposes of the stock option agreement, Lorimar's common stock is valued at \$38 per share and Telepictures common stock is valued at \$17.25 per share. The maximum number of shares subject to the option is 1,500,000 Lorimar shares and 2,750,000 Telepictures shares.

The two companies said that owners of about 11% of Telepictures shares and 29% of Lorimar shares have already voted in favor of the merger. Both companies' boards met in New York on Tuesday (Oct. 8) to approve the merger.

But the talk last week did not center so much on the financial structure of the deal as

on the supposed synergy that would emerge as a result of combining two companies that have related, but not overlapping, interests. The merged company will be called Lorimar-Telepictures and be headed by Lorimar chairman and chief executive officer, Merv Adelson, who will keep the same title.

To manage the daily operations of the company, a five-man "office of the president" has been established and will consist of Michael Garin, president and chief operating officer, Telepictures; Lee Rich, president, Lorimar; Richard T. Robertson, executive vice president, Telepictures; David E. Salzman, vice chairman, Telepictures, and Michael Jay Solomon, chairman and chief executive officer, Telepictures.

The six executives will pretty much continue in management roles they have established for themselves at the predecessor companies. Garin will focus on publishing and general operations; Rich will be president of Lorimar Productions Inc. and head of the company's development and production of network series and theatrical motion pictures; Robertson will head the domestic television syndication division; Salzman will head the television stations and non-prime time program production, and Solomon will head all international operations, including worldwide home video distribu-



Adelson



Garin



Rich



Robertson



Salzman



Solomon

tion.

"When we first got together, we realized that if ever there were a couple of companies that were available for a straight merger," said Adelson, "this was it. The fit is quite extraordinary." Added Telepictures' Salzman: "In this deal, no one is selling anything or getting out. We both believe in our companies."

The much praised "fit" of the merger, explained analysts, comes about because each company is strong where the other is weak. Lorimar is rich in successful network series such as *Dallas*, *Falcon Crest* and *Knots Landing*, while its efforts in first-run syndication have been more modest.

Telepictures, on the other hand, is one of the largest suppliers of first-run syndicated series for independent stations, with series such as *The People's Court*, *Love Connection*, *The All New Let's Make a Deal*, *Catch Phrase* and *Thundercats*. In 1986, it will launch another animated series, *Silverhawks*, followed by the premiere of *The Comic Strip* for 1987. Beginning in 1988, it has the off-network reruns of *Alvin and the Chipmunks*. Telepictures network television productions to date have been limited mostly to mini-series and made-for-television movies.

Lorimar also produces the new series, *Our Family Honor*, on ABC and has a mid-season commitment from CBS for an hour-long drama starring Suzanne Pleshette called *Bridges To Cross*, and a half-hour situation comedy for NBC starring Valerie Harper

called *Valerie*.

Although a board of directors of the merged company has not been named (Lorimar has nine on its board; Telepictures has 10), a newly formed executive committee of the board was announced that will handle the daily business operations.

Each company will have four representatives on the committee: Garin, Robertson, Salzman and Solomon from Telepictures and Adelson, Rich, J. Anthony Young, Lorimar executive vice president and chief financial officer, and another member to be named from Lorimar.

Many analysts have believed that Lorimar was in an acquisition mood, and cited as evidence its rebuffed \$1.02-billion bid to buy Multimedia Inc., the Greenville, S.C.-based broadcaster and MSO that also produces and distributes *Donahue*. Lorimar also filed documents with the Department of Justice saying it might acquire up to 15% of the stock of Warner Communications Inc. and reportedly had already accumulated some shares, but not enough to trigger disclosure to the SEC.

Earlier in the year, Lorimar announced it had reached an agreement to buy its second advertising agency, Bozell & Jacobs, for \$40 million, which it will merge into Kenyon & Eckhardt and call Bozell, Jacobs, Kenyon and Eckhardt. It also bought Karl Home Video, which distributed the *Jane Fonda Workout* and other theatrical titles, and Syndivision, which owns the distribution rights

to *It's a Living*, the first-run episodes of which are currently being syndicated by Columbia Pictures Television.

The announcement of the merger, which apparently caught much of the industry off guard (rumors that something was up at Telepictures began circulating Friday, Oct. 4, after the stock jumped 1 1/8 point on over-the-counter trading to close at 18 1/4), was said to be in the works for at least a month. During that time, Lorimar announced a management restructuring in the wake of the departure of chief operating officer Russell Goldsmith that brought founders Adelson and Rich back closer to the day-to-day operating level.

According to Fred Seegal, managing director of the communications group at Shearson/Lehman Brothers and the investment banker representing Telepictures who was instrumental in setting up the first meeting with Lorimar, "only after it was perfectly clear how the management issues would be resolved did serious negotiations between the parties get under way."

In that sense, it was the reverse of commoner merger deals, Seegal said, where the financial structure is often worked out in advance and management issues are left until a later date. But it was necessary to proceed in this fashion since both the Lorimar and Telepictures principals had founded and built their own companies and would want to continue in a similar managing capacity in any new combined entity, he explained. □

Independents make their move on must carry

INTV's main goal for new rules is coverage equal to affiliates

The broadcasting industry's attempts to fashion new must-carry rules came into sharper focus last week when the Association of Independent Television Stations offered its minimums for any must-carry agreement with the cable industry. Until now, INTV had not taken a stand on the must-carry proposal developed by the Television Operators Caucus and the National Association of Broadcasters. However, according to an INTV position paper, it appears the parties may not be far apart.

Adopted at a special board meeting in Chicago last week, the proposal's principal objective is to assure cable carriage for all independent stations, "throughout their ADI, equal to the cable carriage of their affiliate competitors." Both INTV and NAB-

TOC would exempt cable systems with 12 or fewer channels from any must-carry obligation. They also agree that cable systems would not have to carry duplicative network signals (although the NAB-TOC plan calls for no duplication of public broadcasting stations as well).

Under the NAB-TOC proposal, cable operators with more than 12 channels would have to set aside no more than one-third of their channels to carry local stations within 50 miles of the cable system (an exact mileage figure has not been established—NAB advocates 50 and TOC, which originally called for 35, is now considering 40, sources say). INTV supports the 50-mile concept, but it would require cable operators to set aside 40% of their channel capacity for must carry.

Among the other criteria INTV feels must be addressed in a compromise:

- "No charging for carriage."
- "Notwithstanding any other provision of the compromise, cable carriage of affiliate and independent stations in the same market must be equal in all respects within the home ADI."
- "Special provisions should be devised for hyphenated markets to assure carriage in the ADI."
- "Enactment must be in a procedural context most likely to insure affirmance on appeal."

NAB President Eddie Fritts said he was "glad to hear that INTV thinks 40% is a reasonable figure. It brings us that much closer together." He expects the parties to continue to refine their positions "until we reach a middle ground," and predicted that might occur in the next couple of weeks.

News of the INTV position was viewed with skepticism by the National Cable Tele-

vision Association. (NCTA has yet to receive a formal proposal on must carry from any of the broadcast groups.) "In the absence of a rationale as to why this would be constitutional," said NCTA President James Mooney, "one can only conclude they [the broadcasters] are looking for a constitutional amendment." □

Group W Cable bidders log in

Major cable players, including many of the top MSO's, make offers

Fifth Estaters with \$2 billion to spend and looking to buy cable systems surfaced last Wednesday by submitting expressions of interest for the 115 systems owned by Westinghouse, serving 2.1 million subscribers. Informed opinion said there were at least three groups bidding, all of which are known players in the cable business. On Friday, the prospective buyers received requests for additional information about the consortia's financing and the nature of the agreement among members. Preliminary indications are that buyers' inspection of the Group W systems will likely begin two weeks from now, with the bidding process winding up in a month to a month-and-a-half.

Time and Tele-Communications Inc. are reportedly making a joint bid, as they did recently for Warner-Amex, although this time they are joined by Comcast Corp. and Des Moines, Iowa-based Heritage Communications.

Tampa, Fla.-based system broker, Communications Equity Associates, succeeded in forming its own consortium of bidders. The members of that group are: Eugene, Ore.-based Liberty; New York-based Cablevision Industries, headed by Alan Gerry; Sunbelt Cable II, a company headed by Frank Stanton, CBS president emeritus, and Leonard Reinsch, former chairman of Cox Communications; Insight Communications Inc., headed by two former executives of Vision Cable Communications, Michael S. Willner and Sydney R. Knafel; Boston-based venture capital firm, TA Associates, and Atlantic American Capital Ltd., a Florida-based limited partnership. Other investors in that group reportedly include Steve Simmons, head of Stamford, Conn.-based MSO Simmons Communications.

Viacom has confirmed that it is a bidder, and others reported to be in the same group include Chicago-based Centel Corp.; Cablevision Systems Corp., the Woodbury, N.Y.-based MSO headed by Chuck Dolan; Rifkin and Associates, a Denver-based MSO headed by Monroe Rifkin; D-H Communications, a partnership of Donrey Media Group and Howard Publications, and Adam Corp., Bryan, Tex.-based MSO.

One cable executive, Marc Nathanson, surfaced as a party in both the CEA and the Viacom groups. In the CEA group he is represented by Falcon Cablevision, a Pasadena,

HBO getting ready to clean up

HBO is expected to launch a new pay TV channel soon. In-house developers have dubbed it the "clean machine"; it would offer films and other programming stripped of the explicit sex and violence that many nonpay cable subscribers cite as a primary reason for not taking a pay service. That's according to First Boston entertainment analyst Richard MacDonald. An HBO spokesman refused to confirm or deny the report, citing a policy not to comment on in-house development projects. "It would be premature and inappropriate to comment," he said. Privately, however, one HBO insider said that MacDonald is on target, and sources in the programming community confirm that HBO has also told several studios of its plan to launch the "clean" pay channel.

"We've heard the same reports," said one studio executive. At this point, he added, HBO has not offered a definite launch date, but indications are the project has a top priority and will be launched "sooner rather than later. The signals are they are serious about the venture." He said that HBO was relying to some extent on research that concluded that current HBO and Showtime subscribers, as well as nonsubscribers, would "respond well" to pay cable product with less sex and violence.

Up to now, however, HBO has not been talking about the new service. Several cable operators expressed doubts about the concept last week. Among them was John Malone, president of Tele-Communications Inc., the nation's largest MSO. "We would be skeptical about the need so long as the Disney Channel continues to evolve and grow," he said. Disney addresses the family-oriented program market that the proposed HBO service also seems to be aimed at. Malone said that so far HBO has not felt out TCI on a new pay service. He said that the project, if it exists, may have been given a top priority by Time Inc. because of rumors (since diffused) that Showtime was out to acquire the Disney Channel. "Time Inc. may have been concerned that their number-one competition would come at them with a family-oriented channel," he said. Will Adams, of Perry Cable TV Corp., Riviera Beach, Fla., suggested HBO might be better off directing its attention to stimulating growth at its two existing services rather than starting a third. "They're having problems keeping their numbers up in HBO and Cinemax," he said.

na, Calif.-based system operator that he owns with MONY of New York. In the Viacom group, he is represented through Falcon Communications, also based in Pasadena, which he jointly owns with D-H Communications.

Confirmation of the bidders' identities, or of the possibility that there were other interested parties, was hard to come by because the sellers weren't talking last week. Group W Chairman Daniel L. Ritchie told BROADCASTING that on the advice of Group W lawyers, he would not comment. An executive at First Boston Corp., which, along with Shearson Lehman Brothers, is handling the sale for Westinghouse, also declined to comment.

It was suggested by more than one in-

formed source that no bidders from outside the cable industry had surfaced. Commenting on that possibility, New York-based broker, John Waller III, said: "It's a sign that the cable industry is becoming more homogeneous whereas not too long ago there were a lot of outsiders that were getting in there. I think in the next five years the buying will more and more be among the same people."

Gus Hauser, chairman of New York-based MSO Hauser Communications, said: "I think it is impressive that the industry can absorb this amount of product. Even if there are but three bidders, it is impressive for that kind of money." Hauser added he would expect additional sales as some bidding might not want to keep all they had bought: "There could be quite a bit of rippling down." □

Action in House on uniform poll closing

H.R. 3525 passes subcommittee; measure would end all voting at 9 p.m. in presidential elections

Legislation setting a uniform poll closing time for presidential elections was approved by the House Subcommittee on Elections last week. The bill (H.R. 3525) calls for all polls in the continental U.S. to close at 9 p.m. EST. To permit voting in the Pacific time zone after 6 p.m., local time, the legislation would extend daylight saving time there for two weeks longer than in the rest of the country, allowing the polls to close at 7 p.m.

Sponsored by Subcommittee Chairman Al Swift (D-Wash.) and ranking minority member, Bill Thomas (R-Calif.), the poll-closing bill applies only to general presidential elections and does not establish poll opening hours. The measure goes before the House Administration Committee this week.

The subcommittee's examination of the issue began after the 1980 presidential election (at that time it was a task force assigned to the issue) when the major television networks used exit polls to project the outcome before the polls closed on the West Coast. Some members of Congress were infuriated

by the practice and hearings by the task force were held. In 1984, the networks were under fire again; both the House and Senate passed nonbinding resolutions asking broadcasters and other news media to voluntarily refrain from characterizing or projecting the results of an election before all the polls close.

ABC, NBC and CBS resisted the resolution. CNN and Westinghouse Broadcasting did not. However, early this year CBS and NBC agreed not to use exit poll data to call state winners in presidential elections until polls close in that state (BROADCASTING, Jan. 21). (ABC announced similar restraints before last November's election.) Swift and Thomas then began extensive hearings on uniform poll closing legislation. Among the other bills offered were proposals to hold elections on Sunday, or during a 24-hour or 15-hour voting period.

Swift was optimistic his measure will be reported out of the parent committee this week and put before the full House later this year. "That will give the Senate a full year to debate the issue" before the end of this session of Congress, Swift said.

He said he has talked with many members about the measure, and the general reaction, he said, is that it seems to be "minimally intrusive." Swift is expecting some opposition from members who feel the bill encroaches upon states rights or think the networks should "take care of this." □

Continuous concern for minorities urged by Capcities' chairman

In speech to NBMC, Murphy says neither Capcities nor other broadcast organizations is beyond need for occasional sharp reminders

How would Thomas Murphy, chairman of Capital Cities Communications, go about eliminating the "fat" in an organization he was acquiring?

"Slowly," said Murphy, responding to a question after his luncheon address to the National Black Media Coalition's media conference in Washington last week.

The question, framed as a hypothetical one, made no mention of ABC, the company Capcities is in the process of acquiring. But Murphy obviously made that connection and commented briefly on the Capcities management philosophy.

Murphy acknowledged that Capcities has a reputation for being "lean and mean." It likes to hire "the best we can get" and give incentives for those hired to stick around. But it doesn't like to have more personnel than it needs. Too many people with too little to do lead to "office politicking" and other behavior that's "destructive" for an organization, Murphy said.

In his prepared remarks, Murphy said Capcities was "inexcusably late" in coming to a full recognition of "what is at stake for us, for our industry and for the country at large" on the issue of equal opportunity. He



Capcities Chairman Tom Murphy

said the "real" beginning of his own education came in 1970, when Capcities' application to acquire the Triangle Publications stations was opposed by petitioners led by Albert Kramer, then with the Citizens Communications Center.

"We suggested that their objections could be overcome if we made a commitment to programming for racial and ethnic minority groups," Murphy said. "Fortunately, Al had the wisdom to insist that we search out representatives of those groups in each of the three cities and agree on a structure for a continuing dialogue with them about the project and its implementation. We did just that, made our commitment and succeeded in acquiring the stations we wanted. We then spent endless hours engaging in the agreed-upon dialogue and working to make the project a reality. For a lot of reasons, much of that effort was frustrating. Overall, however, it was quite a learning experience. By 1973, I was able to say to a committee of the Congress, 'What we learned is that white men deciding what black men and brown men want to see and what their problems are, and evaluating the kinds of programs and needs in their culture, is dramatically different from what the black men and brown men think.'"

"The point of the story is that someone had to hit this mule—meaning me—over the head with a two-by-four in order to get his attention long enough for him to learn that lesson and begin to understand its implications," Murphy said. "A lot has changed since then, but I would be the last to suggest that there is no longer any need for two-by-fours. Lasting progress in achieving equal opportunity can be agonizingly slow. Neither Capital Cities nor any other broadcasting organization in this country is beyond the need for an occasional sharp reminder that all progress will grind to a halt if the unfin-

ished agenda for minorities and women is allowed to sink below the level of continuous concern.

"No one enjoys opposition before the FCC, the courts or other parts of the government, including me. Some of the petitions that are filed and demands that are made seem to us outrageously lacking in merit. But the system that gives organizations like the National Black Media Coalition some power in this world to make broadcasters focus on the concerns of black people is good for us and good for the country."

Murphy said he didn't have all the answers. "Plurita Marshall has been telling us for some time that we are not doing an adequate job in the employment of minorities and women in the management end of our television and radio news operation," Murphy said. "But I'm here to tell you Plurita's right. We don't yet have the answer to that problem. We know only that the solution has to be tailored to the special needs of those operations and the special characteristics of the people who run them."

Murphy also said that, for many years, black people have had to look to the law and government action for protection of their rights and for overcoming disadvantages that weren't of their own making. "Private enterprise, more often than not, has been the enemy, or at least more part of the problem than part of the solution," Murphy said. "In that context, it is natural for you to think of government action as a means with which to compel private enterprise to behave. But in a larger sense, the challenge is to find ways in which you can get inside the mule, instead of standing outside the poor beast and belaboring it about the head. For I believe, as firmly as I believe in equal opportunity, that private business enterprise is, has been, and can be one of the great engines of progress in our society." □

Pole attachment law declared unconstitutional

Decision sends shudders through cable industry; law had saved operators from excessive rate hikes

The pole attachment law that since 1978 has served as a shield against utility company pole-attachment rates cable television operators felt unduly high has been declared unconstitutional. The result stunned lawyers for the cable systems involved. They see it as stalling expansion of cable system growth and raising questions about rate disputes settled under the law, as well as questions about the FCC's authority to regulate the rates of any utility, including AT&T.

But an appeal seems certain, with lawyers for both the commission and the industry appearing confident it will be reversed. A lawyer for the other side, however, appeared equally confident the decision would be affirmed.

The unanimous decision by a three-judge panel of the U.S. Court of Appeals for the 11th Circuit, in Atlanta, was handed down last week in a case brought by Florida Power Corp. and supported by three other utilities in the Southeast. It held that the act that authorizes the FCC to regulate the fees cable systems pay utility companies violates the due process clause of the Fifth Amendment because it authorizes an administrative agency rather than the courts to determine the "just compensation" to be paid. "For the legislature to take the property of a person and then to constitute itself the judge in its own case, to determine what is 'just compensation,'" the court said, "offends our most fundamental principles of natural justice and constitutional law." That determination, the court said, "is clearly a judicial function."

The decision is the second setback suffered in court by the commission and the cable industry on the issue of pole attachment rates in recent weeks.

A panel of the U.S. Court of Appeals in Washington three weeks ago overturned a commission decision in an appeal brought by Alabama Power Co. from a commission decision involving rates charged Group W Cable Inc. for use of 22,000 poles in Alabama. The panel held that the manner in which the commission calculates the maximum allowable rates was seriously flawed in a number of respects—sufficiently flawed to render the commission's order "arbitrary and capricious"—and remanded the case to the commission for further proceedings (BROADCASTING, Sept. 30). But that court did not question the constitutionality of the law.

The Florida Power case grows out of complaints concerning Florida's pole attachment rates that were filed with the commission by Cox Cablevision Corp., Acton CATV Inc. and Teleprompter, which was later purchased by Group W Cable. The commission had ordered Florida to reduce its fees to each of the companies to \$1.79 per pole, less than a third of the price that had been charged

under Florida's contracts with them. Florida was joined in the case by Tampa Electric Co., Mississippi Power and Light Co. and Alabama Power Co., companies that, like Florida, contend that they must subsidize the pole-attachment rates charged cable systems.

One of two critical findings made by the court is that the commission's order, in mandating pole attachment rates less than one-third of those originally charged the cable systems, constitutes "a taking of property" for which just compensation is due under the Fifth Amendment. The commission had argued that Florida had "invited" use of its poles. But the court said that "by insisting on a significantly lower rate, the cable companies have transformed their status from that of an invitee . . . to that of an unwanted guest." And the court said the commission was ignoring reality in asserting that, since Florida has not attempted to exclude the cable systems from its poles, it evidently welcomes their presence. "The hard reality of the matter," the court said, "is that if Florida Power desires to exclude the cable companies, for whatever reason, they are [sic] powerless to do so."

The second key point in the court's opinion is that the commission does not have the power to determine "just compensation" in such matters. The court, citing cases dating back to 1858, said, "It appears to this court that the determination of what constitutes just compensation is a decision which has been jealously guarded as being solely within the parameters of the judicial function. . . . By prescribing a 'binding rule' in regard to the ascertainment of just compensation, Congress has usurped what has long been held an exclusive judicial function. . . . Because the act does not allow for judicial determination of what constitutes just determination, it is in this court's opinion unconstitutional."

Given the fact that the law—the first piece of telecommunications legislation sponsored by Representative Timothy Wirth (D-Colo.), now chairman of the House Telecommunications Subcommittee—has served cable systems as a bulwark against pole attachment rates they considered unduly high, the court's declaration that it is unconstitutional was unsettling to the industry.

The National Cable Television Association issued a statement asserting that the decision, "if left to stand," would undo congressional efforts to bar utility companies from using their "control over poles to extract unreasonable and oftentimes prohibitive rates from cable operators." It added that it would "participate vigorously" in the appeal it expects to be taken, although it did not say by whom.

Charles Helein, one of the attorneys representing Cox, said the decision could slow the expansion of cable systems' growth. "With this decision, you can't threaten to go to the FCC if you don't like the rates a com-

pany plans to charge when you want to expand into another county." Then, too, there is the question of the effect of the decision on rates already established around the country. Helein noted that the commission has adjudicated some 100 complaints about pole attachment rates since 1980. "If this law is unconstitutional, do we have to go back and adjudicate those cases?" he asked. "So it's a problem. We have to figure out how to address it."

The commission last week had not yet formally decided whether to appeal the decision. But General Counsel Jack Smith said "the odds are" that the commission will ask the 12 judges of the 11th Circuit to rehear the case. "And," he said, "I expect the court to grant rehearing." He said the panel's assertion that "only judges can determine just compensation was not based on an issue that was briefed or argued." And, he added, "I don't think it was correct." Another commission attorney says the cases cited by the panel stand for the proposition that the courts have the ultimate decision—not that some other agency cannot make the judgment "in the first instance."

Gardner Gillespie, counsel for Group W, also seemed ready to go back into court, either to seek rehearing or to seek Supreme Court review. Whichever it was, he was sure about the outcome: "I feel confident the case will be overturned." One issue he and other lawyers defending the law see the decision raising is its effect on other rate regulation. "This kind of rate regulation is no different than any other kind of utility rate regulation," said Gillespie, adding, "Under the theory of this case, no regulation of utility rates would be permitted."

He disputed the court's conclusion that the commission's order setting rates constitutes "a taking." "The act does not say a utility must allow a cable system on the poles," he said. "It applies only if a utility says you can come in at a price." In that case, the utility is "standing in the gateway of commerce," and its rates can be regulated, he said.

Lawyers for the utilities take a different view. Dan Wright, counsel for Mississippi Power and Light and Alabama Power, welcomed the decision as one that would "provide relief for power companies—they won't have to have subsidized rates for cable television's pole attachments." More than that, he said the decision was "a correct one—I think it will be upheld." And he saw a distinction between the kind of rate regulation provided for in the Pole Attachments Act and other kinds. "Permanent physical occupation" of a facility constitutes "a taking," he said. "That doesn't occur in the case of standard telephone rate regulation."

The final word on the Pole Attachments Act and how it is to be administered is far from over. Not only is an appeal in the 11th Circuit case virtually certain, some 10 other pole attachment cases are pending in circuit courts around the country. □



Murdoch



Diller



Horn



Gordon



Dolgen

Murdoch moves to consolidate Metromedia, Fox

Diller, Horn among key players appointed to head divisions; Fox Television Network is expected to evolve in ad-hoc programming lineup

Rupert Murdoch set the stage for things to come last week by merging TCF Holdings Inc., the parent company of 20th Century Fox Film Corp., with the soon-to-be-acquired six Metromedia independent television stations into a new company called Fox Inc.

Along with the consolidation, Murdoch and Fox Inc. Chairman and Chief Executive Officer Barry Diller said that Fox Inc. would be divided into three principal divisions: 20th Century Fox Film Corp., which will continue along its present business lines of motion picture and television programming production and distribution; Fox Station Group, which will include the former Metromedia television stations that are being acquired by Murdoch's News America Holdings Inc., and a new entity called Fox Television Network.

In addition to the restructuring of TCF Holdings Inc.—of which Murdoch recently bought full control from Marvin Davis—former Embassy Communications chairman and chief executive officer, Alan Horn, 42, has been named president and chief operating officer of 20th Century Fox Film Corp., which will put him in charge of day-to-day operations of the motion picture and television program studio.

Fox executives provided little elaboration on the announcement of the newly formed Fox Television Network, other than its name. Although some accounts trumpeted it as a "fourth commercial network," executives who claimed familiarity with Murdoch's and Diller's intentions described it as a program service with the more modest goal of distributing first-run programming to the pending Fox television stations and others.

The appointment of Horn, a highly regarded Hollywood executive who was with Embassy and its affiliate companies for 12 years, to president of the Fox studio was seen by observers as a move to allow Diller to spend more time overseeing the television stations and Fox Television Network. Lawrence Gordon, Fox said, would continue as

president and chief operating officer of the Entertainment Group, a major subdivision of 20th Century Fox Film Corp., which includes the motion picture and television program production and distribution departments. (Embassy was acquired by the Coca-Cola Co. this past summer from owners Norman Lear and Jerry Perenchio.)

Jonathan Dolgen, who joined Fox earlier this year from Columbia Pictures Industries where he headed the home video operation, will continue in his executive vice president role but with "increased responsibilities" and work with Murdoch and Diller on the Station Group and Fox Television Network.

No announcements were made regarding who would head the Fox Station Group or Television Network. Hal Christiansen, executive vice president and chief financial officer of Metromedia Broadcasting, has been acting head of the station group since Dick Block was released after a falling-out with Metromedia Chairman John Kluge.

The fact that Fox had no details on the Fox Television Network appeared in part to be by design. One Fox executive said the announcement was to "set the stage" for further announcements down the road about

particular programs that would be offered on the network. But the impression among executives who have been briefed in meetings with Diller is that the Fox Television Network will try to be another advertiser supported ad-hoc network of the kind developed by various distributors over the past three years. Conceivably, they said, Fox could begin with theatricals from its library in a fashion similar to MCA-TV's or MGM/UA movie networks, as well as first-run sitcoms or series for other dayparts.

Barry Diller was quoted in the *Wall Street Journal* as saying the Fox Television Network is "just a way of doing what we've talked about all along," and noted that it could distribute programs to stations both produced by Fox and by others. In addition, Metromedia executives speculated that the Fox Television Network could include news programming since Murdoch would have at his disposal the newsrooms of the six independent stations, some of which have very successful and competitive operations, as well as the resources of his newspaper interests, which have bureaus all over the world. □

Reagan knocks rock

President Ronald Reagan expressed concern last week about what he called the glorification of drugs and violence by "music and the media." Reagan, at a political fund raiser, said he thinks parents are the "real heroes of today," for raising their children in an environment that has grown "more hostile to family life." It is music and the media, he said, that "floods their children's world with glorification of drugs, and violence and perversity—and there's nothing they can do about it, they're told, because of the First Amendment." The President said he didn't think what has occurred was the intention of the Bill of Rights. "I don't believe that our Founding Fathers ever intended to create a nation where the rights of pornographers would take precedence over the rights of parents, and the violent and malevolent would be given free rein to prey upon our children."

Meanwhile, members of the Parents Music Resource Center are continuing to seek an agreement with the Recording Industry Association of America on PMRC's proposal for uniform warning labels on records containing so-called pornographic lyrics. PMRC President Pam Howar said she hoped they would have an agreement within the week. "We're encouraged," Howar said. Also last week, MCA Records announced it would not carry the warning labels recommended by the RIAA, "Parental Guidance: Explicit Lyrics."

Flexible pricing put on hold by Assembly of Parties

Action on Colino's proposal to meet new competition is deferred until 1987

Intelsat Director General Richard Colino's repeated assertions over the past two years that the 110-member global system must adopt a system of flexible pricing to meet the competition in the international communications satellite market he sees developing did not produce immediate results at the meeting of the governing Assembly of Parties last week. The parties—that is, the governments whose countries are Intelsat members—adopted a resolution calling such action “premature” and deferred further consideration until their next regularly scheduled meeting, in 1987.

State Department officials, in briefing reporters on the four-day meeting, said “more than 30 parties” spoke against amending the system of global price averaging, a system designed to ease the cost burden on developing countries located on so-called “thin” routes. The result, the briefers said, was that one proposed amendment, authored by Cameroon and Tanzania, and another by Colombia, were not offered for consideration.

The Reagan administration, which has maintained that Intelsat has sufficient pricing flexibility under the agreement as written, is now under congressional mandate to support an “appropriate” amendment to the pricing system. However, Congress added some caveats—the change would apply only in “exceptional circumstances” and would be “cost-based,” with “adequate documentation” of that basis made available. The U.S. took a reservation from the decision deferring action on the issue because it did not specify that any change would reflect those concerns. The decision does, however, call on the board of governors and the director general over the next two years to use the flexibility said to be inherent in the agreement in the pricing changes that are made, and to report on the results and on whether they believe an amendment is needed.

While the State Department briefing left some reporters with the impression that the issue was deferred because of a lack of enthusiasm for changing the present system, an Intelsat official offered another explanation. The parties, the official said, felt action would be premature since no separate systems of the kind that would compete with Intelsat are ready to enter the coordination process with Intelsat—a necessary step before they could begin operating. The FCC has conditionally authorized five such systems. But, the official said, the parties “are not concerned there will be separate systems—and they didn’t want to approve an amendment before it was necessary.”

Another controversial issue at the meeting involved proposals to adopt guidelines for determining whether proposed separate international systems would cause Intelsat economic harm. The U.S. objects to prescribed guidelines, arguing that a case-by-case approach has worked well—the

briefers noted that 129 coordinations involving such separate systems have occurred. But the board of governors last month adopted what has been described as a relatively modest set of guidelines for its use. And the assembly last week “noted” the board’s action and adopted for its own use a criterion suggested by Jordan that requires the assembly to consider the “cumulative impact” on Intelsat of one or more systems proposed “by a party or parties . . . over an appropriate period of time.”

The U.S. and Papua New Guinea joined the United Kingdom in disassociating themselves from the language of the Jordan proposal. The U.S. was said to feel that not only do countries have different interpretations of the language but that it implies “a finite universe.” The U.S., on the other hand, is said to believe that the universe is expanding—and that quantifying the cumulative effect of additional systems is therefore “difficult if not impossible.”

One product of the meeting the U.S. welcomed was the technical and economic coordination with Intelsat of 23 U.S. domestic satellite systems that will also serve neighboring regions—Canada, Mexico and the Caribbean. Approval of the systems had been recommended by the board of gov-

nors last month.

In another matter, the parties expressed satisfaction with the board of governors’ endorsement in principle of a “planned domestic service” proposed by Colino as a means of making use of the global system’s excess capacity. The State Department briefers said Ambassador Diana Lady Dougan, who headed the U.S. delegation, noted that domestic service should not be developed at the expense of international service, which, she said, is Intelsat’s principal function.

The meeting offered the U.S. an opportunity to explain its policy of authorizing separate international systems. One of the briefers said, “We were able to more clearly articulate the U.S. position—there has been a lot of misinformation regarding U.S. policy.” FCC Chairman Mark Fowler is said to have explained that only “preliminary” grants have been made and that the commission’s authorizations are designed to protect Intelsat from economic harm. Fowler’s appearance is also said to have led to another round in his personal debate with Colino. They have been at swords points since Fowler, in congressional testimony earlier this year, accused Colino of drumming up anti-American feeling because of the U.S. position on separate systems. □



Bemoaning mediocrity. Ted Koppel, anchor of ABC's *Nightline*, received the International Radio and Television Society's Broadcaster of the Year award last week at a luncheon reception at the Waldorf Astoria in New York. In accepting the award, Koppel talked about the rise of a “market for mediocrity” in journalism and other fields. And that has affected journalism to the degree that “we’ve diminished the incentive for excellence.” Koppel said it was increasingly hard to describe to others a profession “which is on the verge of becoming an hallucinogenic barrage of images.” Koppel continued, “What is largely missing in American life is a sense of context; of saying or doing anything that is intended, or even expected, to live beyond the moment. There is no culture in the world that is so obsessed as ours with immediacy. In our journalism the trivial displaces the momentous because we tend to measure the importance of events by how recently they happened. We have become so obsessed with facts that we have lost all touch with truth.”

Koppel also warned that in electronic journalism it is too easy to become “seduced” by fame and money, which he described as “assets of a courtesan.” To counter that, he said journalists should “accept responsibility for what we do and we must think occasionally of the future and our impact on the next generation.”

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Wendell Smith of Hearst's Midland, Texas, Reporter-Telegram has creative ideas every day that are improving his paper's photo reproduction.



Wendell Smith
Assistant Camera Foreman, The Midland, Texas, Reporter-Telegram

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Calvani named acting FTC head

Commissioner chosen to take place of James Miller, new OMB director, until permanent replacement is found

Federal Trade Commission Chairman James C. Miller was sworn in last Tuesday (Oct. 8) as the new director of the Office of Management and Budget. In his place at the FTC is Commissioner Terry Calvani, who was named acting agency chairman by President Reagan until Miller's successor is been named and confirmed.

An FTC commissioner since November 1983, Calvani said he shares "in the main," Miller's views on regulation. As acting chairman, Calvani intends to maintain the status quo which he considers to be "optimal." He said: "We need to make sure that we can continue to do what we've been doing—I think rather well—over the past four years here."

Born in Carlsbad, N.M., Calvani graduated from the University of New Mexico in 1969 and Cornell Law School in 1972. From there he went to San Francisco, where he was a teaching fellow at Stanford University law school. He then joined the San Francisco law firm of Pillsbury, Madison & Sutro. He was a law professor at Vanderbilt University from 1974 to 1983, when he went to the FTC. From 1980 to 1983, he was also of counsel to the Birmingham, Ala., law firm of North, Haskell, Slaughter, Young & Lewis. He was a visiting professor of law at the University of Virginia School of Law from 1981 to 1982.

Said Calvani: "In my view, Jim Miller has really turned this agency around. It's pointed in the right direction; it's going at the right speed, and my principal responsibility is to see that the Miller initiative, the Miller direction, is continued."

Advertisers share a similarly positive view of the commission under Miller. Asked how they would characterize the latter's FTC tenure, Association of National Advertisers President DeWitt F. Helm Jr. called it a "good" one, adding that, "I'm not sure that there were any great big home runs that were hit, but there were a lot of good singles and doubles. [Miller] did a very credible job certainly, from an industry perspective." Helm cited the "movement toward an FTC reauthorization" as "one of the more important things" accomplished under Miller, and something for which Helm gives him "a lot of credit."

American Advertising Federation Chairman Howard Bell said that Miller changed the direction of the commission from a "highly regulatory, consumer activist kind of commission," to one that was "more conservative in its approach." There was more dialogue between the advertising industry and the FTC during Miller's tenure, Bell said,



Calvani

and there was movement away from "the expansive rulemaking power that characterized the [former FTC Chairman Michael] Pertschuk administration."

Bell said that a review of ad substantiation requirements under Miller "turned out to be a constructive effort," as was getting away from the "broad sweeping inquiries of industries" such as children's advertising. He added: "They concentrated more on individual cases and less on broad sweeping rules and regulations."

As for Miller's replacement, Calvani said he "can't think of a major substantive area" where he and Miller would disagree. (In fact, Calvani said, in the time he and Miller spent at the FTC they "probably voted some 400 times and I believe that there was a difference of opinion on something like 16 or 17 votes.")

Calvani said he does not "view himself as a candidate for the position" of permanent FTC chairman. While he would "be delighted to serve in any capacity that the President asked me to serve in," he said he is "not campaigning for the job. I like the job I have now." (Among the names mentioned as possible nominees are Daniel Oliver, Department of Agriculture general counsel, and former director of the FTC Bureau of Consumer Protection, Carol Crawford [who becomes associate director of OMB for economics and government under Miller].)

Several FTC bureau directors have joined Miller at the OMB. Their replacements at the FTC are:

- Walter T. Winslow, the FTC's Bureau of Competition deputy director, becomes acting director, replacing Timothy J. Muris.

- Amanda Pedersen, the FTC's Bureau of Consumer Protection deputy director, be-

comes acting director, replacing Carol T. Crawford.

- David T. Scheffman, deputy director of the FTC's Bureau of Economics, will serve as acting director, replacing Wendy Lee Gramm.

- Marcy Tiffany, executive assistant to the chairman, becomes acting general counsel, replacing John H. Carley.

Calvani has named Randolph W. Tritell, one of his attorney advisers, to serve as his executive assistant. Additionally, he has named three special assistants: Neil W. Averitt, former attorney adviser to former Commissioner George W. Douglas and former special assistant to Miller; Donald S. Clark, former attorney adviser to Douglas, and Cynthia E. Smith, an attorney from the FTC's Atlanta regional office. □

FCC proposes modification for distress sales to minorities

Fowler said proposal would cap sales price at 50% of market value

FCC Chairman Mark Fowler broke some good news and some bad news for minorities last week.

The good news: The FCC has proposed to reduce its distress sale price in ways to give minorities a bigger break in buying broadcast properties.

The bad news: There isn't likely to be a surge in the number of broadcast licenses designated for hearing any time soon, and designations are what spur distress sales. "I can't and won't use our rules as a blunt instrument to prod broadcasters to relinquish their stations," said Fowler at a two-day seminar, "Financing a Telecommunications Property—a Symposium for Minority Entrepreneurs," in Washington last week. "It would be wrong for many, many reasons."

Under the current distress sales policy, a broadcaster whose license is designated for an FCC hearing may sell to a minority-controlled firm. (Under FCC regulations, minorities generally must hold more than 50% of the stock of a firm, or be the general partner of a limited partnership in which they own at least a 20% interest, to be considered to have control.) But the price of the property cannot exceed 75% of the station's fair market value. The licensee also must sell before the hearing actually starts.

With the changes the FCC has proposed, the price could not exceed 50% of fair market

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KLMG-TV	Longview/Tyler, TX
WHTV-TV	Meridian, MS
WCOV-TV	Montgomery, AL
WTVX-TV	West Palm Beach, FL

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value. But the broadcaster would be given the leeway to sell after the actual hearing has started. Indeed, he would be able to sell as long as he did so before all of the proposed findings of fact and all the conclusions of law have been filed with the administrative law judge.

Fowler, who did not provide an opportunity for the luncheon audience to ask questions, said he had instructed the FCC's Office of Congressional and Public Affairs to develop an annual reporting mechanism to keep a "high-visibility public eye on the level of private sector accomplishments in minority ownership."

But Fowler also made no effort to conceal his opinion that government regulation generally is not the way to enhance minority ownership. "I would urge those who would write more demanding rules to consider the constitutional implications," Fowler said. "We're operating under the highest atmospheric pressure, in constitutional terms, when we link programming and race and then draw hard-and-fast rules to include some and exclude others. There is a place for race-conscious remedies to right past wrongs in broadcasting. But without careful moderation, I say to you we may commit new wrongs. And if they are repudiated by the courts, it makes more moderate steps harder to take and harder to keep in place."

"I think we've got a happy combination at this point in communications history. In place are a number of regulatory mechanisms to help minorities get a toehold in telecommunications and broadcasting. As chairman, I've tried to strengthen those mechanisms wherever and whenever I could without raising new inequalities into the system. But there's a second, essential element which I've tried to turn our attention to—number two in the one-two punch of minority ownership—and that's money, money, money, money and how to find it. That's what this conference is about and what we at the FCC will continue to work on."

"That more cannot be done, and done more speedily, is sad news for many. But in the long run, enhancement of minority ownership through the marketplace—a monitored marketplace that punishes absolutely anyone who discriminates but that is otherwise level for all players—is best in the near term and the long term for you and your kids. For in the end, those of you who are broadcast owners today, and those who will be owners five, 10 or even 20 years from now will turn to any wiseacre and when he asks, 'So, how did you get your station?' can say, 'I did it the old-fashioned way; I earned it.'"

In another presentation, David Markey, head of the National Telecommunications and Information Administration, said his agency's minority telecommunications development program has assisted more than 7,000 entrepreneurs each year over the past two years.

He also said the agency's engineering assistance program has served more than 250 minority entrepreneurs over the past year. In addition, Markey said about \$8 million of the \$22 million for NTIA's public telecommunications facilities program last year went to minorities. □

Negative political ads: pros, cons

Some feel mud slinging has gone too far and should be regulated; opponents of bill feel legislation would have chilling effect on free speech

A Senate bill that would regulate the use of negative political spots came under fire last week from representatives of leading conservative political action committees. The PAC leaders criticized the bill (S. 1310) and charged that it would "stifle" political debate and have a "chilling" effect on free speech. They asked the Senate panel to withdraw the measure.

Senate Commerce Committee Chairman John Danforth (R-Mo.), who chaired a hearing on the legislation, introduced the measure with other committee members in June. "The Clean Campaign Act of 1985" would require candidates who attack their opponents in television, radio and cable commercials to appear in person in the ad. According to the bill, "if a broadcaster airs an ad

measure since its inception. During the hearing, Dolan presented a videotape of two campaign ads Danforth ran during his bid for re-election in 1982. Under the bill, he said, these ads would be illegal.

He also aired a Danforth spot that he warned would become the "way of the world" if the legislation is adopted. "It's 30 seconds of trash telling people they should vote for a man because he's a family man and walks on the beach with his dog," Dolan said about the ad. "You should be ashamed to support a bill that protects incumbents," Dolan told the senators.

Dolan also argued that there is no evidence that negative ads are turning voters away. He noted that negative ads were used frequently during the race for a Senate seat last year in North Carolina, but that voter turnout was the highest in the history of the state. "Negative ads," he said, "make candidates accountable." Moreover, Dolan said NCPAC doesn't run inaccurate ads. Indeed, he said, it has retracted spots that are false.



Danforth



Dolan



Houston



Heckman

that violates this provision, then the broadcaster must provide free response time to the opponent to whom the reference was made."

Also, the bill would require broadcasters to provide equal time to any candidate "if a political action committee or outside party attacked him or endorsed his opponent." Moreover, the response time must be equal in length to the original ad and aired during the same time of day.

It was the second hearing convened on the matter. But unlike the previous session, there were no endorsements for the legislation. Despite the onslaught of criticism, Danforth seems determined to address the issue of negative ads and their impact on the political process. "There is a growing concern over the quality of political campaigns. Something has gone very wrong," the chairman said.

Danforth said that he is "open to suggestions" on the legislation and that nothing is "etched in stone." Moreover, Danforth stressed that he is aware of the need for any measure to pass constitutional muster. Danforth, an aide said, intends to hold further hearings.

The more vehement testimony opposing S. 1310 came from John T. (Terry) Dolan, national chairman of the National Conservative Political Action Committee. "This bill is the type of bill King George would have thought of to finance the American revolution," Dolan said. Dolan has attacked the

Dolan said that broadcasters have high standards of proof and won't run spots unless "we can give them guarantees."

He warned that the bill will have a "chilling effect" on free speech. "Instead of encouraging free speech, the so-called Clean Campaign Act of 1985 would act as a penalty to broadcasters for providing air time for political advertisements by independent political committees. Broadcasters are reluctant to sell air time to a political entity under the current regulatory scheme. The aftermath of passage of S. 1310 would be the total refusal by broadcasters to air advertisements other than a candidate's authorized committee, because they know they may have to provide free time to a candidate or several candidates under the second provision of S. 1310."

Furthermore, Dolan added, there is no equal time mandate for newspaper editorials. "Why treat newspapers different from the electronic media," he asked. "Because we recognize the special power of the electronic media," Danforth replied. "We've entered a whole new era of dirty politics with the 30-second commercial," Danforth said. And Danforth stressed that the legislation would not restrict or stifle debate, but merely add "fairness and balance."

Robert C. Heckman, chairman of the Fund for a Conservative Majority, and John C. Houston, executive director, RUFF PAC, agreed with Dolan. (RUFF PAC describes



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itself as an organization "concerned with electing new members to Congress who will represent their constituents more effectively on matters dealing with free markets, stable currencies and sound domestic and foreign policies.") Heckman and Houston also feel the legislation would inhibit debate and that broadcasters would't run their ads because of the equal time provision.

"It [the bill] would place restrictions on independent political activity in federal elections and effectively extinguish the ability to express independent political views, thoughts or opinions on candidates for public office," Heckman said. "Let the voters themselves regulate the system by accepting or rejecting so-called 'negative' advertising at will; accepting it, as they apparently did in a Kentucky Senate race this past election cycle, or rejecting it, as they apparently did in Maryland," Heckman said.

Houston argued the legislation is unconstitutional. "Mr. Chairman, for instance, you have stated that you hope the bill will 'bring more balance to political ads.' However, the Supreme Court in 'Buckley' declared that 'balance' is an unconstitutional goal for governmental action in the political arena." And he noted that the Supreme Court in "New York Times Co. v Sullivan" stated that debate should be "uninhibited, robust and wide-open." □

Wirth on waivers

It may be appropriate in Capcities case, congressman writes FCC; he expresses concern over commission's attitude in other crossownership cases

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) believes that a permanent waiver of the FCC's ownership restrictions may be appropriate to permit Capital Cities Communications to retain its WPVI-TV Philadelphia and ABC's WABC-TV New York ("In Brief," Oct. 7). But that's not to say Wirth's a big fan of waivers. Indeed, he has made clear his antipathy toward the requests for more time by Rupert Murdoch and others who appear to be seeking relief to get the most money they can for media properties they must divest to comply with the FCC's crossownership restrictions.

In the same letter to FCC Chairman Mark Fowler in which Wirth made public his position on the Capcities/ABC waiver request, the subcommittee chairman also expressed his "concern" about the "casual attitude" he alleged the commission was developing toward granting temporary waivers of its ownership restrictions. Wirth also provided suggestions on how he believed the FCC should proceed in considering waiver requests.

For starters, Wirth said the FCC's purpose in granting any waiver should be to further the public interest, not to give a licensee the opportunity to get as much money as possible for a media property. "The mere claim, without more, of a 'distress sale' resulting from voluntarily entering into the acquisition of a media property should never be a sufficient basis for the commission to grant a temporary waiver of even a few months,"

Also concerned. In another letter to FCC Chairman Mark Fowler, Representative John Bryant (D-Tex.) also expressed interest about the commission's handling of waivers of its ownership restrictions (see below) and its review of the character of prospective commission licensees. "While my concerns and admonitions relating to the law and waivers of ownership rules are broad and generally applicable, I am particularly concerned about the applications for waiver filed by Rupert Murdoch in connection with his company's purchase of the Metromedia television network," Bryant said.

In his letter, Bryant urged the FCC to be "parsimonious" in granting waivers. Bryant said the commission must be satisfied that the granting of a waiver will benefit the public, not just confer a competitive advantage upon a private party. "For example, if a waiver were to lead to greater diversity of ownership because it will encourage the divestiture of other properties as well as the ones directly involved, the waiver would be more justifiable," Bryant said.

He also said the FCC should condition waivers "to insure that the harms for the resolution of which the rules were adopted will not take place during the period of any such waiver"; grant waivers for the shortest time possible, and insure that the waiver is sought and implemented in good faith. "I note that in the past the commission has required the filing of periodic reports demonstrating compliance with the terms of the waiver, including evidence that good faith efforts are being made to sell media properties promptly at their fair market value," Bryant said. "I emphasize the latter point. When the commission gives unusual power to one licensee, the potential for abuse cannot be ignored. The commission must fashion its regulatory action to insure that compliance can be monitored and the terms of its decision adhered to scrupulously.

Wirth said.

"Not only should the party requesting the waiver have the burden of demonstrating in great detail the necessity of such a waiver, with the commission subjecting such requests to exacting scrutiny, but the duration of any such waiver should be sharply limited to the minimum time necessary to assure that the public interest is protected, without regard to the time period the party desiring the waiver has requested."

The "exacting sort of scrutiny" Wirth has in mind for such waiver requests would include a determination of whether the party requesting the waiver has made real efforts to sell the property in question before approval of a transfer; what the fair market value of the divested property is, "as certified by media brokers," and a requirement that the party fully disclose the prices of all bids received; a requirement that the party seeking the temporary waiver commit itself in writing to not seeking an extension and to completing the sale of the cross-owned property at the earliest possible date, and another requirement that the party file a detailed monthly report on progress toward sale of the property, and a justification of why the property has not yet been sold.

The presumption against granting permanent waivers, according to Wirth, "becomes overwhelming," so receiving a blessing for the same kind of relief Capcities is seeking shouldn't come easily. "The existence of even a strong public policy justification by itself is not, in my view, a sufficient basis for granting such a waiver," Wirth said. "The policy goals served by granting the permanent waiver must instead be of such importance that Congress has specifically recognized its overriding significance in a way that makes it comparable to protecting the public's First Amendment interest in diversity. Even in such a unique instance, the party seeking the waiver would have to convincingly demonstrate that this other policy goal would truly be served by the grant of the waiver request."

Wirth noted that Capcities has indicated that, if its requested waiver were granted, it would expand coverage of New Jersey and

Delaware. "Given the critically important role that the principle of localism plays in the regulation of the broadcast industry and Congress's statutory recognition of the specific localism problem faced in the New Jersey/Delaware area, if Capital Cities can meet the heavy burden of convincingly demonstrating that its proposals will significantly address this policy objective of localism, I believe that this request might well qualify as that unique situation where the commission would be justified in granting a permanent waiver of its local ownership rules," Wirth said.

Wirth's letter did not specifically address Capcities' request for a waiver for more time to sell radio stations in New York, Los Angeles and Chicago. □

Competition to Intelsat attacked at FCC and in court

Intelsat user asks FCC to reconsider grants to five companies, wants appeals court to review action

The U.S. effort to authorize separate international satellite systems that would compete with the International Telecommunication Satellite Organization has run into its first legal challenge—its first two legal challenges, in fact. International Relay Inc., the first company to compete with Comsat in offering international satellite transmission services, has petitioned the FCC to reconsider its conditional authorizations of five such systems. IRI has also petitioned the U.S. Court of Appeals for the Second Circuit to review the commission's basic order that provides for such systems.

IRI has yet to file a brief in its court case, although its counsel says the suit will challenge the broad policy assumptions underlying the commission's decision. But the petitions asking the commission to reconsider its

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KIFI-TV	Idaho Falls/ Pocatello, ID
WMGT-TV	Macon, GA
WTAP-TV	Parkersburg, WV
KTTC-TV	Rochester, MN



grants (to Orion Satellite Corp., International Satellite Inc., Pan American Satellite Corp., RCA American Communications Inc. and Cygnus Satellite Corp.) lay out IRI's concern: They say developments in Congress and at the recently concluded first session of the Space WARC that occurred after commission action in the separate systems matter require reconsideration to make sure the separate systems "not harm existing

service providers such as International Relay Inc." And in all of the petitions except that relating to RCA Americom, IRI raises a financial qualification issue.

IRI, which offers international service through an Intelsat earth station in New York, notes it is "the first competitive international carrier to implement specialized business service using Intelsat facilities." And the authorization of separate systems, it

adds, "constitutes a serious detriment to IRI by fragmenting the market for specialized space segment facilities and will lead to added uncertainty and caution in the construction of ground segment facilities on the part of foreign administrations... whose support is crucial to IRI's efforts to develop the market for international business services."

And IRI makes it clear it sees its fate tied to Intelsat's well-being, for the actions taken by Congress and at the Space WARC that IRI says should be taken into consideration are intended to protect the global system.

IRI notes that the State Department authorization law passed last summer requires that proposed separate international systems comply with the executive branch conditions that were established in accordance with the Presidential Determination that such systems are "required in the national interest," provided they do not cause significant economic harm to Intelsat. Accordingly, IRI says that the commission should condition its authorizations with "a more explicit articulation of the basic safeguards" being required of them. The executive branch conditions would prohibit the systems from providing public switched telecommunications service and require that final authorization be withheld until the systems, in cooperation with foreign correspondents, are coordinated with Intelsat under Article XIV(d) of the agreement that is designed to assure technical and economic compatibility.

The Space WARC action that IRI says should be considered involves an agreement that the second session, in 1988, which is to implement the principles adopted at the session that ended last month, is "to take into account the requirements of administrations using multiadministration systems created by intergovernmental agreement and used collectively [such as Intelsat] without affecting the rights of administrations with respect to national systems." The principle also says the planning method is to take account of the characteristics of the multiadministration systems to enable them to meet countries' needs for national as well as international services. The clause referring to the rights of "administrations with respect to national systems" was added at the insistence of the U.S., which was determined not to see Intelsat or other international systems like it given a preference.

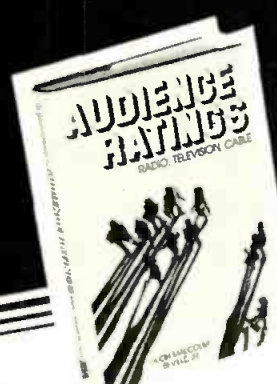
IRI sought to read its own meaning into the agreement. It said in its petitions for reconsideration that regardless of whether the agreement extends "a preference to multiadministration systems such as Intelsat, it at least requires that the ITU take account of specific characteristics of such systems and their need to use particular orbital locations and frequencies." And IRI argues that since Intelsat "provides a broader range of services to a greater geographic area" than that proposed by any of the separate systems, the Space WARC agreement places "a heavier burden" on the separate systems "to adjust to the orbit/frequency requirements of other parties." Accordingly, IRI says, those systems' authorizations "should be modified to make explicit reference for provisions adopted" by the Space WARC.

The financial qualification issue raised by

Dingell on responsibility. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) criticized the FCC's use of a trustee concept in media takeovers, as a "series of procedural gimmicks designed to enable the FCC to avoid its responsibility for public interest review." Dingell's remarks were made at a breakfast last week hosted by the National Association of Broadcasters for representatives of the broadcasting industry based in Washington. Dingell said the FCC has "announced a policy of nonintervention... as if it were merely a bystander in a contest of private interests and possessed no public interest responsibilities." Furthermore, the chairman charged that the trustee concept will "grease the skids" for greenmail. "After the FCC granted [Jack Kent] Cooke a trusteeship arrangement, he accepted a \$25-million payment from Multimedia as the price of calling off his takeover bid."

Dingell also argued that the trustee proposal is questionable on legal grounds. "The statutory provision on which the FCC is relying was not intended to be applied to mergers. It was designed to allow temporary broadcast operations in emergency situations such as the destruction of a broadcast facility by a hurricane." The trustee mechanism is "spreading like a disease," he added. Finally, Dingell concluded, it creates practical difficulties. "What exactly would the FCC do if the ultimate transferee is found to be unqualified? How could they unscramble that egg?"

Dingell was also sympathetic to broadcasters' concern about the elimination of the FCC's must-carry rules. "Some local carriage rules are needed to insure the availability of high-quality local programming to all. I have already heard stories of new independent UHF stations facing difficulty in getting on cable systems, and I am concerned about the future of local broadcasters in the absence of must-carry rules." Dingell said the FCC should have initiated a new rulemaking to redraft the rules. However, he said, the commission had to be "dragged kicking and screaming through industry and congressional pressure to open a new proceeding." Moreover, the chairman said he recognized broadcasters were facing a "hostile audience at the commission." He promised to monitor the must-carry proceeding "very carefully."



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IRI involves its assertion that the commission's new domestic satellite financial qualification standards "are far more rigorous and principled than the standard applied" to the separate systems (a complaint not made in the petition aimed at the established RCA Americom). IRI notes that the commission acknowledged that it could not set dates by which separate systems could be required to

demonstrate diligence in construction until after coordination with Intelsat is complete. The result, IRI says, is that the systems will have "an indefinite 'temporary' assignment of orbital positions and frequencies," an arrangement, it adds, that will "create uncertainty as to the use of the limited orbital arc for international satellite services in general." □

Washington Watch

LPTV activity. FCC has released list of another 22 low-power television licenses that have been forfeited for failure to construct. It also has tentatively granted LPTV applications of Mountain TV Network for ch. 22, Tyro, Kan.; chs. 22, 26, 54 and 56, Cedardale, Okla.; ch. 24, Fallon, Nev.; chs. 18 and 34, Cedardale, rural Woodward county and rural Dewey county, Okla.; ch. 59, Red Lodge, Mont.; ch. 43, Stuttgart, Ark.; ch. 28, Heppner, Ore.; ch. 50, Seaside, Ore.; chs. 27, 29 and 33, Forman, N.D.; and ch. 60, Limon and rural Lincoln county, Colo. In addition, it has tentatively granted LPTV applications of State of Alaska for ch. 3, Circle Hot Springs; ch. 5, Emmonak; chs. 8 and 12, Sheep Mountain; ch. 8, Halibut Cove; ch. 9, Central; ch. 5, Atkasuk; chs. 5 and 12, Atmautluak; ch. 8, Tuluksak; ch. 11, Eek; and ch. 11, Kwigillingok, all Alaska. Also tentatively granted: Shaltry Communications, ch. 45, Aberdeen, S.D.; ARCO Communications Inc., ch. 2, Kuparak, Alaska; Wrangle Mountain TV Club, ch. 3, Gakona and Gulkona Village, Alaska; Blue Mountain Translator District, ch. 40, Elgin, Ore.; Local Communications, ch. 19, Bedford, Ind.; Rupert E. Phillips, ch. 60, Mountain Home, Ark.; Residential Entertainment, ch. 56, Traverse City, Mich.; Community Television, ch. 30, Sessoms, Ga.; State of Alaska Division of Telecommunications Operations, ch. 13, Napakiak, Alaska; Near North Communications, ch. 69, South Bend, Ind.; Thelma W. Anglin, ch. 40, Sessoms, Ga.; Alaska Public Television, ch. 12, Kenai and Soldotna, Alaska; Midsouth Broadcasters, ch. 34, Southport and Columbia, Tenn., and Tahoe Daily Tribune, ch. 20, Elko, Nev.

□

Korean complaint. Korean-American Free Press Committee, group of Korean-Americans residing in Los Angeles area, has alleged that KSCI(TV) San Bernardino, Calif., has run afoul of Communications Act and FCC rules by failing "to insure proper sponsorship identification of Korean-language programming" provided by Korean Television Enterprises Ltd., which committee alleged is agent of South Korean government. In complaint at FCC, committee said station's alleged violations "strongly" suggests that KSCI does not have requisite character qualifications to remain broadcast licensee. Committee, represented by Media Access Project, also has asked Department of Justice to investigate whether Korean Television Enterprises is in compliance with Foreign Agents Registration Act. According to committee, that act requires disclosure of foreign agents when they represent interest of foreign principals before general public. Korean-American Free Press Committee is affiliated with International Center for Development Policy.

□

Audio act. Senator Charles McC. Mathias (R-Md.) introduced bill (S.1739) that would place royalty fee on audio tapes and recording machines, as means of compensating copyright holders. Fee would permit "unrestricted home taping of copyrighted music." According to legislation, "royalty rate on blank tape would be one cent per minute of playing time, adjustable every five years by the Copyright Royalty Tribunal."

□

Money measures. Senate Appropriations Committee approved several measures appropriating funds for FCC, Federal Trade Commission, National Telecommunications and Information Administration, Corporation for Public Broadcasting and United States Information Agency for fiscal 1986. Committee reduced appropriations for FCC and USIA from original figure recommended by subcommittee; from \$94.9 million for FCC to \$94.4 million, from \$886.9 million for USIA to \$876.5 million. Committee recommended \$65.5 million for FTC, \$214 million for CPB, \$13.7 million for NTIA and \$24 million for NTIA's public telecommunications facilities program.

□

Preference appeal. Decision by divided panel of U.S. Court of Appeals striking down preference FCC has given women seeking broadcast licenses in comparative hearings has been appealed—but not by commission. Dale Bell, would-be licensee in case—she had been granted construction permit to build FM station in St. Simon's Island, Ga.—petitioned full appeals court which now includes nine judges, to rehear case en banc. Commission let deadline for seeking rehearing pass without acting. Commission official said agency is "willing to live with the decision." Like same court's decision overturning commission's cable television must-carry rules, decision that women's preference policy exceeds commission authority is in line with commission's general deregulatory philosophy. Policy, first enunciated in 1978, was overturned on 2-1 vote of panel.

House bill would remove blanket TV music licenses

Boucher legislation sets up source licensing for programs

A bill that would establish source licensing of music for television stations was offered in the House last week. Representative Frederick (Rick) C. Boucher (D-Va.) introduced H.R. 3521 that would require producers and syndicators to deliver syndicated programming to stations with music performance rights included.

The measure is the result of a lobbying effort launched by the All-Industry Television Station Music License Committee, headed by Les Arries, president of WIVB-TV Buffalo, N.Y., to outlaw blanket licensing for television stations. (The National Association of Broadcasters is backing the committee in its drive for legislation.) The bill is likely to meet stiff opposition from music licensing organizations, Broadcast Music Inc. and the American Society of Composers, Authors and Publishers, as well as from the Motion Picture Association of America.

Co-sponsored by Representative Henry Hyde (R-Ill.), the legislation has been referred to the House Copyright Subcommittee on which Hyde and Boucher sit. A companion measure is expected to surface soon in the Senate Judiciary Committee.

It is reform legislation, said Boucher in a statement, that will "remedy an inequity which has for many years benefited a small group of copyright owners at the expense of local broadcasters and the public interest." He argued that the blanket licenses issued by BMI and ASCAP to TV stations are unfair in today's marketplace. "In the nearly 40 years since these marketing systems were developed, television technology has changed dramatically. Few entertainment programs broadcast locally are live. Most are syndicated programs. Today, when a local station buys the right to broadcast a syndicated program, it receives all the performance copyrights embodied in that program except one—the right to broadcast the music on the soundtrack."

Furthermore, Boucher said, ASCAP and BMI have broadcasters "over a barrel." Local broadcasters, he continued, "confront two monopolistic giants which offer them 'take it or leave it' terms." The congressman noted that theater owners are not subject to a blanket license. "There is no logical reason why different rules should apply to movies shown in a theater and movies or other prerecorded programming shown on television."

The courts, Boucher said, have "interpreted the law as leaving them powerless to act." Therefore, he concluded that Congress must restore balance to the copyright laws. The U.S. Supreme Court in February let stand a September 1984 appeals court decision holding that music licenses for television stations did not violate antitrust laws or restrain competition. □

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Kayak enthusiast rescued by state police

Albuquerque, New Mexico — A winter storm with subfreezing temperatures moves in on one of the Rio Grande River's deepest, most inaccessible canyons. At the bottom of the gorge, a man and his dog huddle near the place where their broken kayak had dumped them into the fast-moving water. From the New

Mexico State Police headquarters in Santa Fe, an Aerospatiale TwinStar helicopter, piloted by Lt. John Denko, is dispatched on its rescue mission. That evening, the news story is broadcast from radio and television stations in Albuquerque and Santa Fe. The news is good . . . man and dog are safe and warm.



Coast Guard to beef up offshore capabilities

Washington D.C. — It was a project that caught the imagination of the entire aviation industry. The U.S. Coast Guard was planning to create the most advanced search and recovery aircraft in the world. They needed a partner . . . a company that could supply an entire fleet of 96 precisely configured

helicopters. They wanted a company known for its position as a technology leader. Every major helicopter manufacturer submitted bids. The Coast Guard's final decision was reported nationwide. It was Aerospatiale and its superb Dauphin 2 helicopter.

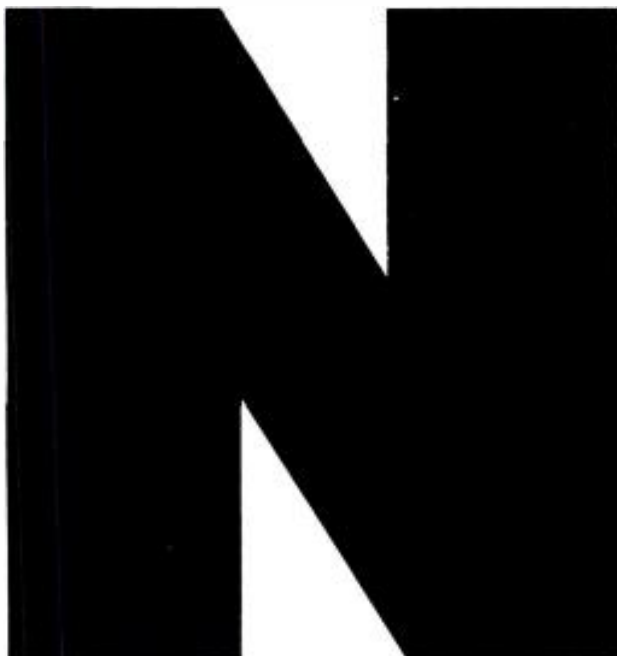


St.Vincent's Life Flight airlifts critically injured

Toledo, Ohio — The late night pleasure cruise had turned to sudden pain. Nearly up-ended as it impacted Lake Erie's rocky shoreline, the sleek inboard left its seven passengers with injuries ranging from serious to critical. Help was needed . . . fast. Flying an Aerospatiale Dauphin 2, St. Vincent Medical Center's Life

Flight crew was on the scene in minutes. Because of the Dauphin's large cabin space, the medical team was able to airlift three of the most critically injured at the same time. After safe completion of the mission, flight nurse Megan Sullivan, told the media, "We can perform any medical procedure in the Dauphin 2 that can be done in an emergency room."

Photo by Jerry Jacka, Phoenix, Arizona



AStar and KTVK-TV cover the sprawling Valley of the Sun.

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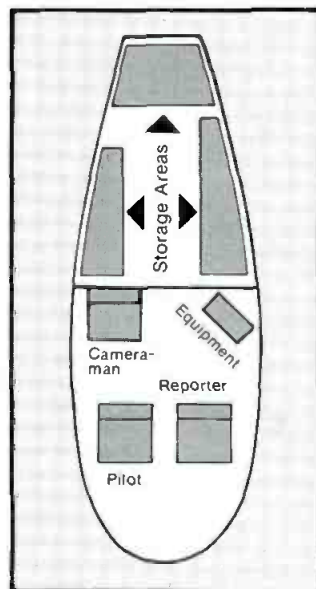
More power than the average ship

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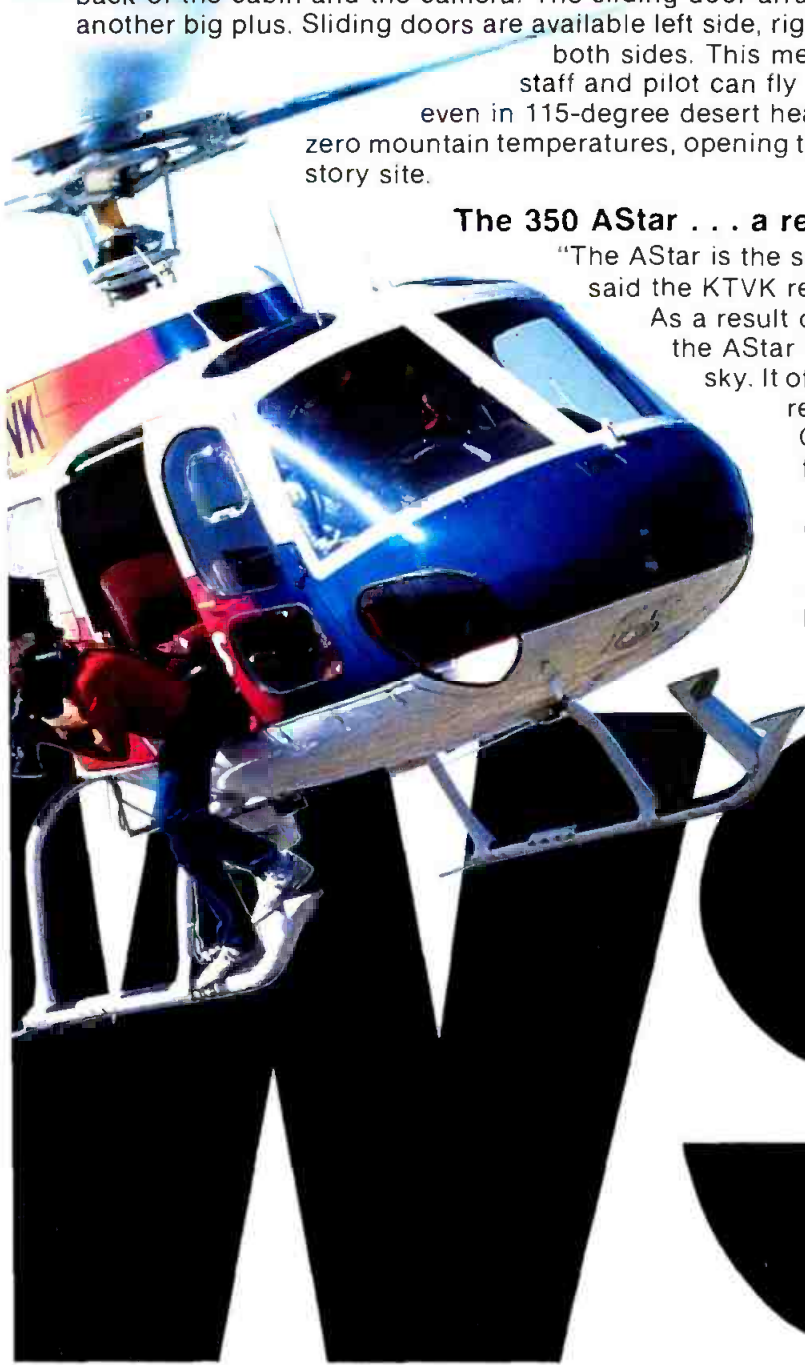


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Olympics victory brings concerns for NBC affiliates

Stations feel fair price paid for rights, but they worry about local news windows, ad pods, other prime time competition

It was about a year and a half ago, at the NBC television affiliates annual meeting in Los Angeles that stations gave the network the go-ahead to pursue the rights to the 1988 summer Olympic games in Seoul, South Korea. The main concern at the time was the rights to those summer games would command a price that would hurt other network activities. Now that NBC has the rights, the affiliate leadership says the price was reasonable, but some other doubts remain.

"It was an appropriate and prudent bid" by NBC, said James Lynagh, chairman of the NBC-TV affiliates board. Lynagh, president of Multimedia Broadcasting, added that all three networks made "reasonably restrained bids." The affiliate body also made it clear to the network that a late-evening local news window was essential for stations during Olympic coverage. It was also understood that the inventory model developed for the 1980 games in Moscow (which was never put into effect) would also be applied for Seoul, when affiliates would receive full pods of advertising time to sell within event coverage. NBC Sports President Arthur Watson was quoted in *USA Today* last week as saying a prime time (7:30 p.m.-midnight) network 30-second spot during the Olympics would cost \$350,000. At a press conference last week, he said the issue of guaranteed ratings for advertisers had yet to be worked out.

NBC affiliate executives were not without their concerns last week. The news window and inventory issues are now being negotiated. Watson expressed confidence last week that the network will "find a way to accommodate" the affiliates on those issues. But there are related concerns over which the affiliates have less control, including the fact that NBC Seoul Olympics will run up against NFL and baseball pennant races, the first time an Olympics has done so. (The games run from Sept. 17 to Oct. 2.) Indeed, Watson said last week that NBC will wrap its Seoul coverage around its own NFL and baseball telecasts. (NBC also has the 1988 World Series, while ABC has the playoffs.) And the games may also face, for the first time, the new fall CBS and ABC schedules.

But as Lynagh pointed out last week, and as both CBS and ABC confirmed, it is at this point undecided whether NBC's two network competitors will unveil any part of their new fall entertainment program schedules against the Olympics. Those decisions



Michael Weisman, executive producer, NBC Sports; Watson, and Ken Schanzer, executive VP, NBC Sports

may not be made until the games begin, or just before, and will depend in part on the strengths of the new fall lineups, as well as the strength of NBC's Olympic prime time lineup. NBC's competitors suggest that with the 14-hour time difference between Seoul and New York, it is unlikely the network will be able to fill two weeks of prime time with compelling, and live, final Olympics events.

"There are two schools of thought" for both CBS and ABC over the next three years, said one network official. First, the summer Olympics have traditionally proved to be fairly formidable competition and it may be wiser to postpone the kickoff of the new fall schedule until after the games are complete. The second school is that perhaps NBC may be vulnerable, particularly in the early prime time period, and that fresh entertainment programming might be competitive or even dominant. "We may end up doing a combination of first-run and repeat programming," he said.

Negotiations between the NBC affiliates and the network concerning the news window and inventory questions are ongoing. The affiliate body's sports committee, chaired by C.E. (Pep) Cooney, president and general manager of KPNX-TV Phoenix, is dealing with the network on those issues. According to Cooney, the affiliates are seeking "two or three" news windows between 10 p.m. and 11:30 p.m. EST. The windows would vary in length and placement, depending on events in progress, said Cooney, and could be as short as four or five minutes and perhaps as long as seven or eight minutes. It is understood that the network has agreed, informally at this point, to at least two of the three nightly windows the affiliates are seeking. Whether it will agree to a third remains to be seen.

As to inventory, Cooney could only confirm that affiliates would receive ample time in various dayparts and in complete pods. "It will be all that we can handle," he said, and possibly more. He suggested that the biggest concern with the inventory may be whether the affiliates will be able to unload it all. During the 1984 summer games in Los Angeles, he noted, the affiliates "had more supply than demand." NBC will be generating roughly the same amount of Olympics pro-

gramming in Seoul as ABC did in Los Angeles, about 180 hours. Fred Paxton, president of WPSD-TV Paducah, Ky., and former NBC television affiliate board chairman, who has assisted in the current talks, agreed it will "be tough to sell out" the local Olympics time, but added, "we'd rather have it than not."

Meanwhile, at last week's press conference, NBC's Watson downplayed the impact his revenue sharing (or "risk sharing" as he prefers to call it) arrangement would have as a precedent for future negotiations. "I don't anticipate any major changes in the shape of [future] negotiations" with such entities as the NFL or MLB, he said. Watson also said the network has no current plans to air any part of the Seoul Olympics on cable. "But we have three years to think about that." □

PPV service announced

People's Choice to run feature films; joint venture comprises MarketCorp Venture Associates, Capcities, 3M, IBM, GE, Bristol-Myers

Another pay-per-view player has officially thrown its hat in the ring with plans to launch a single-channel PPV service in early January. The service is to be called The People's Choice, not to be confused with the old off-network program of the same name, or its contemporary PPV competitor, The Choice Channel.

The People's Choice is operated by Pay Per Movie Network, formed earlier in the year with the intention of starting a PPV service. PPMN is a joint venture financed primarily by MarketCorp Venture Associates, a venture capital fund founded by Marketing Corp. of America, which owns, among other things, top-60 ranked MCA Advertising. Among the partners in MarketCorp Ventures are Capital Cities Communications, 3M, IBM Retirement Fund, General Electric Pension Trust and Bristol-Myers. In addition to MarketCorp, TPC's top four executives have an ownership interest in the proposed service. They are: Lee S. Elder,

president, PPMN; Otis L. Smith, executive vice president, marketing and sales; John J. Schramm, executive vice president, finance and administration, and William Sager, senior vice president, programming. Eden owns TVS Television Network, the New York-based television producer and program distributor. Smith, Schramm and Sager all left posts with Group W's Home Theater Network to start up PPMN.

Eden said that so far, the service has not

signed any affiliates, but said that several cable operators are reviewing affiliate contracts that TPC sent out a short while ago.

The new service, based in Westport, Conn., will have a program menu consisting primarily of feature films, said Eden. He said that although the company has not yet signed any program contracts, it is currently reviewing in house about 10 agreements that he expects to sign shortly. Eden declined to name the suppliers involved. The service

may offer an occasional event, he said, but would initially "concentrate on movies." He said the service will test several film rotation patterns. Research conducted for TPC by Marketing Corp. of America's marketing research division, Eden said, indicated consumers would prefer a PPV movie schedule offering a different film or films every night (known as a checkerboard rotation). On the other hand, he said, many of the cable operators the company has talked to have ex-

NBC takes second straight prime time victory

NBC took the second week of the 1985-86 prime time season paced by another strong showing from its Thursday comedy lineup, which included the number-one ranked *Cosby Show*, and five of the week's top 10 shows. For the week of Sept. 30-Oct. 6, NBC averaged an 18 rating and a 28 share, based on Nielsen's National Television Index. CBS had a 16.7/26 and ABC a 13.9/22.

Although the win was NBC's second in as many weeks in the new season, CBS, helped by the regular series return of its Monday-night lineup, closed the margin of victory from 1.9 rating points to 1.3.

CBS had wins on Monday, Friday and Sunday, while NBC took Tuesday, Thursday and Saturday. ABC took Wednesday.

Compared to the same week last year, HUT levels were up 3%, from 61.9 a year ago to 63.7 this year. They were also slightly above the levels for last week's premiere week, when they were 63.5. But combined network ratings were off 4%, from last year's 50.4 to 48.6 this year. And combined network shares were down 7%, from last year's 82.3 to 76.6.

New shows that rank in the bottom tier of programs after two weeks of ratings are *Lady Blue* (11/17), *Lime Street* (11/18), *Our Family Honor* (10.8/18), *Hollywood Beat* (9/15) and *Spenser: For Hire* (7.1/11), all on ABC.

■ With three strong season premieres for CBS on Monday from 9-11 p.m.—*Kate and Allie*, *Newhart* and *Cagney and Lacey*—the network took the night as it won every half-hour of the schedule. From 8 to 9 p.m., CBS's *Scarecrow and Mrs. King* (19.4/28) defeated NBC's *TV Bloopers and Practical Jokes* (18.2/27). ABC's *Monday Night Football* (9-12:24 p.m.), Cincinnati vs. Pittsburgh, scored a 17.7/30 to place second from 9 to 11 p.m. For the night, CBS had a 20.8/31, NBC a 17.6/26 and ABC a 16.4/25.

■ Tuesday saw some close competition among the networks before NBC pulled away to a win, despite winning only two half-hours. From 8 to 9 p.m., NBC's *A Team* showed signs of diminished strength. ABC beat its first half-hour with the 11th-ranked *Who's the Boss* (22/34). From 8:30 to 9, ABC's *Growing Pains* posted a 19.6/30 opposite *A Team's* 19.9/30. From 9 to 10, ABC's *Moonlighting* (17.3/26) beat NBC's *Riptide* (16/24). *Remington Steele* (17.6/29) edged the first half-hour of the *CBS Tuesday Night Movie*, "Murder By Reason of Insanity," (16.6/26), but lost to it from 10:30 to 11.

■ Wednesday, like last season and the first week of this season, was all ABC, with *Dynasty* (23.4/35) and *Hotel* (19.4/32) the sixth- and 19th-rated shows, respectively. From 8 to 9, NBC's *Highway to Heaven* (22.4/35) trounced newcomers from ABC and CBS, *Insiders* (11.1/17) and *Stir Crazy* (10.7/17), respectively. ABC won the night with an 18/28, while NBC scored a 16.6/26. CBS's all-new Wednesday lineup failed to win a half hour as it scored an 11.6/18.

■ NBC took Thursday, a night that once belonged to CBS, with its powerful group of four comedies from 8 to 10 p.m. They ranked first, second, fifth and 17th for the week. *Simon and Simon* (19.3/29) on CBS tied *Night Court* with a 20.4/30 from 9:30-10. From 10 to 11, CBS, with *Knots Landing* (21.3/34), easily defeated *Hill Street Blues* (15.8/25), on NBC, and *20/20* (13.9/22) on ABC. Thursday was the highest-rated winning night of the week, with NBC scoring a 22.5/35, CBS an 18.4/28 and ABC a 10.4/16.

■ With the third-ranked *Dallas* (23.8/37), CBS took Friday night with a 19.2/31 overall average. From 8 to 9, *Twilight Zone*, in its second week, was down from its premiere of 17.7/30 to 14.4/24. ABC's *Webster* (14.9/26) won 8 to 8:30 p.m. The two-hour premiere of *Misfits of Science* (14.2/23) on NBC placed second at 9-10 p.m. behind *Dallas*, with a 14.9/23. *Miami Vice* on NBC won the 10 to 11 p.m. time period with a 21/35.

■ Led by the 12th-ranked *Golden Girls* (21.8/37), NBC won Saturday by winning every half hour, with the exception of the final half-hour of *Hunter*. ABC turned in the week's lowest-rated night of television, as it averaged 10.6/19 for its lineup of three one-hour shows, *Hollywood Beat*, *Lime Street* and *Love Boat*.

■ After Thursday, Sunday was the next-highest-rated winning night of the week. CBS won it with a 20.1/31. The 10th-ranked *60 Minutes* (22.2/37) took the 7 to 8 p.m. time period and fourth-ranked *Murder, She Wrote* (23.5/35) enjoyed a more comfortable margin of victory over NBC's anthology hour than last week at 8 p.m. From 9-11 p.m., the *NBC Sunday Night Movie*, "Long Hot Summer, Part 1," with *Miami Vice* star Don Johnson, took the time period easily with a 22.6/34. An *ABC NFL Football Special* (17.5/29) from 9-12:14 p.m., *Dallas* vs. New York Giants, could not beat the premiere of *Crazy Like a Fox* (18.8/27) on CBS from 9 to 10, but managed to beat the premiere of *Trapper John, M.D.* (16/26) from 10 to 11.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.9/48	25.	*Crazy Like A Fox	CBS	18.9/27	49.	Beverly Hills Cowgirl Blues	CBS	12.9/22
2.	Family Ties	NBC	28.9/44	26.	TV Bloopers & Practical Jokes	NBC	18.2/27	50.	Hardcastle & McCormick	ABC	12.6/19
3.	Dallas	CBS	23.8/37	27.	Facts of Life	NBC	18.0/31	51.	Diff'rent Strokes	ABC	12.2/19
4.	Murder, She Wrote	CBS	23.5/35	28.	227	NBC	18.0/31	52.	MacGyver	ABC	12.2/19
5.	Cheers	NBC	23.4/35	29.	Football—Bengals vs. Steelers	ABC	17.7/30	53.	Equalizer	CBS	12.1/20
6.	Dynasty	ABC	23.4/35	30.	Remington Steele	NBC	17.6/29	54.	Airwolf	CBS	12.0/21
7.	Long Hot Summer, part 1	NBC	22.6/34	31.	Alfred Hitchcock Presents	NBC	17.6/28	55.	Charlie & Company	CBS	12.0/18
8.	Highway to Heaven	NBC	22.4/35	32.	Football—Cowboys vs. Giants	ABC	17.5/29	56.	George Burns Comedy Week	CBS	11.9/18
9.	*Kate & Allie	CBS	22.4/32	33.	Johnny Carson Anniversary	NBC	17.3/28	57.	*Benson	ABC	11.4/18
10.	60 Minutes	CBS	22.2/37	34.	Moonlighting	ABC	17.3/28	58.	The Insiders	ABC	11.1/17
11.	Who's the Boss?	ABC	22.0/34	35.	Murder By Reason of Insanity	CBS	16.6/26	59.	Stir Crazy	CBS	10.7/17
12.	Golden Girls	NBC	21.8/37	36.	*Trapper John, M.D.	CBS	16.0/26	60.	Silver Spoons	NBC	10.5/17
13.	Knots Landing	CBS	21.3/34	37.	*Riptide	NBC	16.0/24	61.	Lady Blue	ABC	10.5/16
14.	*Cagney & Lacey	CBS	21.3/34	38.	Gimme A Break	NBC	15.8/29	62.	Our Family Honor	ABC	9.9/16
15.	*Newhart	CBS	21.2/30	39.	Hill Street Blues	NBC	15.8/25	63.	Lime Street	ABC	9.7/16
16.	Miami Vice	NBC	21.0/35	40.	Webster	ABC	14.9/26	64.	Hollywood Beat	ABC	8.7/16
17.	Night Court	NBC	20.4/30	41.	Mr. Belvedere	ABC	14.6/24	65.	Ripley's Believe It Or Not	ABC	8.7/15
18.	Growing Pains	ABC	19.6/30	42.	Magnum, P.I.	CBS	14.6/22	66.	Spenser: For Hire	ABC	7.9/13
19.	Hotel	ABC	19.4/32	43.	Twilight Zone	CBS	14.4/24	67.	Punky Brewster	NBC	7.2/12
20.	Scarecrow & Mrs. King	CBS	19.4/28	44.	*Misfits of Science	NBC	14.2/23	68.	Fall Guy	ABC	6.9/11
21.	*Falcon Crest	CBS	19.3/32	45.	20/20	ABC	13.9/22	69.	Hometown	CBS	6.5/10
22.	*Simon & Simon	CBS	19.3/29	46.	Hell Town	NBC	13.7/21				
23.	A Team	NBC	19.0/29	47.	Hunter	NBC	13.4/24				
24.	Amazing Stories	NBC	19.0/29	48.	Love Boat	ABC	13.4/24				

*Indicates premiere episode

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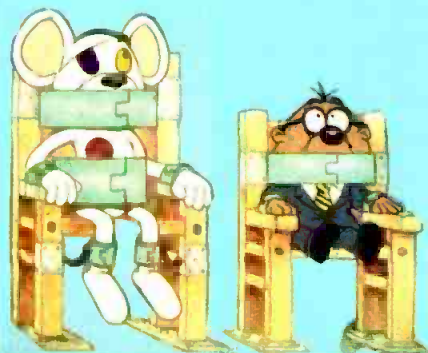
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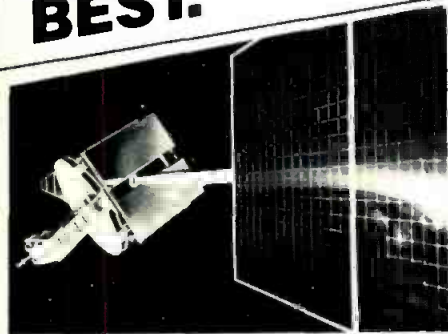
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pressed an interest in a strip schedule, with the same film or films offered every night for a fixed period of time. "They want us to keep it simple," he said.

In addition to the films, TPC will program a nightly half-hour preview show that will be expanded eventually to one hour. Eden said the service will hire a high-profile television "personality" to host the preview show, which will promote each evening's films with clips, interviews with the stars of the films and the like.

TPC will be transmitted over Satcom IV, said Eden. The company is still negotiating with several uplink service companies. TPC had hoped to do business with Group W Satellite Communications in Stamford, said Eden, but that is unlikely because GWSC currently does not have uplink capability to Satcom IV. TPC has also talked with RCA and Rainbow Service Co. about uplink provisions.

TPC is scrambling its signal with M/A-Com's VideoCypher II digital encryption system. The service has committed an initial

\$2.25 million for the VideoCypher scrambling hardware and a batch of head-end decoders which Eden said will be provided to cable affiliates for a "nominal lease fee." Affiliates may also buy the units "at cost" if they choose, said Eden.

At the present time, TPC is not offering a service-wide order entry and billing system for affiliates. But Eden said last week that if "that is what operators want, we will be prepared to do it."

As to payment splits, Eden said that "starting out," both the studios and the cable operators will receive 40% of subscriber revenues, the remaining 20% going to TPC.

TPC is the fifth entity in recent months to announce formal plans to enter the PPV business full time. Others include Showtime/The Movie Channel, The Exchange, Playboy and The Choice Channel. Is there room for everybody? "There is certainly room for two or three," answered Eden. As to who survives, he added, "I guess we'll just have to let the marketplace be the judge." □

Syndication Marketplace

Lorimar says it has cleared *Greatest American Hero* in seven of the top 10 markets. The show was formerly sold on a barter basis by LBS for use as a weekly. Lorimar is selling 42 episodes of the show for six runs over four years, on a cash basis for use as a strip beginning in 1987. Among the top 10 markets cleared with the show are WDR-TV New York, KHJ-TV Los Angeles, WFBM-TV Joliet, Ill. (Chicago), WWSG-TV Philadelphia, WXON-TV Detroit and WOCA-TV Washington. ■ **Blair Entertainment** says it has cleared *The Road to Super Bowl '86* in 125 markets, covering 81% of the country. The show will include game highlights of the 1985 season, a wrapup of the conference championship games and a look at the two teams that will face off in the Superdome in New Orleans. The show will air on Saturday, Jan. 25, prior to the Super Bowl, or on Sunday, Jan. 26, the day of the game. Terms of distribution are barter with six minutes going to both Blair and stations. Along with the five NBC O&Os, the show has been cleared on KYW-TV Philadelphia, KRON-TV San Francisco, WBZ-TV Boston and WXYZ-TV Detroit. ■ **D.L. Taffner** says it has cleared *The Ted Knight Show* in 16 markets, covering 33% of the country. The show's 22 episodes, available for two runs, are being offered on a cash plus barter basis with Taffner holding back one-and-a-half minutes. The Taffner, Metromedia and LBS Communications production has been cleared on all Metromedia stations, as well as WWSG-TV Philadelphia, WOIO-TV Cleveland, KDVR-TV Denver, WTXN-TV Hartford, Conn., and WBFS-TV Miami. LBS will sell the barter time that Taffner keeps. The show begins airing April 1986. ■ **MCA-TV** has cleared its new movie package, *Universal Pictures Exploitable 13/ Universal Pictures Prestige 13*, in at least 14 major markets. Of the 26 titles in the all-cash package available for six runs over four years beginning April of 1986, all but one have never been seen on broadcast television. Stations sold include Milton Grant's stations in Chicago, Philadelphia, Miami and Washington; Gaylord's WTVU-TV Milwaukee, WUAB-TV Lorain, Ohio (Cleveland), KTVT-TV Dallas-Fort Worth, KHTV-TV Houston, KSTW-TV Tacoma, Wash. (Seattle), and WTVT-TV Tampa, Fla.; Jack Matranga's KDVR-TV Denver and KPDX-TV Portland, Ore., and Outlet's WATL-TV Atlanta and WXIN-TV Indianapolis. The 26-title package is divided into 13 promotable theatricals, including "Private Lessons," "My Tutor," "Nightmares," "Repo Man" and "Streets of Fire," while the 13 "prestige" titles include classics such as Abel Gance's "Napoleon," "Heat and Dust," "Comfort and Joy" and "La Traviata." In addition, Prestige titles include Alfred Hitchcock's "Rope" and "The Trouble with Harry," the latter which has not had network exposure in more than a decade. ■ **Claster TV Productions** has cleared *The Glo-Friends Save Christmas* in 60 markets on a barter basis. The half-hour production, produced by Sunbow Productions in association with Marvel Productions, employs the voices of Carrol O'Connor and Sally Struthers in a story in which the Glo friends, engaging little creatures, must rescue Santa Claus. Among clearances so far are WNEW-TV New York, WFLD-TV Chicago, WTTG-TV Washington, WTAF-TV Philadelphia and KTVU-TV San Francisco. ■ Based on its success this past summer, **Colex Enterprises**, a division of Columbia Pictures Television and LBS Enterprises, is making an encore offering of two Sally Field sitcoms, *Gidget* and *The Flying Nun*, available on a barter basis. The two series will provide for a 52-week strip. From Dec. 30, 1985, through May 30, 1986, 22 weeks of *The Flying Nun* will air, followed by 15 weeks of *Gidget* from June 2 through Sept. 12, and another 15 weeks of *The Flying Nun* from Sept. 15 through Dec. 26, 1986. The barter split for the two series is two minutes for Colex and four minutes for stations. During its recent run, *Gidget* ran on 105 stations covering 76% of the country; Colex expects at least the same number of clearances with this run for the two shows together.

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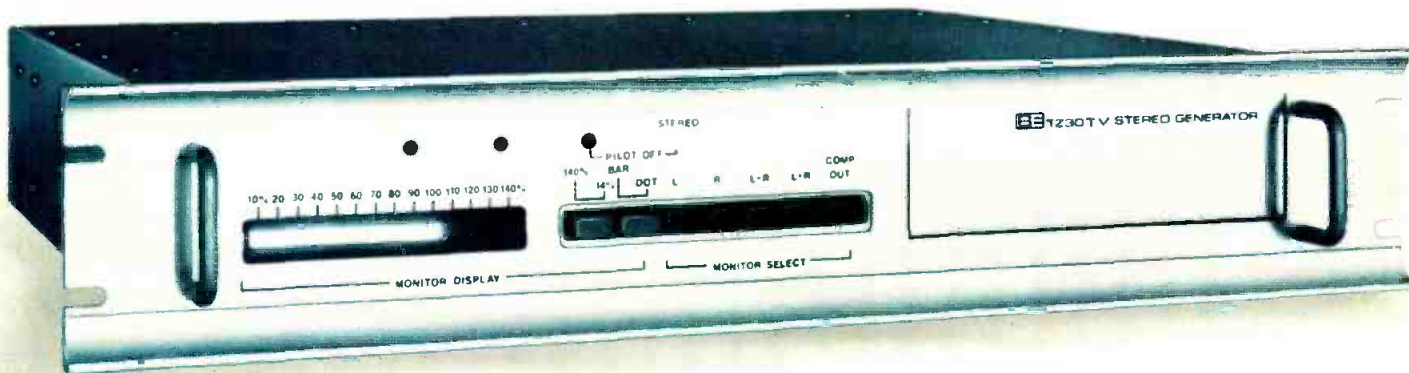
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Stock Index

	Closing Wed Oct 9	Closing Wed Oct 2	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	115 1/4	115	1/4	0.22	17	3,302
N Capital Cities	195 1/2	191 1/2	4	2.09	18	2,540
N CBS	117 7/8	118 1/4	3/8	0.32	20	2,759
O Clear Channel	15 3/4	16 1/4	1/2	3.08	22	46
N Cox	74 3/4	74 3/4			23	2,109
O Gulf Broadcasting	11/16	11/16				29
O Jacor Commun.	3 5/8	3 7/8	1/4	6.45		21
O LIN	37 1/4	32 1/8	5 1/8	15.95	26	983
O Mairite	11 1/8	11 1/8			14	93
O Mairite 'A'	11	11 1/8	1/8	1.12	13	47
O Orion Broadcast	1/32	1/32				3
O Price Commun.	9 1/8	9 3/4	5/8	6.41		54
O ScrippsHoward	44 1/2	46	1 1/2	3.26	27	460
N Storer	88 1/8	88				1,670
O SunGroup Inc.	2 7/8	3 1/8	1/4	8.00		4
N Taft	75 7/8	78	2 1/8	2.72	15	685
O United Television	24 1/8	24 1/4	1/8	0.52	75	264

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	25 3/4	26	1/4	0.96	17	159
A Affiliated Pubs	46	46			20	563
N American Family	23 1/8	23 5/8	1/2	2.12	12	691
O Assoc. Commun.	27 1/2	27 1/8	3/8	1.38		131
N A.H. Belo	45 7/8	46 1/4	3/8	0.81	20	531
N John Blair	22 7/8	20 5/8	2 1/4	10.91		183
N Chris-Craft	56 1/8	57 5/8	1 1/2	2.60		358
N Gannett Co.	54 3/8	54 1/8	1/4	0.46	18	4,363
N GenCorp	47 1/2	47 1/4	1/4	0.53	27	1,040
O Gray Commun.	102	102			18	51
N Jefferson-Pilot	43 5/8	44 3/4	1 1/8	2.51	7	1,322
O Josephson Intl.	8 1/4	7 7/8	1/4	3.13		37
N Knight-Ridder	34	36	2	5.56	16	1,904
N Lee Enterprises	40	40 3/8	3/8	0.93	19	517
N Liberty	29 1/2	29 1/8	3/8	1.29	13	299
N McGraw-Hill	41 1/8	41 7/8	3/4	1.79	14	2,073
A Media General	75 1/2	77 3/8	1 7/8	2.42	14	527
O Multimedia	19 3/8	19 1/2	1/8	0.64	9	323
A New York Times	39 3/4	40 1/8	3/8	0.93	14	1,592
O Park Commun.	20 1/2	21 1/2	1	4.65	19	283
N Rollins	24 3/8	25 1/8	3/4	2.99	30	356
T Seikirk	21 1/2	21 1/2			47	175
O Stauffer Commun.	95	95			16	95
A Tech Operations	56 3/4	56	3/4	1.34	8	44
N Times Mirror	44 5/8	45 1/2	7/8	1.92	13	2,881
N Tribune	44	44 3/4	3/4	1.68	15	1,783
A Turner Bcstg.	14 3/8	16 1/2	2 1/8	12.88	30	313
A Washington Post	104	111 3/4	7 3/4	6.94	13	1,333

PROGRAMING						
O American Nat. Ent.	1 7/8	1 11/16	3/16	11.11	9	5
O Barris Indus	11	10 1/8	7/8	8.64	28	94
N Coca-Cola	69 5/8	69 5/8			14	9,123
N Disney	86 1/4	85 5/8	5/8	0.73	48	2,823
N Dow Jones & Co.	38 5/8	40 7/8	2 1/4	5.50	19	2,490
O Four Star	4 1/4	4 1/4			4	3
A Fries Entertain.	8 1/2	8 7/8	3/8	4.23	15	29
N Gulf + Western	43 3/4	43	3/4	1.74	13	3,070
O King World	19 3/4	20 1/2	3/4	3.66	25	201
O Robert Halmi	2 5/16	2 1/4	1/16	2.78	46	40
A Lorimar	34 3/8	30 7/8	3 1/2	11.34	8	264
N MCA	48	46 3/4	1 1/4	2.67	41	3,567
N MGM/UA	24 5/8	25 1/2	7/8	3.43		1,224
N Orion	10 1/4	10 5/8	3/8	3.53	31	97
O Reeves Commun.	10 1/2	10 1/2				130
O Sat. Music Net.	14 1/4	13 3/4	1/2	3.64		97
O Telepictures	16 1/2	17 1/4	3/4	4.35	12	128
N Warner	33 3/4	34 1/8	3/8	1.10		2,055
A Wrather	18 3/4	19 1/2	3/4	3.85		133

	Closing Wed Oct 9	Closing Wed Oct 2	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	47 1/2	47 3/4	1/4	0.52	14	305
O Compact Video	5 3/8	5 5/8	1/4	4.44		23
N Comsat	32 7/8	33 1/4	3/8	1.13	10	595
O Doyle Dane B.	19 3/4	19 1/2	1/4	1.28	13	104
N Foote Cone & B.	57 3/8	54	3 3/8	6.25	12	216
O Grey Advertising	185	186	1	0.54	11	112
N Interpublic Group	40 3/8	39 3/8	1	2.54	14	439
N JWT Group	29 5/8	29 3/4	1/8	0.42	16	268
A Movielab	7 1/4	7 1/8	1/8	1.75		12
O Ogilvy & Mather	40 1/2	41 1/4	3/4	1.82	14	369
O Sat. Syn. Syst.	6 1/4	6 1/4				14
O Telemation	5 1/2	5 1/2			5	6
O TPC Commun.	3/8	3/8				4
A Unitel Video	7	7 1/4	1/4	3.45	21	15
N Western Union	11 3/8	12 1/8	3/4	6.19		278

CABLE						
A Acton Corp.	1 3/8	1 5/8	1/4	15.38		8
O AM Cable TV	2	2				7
N American Express	40 5/8	42 1/2	1 7/8	4.41	14	9,005
N Anixter Brothers	16 3/8	16 1/2	1/8	0.76	17	298
O Burnup & Sims	7	6 7/8	1/8	1.82	4	63
O Cardiff Commun.	15/16	15/16			94	4
O Comcast	19	18 7/8	1/8	0.66	28	377
N Gen. Instrument	13 1/4	13 5/8	3/8	2.75		427
N Heritage Commun.	16 7/8	16 5/8	1/4	1.50	33	246
O Jones Intercable	5 5/8	5 5/8			27	56
T Maclean Hunter X	13 1/2	13 3/8	1/8	0.93	19	497
A Pico Products	2 5/8	2 1/2	1/8	5.00		9
O Rogers Cable	715/16	8 1/4	5/16	3.79		181
O TCA Cable TV	23	23 1/2	1/2	2.13	29	154
O Tele-Commun.	30 7/8	30 1/2	3/8	1.23	343	1,452
N Time Inc.	55 3/8	54 3/8	1	1.84	16	3,468
N United Cable TV	29 3/4	27 7/8	1 7/8	6.73	49	450
N Viacom	52 1/2	47 1/4	5 1/4	11.11	23	836

ELECTRONICS/MANUFACTURING						
N Arvin Industries	25	24 1/4	3/4	3.09	9	292
O C-Cor Electronics	7 1/4	7 1/4			725	22
O Cable TV Indus.	2 7/8	2 3/4	1/8	4.55	29	9
A Cetec	7	7 1/8	1/8	1.75	12	15
O Chyron	6 7/8	7 3/4	7/8	11.29	20	70
A Cohu	9 3/8	9 5/8	1/4	2.60	9	17
N Conrac	13	13 3/8	3/8	2.80	6	78
A CMX Corp.	1 1/2	1 1/2				6
N Eastman Kodak	44 1/4	44	1/4	0.57	13	9,994
O Elec. Mis. & Comm.	13 1/2	13	1/2	3.85		55
N General Electric	57 3/4	58	1/4	0.43	11	26,311
O Geotel-Telemet	1 1/2	1 3/8	1/8	9.09	25	5
N Harris Corp.	22 7/8	23 3/4	7/8	3.68	11	920
N M/A Com. Inc.	16	17 1/8	1 1/8	6.57	16	696
O Microdyne	5 5/8	6 1/8	1/2	8.16	70	25
N 3M	76 1/2	76 3/8	1/8	0.16	13	8,749
N Motorola	31 1/2	34	2 1/2	7.35	13	3,749
N N.A. Phillips	32 1/2	33 7/8	1 3/8	4.06	8	938
N Oak Industries	1 1/2	1 1/2				39
N RCA	43 7/8	43 7/8			12	3,936
N Rockwell Intl.	35 1/2	36 5/8	1 1/8	3.07	9	5,295
N Sci-Atlanta	11 1/4	12 1/8	7/8	7.22	16	262
N Signal Co.s	42 1/2	42 1/2			17	4,701
N Sony Corp.	16 5/8	16 3/8	1/4	1.53	13	3,839
N Tektronix	47 3/8	49 7/8	2 1/2	5.01	13	981
A Texscan	11/16	1 1/8	7/16	38.89		5
N Varian Assoc.	22 5/8	24 5/8	2	8.12	15	501
N Westinghouse	37 1/4	37 5/8	3/8	1.00	12	6,507
N Zenith	16 3/4	16 3/4			10	386
Standard & Poor's 400	203.82	205.85		2.03		0.99

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.

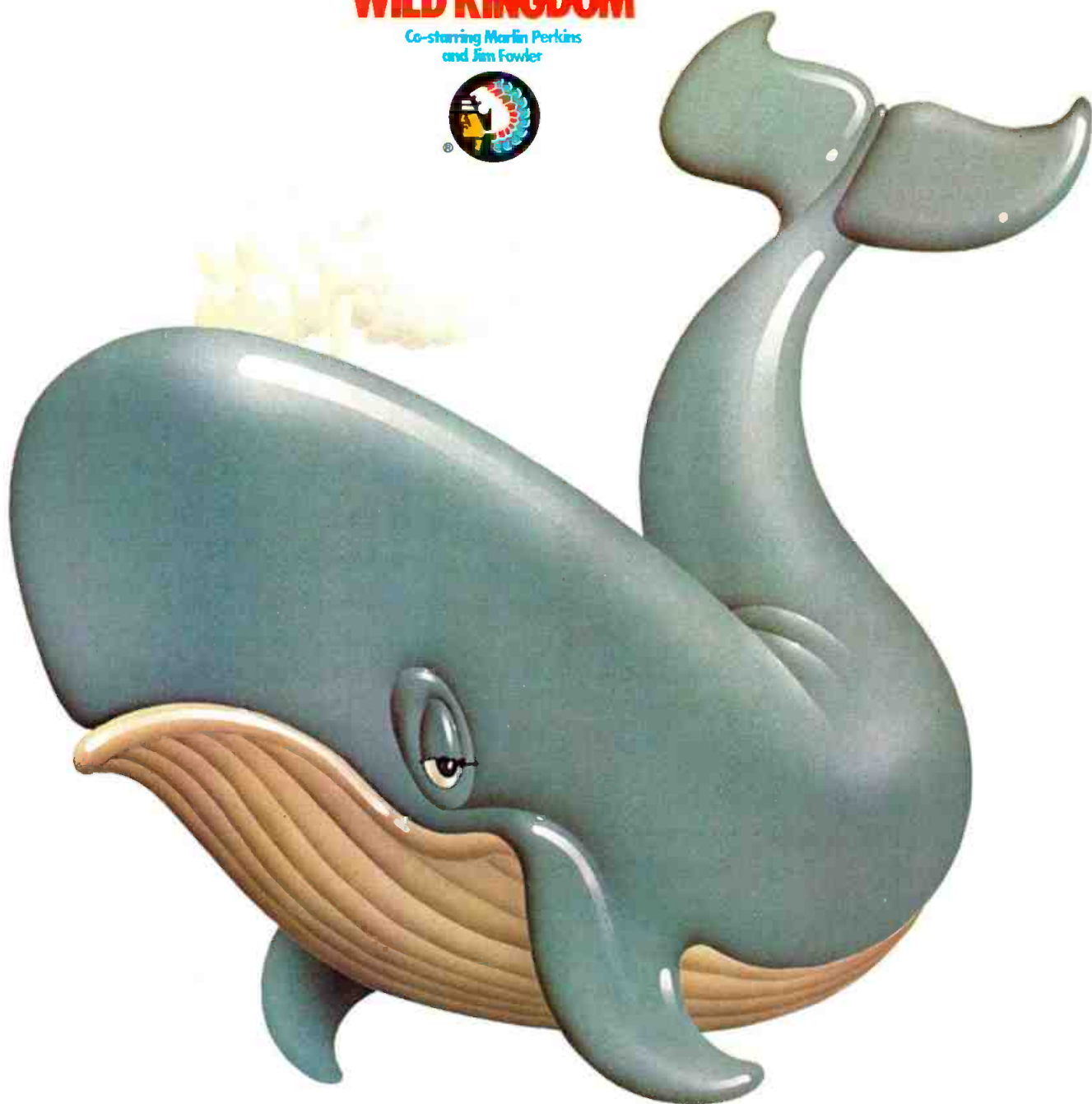
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NAB's agenda for AM action

Association petitions FCC to ease AM duopoly rules, remove AM-FM duplication restrictions and tighten receiver standards, among long list of remedies

James McKinney, FCC Mass Media Bureau chief, has indicated his interest in strengthening the AM broadcasting service (BROADCASTING, Sept. 30). The National Association of Broadcasters is all for that. And in a petition for rulemaking filed with the commission last week, the association outlined ways to get the job done.

In its petition, the NAB recommended that the rulemaking explore modifying or deleting the duopoly rules for AM; permitting the use of synchronous transmitters and FM translators to fill in or extend AM coverage; eliminating restrictions on AM-FM duplication; establishing performance standards for radio receivers; granting additional power to class III stations, and adopting "a consistent and effective FCC policy on the licensing of equipment that causes interference to AM radio broadcasting and consideration of additional methods to encourage manufacturers of such devices to produce products with diminished interference potential."

NAB said that AM—once the dominant electronic medium—has been on a slide, with FM becoming the favored radio service, primarily for technical reasons. Among those reasons: the limited frequency response of AM, the susceptibility of AM to skywave interference at night and the general susceptibility of AM to electromagnetic interference caused by electrical devices. "While certain of the technical problems experienced by AM radio are governed by the laws of physics and may not easily be given to total or even partial cure, many other factors in the 'AM radio problem' may be alleviated through not only industry action but the cooperation of government as well,"

NAB said. "It is our view that through a combination of technical and policy rule changes—all in conjunction with efforts of broadcasters and broadcast-related equipment manufacturers to achieve improvements in areas where new regulation is not needed—AM radio may become a more competitive medium capable of providing increased service to the American public."

On the duopoly front, NAB recommended that the rulemaking seek comment on modifying or even deleting the existing prohibition against common ownership of two or more AM's in the same market. "Allowing AM entrepreneurs to marshal their forces, in an ever-demanding competitive environment, might well enhance the ability of these broadcasters to provide the kind of public service and other programming that only more solvent operations can provide," NAB said. "Indeed, the rationale which today might support allowing AM broadcast stations to combine in specific geographic areas is similar to that which has supported the adoption and continuation of the commission's posture toward AM-FM combinations."

NAB said it would oppose the use of synchronous transmitters that would result in a "diminution" of service by other AM stations not using them. But NAB urged the commission to seek comment on permitting their use. "In addition to the use of synchronous transmitters to fill in or extend coverage of an AM broadcast operation, NAB urges that the commission's rulemaking also seek comment on elimination of the restrictions which currently preclude FM translators from rebroadcasting AM broadcast stations," NAB said. "While we acknowledge that simply allowing AM stations to fill in or perhaps extend their service areas via FM translators would do nothing to improve the technical integrity of the AM service, the commission may determine that this too is an appropriate form of 'AM improve-

ment.'"

NAB further urged the commission to consider whether restrictions on duplication of programming between AM's and FM's should be eliminated. "To the extent that allowing AM-FM combinations to duplicate programming would augment the competitive potential of each station, the public interest only can benefit," NAB said. "Indeed, were AM-FM combinations encountering difficult times allowed to duplicate programming completely, regardless of market size, the potential for these stations to improve their financial condition and subsequently choose to offer independent programming would be enhanced."

"On the other hand, the record that could be developed concerning this aspect of the requested rulemaking might demonstrate that further lifting of nonduplicative restrictions might have untoward negative effects on competition and service to the public," NAB added, however.

To pare down the level of interference from electrical devices, the FCC should "establish a comprehensive master plan for the vigorous enforcement of rules aimed at lessening, if not eliminating, the electrical interference to AM broadcast stations caused by such devices," NAB said. "Such a plan should include assessments of not only the electrical interference arising from a single device, but also the cumulative interference effects of the operations of multiple electrical devices."

(In a related filing, NAB petitioned the commission Oct. 7 for partial reconsideration of an August rulemaking that adopted interim standards for the use of radio frequency lighting devices. According to NAB, the rules leave AM radio reception without adequate interference protection from the RF bulbs, a concern examined by a 58-page study on electrical interference to AM reception submitted with the NAB petition.)

NAB also said it was confident that, through the National Radio Systems Committee and other means, broadcast representatives and representatives of electronics manufacturing companies can reach agreement on how to improve transmission and reception systems. Nonetheless, the association recommended that the FCC seek comment on whether government intervention is justified. "Many current and expected technical and industry cooperative developments may render unnecessary any federal standardization," NAB said. "For example, the move to AM stereo, by both radio stations and manufacturers, will result in radio [receivers] with greater AM reception capabilities. Also, as receiver manufacturers look toward the expansion of the AM broadcast band, they are presented with an opportunity

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Tuscaloosa WDBB
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to retool their devices in a fashion which not only will expand the range of AM frequencies to be received but could afford higher quality reception and, it is to be hoped, the introduction of techniques such as 'continuous tuning' and greater interference rejection. In the event that marketplace forces do not achieve these improvements, it may be that the commission should choose to address the matters squarely, through the imposition of new receiver standards."

The association also said that, under international agreements, Class III stations could operate with "significantly higher power" than currently authorized. "We believe the commission should explore, in this proceeding and others, the grant of additional power to Class III stations that would enhance their broadcast service yet be consistent with international agreements and traditional 'station versus station' interference concerns."

NAB also urged that the "entire matter" of AM improvement be addressed by a government-industry advisory group. "We recommend that, at least initially," AM improvement "be addressed by the Advisory Committee on Radio Broadcasting," NAB said. □

RCA's move lamented by industry; no major shifts anticipated

Phasing out of broadcast systems division is surprise to some, but not all of competitors, who cite some possible reasons for losses

As tidings of RCA Broadcast Systems Division's demise reached the broadcast industry last week, surprise and a sense of loss were the reactions most often registered by equipment manufacturers, engineers and consultants. Commenters, including former market rival Ampex, also offered views on the fall of the one-time leader in TV and radio broadcast equipment manufacturing.

Most of RCA's top management uniformly refused further comment on the Oct. 4 announcement that RCA was phasing out the Gibbsboro, N.J., division's remaining product lines, six and a half decades after RCA began selling broadcast gear (BROADCASTING, Oct. 7).

RCA does expect to continue operation of its service division indefinitely to support current customers. The corporation also hopes to sell as a whole entity its TV broadcast transmitter and antenna operation, which still claims a 30% market share. No bids or negotiations for the operation were identified by the company.

"It's like losing a family member," said Howard Head, partner at Washington consulting firm A.D. Ring & Associates, and an RCA researcher 40 years ago. "They were like an institution, doing the pioneering

work in electronic television, in color TV. And in the early days of radio they were almost synonymous with broadcasting. They simply led the way in so many areas."

Several broadcasters concurred: "It's sad news, especially for us old-timers who remember the days when RCA was king of the hill," commented one, and another who had taken to wearing a black arm-band in recognition of the loss added: "They were the greatest support we had in the world. It really just went down the drain."

By RCA's own account, the restructuring comes after four and a half years of losses climbing to well over \$100 million. Profits for the division, which at the end of the 1970's were still approaching \$100 million a year, began to dip as the decade turned, with losses beginning at a low level in 1981, climbing to \$24 million in 1982, \$74 million in 1983 and decreasing to \$16 million last year.

According to an RCA source, the division still isn't operating profitably, although projected losses this year were not on the 1983 scale. "As we looked at the future," the source added, "we couldn't see the business turning around. We saw continuing losses."

Correspondingly, competitors of RCA spoke more of being saddened by the loss of a pioneering equipment company, than expecting major shifts in the marketplace. RCA's previously significant share of equipment sales had already been lost, noted one manufacturer, and its disappearance from the broadcast market would have a psychological, rather than monetary, effect.

"They were the major broadcast supplier at one time," commented an Ampex representative. "They had it all, but then they lost leadership in every single area." Ampex, now maker of recorder, switcher and digital effects and storage equipment and for years a fierce competitor with RCA, had recently entered a more friendly competition with the firm, providing one-inch videotape recorders to RCA for marketing (accounting for 6% of total Ampex VTR sales).

Roy Ekrom, president and chief executive officer of Redwood City, Calif.-based Ampex said in a prepared statement: "Ampex was aware RCA was considering a phase-out of certain of its broadcast products, and discussions have been under way to possibly look at certain technologies associated with products outside Ampex's current line." These discussions are more in the nature of Ampex plumbing the depths of RCA's technological talent, a source said, than an outright purchase of product lines, although the latter could not be ruled out.

At least two other companies also claimed a potential interest in some of RCA's operations, particularly a TV transmission and antennas area still believed strong by some. Representatives of both Harris Corp., RCA's main domestic transmission system competitor, and Varian, which supplied RCA with TV klystrons for its UHF transmitters, opened the possibility they would be willing to discuss the purchase of the RCA TV transmission/antenna operation, but declined comment on any particulars. RCA had already sold its FM antenna line to Dielectric Communications in 1983, at the time it ceased making radio transmitters. □



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Global deal

The ABC Radio Networks have signed an agreement with the Global Satellite Network, a Los Angeles-based radio program producer, to handle the commercial sales, marketing and satellite distribution of Global's *Rock Line* and *Power Cuts* programs. The deal, which takes effect in January, was announced last week during the networks' affiliate advisory board meetings in Laguna Niguel, Calif.

Rock Line is a live, 90-minute call-in/artist interview program airing every Monday night at 11:30 p.m. NYT. *Power Cuts* is a live, two-hour, album rock music program with an audience call-in segment that airs every Sunday at 5 p.m. NYT. With the new arrangement, the Global programs will be offered to ABC affiliated stations in markets where there are no other stations already carrying them. The two shows are currently being transmitted to stations via Satcom I-R through a satellite time leasing arrangement

Chicago revisited. BROADCASTING'S Oct. 7 story on summer Arbitron radio ratings for Chicago erred in omitting Sonderling's urban contemporary WBMX-FM as the market's number-two station in 12-plus metro share (Monday-Sunday, 6 a.m.-midnight). The station finished with a 7.0 overall share—up from 4.5 last winter and a 5.3 in the spring report. WBMX-FM General Manager Kerrie Anderson said that in addition to WBMX's appeal to blacks, the station has also attracted a significant number of nonblacks, primarily through its "hot mixes" of popular dance tunes heard in local clubs. The top spot in Chicago again went to MOR/talk WGN(AM) at 9.9. In third place was easy listening WLOO(FM) with a 5.1 overall share, followed by all-news WBBM(AM) with a 4.9 and urban contemporary WGCI-FM at 4.8.

with ABC Radio.

According to Bob Benson, vice president and senior executive for the ABC Radio Networks, ABC will also clear stations and sell commercial time for simulcasts of selected MTV concerts, for which Global holds the radio rights.

The new deal should help fill the void in ABC's special programming department next year when programs produced for ABC by New York-based DIR Broadcasting—*The King Biscuit Flower Hour* and *The Silver Eagle Cross-Country Show*—leave the networks' domain at the end of the year when the companies part ways ("Riding Gain," Sept. 2.)

More measurements

Arbitron Ratings said it will add winter and summer radio surveys in Atlanta next year, giving that market year-round listening measurement. The company will also add a winter survey in Salt Lake City, currently measured in the fall and spring.

Listening for 'Lovers'

A new 24-hour "foreground" format that showcases love songs from the past 25 years has made its debut over KNOB(FM) Long Beach, Calif., formerly an MOR/easy listening outlet. The format, "For Lovers Only," is produced by Los Angeles-based Ron Cutler Productions, which will offer it nationwide beginning Nov. 1.

According to Cutler, "For Lovers Only" places a special emphasis on the pop and rock romantic hits of the past as well as current songs that fit the format's "theme of love, romance and relationships." Additionally, Cutler said, the format will incorporate some short-form programming features including interviews with television and film stars on love and romance and a series that examines "famous big screen love scenes" called "Love At The Movies." There will be special jingles and theme music composed exclusively for the format by recording artist Alan O'Day, said Cutler. "For Lovers Only" is being made available in both announced and unannounced forms.

"For adult contemporary stations, the biggest problem is positioning. This new format should make an [adult contemporary] station more identifiable in the marketplace," said Cutler. "We are also guaranteeing ratings results," he said.

St. Louis news

ABC Radio is negotiating a deal to bring its veteran commentator, Paul Harvey (see "Fifth Estater," page 91), to CBS-owned powerhouse KMOX(AM) St. Louis. And as part of a Harvey agreement, KMOX, a major CBS

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- ✓ 1ST BRN NATIONAL SALES CONFERENCE 10/6-8 NY
- ✓ DISCUSS FM MUSIC IDEA EXCHANGE WITH CHET TART (SAN ANTONIO 10/24)
- ✓ NOTE TO DICKIE ROSENFELD RE: 25 YRS-KILT
- ✓ SUBSCRIBE TO BIRCH PROFILES ON RADIO, ALL MKTS.
- ✓ CONGRATS TO LISA MORRISON / KAREN WALD RE: 1ST
YEAR ANNIVERSARY VENDOR SALES
- ✓ LOOK FOR NEW QUARTERLY RESEARCH REPORT TO
STATIONS (LORI ADELSBERG)
- ✓ PREPARE FOR ANNOUNCING -

network affiliate, would also affiliate with one of ABC's full-service networks. Harvey's programs in St. Louis have been heard over WIL(AM), a former ABC Information Network affiliate that recently adopted Transtar's satellite-delivered country format and dropped its affiliation with ABC.

There are ongoing discussions between the parties, said Bob Benson, vice president and senior executive for the ABC Radio Networks. "Obviously, we would like to have Paul Harvey on great radio stations across the country and KMOX certainly fits the bill, if we find a mutually agreeable way to put it [the deal] together," said Benson.

Small-market help

The Radio Advertising Bureau is forming a small-market advisory committee of station sales managers that the association says will assist in the preparation of sales materials and in the direction of RAB's retail sales efforts.

"As the marketing of radio becomes more and more sophisticated, the RAB needs to directly address the needs of professional radio marketers in small and unrated markets," said RAB President Bill Stakelin. "This advisory panel will serve as our eyes and ears to allow RAB to respond more effectively to developments on Main Street in towns all across the USA," he said.

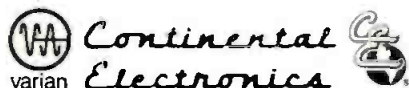
The committee will be composed of 10-12 working sales managers from the ranks of RAB member stations. It will be led by Jack Sampson, a 35-year broadcaster and president of Sampson Communications Co., owner of KSKU(FM) Hutchinson, Kan., and KLEO(AM) Wichita, Kan.

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Leery of lyric labels. The National Radio Broadcasters Association, in a statement to the Senate Commerce Committee, has objected to any federally imposed warning labels on records containing "sexually explicit lyrics." NRBA maintained that an "X rating" would attract attention and increase the sales of records. Any regulation of the record industry, NRBA contended, would affect radio broadcasters. "Thus, the imposition of regulations would necessitate increased review by the FCC of the programming judgments of licensees." Moreover, NRBA stated that broadcasters are "policing themselves and screening out offensive recordings." And, it argued that "the marketplace is the best guarantor of operation in the 'public interest.'"

A voluntary labeling system to identify records with explicit references to sex or violence has been urged upon the recording industry by parent groups.

'Christmas' is coming

Public Interest Affiliates, a Chicago-based radio program supplier, in conjunction with Malrite Communications of Minnesota, will once again offer an end-of-the-year holiday special, *The Joy of Christmas*. The program, which is market exclusive and available on a barter basis, includes 20 hours of contemporary and traditional Yuletide tunes. It aired on over 130 stations last year. PIA officials project that more than 200 outlets will carry the package in 1985. Host is Dave Malmberg, operations manager for Malrite's WDG(AM)-KEEY(FM) St. Paul. Information: (312) 943-8888.

Tulsa ratings update

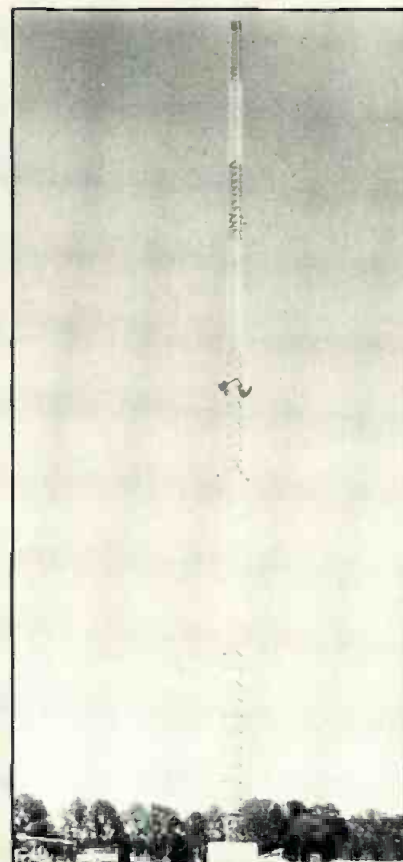
Kravis Co.'s KGTO(AM)-KRAV(FM) Tulsa, Okla., which, along with Arbitron Ratings, is suing news/talk KELI(AM) in that market because of the station's recent newspaper ads offering payment to fall Arbitron diary recipients that log station listenership throughout the book (BROADCASTING, Oct. 7), has received a preliminary injunction from the Oklahoma district court to stop KELI from "interfering in any matter with the Arbitron survey process." The Kravis Co. is also seeking \$50,000 in actual damages from KELI(AM). "Our purpose [with the suit] was to protect the integrity of the Tulsa radio market which was being threatened," said Carl Smith, executive vice president of the Kravis Co. and general manager of KGTO-KRAV.

Arbitron, which has filed a 10-count, multimillion dollar lawsuit against the news/talk outlet in federal court, has received a temporary restraining order from that court against KELI's campaign. "We fully intend to pursue this matter and recover damages," said an Arbitron spokesman. "We're not going to walk away just because this [campaign] has stopped." The station has agreed to abide by the order.

In another development, Alan B. Ross, co-owner and majority stockholder of KELI, has taken over as its president and general manager, replacing Fred Weinberg, who is also part-owner. Weinberg has moved to parent company's N5587J Inc., a local television production firm. "We made our point on the Arbitron survey, but we don't want to have a confrontational attitude," said Ross. The remaining owner is Charles Roberts. The group purchased KELI-AM-FM earlier this year from Signal Media Corp. for \$2,375,000 ("For The Record," July 1).



Back to full power. WHAS(AM) Louisville, Ky., a 50 kw clear channel, has completed building a new tower (right) replacing the station's 48-year-old, original tower destroyed in a storm earlier this year. The new 664-foot structure was delivered to the station in mid-August, according to Bill Bratton, director of broadcast operations and engineering for WHAS(AM). Construction began with the erection of the first 105-foot section, set up with a large crane. Thirty-foot sections were then stacked on top until the tower was completed. The old structure was reduced to scrap metal (above) by a storm with high winds on April 5. The station, which at night claims to be heard in 38 states from Connecticut to Nevada, was off the air for eight hours after the storm. A makeshift antenna system beamed a signal covering the city of Louisville. By April 15 the station was back to full power with a 290-foot temporary tower.



1985

Champion-Tuck Awards

The Champion-Tuck Awards are given to media professionals for outstanding reporting that improves the public's understanding of business and economic issues.

The program embraces five areas: newspapers; magazines; local or syndicated columnists (including news and wire services); television; and radio. Entries may include documentaries, multipart series, regularly scheduled broadcasts, investigative reporting, short articles, and special programs.

A total of \$105,000 in cash prizes will be awarded. All entries must be accompanied by an official entry form and should be postmarked no later than January 15, 1986. Winners will be announced in May.

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Price is right

At least, that's what many in the business and broadcasting worlds think about Robert Price who has used a lot of financing savvy to build up a broadcasting group of 8 AM's, 7 FM's and 3 TV's since 1982

Robert Price, founder and chief executive officer of Price Communications, is a lot like other broadcasters. He looks for a strong economy, good employees, not too much competition and at least a little inflation to bring in a few more advertising dollars.

But Price is also a little different from other broadcasters. He has used his expertise in finance and acquisitions (among other experience was the decade he spent at Lazard Freres, first as general partner and then as special counsel) to create, in less than five years, a major Fifth Estate company on borrowed money. The long-term debt of New York-based Price Communications (PCCM-OTC) has grown from \$51 million at the end of 1984 to \$229 million as of its most recent financial filing in September. Net revenue will jump from \$13.4 million at the end of 1984 to, perhaps, more than \$90 million by next year.



"I heard some stuff coming out of Dallas [at the National Association of Broadcasters convention] saying, 'Price is in trouble... he doesn't know what he's doing,'" said Frank Osborn, who until August was the company's vice president of radio and who now has his own company. But Osborn thinks the naysayers are "crazy." Robert Price would probably just say they don't un-

derstand Price Communications.

Enough investors have confidence that Price knows what he is doing that they have given or lent the company \$250 million during 1985 by purchasing the company's various securities.

Price first started buying broadcast properties in 1982 (people refer to Price instead of the company in the same way that Ted Turner becomes the noun in discussions about Turner Broadcasting Systems) with each purchase financed separately through a mixture of notes and preferred stock sold to institutions such as Lincoln National Life and Citicorp Venture Capital Ltd., and through bank loans. Now he is using the same variety of financial instruments, but on a corporate level.

The company is able to raise more than \$100 million at a time—both his major debt financings this year were oversubscribed—and he currently has \$80 million in ready funds to buy attractive properties. He thinks that this sometimes works to his advantage because buyers know he is able to close a deal without delay, such as his recent purchase of WNIC-AM-FM Dearborn, Mich. (Detroit), which Price bought before it got on the market. Station broker Frank Kalil, who got the WNIC listing from Josephson International, said that Price has a "no nonsense" approach: "I gave him some knowledge of the financials and properties over the phone and 24 hours later he had an agreement in principle."

Broadcasters might be excused for having the feeling that Price is buying everything on the market, but the former deputy mayor of New York (during John Lindsay's tenure) said his company buys only one property for every 15 it bids on.

Price Communications is interested in, and has bought, radio stations with strong signals—four of its eight AM stations are 50 kw facilities and four of its seven FM's are 100 kw or better. The company has so far bought three television stations, each affili-



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ated with a different network.

Price said he is not interested in independent stations: "I prefer to have the networks worry about my programming for me and I am willing to pay a little more for that." He said that there are some very "smart operators" running independent stations: "Part of success is to know who the opponent is and when you can win and when you can't."

Partly to avoid some tough competition, he said that Price Communications will stay away from cable television. Price also wonders whether cable systems other than "classic" ones are a "real business." "I don't know. It may just be a temporarily expensive hobby."

This year the company went outside broadcasting, buying the *New York Law Journal* and *The National Law Journal*, three New Jersey newspapers and an outdoor advertising company in Columbia-Jefferson City, Mo., where its KRCG(TV) is also located.

The company's chief executive officer keeps in touch with the expanding and geographically diverse company through almost constant traveling including visits to each station several times a year. He also is on the phone, both from the corporate offices at 45 Rockefeller Plaza and at his home, talking to, among others, his general managers, investment bankers, and the company's three other directors. Bill Latz, the third employee hired at Price Communications, and since departed to become executive vice president and general manager of KGLD(AM)-KWK-FM St. Louis, said he often was on the phone to Price after 10 p.m. Others also said that

Price Communications: A three-year phenomenon

1982	November	WOWO(AM) Fort Wayne, Ind.
1983	October	KICJ(FM) San Francisco WIRK-AM-FM West Palm Beach, Fla.
1984	June	WTOJ(AM) New Orleans KOMA(AM) Oklahoma City
1985	January	WEEK-TV Peoria, Ill. KRCG(TV) Columbia-Jefferson City, Mo.
	February	WIOE-FM Huntington (Fl. Wayne), Ind.
	June	Patrick Outdoor Media (Columbia-Jefferson City, Mo.)
	August	WIBA-AM-FM Madison, Wis. The Daily Register and The Sunday Register (Monmouth County, N.J.) The Ocean County Reporter semi-weekly (Ocean County, N.J.) The New York Law Publishing Company including New York Law Journal and The National Law Journal
	September	WNIC-AM-FM Dearborn (Detroit)
	Awaiting FCC approval	WZZM-TV Grand Rapids, Mich. KIMY(FM) Oklahoma City WKBW(AM) Buffalo, N.Y. WLAC-AM-FM Nashville

Price works 20 hours a day, seven days a week.

Besides keeping in touch with the marketplace for stations, Price is primarily concerned with the cash flow of the company's various properties: "Ratings and revenue don't pay off the debt; cash flow does." He carries around a wallet-sized black book with each station's actual and projected

monthly cash flow (which he defined as operating income protected from taxes).

Price Communications may differ in at least one respect from other broadcasters by the extent of its accounting. Latz said: "He had me working with Coopers & Lybrands on a biweekly basis." Price said: "I know what I need in giving a public company good clean audits. We do spend a lot of money on accounting and may spend a little more than we should, but the accountants like it, as well as the general managers, and, I am sure, the bondholders and stockholders."

The company has spent money on computerizing the accounting at stations and has on-line capability, although Price said it is not used because he likes to keep the functions of the New York headquarters to a minimum: "Central anything, whether it is central accounting or programming, seems to be a big waste of money." There are five executives and two secretaries at 45 Rockefeller Plaza and the company is looking for another secretary, an executive secretary/MBA for Price, and an art director to work with the general managers.

Price's financial experience seems to make him willing to take on more leverage than most, but even he might be thought to be concerned by the situation detailed in Price Communication's latest prospectus which noted: "The company's operating cash flow for the six-month period ending June 30, 1985, was not sufficient to cover interest expense and preferred stock dividends." Yes, such documents have a cautionary tone required by law but the idea that the recently acquired properties could not meet preferred stock dividends—and might not in 1986 as well—does not seem to bode well.

Not so, said Price, who explained that the current situation is caused by the company paying an effective 14¾% interest for its money, much of which is in the bank earning several percentage points less. "The temporary shortfall is noticeable but not troublesome. We made a public decision as a company to take that chance in order to get fixed-rate money over the next 15 years." (Notes in the latest offering are due in 2000.)

Price said that his latest fund-raising activity was not because there were definite properties he needed to finance, but rather to take advantage of a "financing window of opportunity." The new debentures, he said, allowed the company to avoid owing the banks money at floating rates: "We will take that big hit in the next six to eight months. While we are paying a higher rate now, two, three or four years from now I think we will look like we did a wise thing. If inflation continues to grow...even at 2% or 3%...we will repay with 70-cent or even 50-cent dollars."

In fact, Price is apparently so confident of the situation that the company's latest announcement, made two weeks ago, suggests it may repurchase up to a million of the 5.9 million shares outstanding, a move that will do nothing to help the shortfall.

While most broadcasters would admit that Price may know more about the financing side of the business, and maybe also the acquisition side, they may wonder how much he knows about station operation.

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For programming and promotion," for example, "I try to hire people who know," said Price. Latz explained Price's outlook differently: "So many broadcasters feel that they are in show business. I don't think Bob ever had that feeling. He looks at it as an investor would any other business... What is the payout? What does it cost to reduce the debt? What does it cost to do business?"

It is impossible for an outsider to tell how the Price stations are performing by looking at the company's financial statements since new acquisitions always render comparisons to existing years meaningless. Price will only say that cash flow on properties owned at least two years has increased.

When Morgan Stanley's junk bond department was formally established at the beginning of the year, Price Communications was its first customer. Steve Rattner of Morgan Stanley said, "There are two reasons why I can sleep very well at night putting my firm's name on the line. One is that Robert Price has never overpaid for anything and the other is that he has always delivered on cash flow promised."

The business-first approach described by Latz may explain why the company is apparently able to deliver cash flow even when some of its stations, such as WOWO(AM) Fort Wayne, Ind., have shown a ratings decline (persons, 12-plus as measured by Arbitron) and are in less than booming markets.

Profits can be bettered by either increasing revenue or cutting costs, and on the cost side the company usually reduces staffing after it buys a property. Price said: "On the radio side there are probably too many production people, and some clericals who aren't performing. There are never enough good sales people or air people."

According to Latz, who still owns stock in the company even though he has left, the cash flow of WOWO, previously a Group W station, was ahead 40% in its first year under Price's ownership even though station revenue remained about the same.

Osborn said the company is also intent on increasing sales: "There are a variety of sales techniques and ways of selling that are not ratings dependent. For instance, we ran seminars on effective advertising. The trend is for more and more radio stations to regress to a mean with no one station dominating the market. The way radio stations are going to be successful in the future will depend on how they manage themselves."

As a pure media company, Price has attracted at least some investors who are interested in an "asset play," and the number of SEC-registered institutions with a holding in the stock has increased from five, at the end of 1984, to 17 as of June 30. An analyst for one of those institutions described his view of Price: "It is leveraging up [increasing debt] with a view for the future and resting on his [Price's] ability to make a deal. It is like a venture capital fund for broadcasting and probably shouldn't even be a public company."

Asked if there was a danger in owing so much money, relative to the company's size, the analyst said, "His classic out is that if he can't cover debt payments, he can sell. That all collapses if this is the top of the market and future asset values aren't there."

What does Price think about being highly leveraged? "If I wasn't comfortable with it I wouldn't have done it," he said. "My board wouldn't have approved it; Morgan Stanley

wouldn't have sold it, and most importantly, the buyers wouldn't have bought it. That is the acid test. So it is not just me flaking around."

Changing Hands

PROPOSED

WENS(FM) Shelbyville, Ind.; WLOL(FM) Minneapolis; KMGG(FM) Los Angeles and KSHE(FM) Crestwood, Mo. □ 51.62% of Emmis Broadcasting Corp. sold by Michael S. Maurer (27.46%), Robert E. Schloss (11.61%) Ellen S. Flamm (8.85%) and Judith S. Mishkin (3.7%) to Jeff Smuylan and Steven Crane, owners of remaining shares, for approximately \$20 million. **Sellers** have no other broadcast interests. **Buyers** will pay Maurer \$21,278 for purchase option, plus \$11,007,125 for shares, Schloss \$8,997 for option and \$4,937,318 for shares, Flamm \$6,858 for option plus \$3,763,589 for shares and Mishkin \$2,867 for option and \$1,573,478 for shares. All sale prices are contingent on settlement date, with purchase price adjustment upward according to delay. After purchase, **buyer** Smuylan will own 85.05% and Crane 14.95%. They owned 41.14% and 7.24%, respectively, before sale and have no other broadcast interests. **WENS** is on 97.1 mhz with 30 kw and antenna 699 feet above average terrain. It holds CP for antenna 774 feet above average terrain. **WLOL** is on 99.5 mhz with 100 kw and antenna 880 feet above average terrain. **KMGG** is on 105.9 mhz with 72 kw and antenna 770

feet above average terrain. **KSHE** is on 94.7 mhz with 100 kw and antenna 510 feet above average terrain.

KTXP(TV) Odessa and KWAB(TV) Big Spring, both Texas □ Sold by Permian Basin Television Corp. to MSP Television of Midland-Odessa Inc. for \$16.5 million. **Seller** is owned by John B. Tupper and Richard Shively, who also own WFYW-TV Syracuse, N.Y. **Buyer** is owned by Francis A. Martin, James H. Smith, and Glen E. Pickell. Martin is chairman and CEO of Chronicle Broadcasting Co., San Francisco-based station group of four TV's. Smith is vice president and general manager of KRON-TV San Francisco and Pickell is vice president of finance and administration of Chronicle Broadcasting. Purchase is private acquisition and principals will retain positions with Chronicle Broadcasting. **KTPX** is NBC affiliate on channel 9 with 316 kw visual, 45.7 kw aural and antenna 1,270 above average terrain. **KWAB** is NBC affiliate on channel 4 with 12.9 kw visual, 1.5 kw aural and antenna 380 feet above average terrain. **Broker: Blackburn & Co.**

KIXI-AM-FM Seattle □ Sold by KIXI Inc. to Thunder Bay Communications Inc. for \$8

September 26, 1985

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million. **Seller** is owned by Walter N. Nelskrog, who has no other broadcast interests. **Buyer** is owned by Earle C. Horton, Cleveland attorney with no other broadcast interests. KIXI is on 880 khz with 50 kw day and 1 kw night. KIXI-FM is on 95.7 mhz with 100 kw and antenna 1,150 feet above average terrain. *Broker: Blackburn & Co.*

KPOI-FM Honolulu □ Sold by Robert W. Sudbrink to First Covcom Inc. for \$2.8 million cash. **Seller** is owner of Del Ray, Fla.-based station group of five AM's and two FM's. **Buyer** is owned by David J. Lyons, who has no other broadcast interests. He is general manager of KLZS-AM-FM Wichita, Kans. KPOI is on 97.5 mhz with 83 kw and antenna 46 feet above average terrain.

WRDG(TV) Burlington, N.C. □ Sold by KFG to Television Communications Inc. for \$2.8 million. **Seller** is owned by Louis J. Kearn and family. It also owns KTCT(TV) Tulsa, Okla. **Buyer** is owned by Jack Rehburg, who is former owner and general manager of KTCT(TV). WRDG is independent on channel 16 with 2,500 kw visual, 275 kw aural and antenna 840 feet above average terrain. It holds CP for 1,918 kw visual, 175 kw aural and antenna 837 feet above average terrain.

KDLB-FM Henryatta, Okla. □ Sold by Media Plus Inc. to Swanson Broadcasting Inc. for \$2.4 million. **Seller**, owned by Rebecca F. Lambert, owns KROS(AM)-KSAY(FM) Clinton, Iowa. **Buyer** is Tulsa, Okla.-based station group of two AM's and two FM's principally owned by Gerock Swanson. KDLB-FM is on 99.5 mhz with 28.5 kw and antenna 300 ft. It holds CP for 100 kw. *Broker: Americom Media Brokers.*

WKQE(AM)-WBGM(FM) Tallahassee, Fla. □ Sold by Statewide Broadcasting of Tallahassee Inc. to Woolfson Broadcasting Corp. for \$2,340,000. **Seller** is Pompano Beach, Fla.-based station group of four AM's and one FM, principally owned by brothers, Jordan and Scott Ginsburg. **Buyer** is principally owned by Mark L. Woolfson. It owns WWQQ-AM-FM Wilmington, N.C., and WGUS-AM-FM Augusta, Ga. WKQE is daytimer on 1410 khz with 5 kw. WBGM is on 99.0 mhz with 100 kw and antenna 440 feet above average terrain. *Broker: Blackburn & Co.*

KKJO(AM)-KSFT(FM) St. Joseph, Mo. □ Sold by St. Joseph Broadcasting Co. to St. Joseph Radio Ltd. for \$1,845,000, comprising

\$1,245,000 cash and \$600,000 note at 10% over 10 years, with interest-only payments for first two years and balloon payment on 66th month after closing. **Seller** is principally owned by James D. Ramsland and G. Dale Cowle. It has no other broadcast interests. **Buyer** is owned by Broadcast Equities Inc. (50%) and SJ Communications Associates (50%). It also owns KQCR(AM) Cedar Rapids, Iowa. Broadcast Equities is owned by Davis W. Small. SJ Communications is equally owned by Stanley B. Seidler, Solomon A. Weisgal, Burton W. Kanter and brothers, Martin and Norman Rich. KKJO is on 1550 khz full time with 5 kw. KSFT is on 105.1 mhz with 100 kw and antenna 582 feet above average terrain.

WFAS-AM-FM White Plains, N.Y. □ 60% sold by Prospect Communications Inc. to New York Subways Advertising Inc. for exercise of \$1.8 million option. **Seller** is wholly owned by Herbert Saltzman who will retain 40%. **Buyer** is owned by Marvin Schwartz, William Apelbaum, George Newman, his wife, Amelia and Patricia K. Theryoung. It has no other broadcast interests. They hold franchise for New York subway advertising space. WFAS is on 1230 khz with 1 kw day and 250 w night. WFAS-FM is on 103.9 mhz with 600 w and antenna 670 feet above average terrain.

KMCC(TV) Clovis, N.M. □ Sold by McAlister Television Enterprises Inc. to Marsh Media Inc. for \$1.5 million cash. **Seller** is owned by estate of Bill B. McAlister. It owns KMAC(TV) Lubbock, Tex. **Buyer** is owned by Stanley Marsh and family. It owns KVII-TV Amarillo Tex., KVJ-TV Sayre, Okla.; KVIA-TV El Paso, KAVE-TV Carlsbad, N.M., and seven cable systems. KMCC is ABC affiliate on channel 12 with 178 kw visual, 35.3 kw aural and antenna 670 above average terrain.

WKMI(AM) Kalamazoo, Mich. □ Sold by Steere Broadcasting Co. to Classic Communications Ltd. for \$1.4 million cash. **Seller** is owned by David Steere, who has no other broadcast interests. **Buyer** is owned by Rod Kackley and Randy Jung, news director and sales manager of WHFB-AM-FM Benton Harbor, Mich. WKMI is on 1360 khz with 5 kw day and 1 kw night. *Broker: The Thorburn Co.*

KBHV-FM Spanish Fork, Utah □ Sold by Polo Broadcasting Corp. to KBER Inc. for \$1.4 million. **Seller** is principally owned by David Forier. It has no other broadcast inter-

ests. **Buyer** is owned by Devine Communications Corp., which is owned by Christopher Devine (20%), Wake L. Warthen (20%), C. Robert Allen (51%) and Scott Robb (9%). It owns WUUU(AM) Wetherfield, N.Y. Robb has interest in WBEC-AM-FM Pittsfield, Mass. KBHV-FM is on 106.3 mhz with 220 w and antenna 920 feet above average terrain.

WMMW(AM) Meridan, Conn. □ Sold by Sound Media Inc. to Jack Lazare for \$585,000 cash. **Seller** is owned by George Clark and Richard Meyers, who have no other broadcast interests. **Buyer** is free-lance producer and former announcer with WNEW(AM) New York. He has no other broadcast interests. WMMW is on 1470 khz full time with 2.5 kw. *Broker: New England Media.*

WMPZ-FM Soperton, Ga. □ Sold by Terry D. Meeks to Treutlen Broadcasting Co. for \$580,320 cash. **Seller** has no other broadcast interests. **Buyer** is owned by Andrew J. McGowan. It also owns WGML(AM) Hinesville, Ga. WMPZ is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain.

KBST(AM) Big Spring, Tex. □ Sold by The Snider Corp. to David W. Wrinkle for \$525,000, comprising \$20,000 cash and remainder note at 10% over 15 years. **Seller** is owned by Betty Ann Wrinkle and estate of B. Winston Wrinkle, parents of buyer. **Buyer** is station's general manager. KBST is on 1490 khz with 1 kw day and 250 w night.

KORX(FM) Greenfield, Mo. □ Sold by Mach Broadcasting Co. to Coppertone Communications Inc. for \$300,000, comprising \$50,000 cash and remainder note. **Seller** is principally owned by Mark Watkins, who has no other broadcast interests. **Buyer** is owned by Burkett H. Wamsley and his wife, Elizabeth. It owns KCKX(AM) Stayton, Ore. KORX is on 93.5 mhz with 2.35 kw and antenna 330 feet above average terrain.

For other proposed and approved sales see "For the Record," page 73.

Turner-MGM merger movement

Terms of \$1-billion deal OK'd by MGM and UA; Turner files prospectus with SEC spelling out proposed uses for movie library

MGM/UA Entertainment and United Artists Corp. announced last Monday (Oct. 7) that the revised terms of their \$1-billion merger agreement with Turner Broadcasting System have been approved by the boards of directors of MGM/UA, United Artists and TBS. Under terms of the agreement, MGM/UA stockholders will be eligible to receive \$25 in cash without interest and one share of cumulative preferred stock of TBS for each share of MGM/UA common stock held at the effective time of the merger. MGM/UA has set Oct. 24 as the record date for determining MGM/UA stockholders entitled to vote at a special stockholders meeting that will be held to consider the agreement.

As previously announced, the merger agreement would spin off United Artists to Tracinda Corp., MGM/UA's principal share-

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holder. In a prepared statement, MGM/UA Chairman and Chief Executive Officer Frank Rothman said the company is "looking forward to the establishment of the new United Artists as an independent entertainment company involved in the production, financing and distribution of motion pictures and television." Rothman will leave MGM to head the new United Artists company. UA has filed a registration statement with the Securities and Exchange Commission stating that a proposed post-merger common stock offering by Tracinda to eligible owners of MGM/UA common stock "will be determined by adding to \$9 [the price to be paid by Tracinda] the amount of Tracinda's expenses in connection with the offering and its acquisition of United Artists allocable to each share of United Artists common stock sold," according to the company announcement.

TBS Chairman and President Ted Turner was in Los Angeles last week for meetings regarding the proposed merger, accompanied by Turner Program Services President Henry Gillespie and vice president of corporate communications, Arthur Sando. And TBS filed its prospectus last week for the securities it intends to issue to finance the purchase of MGM. The Oct. 7 filing indicated that TBS intends to use the MGM library to program its superstation WTBS(TV) Atlanta "to a significant extent," when the rights to films already licensed to third parties become available. The agreement with MGM/UA also gives Turner an option for the next three years to use the 950-film UA library "in the event that TBS commences a pay service featuring classic motion pictures."

Five million shares of cumulative convertible preferred stock being issued to MGM/UA shareholders will dilute the existing TBS holdings of Chairman Ted Turner from 81% to 58%. The filing said that the company's current cash flow would be insufficient to meet interest, dividend and principal payments of the new company, which would total \$460 million in 1986 and roughly \$280 million in each of the next four years. A write-up of assets because of the purchase will result in \$512 million in additional goodwill being attributed to the new company. After the transaction, financing will have raised excess funds of \$102.5 million which will be used to finance theatrical motion picture production and distribution and pay interest on newly issued securities. To improve its financial standing, TBS said it would possibly "refinance all or a portion of its indebtedness, dispose of assets or take other similar action," and mentioned the sale of a minority interest in CNN as one possibility (BROADCASTING, Sept. 30). It also indicated that the cost of producing motion pictures "will require MGM to rely, to greater extent than in the past, upon financing of production costs by third parties, rather than internally." The new UA will receive a \$50-million cash payment and be essentially debt-free with MGM assuming virtually all of the more than \$400 million in long-term debt and \$128-million cost of repurchasing the publicly held 15% of MGM/UA Home Entertainment. □

Rethinking 'Times' v. Sullivan

ALF symposium in Washington hears arguments hailing landmark libel case, and arguments criticizing it as 'moat' behind which media retreat

On the first day of the new session of the Supreme Court, on Monday, the American Legal Foundation, a conservatively oriented public interest law firm that has aided plaintiffs in libel cases, sponsored an all-day symposium on the Supreme Court and Libel Law: A New Direction? The question was not answered with any degree of authority, but it was clear the two principal speakers felt a new direction is needed. The high court's *New York Times v. Sullivan* decision of 1964 is their concern.

Milton S. Gould, senior partner in Shea & Gould, of New York, and counsel for Ariel Sharon in the former Israeli general's libel suit against Time Inc., would "squeeze out the crap, like the *Sullivan* doctrine." He suggested general use of the "split-verdict" approach, as used in the Sharon case, in which the jury found that *Time* magazine's story at issue—it said Sharon had encouraged the Christian militia in the massacre of Palestinian refugees in Beirut—had been false and defamatory, but not libelous.

Bruce Fein, the former FCC general counsel who is now senior vice president of Gray & Co., the lobbying and public relations firm, and an adjunct professor at the Heri-

tage Foundation and the American Enterprise Institute, had another suggestion: legislation governing libel suits brought by public officials. It would be based on hearings Fein said Congress should hold on "media inaccuracies, bias and misreporting."

The *Sullivan* doctrine is contained in the decision in which the Supreme Court overturned a lower court's \$500,000 judgment in favor of a Montgomery, Ala., police commissioner who, during the civil rights disturbances in Alabama at the time, had sued *The New York Times* and four black ministers as the result of an advertisement they had run in the newspaper. The doctrine holds that public figures cannot recover damages for libel in the absence of clear and convincing proof of actual malice, that is, that the alleged falsehood was published knowingly or with a high degree of awareness of probable falsity. The court said the aim was to encourage political discussion and commentary, which it considered vital to the functioning of a democracy, by putting it beyond the chilling effect of the threat of libel suits. And there were those at the symposium who indicated they felt that aim remains valid.

Victor A. Kovner, of Lankenau, Kovner & Bickford, of New York, who represented George Crile, the producer of the CBS News documentary at issue in the \$120-million libel suit General William Westmoreland filed, said, "It would be a tragedy if we

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moved away [from *Sullivan*]." He said "some falsehoods must be permitted" if that is the price to be paid for allowing "many voices to express what they believe to be the truth." *New York Times* columnist Anthony Lewis made a similar point. Libel suits like those brought by Westmoreland and Senator Paul Laxalt (R-Nev.)—the latter is suing McClatchey Newspapers for \$250 million—"are designed to frighten people out of criticizing [the plaintiffs] as politicians."

And concerns were expressed that, despite *New York Times*, the number of libel suits is on the rise—indeed, the ALF made that point in its material describing the symposium—and that media are being chilled. A member of the audience, Theodore Sherbow, a Baltimore lawyer who represents media clients, said "a big TV station in a major market"—he declined to identify the station or the market—"has changed its method of reporting consumer complaints as a result of a pending lawsuit," with the result that "consumers are being denied information."

But to Gould and Fein, *New York Times* constitutes what Gould characterized as a "moat" behind which the media retreat after slandering a public figure. Fein also, as he has in the past, attacked the legal underpinning of the doctrine. "The *New York Times* decision is wrong," he said. "There is no cogent evidence that the architects of either the First or the 14th Amendments intended

an actual malice rule for defamation actions initiated by public officials. Moreover, the flimsy assumptions carpentered together to justify the actual malice rule are discredited by experience."

Where Kovner and Lewis talked of the press's virtues, Fein and Gould talked of its vices.

Fein said *Sullivan* will endure "until the public and the courts are educated to the enormous bias and falsehoods that daily infect media coverage of public affairs." To document that condition, he said, Congress should hold hearings, and, based on them, enact a statute to govern libel suits brought by public officials. The statute should, he said, generally follow the common law of defamation, including privileges such as fair comment or otherwise. But since the goal of the legislation would be to advance "a common interest in informed public opinion and elevated political decision making," and not retaliation, he said, punitive damages should be barred. Armed with such a statute and the findings undergirding it, Fein added, "a defamed federal official would be an attractive candidate to seek an overruling of *New York Times*."

As for Gould, he said the press produces "pseudo events" and "gets away with it." When the press damages someone, he said, "it should be caught and punished, and the person damaged should have a useful rem-

edy." But a lesson to be learned from the Sharon case, he said, is that in an era "dominated . . . by cases like *Sullivan* a public figure like Sharon has to pay too high a price to achieve vindication" when defamed. Gould said the cost of prosecuting the Sharon case was about \$1.5 million. And the press, he said, has "developed special skills in avoiding liability—in how to take cover behind the moat *Sullivan* creates." And he spoke with feeling of what he said was "the special arrogance" of the press "in issuing criticism and in obstinately refusing to confess errors"—an arrogance he traced to "the crap like the *Sullivan* doctrine."

Gould said the Sharon case "represented an enormous case of editorial arrogance on the part of *Time*." He said Sharon wanted only "a dignified retraction, but we never got it—we didn't want their money." (A *Time* spokesman in New York said the magazine, in January, printed "a correction and retraction of part of the paragraph" in the story that was at the center of the dispute. "We believe the balance of the paragraph is substantially correct," the spokesman said, adding, "If that isn't good enough for Mr. Gould, he'll have to live with that.")

Using the law—modified or as it stands—was not the only option discussed as a means of meeting the needs of public figures who feel they have been defamed. John Siegenthaler, editorial director of *USA Today*, endorsed a suggestion offered by Westmoreland after he had dropped his suit against CBS—reestablish the National News Council (BROADCASTING, March 18). Westmoreland said some "middle ground" was needed "between the chilling effect of a libel suit" and "a letter to the editor or its equivalent, a TV rebuttal." He suggested a nonideological, nonpartisan council "composed of outstanding citizens who know how the media work."

The original council died two years ago after 11 years of operation because of lack of media support. But Siegenthaler reflected widespread concern among the media of the cost of defending libel suits.

But it seems likely that the Supreme Court will further refine the way libel law is applied before anyone puts together a new National News Council. The court in its current term will review two libel cases, and the opinions written on them could have a significant effect on how *New York Times* is applied. In one, *Anderson v. Liberty Lobby*, the issue is whether a plaintiff in a public figure libel case must establish clear evidence of malice in opposing a motion for summary judgment. In *Philadelphia Newspapers v. Hepps*, which observers believe is the more important of the two cases, the question is whether states may place on the defendant the burden of proving the truth of the statement at issue.

Michael P. McDonald, the general counsel of the ALF, sees those two cases as defining "the tension of competing concerns" present in libel law. "On the one hand," he said, quoting former Justice Potter Stewart, "There is the right to the protection of one's reputation—a concept at the root of any decent system of ordered liberty." On the other is the need of our democracy to support a robust, free and inquiring press." □

Home again. A delegation of 11 noncommercial broadcasting executives headed back from Moscow last week after a nine-day trip during which they presented and screened programming with Soviet officials. According to PBS senior vice president for programing, Suzanne Weil, it was a fruitful trip, that should ultimately provide American audiences with "something they haven't seen before."

Weil said that no agreements were reached to exchange particular programs and that "everybody is stepping carefully. . . . The main point is that we saw enough of their material and they saw enough of ours to know we each had something that would be of interest to the other."

"What kind of format any of this will take is very much up in the air," she said, "but I think there was general agreement that there are areas in which we are mutually interested. We're talking about a two-way street, an exchange." PBS won't broadcast Russian programs unless the Russians show American programming and vice versa, Weil said. The emphasis was on cultural programs, rather than "heavy-duty public affairs programs or anything like that."

"We saw some very high quality, very nice programing, which I think would be very interesting to our audience," Weil said, including a show now being finished on ballerina Anna Pavlova. In turn, the Russians viewed 40-50 hours of American programing. Among the shows in which they expressed an interest was a National Geographic special on tigers and the Academy Award-winning documentary, *The Stone Carvers*, about craftsmen working on the National Cathedral in Washington.

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For the Record

As compiled by BROADCASTING, Oct. 3 through Oct. 9, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. MP—modification permit. 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

- WTLS(AM) Tallahassee, Ala. (1300 khz; 1 kw-D)—Seeks assignment of license from Marvin J. Mitchell to Ned N. Butler for assumption of liabilities. Seller and buyer have no other broadcast interests. Filed Sept. 26.
- KMCW(AM) Kensett, Ark.—Seeks assignment of license from Service Communications Inc. to Harvey Pritts for \$50,000, comprising \$15,000 cash and remainder note. Seller is principally owned by Roy K. Cole. It also owns KABK-FM Augusta, Ark. Buyer has no other broadcast interests. Filed Sept. 25.
- KHIM-FM Flagstaff, KAYM-FM Yuma and KEPT-FM Prescott, all Arizona; KCJC-FM Shawnee, Okla., and KJOB-FM Borger, Tex. (KHIM-FM: 91.9 mhz; KAYM-FM: 88.9 mhz; KEPT-FM: 90.7 mhz; KCJC-FM: 91.3 mhz)—Seek assignment of license from, respectively, Arizona Media Educational Network, Oklahoma Educational Foundation and Caprock Educational Broadcasting Foundation to University Broadcasting Foundation Inc. for, respectively, \$5,650, \$5,467 and \$6,742 cash. All stations are unbuilt CP's. Sellers are nonprofit corporations headed by, respectively, Mavis C. Colewell, Gary Schroeder and Gary Barton. They have no other broadcast interests. Buyer is nonprofit corporation headed by Ron Jensen. It has no other broadcast interests. Filed, respectively Sept. 30, Sept. 30 and Oct. 1.
- KTAN(AM)-KTAZ(FM) Sierra Vista, Ariz. (AM: 1420 khz; 1 kw-D; 500 w-N; FM: 100.9 mhz; 3 kw)—Seeks transfer of control of Richter Broadcasting Co. from Edwin G. Richter and his wife, Mary, to Gordon Stafford (10%), his wife, Clare (10%) and Sam Young and family (80%) for \$10,000. Sellers have no other broadcast interests. Buyers have no other broadcast interests. Filed Sept. 26.
- WZNE(FM) Clearwater, Fla. (97.9 mhz; 100 kw; HAAT: 639 ft.)—Seeks assignment of license from DKM-Clearwater Broadcasting Corp. to Reflector-Herald Inc. for \$10 million cash. 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. Filed Sept. 26.
- WHTZ(FM) Lakeland, Fla. (103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Kelly Communications Inc. to Dolcom Broadcasting Inc. for \$1,150,000. Seller is owned by James C. McCrudden, who also owns KTGR(AM)-KCMQ(FM) Columbia, Mo.; WSQV(FM) Jersey Shore, Pa.; and KJEZ(FM) Poplar Bluff, Mo. (which is also being sold, see below). Buyer is owned by Herbert S. Dolgoff, who owns WCMQ-AM-FM Miami. Filed Sept. 26.
- WMPZ-FM Soperton, Ga. (101.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Terry D. Meeks to Treutlen Broadcasting Co. for \$580,320 cash. Seller has no other broadcast interests. Buyer is owned by Andrew J. McGowan. It also owns WGML(AM) Hinesville, Ga. Filed

Oct. 1.

- KPOI-FM Honolulu (97.5 mhz; 83 kw; HAAT: 46 ft.)—Seeks assignment of license from Robert W. Sudbrink to First Covcom Inc. for \$2.8 million cash. Seller is owner of Del Ray, Fla.-based station group of five AM's and two FM's. Buyer is owned by David J. Lyons, who has no other broadcast interests. He is general manager of KLZS-AM-FM Wichita, Kan. Filed Sept. 26.
- KLIT(AM) [CP] Meridian, Idaho (1210 khz)—Seeks assignment of license from Estate of Arby R. Beardslee to Mary Lake Communications of Idaho Inc. for \$15,000 cash. Seller has no other broadcast interests. Buyer is owned by John C. Culpepper III, who also owns WTBB(AM) Bonifay, Fla., and KIYS(AM) Boise, Idaho. His father, John C. Culpepper Jr., with buyer vice president Barry Turner, own First One Broadcast Group Inc., group of seven AM's and three FM's. Filed Sept. 20.
- WLRW(FM) Champaign, Ill. (94.5 mhz; 27.4 kw; HAAT: 400 ft.)—Seeks assignment of license from LRW Inc. to Gold Broadcasting Co. for \$1.6 million. Seller is owned by William Goldstein, who has no other broadcast interests. Buyer is subsidiary of Joyner Broadcasting, which owns WEAI(AM)-WYMB(FM) Jacksonville, Ill. and WENC(AM)-WQTR(FM) Whiteville, N.C. Filed Oct. 1.
- WWHC-FM Hartford City, Ind. (104.9 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from Three J. Radio Corp. to Cashdollar Inc. for \$135,000, comprising \$30,000 cash and remainder note at 9% over five years. Seller is owned by John R. Maddax, who has no other broadcast interests. Buyer is owned by Stephen Cashdollar, who has no other broadcast interests. Filed Oct. 2.
- WENS(AM) Shelbyville, Ind.; WLOL(FM) Minneapolis; KMGG(FM) Los Angeles, and KSHE(FM) Crestwood, Mo. (WENS: 97.1 mhz; 30 kw; HAAT: 699 ft. [CP: HAAT: 774 ft.]; WLOL: 99.5 mhz; 100 kw; HAAT: 880 ft.; KMGG:

105.9 mhz; 72 kw; HAAT: 770 ft.; KSHE: 94.7 mhz; 100 kw; HAAT: 510 ft.)—Seeks transfer of control of Emmis Broadcasting Corp. from Michael S. Maurer (27.46%), Robert E. Schloss (11.61%) Ellen S. Flamm (8.85%) and Judith S. Mishkin (3.7%) for approximately \$20 million. Sellers have no other broadcast interests. In consideration buyer will pay Maurer \$21,278 for purchase option, plus \$11,007,125 for shares. Schloss will receive \$8,997 for option and \$4,937,318 for shares. Flamm will receive \$6,858 for option plus \$3,763,589 for shares. Mishkin will receive \$2,867 for option and \$1,573,478 for shares. All sale prices are contingent on settlement date, with purchase price adjustment upward according to delay. Buyer is owned by Jeffrey H. Smuylan (85.05%) and Steven C. Crane (14.95%). They owned 41.14% and 7.24% respectively before sale. Filed Oct. 2.

■ KORX(FM) Greenfield, Mo. (93.5 mhz; 2.35 kw; HAAT: 330 ft.)—Seeks assignment of license from Mach Broadcasting Co. to Coppertone Communications Inc. for \$300,000, comprising \$50,000 cash and remainder note. Seller is principally owned by Mark Watkins, who has no other broadcast interests. Buyer is owned by Burkett H. Wamsley and his wife, Elizabeth I. Wamsley. It owns KCKX(AM) Stayton, Ore. Filed Sept. 30.

■ KCFM(FM) Florissant, Mo. (97.1 mhz; 32 kw; HAAT: 600 ft. [CP: 100 kw; HAAT: 561 ft.])—Seeks transfer of control of Florissant Broadcasting Co. from Cardinal Newman Communications Inc. and De Rance Inc., to Santa Fe Communications Inc. for assumption of liabilities. Seller, Cardinal Newman Communications, 80% owner, is owned by Cardinal Newman College, educational institution in St. Louis headed by A. Martial Capbern. It has no other broadcast interests. De Rance is nonprofit corporation headed by Harry Johns. It will retain interest in station. Buyer, Santa Fe Communications, owns KCIK(TV) El Paso, and owns 40% of KHS-TV Ontario, Calif. It is nonprofit corporation head-

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ed by De Rance owner, Johns, wife, Erica, his son, Timothy, and Donald Gallagher. Filed Sept. 27.

■ **WAML(AM)** Laurel and **WEEZ-FM Heidelberg**, both Mississippi (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from New Laurel Radio Station Inc. to Vango Broadcast Stations Inc. for \$600,000, comprising \$130,000 cash and remainder note. Seller is principally owned by Dave A. Matison, who has no other broadcast interests. Buyer is equally owned by Otto Goessel and Charlene Vance. It has no other broadcast interests. Filed Sept. 27.

■ **KKJO(AM)**-**KSFT(FM)** St. Joseph, Mo. (AM: 1550 khz; 5 kw-U; 105.1 mhz; 100 kw; HAAT: 582 ft.)—Seeks assignment of license from St. Joseph Broadcasting Co. to St. Joseph Radio Ltd. for \$1,845,000, comprising \$1,245,000 cash and \$600,000 note at 10% over 10 years, with interest-only payments for first two years and balloon payment on 66th month after closing. Seller is principally owned by James D. Ramsland and G. Dale Cowle. It has no other broadcast interests. Buyer is owned by Broadcast Equities Inc. (50%) and SJ Communications Associates (50%). It also owns **KQCR(AM)** Cedar Rapids, Iowa. Broadcast Equities is owned by Davis W. Small. SJ Communications is equally owned by Stanley B. Seidler, Solomon A. Weisgal, Burton W. Kanter and brothers, Martin and Norman Rich. Filed Sept. 24.

■ **WPAT-AM-FM Paterson**, N.J. (AM: 930 khz; 5 kw-U; FM: 93.1 mhz; 5.3 kw; HAAT: 1,420 ft. [CP: 21.88 kw; HAAT: 338 ft.])—Seeks assignment of license from Capital Cities Communications Inc. to Park Radio of Greater New York Inc. for \$49 million. Seller is selling station in order to merge with American Broadcasting Companies (BROADCASTING, May 26). Buyer is Ithaca, N.Y.-based station group of seven AM's seven FM's and seven TV's owned by Roy Park. Filed Sept. 6.

■ **KMCC(TV)** Clovis, N.M. (ch. 12; ERP vis. 178 kw; aur. 35.3 kw; HAAT: 670 ft. ant. height above ground: 719 ft.)—Seeks assignment of license from McAlister Television Enterprises Inc. to Marsh Media Inc. for \$1.5 million cash. Seller is owned by estate of Bill B. McAlister. It owns **KMAC(TV)** Lubbock, Tex. Buyer is owned by Stanley Marsh and family. It owns **KVII-TV** Amarillo, Tex.; **KVIJ-TV** Sayre, Okla.; **KVIA-TV** El Paso, and **KAVE-TV** Carlsbad, N.M., and operates seven cable systems. Filed Sept. 25.

■ **KSRN(AM)** Sun Valley and **KSRN-FM Reno**, both Nevada (1590 khz; 1 kw-D;—Seeks assignment of license from RAESCO Inc. to Olympic Broadcasting Corp. for \$2,110,000 including \$300,000 consulting agreement. Seller is owned by Carl Roliff, who has no other broadcast interests. Buyer is equally owned by Ivan Braiker and James D. Ireland. Braiker own 13% and Ireland owns 7.5% of **KLHT(AM)**-**KZZU(FM)** Spokane, Wash., and, in addition they also own, and Braiker is general manager of, **KRPM(FM)** Tacoma, Wash. Braiker owns 32.5% and Ireland owns 31.25% of **KKCY(FM)** San Francisco and Ireland owns 63.9% of **KMZQ(FM)** Henderson, Nev. Filed Sept. 30.

■ **WOKA(AM)** Penn Yan, N.Y. (850 khz; 500 w-D)—Seeks assignment of license from David Taylor Smith and Alan H. Andrews, a limited partnership, to Radio Penn Yan, Inc. for \$25,000. Sellers have no other broadcast interests. Buyer is owned by Andrews, Smith, George Kapral and three others. It has no other broadcast interests. Filed Sept. 26.

■ **WFAS-AM-FM White Plains**, N.Y.—(AM: 1230 khz; 1 kw-D; 250 w-N; FM: 103.9 mhz; 600 w; HAAT: 670 ft.)—Seeks transfer of control of Prospect Communications Inc. from Herbert Saltzman to New York Subways Advertising

Co. for \$1.8 million. Seller has no other broadcast interests. Buyer will be owned by Saltzman (40%) and New York Subways (60%). NYSA is owned by Marvin Schwartz (30%), William Apfelbaum (20%), George Newman, his wife, Amelia and Patricia K. Theryoung. It has no other broadcast interests. Filed Sept. 27.

■ **WRDG(TV)** Burlington, N.C. (ch. 16; ERP vis. 2,500 kw; aur. 275 kw; HAAT: 840 ft.; ant. height above ground: 500 ft. [CP: ERP vis. 1,918 kw; aur 175 kw; HAAT: 837 ft.])—Seeks assignment of license from KFG to Television Communications Inc. for \$2.8 million. Seller is owned by Louis J. Kearn and family. It also has interest in **KTCT(TV)** Tulsa, Okla., and will be purchasing remainder of that station. Buyer is owned by Jack Rehburg. It is former owner of **KTCT(TV)**. Filed Oct. 1.

■ **WCEL(AM)** Southern Pines, N.C. (AM: 990 khz; 10 kw-D)—Seeks assignment of license from John A. Northem, trustee to Younts Broadcasting Co. for assumption of liabilities. Seller is trustee in bankruptcy for Southern Dandy Corp. It has no other broadcast interests. Buyer is owned by Jack S. Younts and his wife, Elizabeth. It has no other broadcast interests. Filed Sept. 24.

■ **KDLB-FM Henryetta**, Okla. (99.5 mhz; 28.5 kw; HAAT: 300 ft. [CP: 100 kw])—Seeks transfer of control of Media Plus Inc. from Rebecca F. Lambert to Swanson Broadcasting Inc. for \$2.4 million. Seller owns **KRO-S(AM)**-**KSAY(FM)** Clinton, Iowa. Buyer is Tulsa, Okla.-based station group of two AM's and two FM's principally owned by Gerock Swanson. Filed Oct. 1.

■ **WJSA(AM)** Jersey Shore, Pa. (1600 khz; 1 kw-D)—Seeks assignment of license from Tiadaghton Broadcasting Co. to Covenant Broadcasting Co. for assumption of liabilities. Seller is owned by Kevin H. Breon, who owns 50% of buyer. With buyer it already owns **WJSA-FM** Jersey Shore. Buyer is equally owned by seller and John K. Hogg. Filed Sept. 30.

■ **WDSC-AM-FM Dillon**, S.C. (AM: 800 khz; 1 kw-D; FM: 92.9 mhz; 100 kw; HAAT: 604 ft.)—Seeks assignment of license from Coastal Plains Broadcasting Inc. to Ellek B. Seymour for \$3.5 million. Seller is owned by Phillip B. Brown and 10 others. It has no other broadcast interests. Buyer is Richmond, Va.-based station group of six AM's and six FM's owned by Ellek Seymour. Filed Oct. 1.

■ **WVSL(AM)** Loris, S.C. (1240 khz; 5 kw-D; 250 kw-N)—Seeks assignment of license from W. Ryan Hovis to Loris Broadcasting Inc. for \$72,500. Seller is trustee in bankruptcy for F.T.W. Broadcasting. It has no other broadcast interests. Buyer is owned by Dwight W. Shores, who has no other broadcast interests. Filed Sept. 30.

■ **KBST(AM)** Big Spring, Tex. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from The Snider Corp. to David W. Wrinkle for \$525,000, comprising \$20,000 cash and remainder note at 10% over 15 years. Seller is owned by Betty Ann Wrinkle and estate of B. Winston Wrinkle, parents of buyer. Buyer is station's general manager. His brother, Robert, has option to purchase up to 49%. Filed Sept. 25.

■ **KIIZ(AM)**-**KIXS(FM)** Killeen, Tex. (AM: 1150 khz; 250 w-D; FM: 93.3 mhz; 100 kw; HAAT: 520 ft.)—Seeks assignment of license from Citimedia Corp. to Grace Broadcasting of Texas Inc. for \$5,750,000. Seller is principally owned by Neal Spelce. It has no other broadcast interests. Buyer is subsidiary of West Bloomfield, Mich.-based station group of three AM's and three FM's principally owned by Harvey Grace. Filed Sept. 25.

■ **KBHV-FM Spanish Fork**, Utah (106.3 mhz; 220 w; HAAT: 920 ft.)—Seeks assignment of license from Polo Broadcasting Corp. to KBER Inc. for \$1.4 million. Seller is principally owned by David Forier. It has no other broadcast

interests. Buyer is owned by Devine Communications Corp., which is owned by Christopher Devine (20%), Wake L. Warthen (20%) C. Robert Allen (51%) and Scott Robb (9%). It owns **WUUU(AM)** Wetherfield, N.Y. Robb has interest in **WBEC-AM-FM** Pittsfield, Mass. Filed Sept. 26.

■ **KOMW-AM-FM Omak**, Wash. (AM: 680 khz; 5 kw-D; FM: 92.7 mhz; 3 kw; HAAT: minus 836 ft.)—Seeks assignment of license from Okanogan Valley Broadcasting Inc. to North Country Broadcasting Inc. for assumption of liabilities. Seller is owned by William George, Floyd R. Hill, Mike, Dean and Betty Nichols, Mildred Pentz and estate of Inez Wall. It has no other broadcast interests. Buyer is owned by Eric E. Carpenter (50%) and his parents, Gerald and Beverly Carpenter. It also owns **KCVL(AM)**-**KCRK(FM)** Colville, and **KNOI(AM)** Deer Park, both Washington. Filed Sept. 27.

■ **WKGa(AM)** Grafton, W.Va. (AM: 1260 khz; 500 w-D)—Seeks assignment of license from WVVW Inc. to Taylor-Barbour Broadcasting Inc. for \$40,000. Seller is owned by John R. Callahan, who has no other broadcast interests. Buyer is owned by James W. Teets (50%) and Thomas A. Friend and her husband, Linda. It also owns **WTBZ-FM** Grafton, W.Va. Filed Sep. 23.

Facilities Changes

Applications

AM's

Tendered

■ **WARA** (1320 khz) Attleboro, Mass.—Seeks CP to increase day and night power to 5 kw and make changes in ant. sys. App. Oct. 1.

■ **WVVW** (1550 khz) St. Marys, W.Va.—Seeks CP to change freq. to 630 khz; change power to 500 w, and make changes in ant. sys. App. Oct. 1.

Accepted

■ **WNER** (1250 khz) Live Oak, Fla.—Seeks CP to make changes in ant. sys. App. Oct. 4.

■ **KGEM** (1140 khz) Boise, Idaho—Seeks MP to make changes in ant. sys. App. Oct. 4.

■ **KQSA** (1260 khz) San Angelo, Tex.—Seeks CP to make changes in ant. sys. App. Oct. 4.

FM's

Tendered

■ ***KEWC-FM** (89.5 mhz) Cheney, Wash.—Seeks mod. of CP to change TL; change ERP to 14,725 kw; change HAAT to 1,407.25 ft., and make changes in ant. sys. App. Oct. 2.

Accepted

■ **KKJJ** (103.9 mhz) Payson, Ariz.—Seeks CP to change ERP to 90.1 kw; change HAAT to 1,025 ft.; change freq. to 104.3 mhz, and change TL. App. Oct. 3.

■ **KHTZ** (97.1 mhz) Los Angeles—Seeks CP to install aux. ant. sys. App. Oct. 1.

■ **WRYO** (98.5 mhz) Crystal River, Fla.—Seeks mod. of CP to move SL to Inverness, Fla. App. Oct. 2.

■ **WZLI** (106.1 mhz) Toccoa, Ga.—Seeks CP to change TL and change HAAT to 1,240 ft. App. Oct. 1.

■ **KHUI** (99.9 mhz) Kahului, Hawaii—Seeks CP to change ERP to 25 kw. App. Oct. 2.

■ **KSKB** (99.3 mhz) Brooklyn, Iowa—Seeks mod. of CP to change HAAT to 175 ft. App. Oct. 1.

■ **WXUS** (92.7 mhz) Lafayette, Ind.—Seeks CP to change freq. to 93.5 mhz. App. Oct. 1.

■ **WKDQ** (99.5 mhz) Henderson, Ky.—Seeks mod. of CP to change ERP to 100 kw. App. Oct. 2.

■ **KISY** (98.3 mhz) Tioga, La.—Seeks CP to change HAAT to 328 ft. App. Oct. 1.

■ **WHNN** (96.1 mhz) Bay City, Mich.—Seeks mod. of CP to change TL; change ERP to 100 kw, and change HAAT to 1,020.08 ft. App. Oct. 2.

■ **WYRY** (104.9 mhz) Hinsdale, N.H.—Seeks mod. of CP to change TL. App. Oct. 1.

■ **WLKZ** (104.9 mhz) Wolfboro, N.H.—Seeks CP to change HAAT to 328 ft. App. Oct. 2.

■ ***WECW-FM** (95.5 mhz) Elmira, N.Y.—Seeks CP to change TL/SL to campus center of Elmira College. App.

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Oct. 1.

- **WUNY** (89.5 mhz) Utica, N.Y.—Seeks mod. of CP to change ERP to 6.26 kw and make changes in ant. sys. App. Oct. 2.
- **WNYW** (90.9 mhz) Watertown, N.Y.—Seeks mod. of CP to change ERP to 7.09 kw and make changes in ant. sys. App. Oct. 2.
- **WPCM** (101.1 mhz) Burlington-Graham, N.C.—Seeks CP to change TL and change HAAT to 1,348.08 ft. App. Oct. 1.
- **WBLZ** (103.5 mhz) Hamilton, Ohio—Seeks mod. of lic. to move SL to 1211 West Sharon, Green Hill, Ohio. App. Oct. 2.
- **KRAV-FM** (96.5 mhz) Tulsa, Okla.—Seeks mod. of CP to change TL; change ERP to 96.2 kw, and change HAAT to 1,326.76 ft. App. Oct. 2.
- ***KSOR** (90.1 mhz) Ashland, Ore.—Seeks mod. of CP to change HAAT to 2,658 ft. and make changes in ant. sys. App. Oct. 2.
- **WKYN** (97.5 mhz) St. Marys, Pa.—Seeks mod. of CP to change TL; change ERP to 31.6 kw; change HAAT to 616.64 ft., and install non-DA. App. Oct. 1.
- ***WSYC-FM** (88.7 mhz) Shippensburg, Pa.—Seeks CP to change TL. App. Oct. 2.
- ***WHMC-FM** (90.1 mhz) Conway, S.C.—Seeks mod. of CP to make changes in ant. sys. App. Oct. 2.
- **KIXY-FM** (94.7 mhz) San Angelo, Tex.—Seeks CP to change HAAT to 357.29 ft. App. Oct. 1.
- **KHOQ** (99.9 mhz) Waco, Tex.—Seeks CP to change TL and change HAAT to 1,222 ft. App. Oct. 1.
- **WCKA** (97.1 mhz) Sutton, W.Va.—Seeks mod. of CP to change TL; change ERP to 25 kw; change HAAT to 193.19 ft., and make changes in ant. sys. App. Oct. 4.

TV's

Accepted

- **KCBS-TV** (ch. 2) Los Angeles—Seeks CP to change ERP to 36.3 kw, aur. 7.24 kw and change HAAT to 3,630.96 ft. App. Oct. 3.
- **WHCT-TV** (ch. 18) Hartford, Conn.—Seeks CP to change ERP to vis. 3,273, aur. 327.3 kw; change HAAT to 1,110 ft.; replace ant., and change TL. App. Oct. 3.
- **KMCT-TV** (ch. 39) West Monroe, La.—Seeks MP to make changes in ant. sys. App. Oct. 1.
- **WLNE-TV** (ch. 6) New Bedford, Mass.—Seeks CP to make changes in ant. sys. App. Oct. 3.
- **WJTV** (ch. 12) Jackson, Miss.—Seeks MP to install new ant. App. Oct. 2.
- **WTVF** (ch. 5) Nashville, Tenn.—Seeks MP to change HAAT to 1,394 ft. and make changes in ant. sys. App. Oct. 2.
- **WYEO** (ch. 40) Superior, Wis.—Seeks MP to extend completion date of original CP. App. Oct. 2.

Actions

AM's

- **WKDC** (1530 khz) Elmhurst, Ill.—Granted app. to change TL. Action Sept. 26.
- **KAKZ** (1240 khz) Wichita, Kan.—Granted app. to change SL to 2402 E. 37th St. North, Wichita. Action Sept. 26.

FM's

- **KKJJ** (103.9 mhz) Payson, Ariz.—Returned app. to change ERP to 90.1 kw; change HAAT to 1,025 ft.; change freq. to 104.3, and change TL. Action Oct. 1.
- **KZYP** (99.3 mhz) Pine Bluff, Ark.—Granted app. to change HAAT to 157 ft. Action Sept. 30.
- **KECR** (93.3 mhz) El Cajon, Calif.—Dismissed app. to change HAAT to 1,888 ft. Action Sept. 26.
- **KUTE** (101.9 mhz) Glendale, Calif.—Dismissed app. to change ERP to 10 kw; change HAAT to 2,775 ft., and make changes in ant. sys. Action Sept. 25.
- **KAER** (92.5 mhz) Sacramento, Calif.—Granted app. to change HAAT to 449 ft. Action Sept. 26.
- **WVOJ** (106.3 mhz) Avon Park, Fla.—Granted app. to change ERP to 1.55 kw and change HAAT to 369.98 ft. Action Sept. 30.
- **WNLT** (95.7 mhz) Clearwater, Fla.—Dismissed app. to change TL and change HAAT to 606.8 ft. Action Oct. 1.
- **WTHM** (98.3 mhz) Goulds, Fla.—Granted app. to change ERP to 1.55 kw. Action Sept. 30.

- **KTWA** (92.7 mhz) Ottumwa, Iowa—Granted app. to change HAAT to 300 ft. Action Sept. 24.
- **WWMJ** (95.7 mhz) Ellsworth, Me.—Granted app. to change ERP to 11.5 kw. Action Sept. 23.
- **WZXM-FM** (95.3 mhz) Gaylord, Mich.—Granted app. to change ERP to 3 kw. Action Sept. 24.
- **WSTR-FM** (99.3 mhz) Sturgis, Mich.—Granted app. to change ERP to 2.16 kw. Action Sept. 25.
- **WTYX** (94.7 mhz) Jackson, Miss.—Granted app. to change HAAT to 116.8 ft. Action Sept. 24.
- ***KCWA-FM** (89.9 mhz) Arnold, Mo.—Dismissed app. to replace ant. Action Sept. 26.
- **KEFM** (96.1 mhz) Omaha, Neb.—Granted app. to change TL; change HAAT to 1,456.32 ft., and make changes in ant. sys. Action Sept. 23.
- **WHEB-FM** (100.3 mhz) Portsmouth, N.H.—Granted app. to change ERP to 50 kw; change HAAT to 154.16 ft., and replace ant. Action Sept. 24.
- **KRKE-FM** (94.1 mhz) Albuquerque, N.M.—Dismissed app. to change ERP to 20.236 kw. Action Oct. 1.
- **WCKR** (92.1 mhz) Hornell, N.Y.—Granted app. to change ERP to 1.26 kw. Action Sept. 30.
- **WAPP** (103.5 mhz) Lake Success, N.Y.—Granted app. to move SL outside community of lic. to Astoria section of Queens, N.Y. Action Sept. 25.
- **WVIP-FM** (106.3 mhz) Mount Kisco, N.Y.—Granted app. to change TL; change ERP to .8 kw; change HAAT to 596.96 ft., and make changes in ant. sys. Action Sept. 23.
- **WOFM** (92.1 mhz) Moyock, N.C.—Granted app. to change ERP to 1.7 kw and change HAAT to 419.84 ft. Action Sept. 23.
- **WHBC-FM** (94.1 mhz) Canton, Ohio—Granted app. to change TL; change ERP to 43.8 kw, and change HAAT to 515.61 ft. Action Sept. 30.
- **WJER-FM** (101.7 mhz) Dover, Ohio—Granted app. to change TL and change HAAT to 328 ft. Action Sept. 23.
- **WLSR** (104.9 mhz) Lima, Ohio—Granted app. to change HAAT to 286.67 ft. Action Sept. 26.
- **KYFM** (100.1 mhz) Bartlesville, Okla.—Dismissed app. to install aux. sys. Action Sept. 25.
- **KAEZ** (107.7 mhz) Oklahoma City—Granted app. to

change TL; change ERP to 98.5 kw; change HAAT to 990 ft., and make changes in ant. sys. Action Sept. 24.

- **WIBF-FM** (103.9 mhz) Jenkinstown, Pa.—Granted app. to install aux. sys. Action Sept. 30.
- **WIFI** (103.9 mhz) Kane, Pa.—Granted app. to change TL and change HAAT to 226 ft. Action Sept. 30.
- **KESS** (94.1 mhz) Fort Worth—Granted app. to change TL; change HAAT to 696 ft., and make changes in ant. sys. Action Sept. 30.

TV's

- **KREZ-TV** (ch. 6) Durango, Colo.—Granted app. to change ERP to vis. 6.2 kw, aur. 1.36 kw. Action Sept. 30.
- **WQAC** (ch. 35) Fort Walton Beach, Fla.—Granted app. to change ERP to vis. 636 kw, aur. 63.6 kw and change HAAT to 197 ft. Action Sept. 30.
- **WSVN** (ch. 7) Miami—Granted app. to make changes in ant. sys. Action Sept. 30.
- **WTBS** (ch. 17) Atlanta—Granted app. to for aux. transmitter. Action Sept. 30.
- **WFWR-TV** (ch. 60) Aurora, Ill.—Granted app. to install aux. ant. Action Sept. 30.
- **WNEM-TV** (ch. 5) Bay City, Mich.—Granted app. to specify strobe lighting. Action Sept. 30.
- ***WNJT** (ch. 52) Trenton, N.J.—Granted app. to change transmitter. Action Sept. 30.
- **WASV** (ch. 62) Asheville, N.C.—Granted app. to change ERP to vis. 8.4 kw, aur. .84 kw; change HAAT to 154 ft., and change TL. Action Sept. 30.
- **WDAU-TV** (ch. 22) Scranton, Pa.—Granted app. to change aux. ant. sys. Action Sept. 25.
- **WJWT** (ch. 16) Jackson, Tenn.—Granted app. to change ERP to vis. 588 kw, aur. 58.8 kw. Action Sept. 30.

In Contest

Review Board made following decision:

- Baton Rouge (Louisiana Super Communications, et al) TV

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proceeding. Scheduled oral argument for Oct. 25 on exceptions to initial decision of ALJ John H. Conklin granting app. of Parish Family Television for new TV station in Baton Rouge, and denying apps. of Louisiana Super Communications and Baton Rouge Channel 44. Each party has 20 minutes for argument. Louisiana Super and Baton Rouge Channel 44 may reserve part of their time for rebuttal. By letter, Sept. 27.

Call Letters

Applications

Call Sought by

New FM

WTBC-FM Trinity Baptist High School, Williston, Vt.

Existing AM's

KHUM KOFO Keymarket Communications of Kansas Ltd., Ottawa, Kan.

KRAR KKKM KLE Communications Inc., Waite Park, Minn.
WWKB WKBW Empire State Broadcasting Corp., Buffalo, N.Y.
KWLK KBZT Sandusky Radio of Southern California Inc., San Diego
KBBO KKKX Keymarket Communications of Kansas Ltd., Ottawa, Kan.

Grants

Call Assigned to

New AM's

WALH Valley Communications Co., Mountain City, Ga.
KSKJ Salina Broadcasting Co., Salina, Utah
WIBS Saint Thomas Broadcasters, Charlotte Amalie, Saint Thomas, V.I.

New FM's

WOKZ L & B Broadcasting Inc., Muncie, Ind.
KHBO Auldridge Broadcasting Inc., Canyon, Tex.

New TV's

WLKT FBC Inc., Lexington, Ky.
KREB-TV People of the Fire Ltd., Las Vegas

Existing AM's

WINF WZST Major League Broadcasting Inc., Leesburg, Fla.
KCKM KFKF KFKF Broadcasting Co., Kansas City, Kan.
KBIT KOOK KOOK Associates Ltd., Billings, Mont.
WLOD WLNT Loudon Broadcasters Inc., Loudon, Tenn.
WISM WOKL Progressive Communications Inc., Altoona, Wis.

Existing FM's

KLDK KKAC King Country Broadcasters, Soldotna, Alaska
*WKTZ-FM WFAM Jones College, Jacksonville, Fla.
WDTX WCLS Metropolis Broadcasting of Detroit, Detroit
KOOK KBIT KOOK Associates Ltd., Billings, Mont.
WMGG WALK-FM Island Broadcasting Co., Patchogue, N.Y.
*WDPR WCXL Dayton Public Radio Inc., Kettering, Ohio
KZZQ KWAS Charles Woods, Amarillo, Tex.
KATP KHBQ Alfred Broadcast Inc., Canyon, Tex.
KDRK-FM KDRK Monroe Broadcasting Co., Spokane, Wash.

Existing TV

WGWA WLRE Family Group Ltd., Green Bay, Wis.

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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

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RADIO

HELP WANTED MANAGEMENT

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.

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.

Alabama small market AM-FM needs selling manager who can supervise staff. Salary plus commission. Call Dave Rigdon, 205-926-4969 or 205-289-1400.

Sales manager You will run the sales staff. Must have experience in hiring, training, motivating and leading a sizable staff. Excellent location and opportunity and we will gladly pay for performance. Box U-15.

Equity opportunity. New ownership seeks general manager/sales manager for medium market, light contemporary FM in Midwest. Vastly underdeveloped station with new studios and offices. Exceptional potential for big numbers. Equal signal to any in the market. Strong sales ability and high energy level a must. Should be able to motivate others and take an active role in the community. Excellent compensation package. EOE. Resume to Box U-13.

Sales manager: Immediate opening. Selling sales manager who can train and motivate interest in community involvement. Send resume, salary history to George Cohn, WCUE-AM, 424 Sackett Ave., Akron, OH 44313.

Growing Sunbelt SE market of 70,000+ seeks sales manager who is idea oriented and can motivate. Excellent income potential. Resumes to: VP Sales, 113 Sparrow Dr., Lynchburg, VA 24502.

Program director: immediate position available central California for an aggressive, mature, self-starting individual. Must have clean track record with proven leadership abilities, 3 years' experience in organizational, supervisory and promotional skills. Knowledge of automation, country music, news, copy writing is necessary to take charge of this leading AM/FM combo. Above market salary and benefits. Resume, current air check and photograph please send: Westcoast Broadcasting, Inc., Larry W. Woods, President, 717 No. Mooney Blvd., Tulare, CA 93274.

We have all the elements of success except the person to take full charge and lead our organization: the best signal, terrific on-air product, top growth market, and fast growing company. But we need someone who can create winning sales and share in the profits. Top incentives. Please send brief outline of past track record, and we'll call upon receipt. AM/FM combo in West Coast medium market. Box U-8.

General manager needed for small market in central Florida. Community involvement a must. Salary, benefits, profit sharing. Box U-4.

Manager for a 100,000 watt FM station in northern Wisconsin. Experience in sales to lead a sales staff to conquer an underdeveloped market. Outgoing self-starter who wants to be the best. A B.A. degree in a related field a must, experience a requirement. Write Box U-3.

State network general manager needed; must have network sales and operations experience. State-of-the-art operation, satellite delivered network in growing Sunbelt state. Send resume to Box U-23.

GSM: The best opportunity in the Sunbelt. #1 rated top-40 KTUX-FM in Shreveport, LA. Fast track experience and greed required qualifications. Ken Stephens, 318-938-7927.

GM with sales at FM near Knoxville. Great growth potential. Supportive absentee broadcaster owner. Immediate need. Call Art at 1-904-892-3158.

General manager WDXI-WJHR Jackson, TN. Great stations, great area, vibrant group owner, excellent compensation with equity participation available. This is the opportunity which you have been striving all your working career. If you have a successful track record and want to control your destiny, send your resume TODAY. Wanda Williamson, VP, CSBI, 108 N. 10th St., Mt. Vernon, IL 62864. EOE, M/F.

Winners/professionals: We currently have FMs in Phoenix, Nashville and Salt Lake City. By the end of this year, pending FCC approval, we will have acquired KKCI, a class C FM. If you're presently or recently employed as a general manager, general sales manager or program manager in Kansas City, and would like to be considered for a position with our growing company, I'd like to hear from you. Please express your interest in writing, with your credentials, to: Eric Hauenstein, TransColumbia Communications, 5220 North Seventh St., Suite 121, Phoenix, AZ 85014. All communications will be kept in confidence. EOE, M/F.

Sales manager. We are looking for an outstanding individual to lead and motivate sales staff. Individual must sell local accounts and agencies. Proven record of sales and management a must. Extremely attractive mid-Atlantic market. Profitable AM/FM combo. Compensation package negotiable. An excellent opportunity. All replies held in strict confidence. EOE. Box U-36.

General manager for metro Missouri group owned FM. Station has long history of high ratings and profits. Applicant must have good people skills and a proven success record as sales or general manager. You will manage staff with emphasis on sales. Ability to hire, train, and manage sales staff for high billing essential. Rush resume and salary requirements to Box U-35. EOE, M/F.

Sales Manager wanted for East Texas AM-FM. Send resume and references to Richard Martin, Box 192, Kilgore, TX 75662 or call 214-984-2001. EOE.

Executive VP and General Manager. Non-commercial Catholic radio and television operations serving South Texas. Responsible for management of 20+ staff, budget, and implementation of long range religious programming and goals. Requires five years senior administration broadcasting management experience with demonstrated skills in staff supervision and financial management. Thorough knowledge of FCC regs. Submit detailed resume, salary history, and references to Box U-60.

Station/Sales manager for country format, send letter of application and resume to Willis Deal, WSPF, P.O. Box 1709, Hickory, NC 28603 or call 704-328-1731. EOE.

Director of Business Affairs. Summit Communications Inc., a rapidly expanding, diversified communications company, is seeking an experienced individual to be the Director of Business Affairs for WCOA/WJLQ Radio, Pensacola, FL. The individual selected will be responsible for the management of finance, personnel administration, purchasing, and office management in a decentralized management environment. Position requires working knowledge of accounting and finance principles. Must have 5 or more years experience in managing a decentralized business office. Experience in personnel administration, budget preparation and knowledge of FCC rules desirable. Excellent salary and benefit program. Interested applicants send detailed resume and salary history to: Corporate Director, Human Resources, P.O. box 10418, Winston-Salem, NC 27108. An equal opportunity employer, M/F/H.

HELP WANTED SALES

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.

Sales manager to train, lead and occasionally hire at successful AM/FM in Pacific Northwest college market. Over \$30,000. Qualifications to: Box U-2.

Twin Falls, Idaho: 5kw MOR has opening for successful, aggressive sales person. Attractive Rocky Mountain growth area with excellent four-season climate. 90 miles from Sun Valley. \$1000/mo. guarantee vs. 20% commission. EOE, M/F. Charlie Powers, Pres., Greentree Broadcasting Co., Box 68, Moraga, CA 94556. 415-376-0397.

Rapidly growing radio chain in Southeast is looking for managers and account executives. Reply Box U-19.

Texas Panhandle City of 30,000 seeking aggressive sales person with at least one year in sales. Announcing and play by play would be a plus. Send resume to: Darrell Sehorn, KGRO-KOMX, P.O. Box 1779, Pampa, TX 79065.

Medium market sales. Upper-Midwest. Work with prime list, prove yourself and advance within the station group that owns this AM/FM combo. Reply Box U-20.

AM/FM in stable, growing Pacific NW market, offers career sales opportunity to the right individual. Excellent list. 20% commission, guarantee, insurance. Major universities, clean air, wide open spaces. See National Geographic 6/82, "Paradise Called the Palouse." Resume/references to: Sales Manager, KQQQ, Box 1, Pullman, WA 99163.

Immediate opening, fulltime sales, announcing helpful. Car necessary. Resume to Dave Winchester, WSER, 192 Maloney Rd., Elkton, MD 21921. 301-398-3883.

Announcer-salesperson in Chattanooga. 3 hr. shift plus production. Pay is \$1800 per mo. in advertising credit on station. Sell it for cash or trade. It amounts to 100% commission on first \$1800 and 40% commission on all over \$1800 per month. Sales include combination of discount coupons with radio advertising. Two shifts available. Living accommodations possible for couple. 615-756-7635. or write "AI", 399 Somerville Ave., Chattanooga, TN 37405.

Sales representative needed immediately for 24 hr. FM near Knoxville. Great growth potential. Call Art at 1-904-892-3158.

St. Augustine, Florida, Atlantic resort, seeks experienced sales person, salary plus commission. Resume, references: Route 8, Box 395R, St. Augustine, FL 32086. EEO.

WBCS-AM/FM, Milwaukee, is looking for one experienced account executive to be on a growing, winning team. Great opportunity for a top performer. Resume and cover letter to David Lebow, SM, WBCS, 5407 W McKinley, Milwaukee, WI 53208.

Suburban Washington D.C. AM station covering Northern VA and District has opening for ambitious, motivated, aggressive account executives to develop expanded market. Excellent compensation and benefits. Write Box U-54.

Territory sales manager for Missouri farm station. Capable of running three person sales office. \$24,000 starting salary plus incentives. KMZU Carrollton, MS 64633. EOE.

Local sales manager. Unlimited potential to grow with aggressive suburban DC AM station. New signal covers all Northern VA and District. Please write Box U-53.

HELP WANTED ANNOUNCERS

New England medium market. News/talk giant seeks evening talk host to replace 20 year vet. Looking for real pro to converse on all levels; aggressive but not radical. Send tape & resume to Marc Bernier, WBSM, 220 Union St., New Bedford, MA 02740. EOE.

Morning host needed for WTDY, Madison's innovative new AM station. Our lifestyle format does for radio what "USA Today" did for print. Respected radio group, great city, big opportunity. Tape & resume to Bill Vancil, VP/Programming, WTDY, Box 2058, Madison, WI 53701.

The money is green in the radio/TV voice-over business! Break-in now info-packed cassette tells how! Send check for \$4.95 to: The Voiceworks, Inc., Box 17115, Greenville, SC 29606. Allow 10 days for delivery. Order today!

Announcer with style. Eastern Shore Maryland, "Land of Pleasant Living", MOR daytime station. College town. Experience preferred. Exceptional entry level applicants welcome. Send tape, resume and references. WCTR, Box 700, Chestertown, MD 21620. EOE.

Announcer/newsperson. Small market. Afternoon news. Weekend airshift. Congenial working conditions. One year air experience. Send tape and resume to: WTTT, P.O. Box 338, Tiffin, OH 44883.

HELP WANTED TECHNICAL

Technician for New England AM/FM station. Salary \$20-25,000. Technical support provided from corporate engineer. Box T-157.

Engineer for TV and radio operation. Five years' minimum in maintenance of FM and TV transmitters and studio equipment. Will be chief of FM. Also needed is engineer for location shooting of network production and in-house editing. Experience with Ikegami cameras, Sony 500AVTR, and Ampex VPR-2s a plus. Send resume to Chief Engineer, Box 416, Corpus Christi, TX 78403-0416.

Chief operator & technician engineer. Maintain AM & FM transmitters & studios. Must have digital & microprocessor & equivalent FCC 1st class license. Should be SBE certified. Equal opportunity employer. Contact Dick Engh, 907-562-3456. 1007 W. 32nd Ave., Anchorage, AK 99503.

Assistant chief engineer. WGR Radio seeks experienced engineer for well-equipped 50KW FM and 5KW AM. FCC license required. Must be familiar with STLs, RPU set-up, transmitter maintenance and remote control. Must be self starter and eager to work for the best radio station in town. Send resume to: Chief Engineer, WGR Radio, 464 Franklin St., Buffalo, NY 14202. An equal opportunity employer.

Chief engineer needed ASAP for KQIZ AM/FM Amarillo, Texas. Class C FM and daytime AM. Good facility, money and city. Rush resume to: D. Alexander, GM, KQIZ, P.O. Box 7488, Amarillo, TX 79114. EOE.

HELP WANTED NEWS

News director: WJEQ-FM in Macomb, IL is seeking an experienced news director. Salary up to \$18,000 per year. Tape/resume to General Manager, 1506 E. Jackson, Macomb, IL 61455.

Denver reporters: Metro Governments and General Assignment. Experienced professionals who write well and can produce NPR-style packaged reports. Competitive salary, benefits. Send letter, resume, three references with phone numbers, non-returnable cassette to: Lee Frank, News Director, KCFR-FM, 2249 S. Josephine, Denver, CO 80210. No calls. EOE/AA.

Business opportunity for experienced news director/announcer/assignment editor. 10-year established weekly newsletter for radio/TV news departments for sale at 1X gross. Nets \$25,000+. Profitable sideline or fulltime. Excellent growth potential. Confidential inquiries: Box U-38.

News director. We're looking for a hardworking person to help build a crack news department in the Charlottesville, Virginia market. A great opportunity for the right person. Females encouraged. Send tape and resume now. Joe Beail, WPED/WJLT, Box 697, Crozet, VA 22932. EOE.

Central NE seacoast of New Hampshire. Local news is what it's all about! If you agree, send tape and resume! Gary James, WAWI, 1555 Islinton St., Portsmouth, NH 03801.

News director, Central Illinois. Must be aggressive, have good on-air presence and personality. Immediate opening. Call 217-824-3395.

Statewide agriculture radio network looking for a strong anchor/reporter. Need journalism degree, good voice, and knowledge of agriculture. Send resume to Box U-58.

KSKA, Anchorage Public Radio is seeking a newspublic affairs director. KSKA serves South Central Alaska, including Alaska's largest city, Anchorage (pop. 250,000). KSKA is community licensed with a professional staff of 13 and large volunteer core. The news/PA director is responsible for the implementation of station policy concerning news and public affairs programming which includes the creation, production, and staffing of news/PA programming. Qualifications: Bachelors degree in Journalism or Communications preferred. Three years broadcast news experience. Excellent organizational, interpersonal and management skills. Solid production skills. Ability to teach reporting and editing skills; to work with volunteers; and to generate news material for national and state submission. Salary: 18,000-26,000 DOE benefits included. Deadline: Oct. 31, 1985. Submit resume and audition tape demonstrating announcing, newscast and feature production skills to: Search Committee, KSKA, 4101 University Dr., Anchorage, AS 99508. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

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.

New soft adult contemporary FM in top 20 major market looking for program director and air talent. Must be warm, personable, mature, adult "less talk" communicator. Pros only. Send tape and resume to Box U-26. EOE, M/F.

Program director/morning announcer wanted for top-rated OHR in East Texas. Send tape and resume to Richard Martin, Box 192, Kilgore, TX 75662 or call 214-984-2001. EOE.

Part-time radio announcer for adult station in Dallas. Smooth reading, no regionalisms in speech. Prefer minimum one year experience in commercial radio. Must be available for night shifts. Submit resume, salary history and three business references. EOE. Box U-50.

SITUATIONS WANTED MANAGEMENT

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.

Ten years major market radio sales experience. Seeks general manager position in a small or medium market with stable ownership. Self-motivating, hardworking, excellent qualifications and references. 303-733-1415.

Promotion specialist. Major market experience. Client tie-ins to charity benefits. Conception to execution. Portfolio with excellent references. R.K. Wilson 303-781-1991.

Manager. Hands-on leader. Sales, program, promotion. Desire return West. Vacationing Calif. October. Call 707-542-6375.

Wanted: Turnaround opportunity in medium market. Comprehensive experience. MBA in marketing. Frederick K. Baur 214-661-9363.

People-oriented individual. General manager or sales manager. Looking for turnaround opportunity. Excellent trainer. Call Henry Balfanz at 319-332-6556.

Done it all from on the air to on the street. To billing and even ran a \$30,000 promotion. The city contracted us for a private promotion. We're a married team that is ready to settle down and make some money. Box U-55.

Successful selling sales manager with excellent track record seeks top 40 East Coast market as GSM. Helped establish underdeveloped FM station into professional market leader. Will recruit, train, and motivate leading sales team for your station. Box U-52.

We make sense. Cents make dollars. We make hundreds of thousands of dollars. This husband and wife team will make even your accountant smile. We aren't cheap, but we can be bought. Box-56.

We worked cheap for three years. We needed experience. We make the difference between working in the black and taking it home. A team that will give you everything you ask for. We want to settle down this time. Box-57.

SITUATIONS WANTED SALES

Experience plus. Family man seeks sales/announcer position small to medium market. Available Dec. C. Walters, 4065 Loganberry, San Jose, CA 95121. 408-274-0847.

New business AE with 5yr track record in 70th ranked market. Looking for established list in return for new accounts. Prefer southeast. Leave message, 217-877-1717.

SITUATIONS WANTED ANNOUNCERS

Experience plus. Family man seeks sales/announcer position small to medium market. Available Dec. C. Walters, 4065 Loganberry, San Jose, CA 95121. 408-274-0847.

Great voice, DJ, excellent PBP, news, copy writing, 1 year experience on-air, sports director, call Garrett 319-355-4212 days. 319-388-9163 nights.

Big broadcast, anyone? Nearly 2 years at NYC's premier big band/nostalgia AM. Over 13 at 50KW public. 3 unpleasant months in Stamford. Affable, musicologically-inclined DJ open to air shift offer and/or syndication. Latter with pal Les Paul. Box U-34.

SITUATIONS WANTED NEWS

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.

10 year veteran, last year as ND and morning anchor. Ready to move up in Ohio. Strong PBP in all four major sports. 1-216-371-1396.

The Sports Specialist is available! Make your station the sports authority. 4 years reporting. 2 years PBP and sports talk. Ohio University grad will relocate. Bill 216-255-8143.

Southeast news director, DJ has paid dues, ready to move up. Looking for medium market, West of Rockies. Please write Box U-48.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Program-music director. Light rock AC preferred. Trained in management. Varied background. Good credentials. Let's talk. Jim, 601-371-2207.

Seeking a programming position with future. Midwest medium or major market. Ready, willing and extremely able to do the job. Box T-5.

Mile-a-minute mind: & promotion/production person. Seeking East Coast assignment. Free sample by phone. Jerry Strothers 412-244-8872.

PD/air position sought by aggressive pro with PD, sales, announcing, promotions, music and market research experience in medium and major markets. Currently employed by top 15 A/C. Prefer Northeast--will consider all offers. Box U-61.

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

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.

Promotion manager: Sunbelt network affiliate seeking promotion manager with strength in developing campaign concepts and creative producing skills. Experience with budgeting and personnel administration required. EEO, M/F. Box U-24.

Public affairs director. Strong, distinguished NBC affiliate seeks primary liaison between station and community. Director is involved in production, public speaking & internal station direction for public affairs commitment. 3-5 years full-time broadcast public affairs experience, ability to focus broad range of public issues, demonstrated production skills required. Resume only please to: Personnel Director, KING-TV, 333 Dexter Ave. N., Seattle, WA 98109. KING-TV is an Equal opportunity employer.

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.

General sales manager for middle market group owned affiliate. Must be highly motivated person with good people and technical skills. Send complete resume to Box U-42. EOE.

National sales manager. Group owned Northeast affiliate looking for a street smart fighter who wants to work with the best. Previous management or experience with Rep helpful. Should have working knowledge of all research materials. Only hungry and growth oriented individuals need apply! Equal opportunity employer. Box U-44.

General manager: Network VHF in small competitive market needs a real tiger...an aggressive, hands-on GM to light a fire under our sales effort...start an avalanche of promotion, upgrade quality, build team spirit and bear down on expenses. If you can do it all, this could be a once-in-a-lifetime opportunity in a highly desirable Western community. Salary is 50,000 plus an incentive package based bottom line performance. EOE. Box U-45.

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 budgets and participation in corporate planning and decision making as a member of senior management. Strong technical background including SSEE with five years' experience in television engineering. Experience must include evidence of strong 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 benefit program. Send resume with cover letter: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

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 agency. Submit resume including salary requirements to: Bloomington Comco, Inc., 2250 Seymour Ave., Cincinnati, OH 45212, ATTN: President. An equal opportunity employer. M/F.

Director of development: LI public TV station seeks candidate to design, execute, and administer all fund raising and public relations activities, including long range planning and development. Management experience in public TV (or related fields) of at least five years required, with emphasis on development and/or public relations. Direct experience in on-camera fund raising and TV auctions highly desirable. Bachelors degree required. Salary open. Resumes to: President and General Manager, WLJW/Channel 21, 1425 Old Country Rd., Plainview, NY 11803. EOE.

Local sales manager. Affiliate, top 5 market, seeks LSM with minimum 5 years of managerial experience in broadcast sales. Send resume by Oct. 20 to Box U-47.

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.

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.

Local sales manager. Sparkling City by the Sea. Beautiful, sunny Corpus Christi, Texas. Dominant TV station has immediate opening for experienced local sales manager. Prefer 1-2 years experience as local sales manager and minimum 3 years experience as local sales person. Send resume to Billy Brotherton, Station Manager, KIII-TV, P.O. Box 6669, Corpus Christi, Texas 78411, or call 512-854-4733. EOE.

Advertising sales. Experienced cable advertising sales executive for growing new television network. Position requires demonstrated record of accomplishment, relationships with advertisers and agencies. Salary and commission compensation commensurate with experience. Resume and earnings history to Box U-51.

National sales mgr. Group-owned CBS affiliate, #1 in its 50-75 range market, seeks aggressive individual with 2 years minimum successful record. Research background helpful. Send resume and income requirements to Box U-28. All replies strictly confidential. EEO-M/F.

HELP WANTED TECHNICAL

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.

Production-minded chief engineer with sound technical qualifications and ability to train and supervise staff. South Texas VHF. EOE. Box T-139.

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.

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 engineer. TV production company seeks studio engineer to join its engineering department in Washington, DC area. Must be able to maintain VTRs, cameras and switchers. Knowledge of international broadcast standards (PAL/SECAM) desirable. Send resume, salary requirements and references to Box U-9. EOE.

Videotape technician. Independent production company in Washington, DC area seeks videotape production technician to record, edit and dub commercial/industrial programs. Send resume, salary requirements to Box U-10. EOE.

Immediate openings for maintenance and remote engineers for growing Christian television stations. Minimum of one year experience in maintaining TV studio and remote equipment. FCC license a plus. Send resume to Bill Bryan, Director of Engineering, Christian Television Network, Box 1852, Cocoa, FL 32923-1852.

Chief engineer: UHF Sunbelt network affiliate seeking chief engineer with proven leadership skills and ability for hands-on maintenance of state-of-the-art equipment. Experience with budgeting, personnel administration and long-range capital planning preferred. EEO, M/F. Box U-7.

Los Angeles area independent seeking master control switcher with 1-2 years experience on manual system. Knowledge of transmitter remotes and production engineering helpful. Send resume to Mark Mihura, C/O KSCI, 1954 Cotner Ave., Los Angeles, CA 90025.

Master control operator wanted for UHF CBS affiliate. Must have 1 or 2 years master control operations experience. Good opportunity for someone in smaller market to move up. Send resume with salary requirements to: Mark Finch, Operations Supervisor, WIFR-TV, P.O. Box 123, Rockford, IL 61105. EOE.

Chief Engineer. New 5 million watt station, Stockton, Sacramento. Join professional broadcasters who appreciate a "good chief". You know what it takes to do the job. Call Bill Schuyler or Bob Gordon at 916-921-5858, KSCH-TV, 1111 Howe Ave., Suite 270, Sacramento, CA 95825.

TV studio engineer. Production facility needs engineer with experience in installation, operation, and maintenance of HL-79, BVU-110, 3/4" VCR, Chyron RGU-1&2, CMX Edge, VPR-2&80, Grass Valley 1600-3F. Electronics degree or appropriate broadcast experience. FCC license desirable. Excellent benefits package. EOE/AA. Send resume to: Director, Telecommunications, Utah State University, Logan, UT 84322-8500.

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 in-depth knowledge of current FCC rules and regulations. Emphasis placed upon "hands-on" studio and transmitter equipment maintenance and preventive maintenance programs. Attractive benefits package. For particulars respond in confidence to General manager, WYZZ-TV, 1-309-662-4373.

Chief engineer. Small market ABC affiliate. Applicant must possess strong background in state-of-the-art equipment maintenance for studio, ENG, and RF. Also, management/supervisory skills and in-depth knowledge of FCC regulations. Send resume and salary requirements to George Loar, GM, KQTV, P.O. Box 247, St. Joseph, MO 64506.

Assistant chief engineer: WFLD Metromedia Chicago seeks and assistant chief engineer. Must have BSEE or equivalent, experience in design and construction of television production, distribution and transmission systems. Solid knowledge of digital technology and microprocessor applications. Responsible for supervision of technical staff and operation. Send resume to: Jackie Woods, Personnel Coordinator, 33 N. State, Chicago, IL 60610. Metromedia Inc. is an equal opportunity employer.

HELP WANTED NEWS

Wanted: anchor/producer for 6 and 10:00 news. CBS affiliate in Bismarck, North Dakota needs mature, strong on-air person to back up excellent news staff in a growing Midwestern capitol city. Excellent salary for professional looking for a permanent position in an excellent news market. Send tapes and resumes to KXMB-TV, P.O. Box 1617, Bismarck, ND 58501.

Anchor/producer. Small market network affiliate seeks male co-anchor for nightly newscasts. Strong reporting/producing skills required, some anchoring experience necessary. Competitive news market, must have strong air presence, communication skills. Excellent pay and benefits. Send resume to Box U-18. EOE.

Co-Anchor. 6 and 10 co-anchor needed for Southeast Texas NBC affiliate. Tape and resume to Dave Wilson, KJAC-TV, News Director, P.O. Box 3257, Port Arthur, TX 77643. EOE.

Doing magazine piece on female sports anchors. Call Ken Tabacsko at 517-793-1984 collect.

Anchor, reporters, writers/researchers, associate producers needed for a new Spanish-language daily news magazine show. Bi-lingual a must. Minimum two years TV experience required. Send resume and demo tape/writing samples to B. Maggio, P.O. Box 5224, Glendale, CA 91201. EOE.

Executive news producer. Experienced, creative, energetic with strong production skills for a daily live news broadcast, serving Hispanic New York Metropolitan area. Candidates must be fluent in Spanish. EEO. Send resume to Box U-40.

Learn how to sell yourself for the good jobs. New low-cost critique service by major market pros can help! We'll put the best in a free talent bank available to client stations. For details, send a self-addressed stamped envelope to NewsPro, Box 17580, Mesa, AZ 85212.

Sportscaster openings. Interested? Send tape and resume to: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203—637-3653.

Anchors, reporters, meteorologists. Send for complete current listing of News Directors in every US market. Includes names, addresses, phone numbers. Indispensable for job-hunting. \$10.00 to JD Associates, Box 3654, Richmond, VA 23235.

Sports reporter/weekend anchor: The number one newscast in Las Vegas, KLAS-TV, is looking for a top-notch sportscaster who is comfortable anchoring, field reporting and doing live remotes. Candidates must have solid credentials with 2-4 years market experience and strong editing skills. Send resume and tape to Jan Stanley, P.O. Box 15047, Las Vegas, NV 89114. EOE.

Sports anchor/reporter. Southern New England's #1 television station seeking experienced sports anchor/reporter for weekend news cast, sports reporting weekdays. If you have a distinctive on-air style and love to do participatory sports features, send resume and tape to: Mark Effron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

News editor. WPBT, Public Television in South Florida, has an opening for a news editor to work on the national program "The Nightly Business Report." The news editor is responsible for reviewing and copy editing stories, acting as back-up producer, coordinating series and special event coverage and writing scripts, proposals and promo copy and needed. Minimum of two years experience as a producer, associate producer or copy editor in broadcast journalism, excellent writing and copy editing skills and a background educationally or professionally in business news required. We offer a competitive starting salary and excellent benefits. Send resume to: Personnel, WPBT, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

Freelance San Francisco correspondent. WPBT has an opening for an experienced television reporter in the San Francisco area to produce an average of two stories a month for "The Nightly Business Report." The program is nationally syndicated on public television. Reporting experience in the San Francisco/Silicon Valley area and a background in business news strongly preferred. Send resume to: The Nightly Business Report, WPBT, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

Producer. Produce early and late news at top rated affiliate. Strong news judgement and people skills required. Contact News Director, 501—783-3131.

Sportscaster. If you believe scoreboards and highlights make a 1985 sportscast, don't answer this ad. If you have a better idea, write, don't call, Tom Becherer, News Director, WLKY-TV, 1918 Mellwood Ave., Louisville, KY 40206.

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.

Audio production. Washington, DC area R/TV production firm seeks radio production people to handle recording, editing and final assembly of broadcast programs. Send resume, salary requirements and references to Box U-12. EOE.

TV producer/director. Requires strong story development skills. Emphasis on editing from numerous source materials. Experience in both studio/remote production. Some writing required. Minimum five years experience. Independent production company in Washington, DC area. Send resume, salary requirements and references to Box U-11. EOE.

Video specialist: Minimum of three years experience as producer/director in public, commercial or corporate television. With a BA/BS degree in communications or journalism this individual must be capable of program production from concept to completion. Responsibilities will include: scripting, studio and location directing and shooting, lighting, narration, and editing. A background in computerized editing will be helpful. Send resume with salary history to: Mr. Dale K. Haas, E.I. du Pont de Nemours & Co., Inc., Savannah River Plant, Building 777-10A, Aiken, SC 29808. E.I. du Pont de Nemours is an equal opportunity employer.

Editors. Video production facility needs qualified editors to operate the following equipment. Mach One Editor: Bosch Mach One, Sony 1000+ 1100 VTRs, DME DVE. Paltex editor: Paltex Espirit, ADO, Ampex VPR 3, Dubner CBG-II. A minimum of 5 years professional editing experience required. Atlantic Video, Gerard Ferri, 150 S. Gordon St., Alexandria, VA 22304. 703—823-2800.

Director/producer, top 15 market requires creative, aggressive, self starter, who thrives on quality production. Applicants must have five years' Director/Producer experience including live news, sports, specials, knowledge of CMX procedures, field production, videotape studio production and BA degree. Applications accepted until 10/20/85. Send resume and audition tape with director track on channel 2 to: Mark Warner, KING Television, 333 Dexter Ave. N., Seattle, WA 98109. No phone calls accepted.

Director. Minimum 4-5 years experience directing. Daily half hour magazine and promos for start-up Spanish language TV station. Experience with NEC DVEs, Convergence 204 editor, Abekas still store a plus. Must have strong pre-production skills. Bi-lingual preferred. Send tape/resume/references to Fred Feeks, P.O. Box 5224, Glendale, CA 91201. EOE.

Staffing new independent television station in North Central Kentucky. Program/operations manager, business/traffic manager, master control operators, sales with independent TV experience. Send resume. Box 12650, Lexington, KY 40583, EOE.

Director: Experienced in fast paced, perfectly executed newscasts. Top 50 market. EEO M/F. Jim Moore WNYT, Box 4035, Albany, NY 518—436-4791.

Producer-director. Need highly motivated person with strong commercial background and ability to direct fast-paced newscast. Send resume, tape and salary requirements to Larry Blackerby, Program Director, KOLR-TV, Box 1716SSS, Springfield, MO 65805. EOE.

Program manager for unique Public Television station in Northeast. Research, purchase, schedule programs; prepare and administer annual budget. Outstanding opportunity in creative, aggressive, non-commercial station. Experience required—position available immediately. Resume and cover letter to Dr. John Walsh, President, WVIA Channel 44, Wilkes-Barre/Scranton Highway, Pittston, PA 18640. EOE.

Creative Services Director. Seeking a creative, versatile, director-producer-writer to build a creative services department from the 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 see, to Box T-129. No tapes please. EOE.

Audience Promotion Producer/Writer. Experienced promotion pro needed at South Florida network affiliate to create daily innovative on-air, print and radio advertising for program promotion. Hands-on, off-line 3/4" editing and strong writing skills required. Resume and salary requirements to: Box U-46. EOE.

TV Producer/ Director: Minimum 1 year experience directing fast paced newscast and other studio production in commercial broadcast facility. Applicant must be familiar with all phases of television production. Send resume and 3/4" newscast/commercial demo tape to Irv Johnson, Production Manager, KOTV, P.O. Box 6, Tulsa, OK 74101, A Belo Broadcasting Company. M/F, EOE, no phone calls please.

Producer: General Television Production. Candidates must be fluent in Spanish; able to read, write and communicate in Spanish/English. Experience required. EEO. Box U-39.

Promotion manager. Looking for a creative, hard-working, aggressive person who wants to be our station's advertising agency in-house. Write with work samples and a detailed resume to Bill Campbell, VP/GM, WLKY-TV, 1918 Mellwood Ave., Louisville, KY 40206.

Promotion writer/producer. Seattle CBS affiliate needs a promotion pro. Outstanding skills in developing creative broadcast and print promotion for news are necessary. Minimum three years experience. Send resume, tape and salary history to KIRO-TV, P.O. Box C21326, Seattle, WA 98111-7777. ATTN: Michelle Barry.

#1 Station in top 40 market seeking creative photographer to shoot commercials, promo's and special projects. Minimum w years experience required. Producing skills preferred. Send demo reel, resume to Human Resources, WRAL-TV, Box 12000, Raleigh, NC 27605.

Producer/Director. For cultural, public affairs, and other production for public TV station. Demonstrated ability in studio, remote, EFP and editing required, Bachelors degree preferred. Salary range: \$17,242-25,863. EOE. Cover letter, resume an 3/4" resume tape to: Personnel, 42 Coliseum Dr., Charlotte, NC 28205. Closing date Oct. 31, 1985.

Commercial producer. Minimum 1 year producing TV commercials or College degree with six months practical production experience. Strong creative, scriptwriting, and people skills required. Production equipment knowledge necessary. Supervisory experience helpful. Send resume and tape/scripts to WSET-TV, ATTN: Production Manager, Box 11588, Lynchburg, VA 24506. No calls. EOE.

Producer/director. Montgomery County Public Schools seeks self-motivated, creative, organized individual for this leadership role. Responsibilities include planning and production of studio, ENG and EFP single- and multi-camera shoots. Candidate must have BA degree with major courses in TV production/direction or related field and three years' directing experience, directing live-on-tape production four to six times per week in corporate or public agency, TV station, or production house utilizing broadcast quality equipment. Production experience should be in areas of instructional, public, informational, or arts programming. Applicant must have working knowledge of planning, scripting and editing systems. Salary range \$22,443-\$30,534. Women and minority group members are encouraged to apply. Send formal letter and resume by Oct.21 to: Edward Frantz, Montgomery County Public Schools, Division of Staffing, 850 Hungerford Dr., Rockville, MD 20850.

Television news executive producer: Number on station in Central California, Capitol Cities affiliate, needs motivated, organized, innovative, newperson. Must have reporting, producing, and assignment desk experience. Strong writing background a necessity. Soon to be O&O. Send resumes to Gene Ross, KFSN-TV, 1777 G St., Fresno, CA 93706. We are an equal opportunity employer.

Art director. Central VA affiliate. College degree in design preferred. Minimum 1 year experience in television art department. Print, on-air, ESS, and electronic graphic experience necessary. Set design experience helpful. Starting \$17,000. Send resume only to Box U-59.

SITUATIONS WANTED MANAGEMENT

Need a GM? Check me out. VP and GM for new indy start-up, 7 years sales management, 6 years on-the-street-sales. Broad exposure to all facets. Stable family man. Market size not a factor. Prefer Midwest. Great track record and references. Available immediately. Will consider GSM with growth opportunity. 812—867-7121 anytime.

SITUATIONS WANTED SALES

Experienced—Mid-forty TV sls. mgr. trained in TvB-Sales-LCL, Natl/GSM levels. I'm looking for remunerative benefit—You get solid SLS Mgt.

New business AE with 5yr track record in 10th ranked market. Looking for established list in return for new accounts. Prefer Southeast. Leave message, 217—877-1717.

SITUATIONS WANTED NEWS

Sports anchor/reporter at 100+ South NBC affiliate since 1980. In late 70's at ABC station in Fla. Ratings strong and looking for new audience to win. Box U-5.

3 years eng. TV & radio anchoring. Available immediately. Solid edu., prof. skills. Will relocate. Call for resume, Chris 202-966-2566, 4010 51st NW, Wash., DC 20016.

Meteorologist: Young, CT native with broad radio and private consulting experience ready to re-enter small-/medium market TV weather position. Excellent forecasting skills and personable style. Matt Morano, 203-869-3877 evenings.

News director with network news experience seeking similar challenge in medium or large market. Have network anchor/reporting/producing experience. Box U-41.

Meteorologist. Experience in 50's market. Professional, personable with dry wit. Seeking position in south-east. 804-323-2852.

News anchorman currently working in Chicago. West coast preferred. Serious inquiries only, please. 312-636-1748.

Photogenic, brainy, team player. Segment producer seeks on-air reporting, possibly anchoring. Two years at #1 station in top 20 market. Box U-49.

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.

Recent college grad, with BA in TV. Looking for a challenging entry level TV production position. Willing to relocate: John Silva, 265 Bergen Ave., Kearny, NJ 07032. 201-997-5490.

Hey! I know someone who has a degree, interned at one station, volunteered at another, worked in New York film equipment firm, currently free lancing for advertising agency, writing scripts, slogans, etc. Extremely creative, would love production or promotion position. Chris 717-824-0759.

Mid-a-minute mind: Promotion/production person. Seeking East Coast assignment. Free sample by phone. Jerry Stothers (412) 244-8872.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Chairperson. Department of Broadcast and Cinematic Arts, Central Michigan University. Administer department activities and teach six hours per semester in area(s) of expertise. Coordinate academic program with other communications departments and establish and maintain positive relationship with the professional broadcasting community. Tenure track position; rank and salary dependent on qualifications. Preference given to applicants with the following qualifications: (1) Doctorate in broadcasting, mass media, or related field; (2) Demonstrated record of teaching excellence; (3) Evidence of administrative ability; (4) Broadcast industry experience preferred; (5) Capacity for scholarly activity. The department has eight full-time faculty with 600 majors and minors. The committee will begin reviewing applications December 2, 1985. Provide: (1) formal letter of application; (2) current resume with names of three references. All persons, including women, members of minority groups, and the handicapped, are encouraged to apply to: Dr. Robert Craig, 342 Moore Hall, Central Michigan University, Mt. Pleasant, MI 48859.

Graduate Assistantships available for Spring Semester 1986 (starts January 6) radio-TV department, Arkansas State University/Jonesboro, to students enrolling in department's graduate program in mass communications, radio, TV. Radio-TV department housed in new building; outstanding facilities. For more information write Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467. 501-972-3070.

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.

Journalism and Mass Communication. Faculty position to teach television news writing, photojournalism, upper division special topics, and basic courses such as reporting and news writing. Rank and salary commensurate with qualifications and experience. Department chairman appointment possible. Applicants must be able to excel in undergraduate teaching and to contribute to both journalism and mass communication majors in a private liberal arts college of 2,900 students. Ph.D. (or ABD) in journalism or mass communication required. Send letter of application, vita, samples of published or broadcast work, three letters of recommendation to: Dr. G.L. Francis, Dean of Academic Affairs, Box 2168, Elon College, Elon College, NC 27244. Application deadline: Nov. 30, 1985.

Ithaca College: School of Communications. The Television/Radio Department in the School of Communications has two faculty openings in video production. **Position #1:** Assistant/Associate professor to teach a combination of courses in basic and advanced video/studio production-direction, media writing and other courses in areas of expertise. Experience in television set design and lighting desirable. Ph.D. or MFA with successful teaching experience required; professional experience desirable. Screening will begin November 18. Send applications, including resume and statement of interest to: Dr. John Keshishoglou, Position #1 Search Committee, School of Communications, Ithaca College, Ithaca, N.Y. 14850. 607-274-3242. **Position #2:** Assistant/Associate professor to teach a combination of courses in basic and advanced video field production-direction. Other areas may include broadcast journalism, computer applications in video technology and/or other courses in areas of expertise. Experience in minicams and video editing essential. Ph.D. or MFA with successful teaching experience required; professional experience desirable. Screening will begin November 18. Send applications, including resume and statement of interest to: Dr. Michael Mirabito, Position #2 Search Committee, School of Communications, Ithaca College, Ithaca, N.Y. 14850. 607-274-3242. Ithaca College is an equal opportunity/Affirmative Action Employer.

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 Watt 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.

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.

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.

Go with this winner! Real estate affects everyone in some way. Stations able to receive Satcom 1R, or Westar III can start airing Real Estate Action Line now! Attract new listeners and advertisers with America's first and most successful syndicated real estate live two-way talk show. New stations clearing weekly on a market exclusive basis. Fed live each Sunday from 11AM to 1PM ET on two satellites--Satcom 1R, Transponder 23, Channel 10 and Westar III, Transponder 1, Channel 65.6. Take all of it or use the hours separately, and you can tape delay. Barter basis with excellent local avails, perfect for your real estate, builders, developers and financial clients. Get your share of the real estate advertising dollar in your marketplace! The show is hosted by real estate expert Sonny Bloch, America's only nationally syndicated radio and TV personality covering the world of real estate. To clear your station, call Diana Calland, 202-483-2280, or write Real Estate Action Line, 1410 15th St., NW, Washington, DC 20005.

SEGMENTS NEEDED

Now accepting short animal stories for new national TV show about animals! On air credit only. Send to Gale, 1410 15th St., N.W. Washington, D.C. 20005.

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.

Videomedia 1" VTR editor Model 2810 new. Half price. Bill Kitchen, Quality media, 404-324-1271.

RCA TK28 Saticon Film chain with Corporate Communications System 30" color corrector. Also includes RCA FR35 projector and RCATP55B multiplexer. This unit can be seen in operation. Price \$60,000. EXE condition. Contact: George Slominski or Jim Nelson at Optimus, 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, erection specialists. Bonded, with 25 yrs. experience (Turn-key Operations), T.M.C.I., 402-467-3629.

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 details, WMMQ, 517-372-3333.

ENG Truck. Demonstrator Mini-Ram ENG truck, complete with 32' mast, P&T unit, 4.5KW generator, air-cond, with hot gas by-pass, racks, cabinets, I/O panels, 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 loaded single channel machine. Attractive price. Contact Neil Bonanno or Kathy Schick at 303-320-3680.

Routing switcher by Image Video, 60 x 96 4-level: Title generators, Chyron III and Compositor I. Vidtronics, 818-840-7208.

For sale—almost new! Comtech digital satellite receiver, BE-4 mixer, Otari and ITC reel-to-reels, ITC cart machines, Moseley remote control. Call Mike 812/451-2636.

3/4" Evaluated Videotape! Guaranteed to look and work as new. Prices: Mini-20s \$7.49, Large 20s or shorter \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888.

Ikegami 350 video camera, Fuji zoom lens. Purchased 1980. \$7,000. 916-944-4274.

Microwave Associates MA6G, 4 transmitters, 4 receivers, dishes and feed horns included. Also 200 feet and 300 feet chem farm towers all equipment retired do to installation of CBS T.V.R.O. Ken Gardner WLIF-TV, 317-463-1800.

Ground Screens. Four, new, all copper ground screens. Size 75 x 54. \$1.00 per square foot. Larry Tighe, WRNJ(AM), 201-850-1000.

For sale. TEK 7L18 (1.5 to 60 GHz). Spectrum analyzer, Like new—\$15,000, save over \$4,000. (805) 688-2333: N.J. Patterson.

RADIO

Help Wanted Management

DIRECTOR OF RESEARCH

Take charge in this corporate executive position. Work with our major market radio stations. If you're an Arbitron and Birch authority, familiar with major research firms, have a solid background in research methods and techniques, we're interested in providing you this prime opportunity. Plan and supervise audience measurement, audience perceptions and marketing studies. Join us now to develop, design, and implement our idea for a revolutionary local audience measurement survey. Software writing ability and management skills desirable. Apply by October 25. Send your resume to Jack Beach, United Broadcasting Company, 4733 Bethesda Avenue, Suite 808. Bethesda, Maryland 20814. EOE M/F.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

Help Wanted Sales

TIRED OF SELLING \$10.00 SPOTS UP NORTH?

Do it in PARADISE!!! Immediate opening for additional sales person at KEY LARGO'S top billing FM station and for entire sales staff at brand new FM station in KEY WEST. End complete information to WKRY--Keys Radio Network, 3820 North Roosevelt Blvd., Key West, Florida 33040, EOE-M/F.

DENVER

Strong radio sales experience wanted.

Group broadcaster, reply in confidence

Box U-64

Help Wanted Announcers

WLKI FM 100

TOP 40 DJ PRODUCTION VOICE

Small market, but we sound big! #1 rated station. Salary base 15K but we'll pay more if you're worth it. Send T&R to Gary Osborn, PD. WLKI radio, North Wayne Plaza, Angola, Indiana 46703.

Situations Wanted Announcers

TALK SHOW HOST

Major market ten year pro seeks new challenge. Issue oriented, but entertaining. I consider myself simply the most well-informed and articulate host available today. The numbers are there to prove it. I can help you deliver. David Gold (305) 473-6687.

TELEVISION

Help Wanted Management

Washington, DC based political consultant seeks media planner/buyer with multistate market experience. Please send resume including salary requirements to: Box U-65.

Help Wanted Sales

CABLE AFFILIATE RELATIONS

position with growing communications company. Position is with southwest strong independent TV stations. Affiliate relations or marketing experience helpful. Require highly motivated, energetic person. Travel in southwest. EOE, M/F. Send letter and resume to Box U-66.

Help Wanted Technical

UPLINK ENGINEER

Conus Communications needs the right person with experience in satellite/microwave broadcast transmission. As part of Conus-Washington Direct you would be transmitting live, daily feeds of White House and other Washington events from our transportable uplink. A good background in ENG editing and maintenance is a must. Conus, a leader in SNG technology, offers excellent pay, benefits and unique challenges. If you're the right person, send your resume to:

Conus Communications
400 North Capitol Street, NW
Suite 319
Washington, DC 20001
Equal Opportunity Employer
M/F



Help Wanted News



Satellite news gathering (SNG) company is seeking experienced TV news professionals. All staff members must have local news experience, knowledge of satellite news gathering, field producing experience, and willingness and flexibility to work in a 24-hour, 7-day a week, multi-channelled news operation.

We are looking for:

- * Managing Editor
- * Satellite News Coordinators

Send resumes and inquiries to:

Anita Klever, VP News
Conus Communications
3415 University Avenue
Minneapolis, MN 55414
Equal Opportunity Employer
M/F

Help Wanted Programing, Production, Others

EXECUTIVE PRODUCER

WFSB, a Post-Newsweek station, is seeking an experienced and creative news manager to supervise the day-to-day activities of the news department. The Executive Producer must be able to work effectively with producers on the pacing and "look" of the newscasts and with reporters on writing and packaging stories. Candidates should be experienced in news journalism, have a thorough knowledge of state of the art equipment and have the ability to apply it to the production of news casts. Resumes should be sent to: Mark Effron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**EYEWITNESS
NEWS 3**

You're in Demand

Our group is looking for proven marketing/creative professionals for all levels of broadcast promotion/advertising execution. We know that managers, producer/directors, writers, and art directors who understand how to build and implement a marketing strategy are hard to find, so we're anxious to hear from you. We're looking for talent. If you're good, send your resume to Box U-37.

EXECUTIVE PRODUCER

Top 30 station looking for solid journalist with good management and people skills. Three years TV news experience minimum, production experience preferred. Box U-67. M/F EEO.

CLASSIFIED ADVERTISING IS YOUR BEST BUY...

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

ALLIED FIELDS

Help Wanted Management

BROADCAST FINANCIAL ANALYST POSITION AVAILABLE

One of the nation's leading media brokerage firms has opened new offices in Washington, DC. We are seeking a seasoned broadcast financial analyst, preferably with experience in both radio and television. Applicants should have an outgoing personality and working knowledge of the IBM/PC. An MBA would be a plus. Some travel will be required.

If you have outstanding credentials and references, please send a confidential copy of your resume and complete salary history to: Mr. Kent M. Phillips, Senior Vice President & Managing Director Washington Operations, Communications Equity Associates, 1255 Twenty-Third Street, NW, Suite 650, Washington, DC 20037.



**COMMUNICATIONS
EQUITY
ASSOCIATES**

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emory St., Ste. 206
Atlanta, GA 30318
404-355-6800

Employment Service

RADIO PERSONNEL NEEDED

In the past year, hundreds & hundreds of radio stations, from every state in the U.S., in every size market, contacted NATIONAL with job orders. So far this year, we're even busier. To help fill these openings, NATIONAL is in constant need of announcers, newscasters, 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
TALENT COORDINATORS
DEPT B., PO BOX 20551
BIRMINGHAM, AL 35216
205-822-9144-ACT NOW!**

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

Radio Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.



PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

For Sale Equipment

REMOTE VIDEO TAPE UNIT

Uniquely designed to accomodate crew of nine. Perfect for taping concerts, ball games, special events, commercials or can be used as complete control room for small TV stn. **For information, call Bob Davis: (918) 252-9589, 252-9271.**

1981 Ford Econoline
1 Ton 350 w/14 ft. Box

2-3/4" Sony BVU Recorders
1-Sony Editor
1-Hitachi (HR200) 1" Recorder
SLO-MO Capability with
HR230TBC
1-Vital (VIX-114-1A1) Switcher
ME-1 Downstream Keying
Chroma Key, Key Edger
1-3M Digital Effects Generator
Model 5130
1-Q-7A Quantafont Character
Generator
1-Tapco Board, Series 72
1-Time Code Generator
1-Time Code Reader
3-ITE Tripods

3-ITE Heads
3-JVC 2700 Cameras,
3 cameras in package,
will accomodate 9
1-Videotek Monitor
1-Ikegami Monitor
4-Panasonic 8" Monitors
2-Sony 8" Monitors
6-Panasonic 3" Monitors
1-Wave Form
1-Vectorscope
1-Audio Patch Bay
1-Video Patch Bay
Clear-Com Communication
System. One outlet each
station.

For Sale Stations

- LPTV-CP in Ft. Pierce, Florida. \$35,000.
- AM/FM within 50 miles of Nashville. \$350,000.
- FM within 30 miles of San Antonio. \$290,000.
- FM in Puerto Rico. \$590,000.

Business Broker Associates
615-756-7635 24 hours.

Consultants

MAJOR FM OPPORTUNITY

Docket 80-90 creates 689 allocations nationwide. Turnkey FCC licensing services for new FMs incl. site acquisitions and financial requirements. Over 200 professional engineers, consultants, staff. Flat fee pricing and guaranteed applications work. Call for details: (301) 925-9400, ATTN: Carl Hurlbaush, Sachs/Freeman Associates, Inc., 1401 McCormick Drive, Landover, MD 20785. Member AFCE.

Business Opportunity

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.

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

For Sale Stations

BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

GOOD BUY!!

Midwest college town. Medium market. Asking \$650,000 with \$135,000 down. Contact Bill Lytle (816) 941-3733



GREAT RADIO MARKETS GREAT TERMS

Two established AM stations in fast growing Sunbelt markets. Excellent terms for qualified buyer. Box U-63.

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar - Suite 1135 - Memphis, TN 38157

BUY 1, 2, or 3

Group owners seek to divest one or more stations in beautiful northern New York. Class C FM - \$200K; Combo-\$300K. Reply to Box U-33.

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

6.6 TIMES CASH FLOW

And that's what we figure is a very conservative estimate. Good billings now on this AM daytimer with all owned real estate in an attractive Northeast market--and the potential is there for more sales growth. Asking \$425,000, an well worth it!

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-8083 (ME)

MISSOURI SMALL MARKET

AM station. Asking \$60,000. Terms negotiable. Contact Bill Lytle. (816) 941-3733.



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 Avenue, E. Longmeadow, MA 01028. 413-525-4141.

CHICAGO SCA NOW AVAILABLE CLASS B FM STATION

CALL: DAN LEE,
312-777-1700

STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants
AM/FM - Georgia - Small Market \$600,000, Terms
AM/FM - N.C. - Small Market \$625,000, Terms
1819 Peachtree Rd., NE Suite 714
Atlanta, Georgia 30309
(404)351-0555

WASHINGTON, DC AREA AM

This is your chance to own a station serving the DC area. Anne Cunningham, (301) 234-1300.

MIDWESTERN FM

Class C covers 3 states. Leads ratings with top facility right in market of 267,000+. Positive cash flow. \$1,400,000. Box U-30.

LAKE COUNTRY AM

New building and equipment. Positive cash flow. Priced to sell. D. Cresap, P.O. Box 1236, Bartlesville, Oklahoma 74005. 918-492-5851 or 918-336-4730.

SUCCESSFUL EASY LISTENING FM WANTS TO EXPAND GROUP IN THE EAST. FM OF FM/AM COMBO. BOX U-43.

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
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Encino, California 91426
Area Code (818) 986-3201



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Fulltime AM facility located in top 100 southeastern market. Currently absentee owned--good opportunity for an owner/operator. \$1,000,000 with low down payment and liberal terms available for well qualified buyer.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

NORTHEAST UHF C.P
Top 50 Market
NORTHEAST UHF TV
Excellent Potential
NEW MIDWEST UHF-TV
Top 40 Market
New Equipment
Good Price and Terms

Bill Kitchen
(404)324-1271



Quality Media
Corporation

Location	Size	Type	Price	Terms	Contact	Phone
TX	Met	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
KA	Sm	FM	\$950K	\$150K	Bill Lochman	(816) 941-3733
WY	Met	AM/FM	\$795K	\$100K	Greg Merrill	(801) 753-8090
NY	Sm	FM	\$750K	Terms	Ron Hickman	(401) 423-1271
CA	Sm	FM	\$675K	\$200	Elliot Evers	(415) 387-0397
OK	Med	AM/FM	\$650K	\$150K	Bill Whitley	(214) 680-2807
PA	Sm	AM	\$495K	Cash	Warren Gregory	(203) 364-5659
FL	Sm	FM	\$485K	\$90K	Bill Cate	(404) 458-9226
AZ	Med	AM	\$475K	\$90K	Greg Merrill	(801) 753-8090
MO	Sm	FM	\$190K	\$47.5K	Bill Lytle	(816) 941-3733

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



CHAPMAN ASSOCIATES®
nationwide media brokers

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. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs 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 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 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.

SPECIALIZING IN FORMAT SEARCH AND MARKETING STRATEGIES

For new stations, acquisitions and underperforming stations.

Advanced audience research and analysis to find your most profitable niche. Ratings projections including demographic breakouts for each format alternative. Get the research and radio expertise behind some of radio's biggest success stories. Call us at 313-540-9499.

MARK KASSOFF & CO.

SUCCESS STRATEGIES FOR RADIO

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Ralph E. Meador

MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

MISSISSIPPI MEDIUM MARKET

Fulltime AM--Asking price of \$435,000 is less than 1.5X gross billing. Terms available. Contact Ernie Pearce. (404) 458-9226.



CHAPMAN ASSOCIATES®
nationwide media brokers

Fates & Fortunes

Media

Jack Adamson, president, California division, Bonneville International Corp., Los Angeles, named president of KSL-AM-TV Salt Lake City, succeeding **Jay Lloyd** (see "Deaths," below). **Bruce Reese**, assistant secretary and assistant general counsel, Bonneville, Salt Lake City, named associate general counsel and secretary. **John Scott Davenport**, research director, Bonneville, Salt Lake City, named VP, research and analysis.

Peter Orne, president and general manager, WTNH-TV New Haven, Conn., resigns contingent on merger of ABC and Capital Cities, which owns WTNH-TV but is selling it to comply with FCC duopoly rule.

Craig Wilbraham, general sales manager, WLOO-AM-FM Chicago, named station manager.

James Smith, president, Alta Broadcasting, San Jose, Calif., joins KFRC(AM) San Francisco as VP and general manager.

David Leonard, assistant VP, finance, United Cable Television Corp., Denver, named VP, operations, western division.

Jim Heath, director of operations, KJUS-FM Lincoln, Neb., named general manager.

Richard Lowe, general sales manager, WHNS(TV) Greenville, S.C., joins KRRT(TV) Kerrville, Tex., as general manager. **Kem Maher**, program-operations director, KOKI-TV Tulsa, Okla., joins KRRT as director of operations and programing. **Susan Stuecheli**, from Mayes, Cameron, Downs & Co., San Antonio, Tex., joins KRRT as director of business affairs.

Bill Underwood, general manager, KJIN(AM)-KCIL(FM) Houma, La., joins WXAM(AM)-WQXY-FM Baton Rouge in same capacity.

Jim Schoonmaker, from WXIA-TV Atlanta, joins WATL(TV) there as operations manager.

Linda Roe O'Connor, general sales manager, KMJM(FM) St. Louis, named station manager.

Jerrold Wareham, VP, noncommercial WHRO-TV Norfolk, Va., joins noncommercial WPTD(TV) Dayton, Ohio, as president and general manager, succeeding **Clair Tettemer**, retiring.

Eric Weiss, staff attorney, Mutual Broadcasting System, Arlington, Va., named general attorney.

Sharon Brandow, media buyer and planner, Wolfson Advertising & Marketing, Albany, N.Y., joins WTZA-TV Kingston, N.Y., as traffic director.

Eugene Johnson, from Enstar Cable Corp., Atlanta, joins Cable Investments Inc., Englewood, Colo., as VP, mergers and acquisitions.

Marketing

Management supervisors named senior VP's, SSC&B:Lintas USA, New York: **William Catlin**, **Rick Evans** and **Donald Lenehan**.

R. John Cooper, general counsel and secretary, and **Roger Craton**, chief financial officer, Young & Rubicam, New York, named executive VP's.

Joel Jay Fineman, account director, and **Dennis Jordan**, account supervisor, McCann-Erickson, New York, named VP's.

Jean-Manuel Guyader, deputy general manager, J. Walter Thompson, Paris, joins Dancer Fitzgerald Sample, New York, as senior VP, creative director.

Todd Bresnahan and **Jeffrey Estok**, account supervisors, Tracy-Locke, Dallas, named VP's.

Susan Panfill, traffic department manager, Foote, Cone & Belding, Los Angeles, joins Gillespie Advertising, Princeton, N.J., in same capacity.

Michael Leonhardt, senior VP, management supervisor, D'Arcy MacManus Masius, Min-

neapolis-St. Paul, named general manager of office.



Burch

Howe Burch, account supervisor, W.B. Doner, Baltimore, named VP.

Appointments, Ad-marketing, Los Angeles: **Larry Mandel**, media director, California, to VP, media, California; **Patricia Gleason**, media director, national, to VP, media, national; **Am-**

non Mizrahi, controller, to VP, finance, and **Kerry Ives**, production assistant, to production manager.

Bob Rashid, senior broadcast producer, J. Walter Thompson, Detroit, joins W.B. Doner there as production supervisor and producer. **Julie Bialek** and **Philip Lasalle**, members of account services team, W.B. Doner, named account executives.

Gary Deur, president, Heritage Leasing Corp., San Diego, joins World Communications there as chief financial officer. World is

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Dick Hughes, from Avery-Knodel, joins Independent Television Sales, Atlanta, as VP, Southeast. **Robert Bee**, VP, sales manager, ITS, Atlanta, to same capacity, Chicago.

Marilyn Fidler, VP, management supervisor, Ogilvy & Mather, Los Angeles, named director of personnel.

Mark Ingwer, creative research associate, Dancer Fitzgerald Sample, New York, joins D'Arcy MacManus Masius there as associate research director.

Kathryn Courchene, producer, Robert Richter & Friends, Chicago, joins D'Arcy Masius Benton & Bowles there as producer. **Karen Mollitor-Brhel**, research analyst, DMB&B, named assistant communications director.

Bob Klein, account executive, Needham Harper Worldwide, Chicago, named account supervisor.

John Radovich, account executive, Harrington, Righter & Parsons, New York, named manager, Atlanta office.

Kay Collins, media planner-buyer, Sawyer Riley Compton, Gainesville, Ga., named media director.

Michael Zadoorian, copywriter, Michael Flora & Associates, Troy, Mich., joins W.B. Doner, Southfield, Mich., as senior copywriter.

Glenn Dayton III, freelance art director, La Jolla, Calif., joins Knoth & Meads Co., San Diego, as senior art director.

Chuck Hanrahan, account executive, white team, Petry National Television, New York, named group sales manager of team.

Appointments, WMOD(TV) Melbourne, Fla.: **Skip Painton**, national sales manager, to general sales manager; **Wayne Croasdel**, account executive, to local sales manager, and **Mike Kerrigan**, regional account executive, to regional sales manager.

Morrie Beitch, national sales manager, WHNS-TV Greenville, S.C., joins KRRT(TV) Kerrville, Tex., as director of sales. **Don Steed**, regional-local sales manager, WPMT-TV Pensacola, Fla., joins KRRT as local sales manager.

Brian Baumann, local sales manager, WEZW(FM) Wauwatosa, Wis., named general sales manager.

Jim Moroney III, local sales manager, WFAA-TV Dallas, joins co-owned KOTV(TV) Tulsa, Okla., as general sales manager, succeeding **Jim Bisagni**, resigned. Moroney is son of Jim Moroney, president and chief executive officer of station's owner, A.H. Belo Corp.

Joseph Killebrew, local account executive, WRCB-TV Chattanooga, joins WPTF-TV Raleigh, N.C., as general sales manager.

Chuck Cookson, account executive, KEZI-TV Eugene, Ore., named general sales manager.

Paul Cummings, retail advertising manager, Burlington Free Press, Burlington, Vt., joins WEZF(FM) Burlington as general sales manager.

Mark Thomas, from The Media Store advertising agency, joins WHAS(AM) as sales manager. **Jerry Solomon**, sales specialist, WHAS(AM)-WAMZ(FM) Louisville, Ky., named sales



Roasted and toasted. Veteran journalist and former CBS and ABC newsman Edward P. Morgan was honored and "roasted" for his 50 years in the business at age 75 during a black tie dinner last Tuesday evening (Oct. 8) at New York's Pierre hotel. The event, which attracted more than 250 guests, also benefited the Washington-based daily, three-minute news commentary series, *In The Public Interest*, of which Morgan is chief correspondent. Mrs. Edward R. Murrow, wife of the late CBS newsman, hosted the dinner for her husband's long-time friend and colleague, and former CBS News anchorman Walter Cronkite served as the master of ceremonies. Roasting Morgan were ABC sportscaster Howard Cosell, ABC anchorman Peter Jennings, former ABC newscaster Pauline Frederick, CBS newsman Bill Moyers, and Stanley Marcus of the Nieman-Marcus stores.

Morgan joined CBS in 1950 as editor and producer for Murrow's *This I Believe* radio series. He stayed with CBS until 1954 when he went to ABC News. It was at ABC that his 15-minute nightly radio newscast, *Edward P. Morgan and the News*, sponsored by the AFL-CIO, became a staple of radio news for 13 years. Morgan has been associated with *In The Public Interest* since 1975.

Pictured above are (l-r): Morgan, Murrow, Jennings, Frederick and her husband, Charles Robbins.

manager, WAMZ.

Peggy Himes, account executive, WSCM(AM) Cobleskill, N.Y., named sales manager.

Donna Deutschmann, retail sales manager, KMJM(FM) St. Louis, named local sales manager.

Bill White, account executive, KFVS-TV Cape Girardeau, Mo., joins KBSI-TV there as local sales manager.

Programing

Ashley Boone, marketing and distribution consultant, Lorimar Motion Pictures and Columbia Pictures, Los Angeles, named president, Lorimar Motion Pictures Marketing and Distribution. **Randy Wicks**, senior VP, director of advertising, Columbia Pictures, named VP, advertising, Lorimar Motion Pictures. **Leslie Moonves**, VP, movies for television and mini-series, 20th Century Fox, Los Angeles, joins Lorimar there as VP, movies for television and mini-series.

Tolfe (Lee) Albert, VP, West Coast marketing, Media General Broadcast Services, Los Angeles, joins Sunwest Productions there as VP, director of marketing.

Jeffrey Wagner, director of marketing, Home Team Sports, Washington, named to newly created position of director of marketing and sales for regional cable network.

Steve Chan, manager of financial planning, Global Marine Inc., Los Angeles, joins The Disney Channel there as manager of finance. **Eric Illowsky**, manager of marketing analysis and planning, Times Mirror Cable Television,

Los Angeles, joins The Disney Channel there as manager, program analysis.



Jaffe

and **Bruce Zeller**, account director, Tele-Com-



Flavin



Zeller

munications Inc., to VP, affiliate operations, Chicago.

Linda Holliday, director of marketing, PRISM, Philadelphia, joins SBK Pictures, Narberth, Pa., as marketing and sales director for commercial production company.

David Yocum, independent financial consultant, joins Group W Productions there as accounting supervisor.

Michael Sirianni, air personality and music

director, WJFM(FM) Grand Rapids, Mich., named program director.



Eaton

Rebecca Eaton, producer, noncommercial WGBH-TV Boston, named executive producer, *Masterpiece Theatre* and *Mystery*, PBS series produced there. She succeeds Joan Wilson, who died July 4 (BROADCASTING, July 15).

Andy Bickel, general manager, WGSP(AM) Charlotte, N.C., joins WIBC(AM) Indianapolis as program director.

Steve Wegner, executive producer, *PM Magazine*, KSAT-TV San Antonio, Tex., to station production manager.

Jack Papson, film editor, WPGH-TV Pittsburgh, named producer-director.

Appointments, WBBJ-TV Jackson, Tenn.: **David Hacker**, producer-director, to production manager; **Brenda Dewberry**, producer-director, to assistant production manager, and **Steve Byron**, engineer, to producer-director.

Bob Lange, commercial producer-director, KTXL(TV) Sacramento, Calif., joins KXTV(TV) there in same capacity.

News and Public Affairs

Harvey Nagler, managing editor for United Stations Radio Networks, has been named vice president of news, replacing Dave Cooke, who departed last summer.

Brink Chipman, news director, WHO-TV Des Moines, Iowa, joins KVOA-TV Tucson, Ariz., in same capacity.

Brian Rublein, news director, WHAS(AM) Louisville, Ky., named VP, news, WHAS(AM)-WAMZ(FM). **Robin Hughes**, assignment editor, WHAS-TV Louisville, Ky., named editorial director.

Appointments, KSAT-TV San Antonio, Tex.: **Lee Lopez**, cameraman, to noon news producer; **Hollis Grizzard**, from KTVV(TV) Austin, Tex., to reporter, and **Rene Vara**, from KMOL-TV San Antonio, to news photographer.

Mark Robertson-Baker, news director, KDFA-TV Amarillo, Tex., joins WCPO-TV Cincinnati as news producer.

Patti Payne, acting manager, public affairs, KOMO(AM) Seattle, named public affairs director.

Appointments, news department, KIRO-TV Seattle: **David Dittmar**, senior program department producer, to segment producer, public affairs unit; **Susan Hutchison**, anchor, news update, to managing editor and anchor of broadcast; **Gary Justice**, anchor, evening news, to managing editor and anchor of broadcast, and **John Marler**, co-anchor, 5 p.m. news, to managing editor and co-anchor of broadcast.

Bob Friedman, business editor, WHBQ-TV Memphis, joins noncommercial WPBT(TV) Miami as Washington correspondent for nationally syndicated *The Nightly Business Report*.

Maureen Green, anchor, noon news, WTVH-TV Syracuse, N.Y., assumes additional duties as co-anchor, 6 p.m. news.

Kyle Meenan, weekend anchor and reporter, WMUR-TV Manchester, N.H., named co-anchor, 11 p.m. nightly news.

Diane Bolton, news director, KHJ(AM) Los Angeles, joins KNX(AM) there as staff broadcaster, news department.

Jim Celania, sportscaster, KGO-TV San Francisco, joins KUSA-TV Denver as 5 and 10 p.m. anchor.

Patti Kirkpatrick, midday news co-anchor, producer and reporter, WAVE-TV Louisville, Ky., joins KPNX-TV Phoenix as weekday co-anchor. **Bill Austin**, weather anchor, KTTV(TV) Los Angeles, joins KPNX-TV in same capacity.

Chuck Blitzer, reporter, WVNY-TV Burlington, Vt., joins WPTZ-TV Plattsburgh, N.Y., in same capacity.

Mary Nissenon, correspondent and substitute anchor, NBC-TV, Chicago, joins WABC-TV New York as reporter.

Technology

Andrew Hospodor, division VP and general manager, automated systems division, RCA, Burlington, Mass., named president and chief executive officer of RCA American Communications, Princeton, N.J., succeeding James Tietjen, who becomes VP, RCA Laboratories.

Jill Ross, legal assistant to FCC Commissioner Mimi Dawson, Washington, joins MCI Telecommunications there as director of regulatory affairs.

Scott Martin, radio district sales manager, Harris Broadcast Group, Quincy, Ill., joins Fidelipac Corp., Moorestown, N.J.-based producer of broadcast tape products, as sales director.

Carl Wolfe, chief engineer, WCAV-TV Nashville, joins WHOI(TV) Peoria, Ill., as director of engineering.

Marty Sacks, chief engineer, WWRC(AM) Washington, assumes additional duties as chief engineer for co-owned WGAY-FM there.

Promotion and PR

Ann Langtry, manager, marketing and promotion, CBS Radio Network, New York, named director, community services, educational and community services, CBS/Broadcast Group.

Jeff Duclos, manager, business information, West Coast, ABC public relations, Los Angeles, joins Rogers & Cowan there as director, television division.

Debra Kontir, public relations consultant, Arthur Domingo Associates, New York, joins Katz Communications there as manager, radio public relations and promotion.

Nancy Mayers, assistant account executive, Ammirati & Puris, New York, joins Antonelli Media Training Center there as director of publicity and promotion.

Elizabeth Saunders, director of promotion

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and creative services, KTTV(TV) Los Angeles, named VP.

Lennie Philyaw, director of advertising and promotion, WAXA(TV) Anderson, S.C., joins KRRT(TV) Kerrville, Tex., in same capacity.

Ivan Ladizinsky, editorial producer, *Nightline*, ABC News, Washington, joins WCAU-TV Philadelphia as director of creative services.

Lesley Ruskowski, promotion director, WTAT-TV Altoona, Pa., joins WOAC-TV Canton, Ohio, as promotion director.

• **David Gieselmann**, graphics director-designer, Telepictures Corp., Los Angeles, joins KSDK-TV St. Louis as director of broadcast design.

Allied Fields

Howard Doyle, senior executive producer, *Eyewitness News*, WABC-TV New York, joins The Conrad Shadlen Corp., television news talent management firm there, as executive VP.

Steve Rolandelli, manager of computer services, Audience Research & Development, Dallas, named director of research and operations. **Cindy Harrison**, account executive, marketing specialist, WFAA-TV Dallas, joins AR&D as associate research analyst.

John Woodbury, VP, research and policy analysis, National Cable Television Association, Washington, joins Federal Trade Commission there as senior staff economist, regulatory analysis division.

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I certify that the statements made by me are correct and complete.

LAWRENCE B. TAISHOFF
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Gene Jankowski, president, CBS/Broadcast Group, was recognized for "lifetime achievement as an outstanding humanitarian" by National Conference of Christians and Jews at annual entertainment industry dinner.

Tom Rieland, broadcast news coordinator, University of Mississippi, University, Miss., named director of university's Communication and Resource Center.

Timothy Nulty, former chief economist for Senate and House Commerce Committees, Washington, joins World Bank there as senior economist, energy and industry department, specializing in telecommunications.

To be awarded title of Fellow Member of the Society of Motion Picture and Television Engineers at October 29 luncheon in Los Angeles: **Thomas B. Keller**, senior vice president, department of science and technology, National Association of Broadcasters, Washington; **Masao Sugimoto**, manager, advanced television systems research division, NHK (Japan Broadcasting Corp.), Tokyo; **Herman Badler**, vice president of operations, CBS-TV, Washington; **Otis Freeman**, senior vice president, WPIX Inc., New York; **Stephen D. Kerman**, director, television sales and marketing, Tektronix, Beaverton, Ore.; **Thomas R. Meyer**, product manager, Dynair Electronics, San Diego; **Charles F. Riley**, Merlin Engineering Works, Palo Alto, Calif.; **John D. Ross**, president, Ross Video Ltd., Iroquois, Ontario, Canada; **Ronald Balousek**, president, Producers Color Service Inc., Southfield, Mich., and **Wilson Markle**, president, Mobile Image, Toronto, Ontario, Canada.

Deaths



Fisher

William D. Fisher, 71, retired senior vice president of Answers Media/Programming, subsidiary of Gardner Advertising, St. Louis, died of cancer Sept. 30 at St. Luke's hospital, St. Louis. Fisher joined Gardner in 1951 as director of radio and television. From 1956 to 1982, he was producer of St. Louis Cardinals baseball games, and since 1969, had been producer of *The Nashville Music* television program. Fisher had also been writer, producer for WGN(AM) Chicago. He is survived by his wife, Margaret, and son.

William H. Reuman, 89, retired president of Long Island Broadcasting Corp., and former sole owner of WWRL(AM) and WWFM(FM) New York, died of congestive heart failure Oct. 3 at his home in Amityville, N.Y. Reuman, ham radio enthusiast, started WWRL at his home in Woodside, Queens, using living room as studio. WWFM(FM) began in Reuman's garage. He sold air time to local stores and broadcast German, Polish, Slavic, and later Hispanic and black programming to serve changing audience, and had neighborhood talent perform, including singer Ethel Merman. In mid-1950's, Reuman started and was part owner of WGLI(AM) Babylon, N.Y., and WTFM(FM) Babylon (now WAPF(FM) Lake Success). He is survived by his daughter, Mary.

Jay W. Lloyd, 59, president and general manager, KSL-AM-TV Salt Lake City, and senior VP, Bonneville International Corp. there, died of cancer Sept. 2 at University of Utah Medical Center, Salt Lake City. He had been with Bonneville since January 1964, when he joined KSL-TV as local sales manager. He was named president and general manager of KSL division of Bonneville International in August 1978, and senior VP of Bonneville in May 1983, given corporate responsibility for KBIG(FM) Los Angeles, KOIT-AM-FM San Francisco, WRFM(FM) New York and WCLR(FM) Skokie, Ill. He is survived by his wife, Evelyn, two sons and two daughters.

Genevieve Beryl Tichenor, 84, member of board of directors and officer of Tichenor Media Systems, Harlingen, Tex., died Oct. 4 at her home in La Feria, Tex. Tichenor Media Systems owns KGBT-AM-TV and KELT(FM) Harlingen, Tex.; KCOR(AM) San Antonio, Tex.; KUNO(AM) Corpus Christi, Tex.; KLAT(AM) Houston, and is purchasing KYSR-AM-FM El Paso from KYSR Inc. and WIND(AM) Chicago from Westinghouse. It also owns TMS Productions in San Antonio. She is survived by her husband, McHenry Tichenor, chairman of board, and son, McHenry T. Tichenor, vice chairman of board.

William J. Beaton, 80, president and general manager of KIEV(AM) Glendale, Calif., died of cancer Oct. 4 at his home in Los Angeles. He was president of Southern California Broadcasting Co., which also owns KNRY(AM) Monterey, Calif. Beaton began his career as Cleveland radio announcer and in 1928 moved to Los Angeles, becoming sales manager of KMPC(AM). He became part-owner and general manager of KWKW(AM) Pasadena, Calif., in late 1950's, turning it into among nation's first 24-hour Spanish-language stations. He acquired KIEV in 1961. Survivors include his wife, Claire, three sons and two daughters.

Nelson Riddle, 64, arranger and composer for television and films, died of kidney and heart failure Oct. 6 at Los Angeles hospital. Among his television credits were theme from *Route 66*, which was also on pop charts, and music for *Rowan & Martin's Laugh-In*, *The Nat King Cole Show*, *The Rosemary Clooney Show* and *The Smothers Brothers Comedy Hour*. He is survived by his wife, Naomi, and six children.

Tom Dagenais, 54, television writer, died of cancer Sept. 25 at Valley Presbyterian Hospital, Van Nuys, Calif. He wrote scripts for such animated series as *The Pink Panther* and *The Flintstones*, as well as dramatic programs that included *The Love Boat* and *G.I. Joe*. No survivors.

Bob Carlton, 67, air personality, WMBD(AM) Peoria, Ill., died Oct. 4 of cancer at St. Francis medical center. He had been with station since 1941, had retired from on-air work in January 1985, but had remained program and sales consultant to station. He is survived by his wife, Frances, and son.

Sidney Clute, 69, television and film actor, died of cancer Oct. 2 at St. John's Hospital in Santa Monica, Calif. He began television career in early 1950's in such series as *Playhouse 90* and *Dragnet*. Most recently, Clute portrayed Detective LaGuardia in CBS-TV's *Cagney & Lacey*. He is survived by two sisters and one brother.

Good days for Paul Harvey

He claims the four most popular programs on network radio, reaching more than 30 million listeners weekly over 1,100 radio stations. He has a thrice-weekly syndicated newspaper column and syndicates commentaries to more than 100 television stations through a company he owns and runs with his wife, "Angel." Add to that books, record albums, speaking engagements and a commercial delivery that could sell Ralph Nader a Corvair (although he remains stubborn about the quality of products he endorses), and the result is a radio institution.

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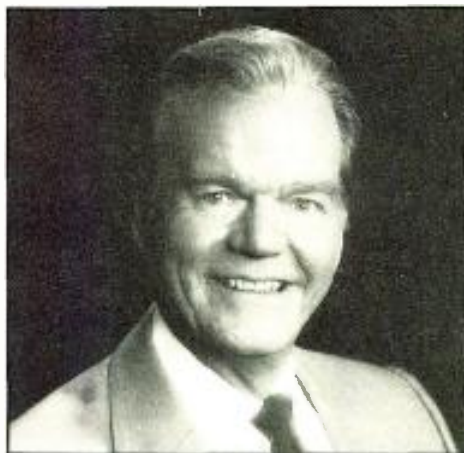
While many may not always agree with his views, few would argue that Paul Harvey, now marking his 35th consecutive year on the ABC Radio Network, is a broadcasting success story. The numbers are impressive. According to the spring 1985 Radar report, the top four network radio programs in descending order were *Paul Harvey News* at 8:30 a.m., Monday-Friday; *Paul Harvey News*, 12:06 p.m., Monday-Friday; *Paul Harvey News*, Saturday, 11:10 a.m., and Harvey's *The Rest of the Story*, Monday-Friday at 3:06 p.m. Harvey's programs account for about \$10 million in ABC Radio revenue each year.

He was born Paul Harvey Aurandt in Tulsa, Okla., in 1918. (He dropped the last name when he went into radio because "ethnic names [it is Pennsylvania Dutch] were not very popular," says Harvey, and besides, "no one could spell it.")

He credits his introduction to radio to a high school speech teacher who took him to the studios of KVOO(AM) Tulsa one day in 1933—Harvey was 14—and said: "This boy should be on the radio."

"I worked for nothing at KVOO," says Harvey, "and I worked such long hours that the station finally put me on the payroll to limit those hours." He worked as announcer and later program director while taking courses in speech and English at Tulsa University. From KVOO, Harvey went to KFBI(AM) Abilene, Kan., as station manager. The station was owned by Farmers and Bankers Life Insurance, which wanted to move it to Wichita, Kan. "So," says Harvey, "I think they hired the least experienced fellow they could find to show the FCC they couldn't make a living out of it. But we fooled them and wound up making money." Next stop was a newscasting post at KOMA(AM) Oklahoma City and then on to KXOK(AM) St. Louis, covering news and special events, and where one particularly special event occurred.

He met his wife-to-be, Lynne Cooper, a school teacher who had a question and answer program on KXOK. The romance was interrupted when Harvey was sent on special assignment in 1940 to Hawaii to broadcast the arrival of the American fleet and the be-



PAUL HARVEY AURANDT—news commentator, ABC Radio Networks, Chicago; b. Sept. 4, 1918, Tulsa, Okla.; 1933-40: announcer and program director, KVOO(AM) Tulsa; station manager, KFBI(AM) Abilene, Kan.; newscaster KOMA(AM) Oklahoma City; newscaster, KXOK(AM) St. Louis; newscaster, KGU(AM) Honolulu, 1940-41; program director, WKZO(AM) Kalamazoo, Mich., and news director, Michigan and Indiana, Office of War Information, 1941-43; newscaster, WENR(AM) Chicago, and network newscaster, NBC Blue (later ABC) network, 1944-51; current position since 1951; married Lynne (Angel) Cooper, June 4, 1940; children—Paul, 37.

ginning of war games in Hawaii. She followed and they were married. He credits his wife, whom he calls Angel, with giving direction and guidance to "their" career. "She wanted to be married to a network news commentator," says Harvey. "It was as simple as that." She remains a major force as his editor, producer and partner.

Harvey remained in Hawaii for over a year before returning to the U.S. That was in 1941. He came back briefly to KXOK, then moved to WKZO(AM) Kalamazoo, Mich., where he was program director, while serving as news director of Michigan and Indiana for the Office of War Information. In 1944 he moved to Chicago as local newscaster for ABC's WENR(AM). It was there that Harvey got some help from a friend.

As Harvey tells it: "I broadcast out of the Merchandise Mart in Chicago. Mark Woods was then the president of ABC. After my late night local broadcast, Angel and I would go downstairs to the coffee shop and have a late snack with Joe Kennedy, who owned the Merchandise Mart. And it was the ambassador [Kennedy had been ambassador to England] who called Mark Woods and said: 'You've got a young man on the air locally out here who ought to be on the network.' That opened the door to my becoming a summer replacement on the network [then the NBC Blue network, forerunner of ABC]." Harvey continued to combine local and network duties until 1951, when he began his news and commentary full time over

the ABC Radio Network.

On May 10, 1976, Harvey began his "Rest of the Story" broadcasts, in which the early struggles of people who achieved success are told, with their identities withheld until the end. The broadcasts are now written by Harvey's son, Paul Aurandt, who also serves as announcer for the morning news.

Of his newscasts, Harvey says: "I still pound every word into a typewriter. When you're dealing with personal opinions, if you're willing to sink or swim on those, you want them to be your own."

He finds nothing uncomfortable in the dual role of newsman and spokesman. "I don't advertise anything I don't believe in and use, and that makes a difference. We walk a very fine line between the newsman and the huckster, and I am the last of the news people to do his own commercials so I don't take lightly that responsibility. I'm going to have a lot of commercials on my broadcast regardless of whether I do them or somebody else does them. This gives me a great deal more control over the choice of those commercials."

Harvey thinks the new technologies now competing with radio should be seen not as a threat, but as a spur. "We need to use our imaginations," rather than just "lying down and becoming a juke box and letting television run away with our audience."

And what is his impression of the change brought on by the new delivery systems? "On my 65th birthday," says Harvey, "I took some actuarial tables and evaluated what my prospects were and the potential for the industry, and decided in five-year increments what I would do for the next 20 years. Within four months things had so changed, technology had so changed them, that all my professional plans got tossed in a cocked hat. For example, that Paul Harvey does not need a network any more. With a satellite, I can originate from my Missouri farm" (which he does, occasionally taking long weekends and broadcasting from a studio he has had built there).

What is Harvey's future at the network? He points to negotiations he says are currently under way with CBS O&O KMOX(AM) St. Louis to carry his broadcasts. If ABC can do that, says Harvey, "if they can demonstrate an ability to skim the cream of stations, then maybe I can't do better than with ABC." Otherwise, says Harvey, "when we know at the first of the year what the FCC will require of our new owners, Capital Cities, and what our new owners are going to want to do with radio, I'll be sitting down with ABC and talking contract. It's going to be very difficult for this or any network to come up with any opportunity as tempting as the opportunity I would have independently."

Asked to identify the key to his popularity, Harvey modestly begs off self-analysis. "When the car is running," he says "you don't look inside the carburetor, you just keep going."

ABC President **Frederick S. Pierce** and ABC Broadcast Group President **Tony Thomopoulos** met with **Warner Bros. Chairman Bob Daly** in Los Angeles Friday morning to discuss proposed accord that CBS has reached with negotiating committee on behalf of Hollywood studios regarding financial interest and syndication rules. Week before, MPAA President Jack Valenti met with NBC Chairman Grant Tinker in New York and presented him outline of agreement. Pierce told BROADCASTING that ABC has "open mind" about reaching agreement but expressed "concern with some of the elements." Pierce declined to get into specifics, but cited prime time production limitations and number of years in which network is offered renewal clause as "complex" issues that required further examination. Tinker told BROADCASTING that NBC is studying proposal.

Ted Turner has shelved joint scrambling venture with ESPN, MTV Networks and Showtime, and will instead proceed with plan to scramble Turner Broadcasting System's **CNN and Headline News by next July using M/A-Com Linkabit technology**. TBS announced decision last Thursday (Oct. 10) and cited cable industry's "apparent unwillingness" to work together as reason agreement on mutually acceptable scrambling formula was "unattainable." Turner, in prepared statement, added: "We regret the joint venture has proved unworkable at this time, but feel it is imperative to scramble our services as soon as possible to realize the additional revenue from new paying subscribers." Atlanta-based cable programmer, which already charges home satellite dish owners \$25 annual subscription fee for CNN and Headline News, will offer cable companies nonexclusive licensing arrangements to market services. TBS will also set up national 800 number for individual dish owner-subscribers. Jim Mooney, president, National Cable Television Association, commenting on Turner decision, said: "The main point is to get these services scrambled, and this is a big step forward. Ted is moving in the right direction."

Major swing in stock prices of both Viacom and LIN Broadcasting last week was at least partially result of takeover rumors, although both companies have been subject of favorable reports from securities analysts. Viacom began week at \$47, where it traded for most of summer. By Friday afternoon it was up to 54%. Daily volume, which had averaged between 50,000 and 100,000 shares during

first half of year, was 590,000 on Tuesday, 670,000 on Wednesday and 400,000 on Thursday for three-day volume representing 11% of outstanding shares. Most consistent rumor suggested that New York-based MSO, group owner and programming company would merge with Gannett, but latter specifically denied suggestion. LIN was also up on heavier-than-usual volume on Tuesday and Wednesday. New York-based group owner and cellular radio company's stock, which had traded in low 30's during summer, rose from \$33 on Monday to 37 1/4 on Friday afternoon. Over 5% of LIN's shares outstanding traded on first four days of last week, although volume cooled off on Thursday and Friday. Most popular rumor about LIN suggested that group put together by New York-based investor, Carl Icahn, was buying up shares of stock.

Arbitron Ratings' market rankings and TV population estimates for **1985-86** show **214 ADI's** (areas of dominant influence) and **86,104,900 TV households** in U.S. In 1984-85 there were 211 ADI's and 85,061,100 TV households. Arbitron said there are four new ADI's: Missoula, Mont., ranked 176th; Butte, Mont., 189th; Helena, Mont., 210th, and Charlottesville, Va., 197th. Missoula and Butte had been single ADI, ranked 149th. Charlottesville had been in Richmond, Va., ADI, which dropped from 55th to 63d with loss. Arbitron said top 10 market rankings were unchanged, but that in top 25 following move up: Seattle-Tacoma to 13th from 16th; Tampa-St. Petersburg, Fla., to 17th from 18th; Phoenix to 22d from 23d, and Indianapolis to 23d from 25th. Following dropped slightly: Minneapolis-St. Paul to 16th from 13th; St. Louis to 18th from 17th; Hartford-New Haven, Conn., to 24th from 22d, and Portland, Ore., to 25th from 24th.

First American Children's Television Festival, attempt to stimulate interest in that television programming form, will be held in **Chicago Oct. 20-23 at Drake hotel**. It will include screenings of 25 programs that aired for first time in last 18 months on commercial, public and cable television, and is expected to bring together producers, writers, managers, researchers and parents to discuss children's programming. Its organizers, Central Educational Network and non-commercial WTTW-TV Chicago, are hopeful that it will "help bring about a new era of programming for the young people of this country." Festival will also present "Alpha Awards" for outstanding achievements by cable programmers, independent producers, commercial and public broadcasters. They will be televised by WTTW. Idea for festival stems partially from Prix Jeunesse, international children's television festival that began in West Germany 20 years ago. James A. Fellows, president of Central Educational Network and member of advisory board to Prix Jeunesse Foundation, said that "it seemed that we should have a comparable activity in the United States." He added: "There is no shortage of anxiety and interest about the topic of children's television in the United States. There are regular importunings, earnest demands and other pitches for broadcasters to do better or to do more."

A.C. Nielsen reported last week that **combined record and play time by VCR users was up 43% in July** from year earlier. VCR households, company said, averaged two hours and 14 minutes of recording and four hours and 18 minutes of play time per week in July. Some 60% of recordings were done when TV set was off, said Nielsen. Thirty percent of recordings took place while simultaneous viewing of same program occurred and 10% of recording took place while viewers were watching other programs. Nielsen said 33% of recordings last July occurred during weekday daytime (10 a.m.-4:30 p.m.) period. But prime time (Monday-Saturday, 8 p.m.-11 p.m.), it said, has accounted for most of recording activity during nine of last 12 months. Network programming accounts for more than half of recorded material, said Nielsen, while independent programming accounts for 18% and pay services 14%.

Videocassette recorder sales in first nine months of 1985 reached more than 7.5 million units, nearly matching 1984's full-year total of 7.6 million sold, according to Electronic Industries Association. Sale numbers **were up 57%** from 4.8 million units sold during same nine-month period last year and final 1985 VCR sales should total 11.5 million, EIA said.



Devereux awards. ABC was honored last week by the Helen T. Devereux Foundation, a 60-year-old nationwide health services organization, for "leadership, understanding and support for disabled or physically impaired individuals." The network was chosen as the corporate recipient for its "demonstrated leadership as the first commercial television network to encourage closed captioned television programming for the hearing impaired and for its efforts to help make standardized closed captioning a reality." Gary Pudney, vice president-special projects and senior executive in charge of talent, ABC Entertainment, was chosen as the individual recipient for "his tireless efforts, dedication and support of children in need of therapeutic assistance." Shown at the ceremony, at the Beverly Wilshire hotel in Los Angeles on Thursday (Oct. 10), l to r: Pudney, actress Carol Burnett, ABC Inc. President Fred Pierce, and Charles J. (Bud) Fowler, chairman of the Helen T. Devereux Foundation.

WABC-TV New York, effective today (Oct. 14), has moved **Multimedia's Sally Jesse Raphael** from **12:30-1 a.m. to 10:30-11 a.m.**, and moved **King World's Headline Chasers** from 10:30 time period to midnight-12:30 a.m., following **Nightline**. By moving **Sally** to morning time period, WABC-TV schedules solid four-hour news/information/talk block with **Good Morning America** and 90-minute **The Morning Show** with **Regis Philbin**. In other early season program changes, CBS-owned **WCAU-TV Philadelphia** has bought **20th Century Fox's \$100,000 Pyramid with Dick Clark** for prime time access at **7:30**, also effective today. It is cancelling **Headline Chasers**. Fox is encouraged by early ratings of **Pyramid**, which is improving ratings in its time period in Pittsburgh; Charlotte, N.C.; Albany and Rochester, both New York, and Orlando and Tampa, both Florida. However, contract with CBS limits **Pyramid** to airing between 6 and 8 p.m.

Claimants for 1983 cable royalty fund completed presentation of their direct cases before Copyright Royalty Tribunal last week. Rebuttals for seven parties vying for fund begin Nov. 18.

Seagram Co. will hold news conference in Washington tomorrow (Oct. 15) to preview **\$1.2-million advertising campaign on cable spots focus on alcohol equivalence**, claiming that typical servings of beer (12 ounces), wine (five ounces) and distilled spirits (one ounce and quarter) are equal in alcohol content. Seagram attempted to place its so-called "public service" messages on network TV earlier this year (BROADCASTING, March 4) but networks rejected spots because of their policy banning advertising of hard liquor.

Public Broadcasting Service executive committee has authorized PBS to file claim with St. Paul Insurance Co. for **remuneration for losses incurred from fire at PBS Washington headquarters**, October 1984, including "business interruption expenses," lost income and equipment damage. Although details weren't disclosed, loss for technical equipment alone has been **estimated at about \$12 million**.

Noncommercial WNET(TV) New York, WGBH-TV Boston and KCET(TV) Los Angeles and negotiating committee representing **writers guilds** have reached agreement on new contract that calls for 18.5% pay increase over its three-year term and also "significantly strengthens the creative rights of writers in public broadcasting." Writers Guild of America, East, announced last week. Agreement followed months of talks during which members of Writers Guild of America, East (WGAE), and Writers Guild of America, West (WGAW), had authorized their negotiating committee to call strike if no agreement could be reached. It is also intended to cover independent producers for public broadcasting, who become signatories.

FCC Review Board has approved settlement agreement clearing way for **grant of renewal to United Broadcasting for WYST-FM Baltimore** and dismissal of competing application of SRW Inc. United agreed to pay SRW, which prevailed in initial decision, \$400,000 to dismiss its application.

Subcommittee of Canadian Parliament has proposed changes in that country's copyright law that would be boon to domestic and foreign copyright owners, including those whose programing on American television stations is retransmitted by Canadian cable systems. One recommendation is for creating cable television retransmission rights limited by compulsory license with rates set by existing copyright appeal board. Foreign rights owners would receive protection "on a reciprocal basis" (which some lawyers in Canada and U.S. think might run counter to international copyright conventions to which Canada belongs). Other recommendations would give motion picture producers right to participate in revenue of video rental market, impose taping royalty on videocassettes and blank tapes, increase penalty for copyright infringement to \$1 million (Canadian), and create right in broadcast signal (cable system would have to pay broadcaster for use of signal as well as copyright owner for use of program). Fritz Attaway of Motion Picture Association of America said association is "very pleased

with the recommendations." But two recommendations are certain to be opposed by radio station owners—one would require payment of royalty to manufacturer of recording that is played on air, another to artist. Recommendations of Subcommittee on Copyright Revision were filed last week with Minister of Communications and Minister of Consumer and Corporate affairs. It remains for full cabinet to decide whether and in what form legislation will be submitted to Parliament.

Orson Welles, 70, actor, producer, director and writer who lent his talents to range of media—perhaps most notably 1941 film, "**Citizen Kane**"—**died** of apparent heart attack on Oct. 10 at his home in Hollywood Hills, Calif. In 1938, Welles, at age 23, was director of CBS Radio dramatic series, **Mercury of the Air**. Program's Oct. 30 presentation, adaptation of H.G. Wells's "**War of the Worlds**," about invasion from Mars, panicked number of listeners who "mistook fantasy for fact" as one CBS executive put it at time. Although it was announced several times during broadcast that program was fictional, many who missed disclaimers were fooled by broadcast's use of simulated newscasts and bulletins. Following incident, Welles and CBS issued their "regrets" at misunderstanding. Informal meeting of network heads, called by then-FCC Chairman Frank McNinch, concluded that "the words 'flash' and 'bulletin' should be used with great discretion in the dramatization of fictional events, with a view to never using them where they might cause general alarm" (BROADCASTING, Nov. 15, 1938). Welles's other radio credits included role of Lamont Cranston, **The Shadow**, on Mutual; producer-actor on CBS Workshop, and numerous adaptations of Shakespeare and other plays. He later made many TV appearances, including dramatic roles on **Ford Star Jubilee**, **Hallmark Hall of Fame** and **Omni-bus**. In recent years he had been spokesman in television commercials for Paul Masson wines.



Welles in 1938

Candy Lightner, removed from her position as chairman and chief executive officer of Mothers Against Drunk Driving, **has accepted two-year contract naming her founder and consultant for MADD**. Lightner, who also served as president, came under review of 14-member MADD board at special meeting last Friday, Oct. 11. She was reported to be at odds with board following its refusal to grant her \$10,000 bonus she asked for. New contract is said to have no financial impact on Lightner, but was move to remove her from operational control of organization.

More time. The deadline for bids for the acquisition of UPI was extended until last Friday, at the request of several interested parties. According to Porter Bibb, managing director of Ladenburg, Thalmann & Co., nine "firm" bids were in by Friday, Oct. 4, and about 10 others asked for and received a one-week extension. UPI's unsecured creditors claim \$28 million, said Bibb, adding that "that's the floor bid." On top of that, bidders have had to calculate court and administrative costs, necessary working capital to maintain the wire service and new contract negotiations with the Wire Service Guild. Bibb and UPI declined to name any of the final bidders.

In another development, a Washington bankruptcy court extended until March 31, 1986, the exclusive period that the company and its creditors committee have to file a reorganization plan. The court added Wire Service Guild to that exclusive group. The court rejected the petition of owners Douglas Ruhe and William Geissler to be included. The court also ruled that Fintex, a joint venture of Ruhe, Geissler and marketing executive Jim West, be folded back into UPI. Fintex was formed in 1983.

Editorials

A good deal in the making

The adoption by the House Subcommittee on Elections of a bill prescribing common closing hours for voting precincts in presidential elections (see "Top of the Week") signifies that the subcommittee chairman, Al Swift (D-Wash.), is carrying out his part of a bargain struck last January. The three television broadcasting networks agreed to withhold election projections until all polls are closed, provided that the Congress adopts a common closing hour coast to coast (BROADCASTING, Jan. 21).

Granted, this tweaks the First Amendment, which this page is committed to admire untouched, but ever so slightly. If Congress fails its part of the bargain, the networks are free to project state by state as polls close. In either case, interviewing voters as they leave the polls can be retained as a valuable collector of political intelligence. As stated here at the time of the bargain, it promises a sensible end to a confrontation that soured broadcasting's relations in Washington.

Swift professes optimism that the parent House Administration Committee will approve the bill this week and the House itself before this session ends. Broadcasters will do all they can to make that forecast good.

Slippery slope

Rescue parties are suddenly assembling in force to save AM radio. The FCC's Mass Media Bureau is preparing proposals for sweeping reforms of FCC rules that govern AM service. The National Association of Broadcasters is cheering the FCC on. The mercy mission, however admirable in purpose, contains at least the danger of government intrusion into economic affairs where it does not belong.

Among remedies prescribed for the ailing AM service by Jim McKinney, the Mass Media Bureau chief, and by the NAB, is a modification of the commission's duopoly rule in its application to AM stations. Under circumstances still to be described, ownership of more than one AM station in a market would be permitted, although the single-station standard would remain for FM and TV.

"By allowing AM broadcasters, especially those in marginal economic situations, to engage in group operations in a specific region or market," said the NAB, "the commission likely could foster the benefits drawn from economies of scale in such multiple ownership."

McKinney had the same thing in mind when he told BROADCASTING that as matters now stand the FCC can't let a broadcaster turn two losing stations in a market into a common operation with a brighter prospect (BROADCASTING, Sept. 30). "If two stations were failing," said McKinney, "we would, in effect, say to both of them: 'Go bankrupt; go off the air. We don't care.' " He would change that.

But how?

How would the FCC measure AM failure that justified a waiver of the duopoly rule? One unprofitable month? One year? How unprofitable?

If unprofitability is to be the criterion for liberalization of the duopoly rule for AM, how could the FCC justify the application of the rule to the FM service in all the years that FM stations coast to coast were in the red? Or to the television service when it was fashionable for television operators to match losses over drinks, the smallest loser picking up the tab?

If the duopoly rule is to be reviewed for its serviceability in 1985, the review should ignore the status of AM stations that may be making less money than they used to make, or scoring smaller shares in Arbitron. The review should start with a comparison of station numbers now and in 1943 when the antidiopoly principle was adopted. In 1945, the nearest year for which statistics are available, there were 956 AM stations, 56 FM's and zero commercial TV's. There are now 4,963 AM's, 4,236 FM's (not counting 1,375 noncommercial FM's) and 1,165 TV's (not counting 327 noncommercial TV's and 557 low-power TV's, not to mention more than 5,000 TV translators).

There may be other ways—mostly technical—to relieve some of AM's disadvantages, as both McKinney and the NAB have said. Unilateral tinkering with the duopoly rules is not among them, unless AM broadcasters want to start clearing their advertising rates through Jim McKinney's bureau in Washington.

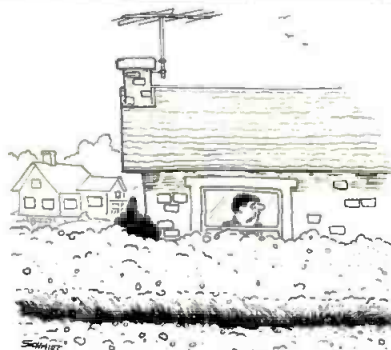
Pole-axed

Just when it seemed that cable couldn't lose, along comes the decision of the U.S. Court of Appeals for the 11th circuit saying that the FCC has no right to be setting rates for pole attachments. The potential although by no means certain upshot: to threaten sizable increases in the amounts cable must pay to convey its signals to subscribers over telephone and utility routes. Just another example, if one were needed, of the labyrinthine territory through which cable makes its way, and the uphill battle it continues to wage in trying to effect a wired nation.

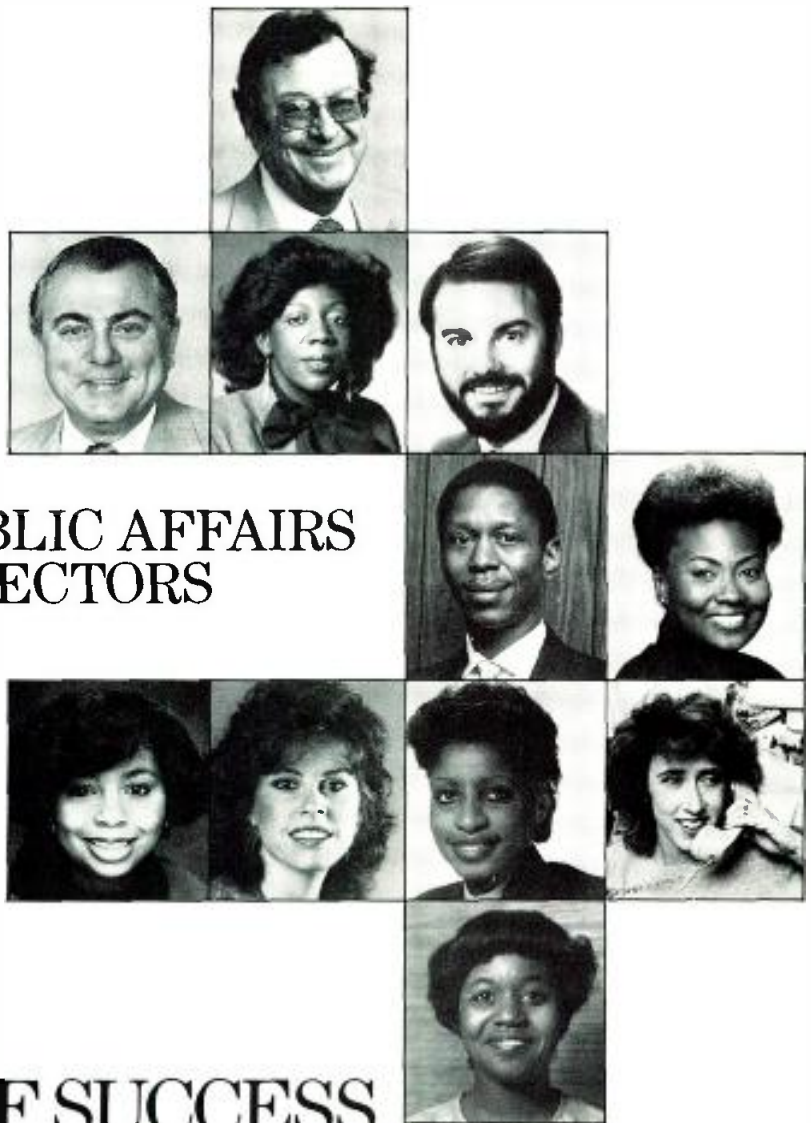
Industries far afield from the Fifth Estate will be watching to see how this one turns out. The telephone business, for one, which looks to the FCC for all manner of tariff regulation. If the court is right, the only proper forum for ratemaking is a judicial one—a precedent devoutly to be avoided. Appeal is indicated.

This is cable's second recent wounding at the hands of appeals courts on pole attachment issues. As reported in the Sept. 30 issue, the District of Columbia circuit ruled that the manner in which the FCC calculates maximum allowable pole rates was flawed in a number of respects. In that case, constitutionality did not become the issue, but the everyday effect also is likely to be—if the decision stands—to increase by millions of dollars cable's cost for this essential element of its plant.

Worst still, perhaps, is that other pole attachment cases are pending in courts across the U.S. Bad could yet go to worst.



Drawn for BROADCASTING by Jack Schmidt
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ARCADIA LETKEMANN, WFYR FM, Chicago

TONY BONVINI, WAXY FM, Ft. Lauderdale

Third Row

RALPH SUTTON, KRTH FM, Los Angeles

VIVIAN PORTER, KHJ AM, Los Angeles

Fourth Row

FAITH GRIFFIN-MORRIS, WHBQ AM, Memphis

SHEILA CHARTON, WOR AM, New York

MILTA McLEAN-DENNIS, WRKS FM, New York

JOANNE GREENE, KFRC AM, San Francisco

Fifth Row

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Source: Arbitron Spring 1985
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