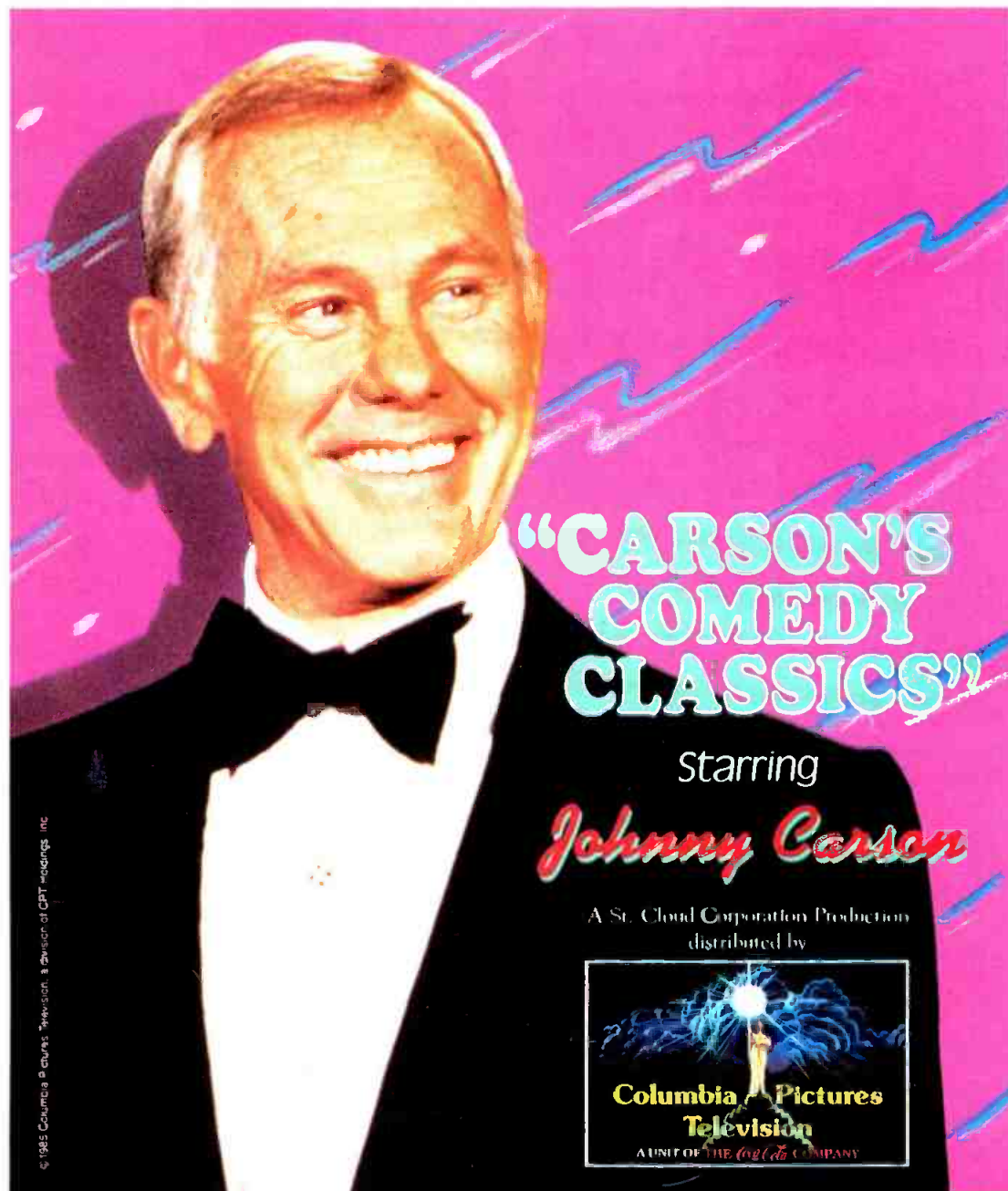


The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 21



"CARSON'S COMEDY CLASSICS"

Starring
Johnny Carson

A St. Cloud Corporation Production
distributed by



© 1985 Columbia Pictures Television, a division of CPT Holdings, Inc.

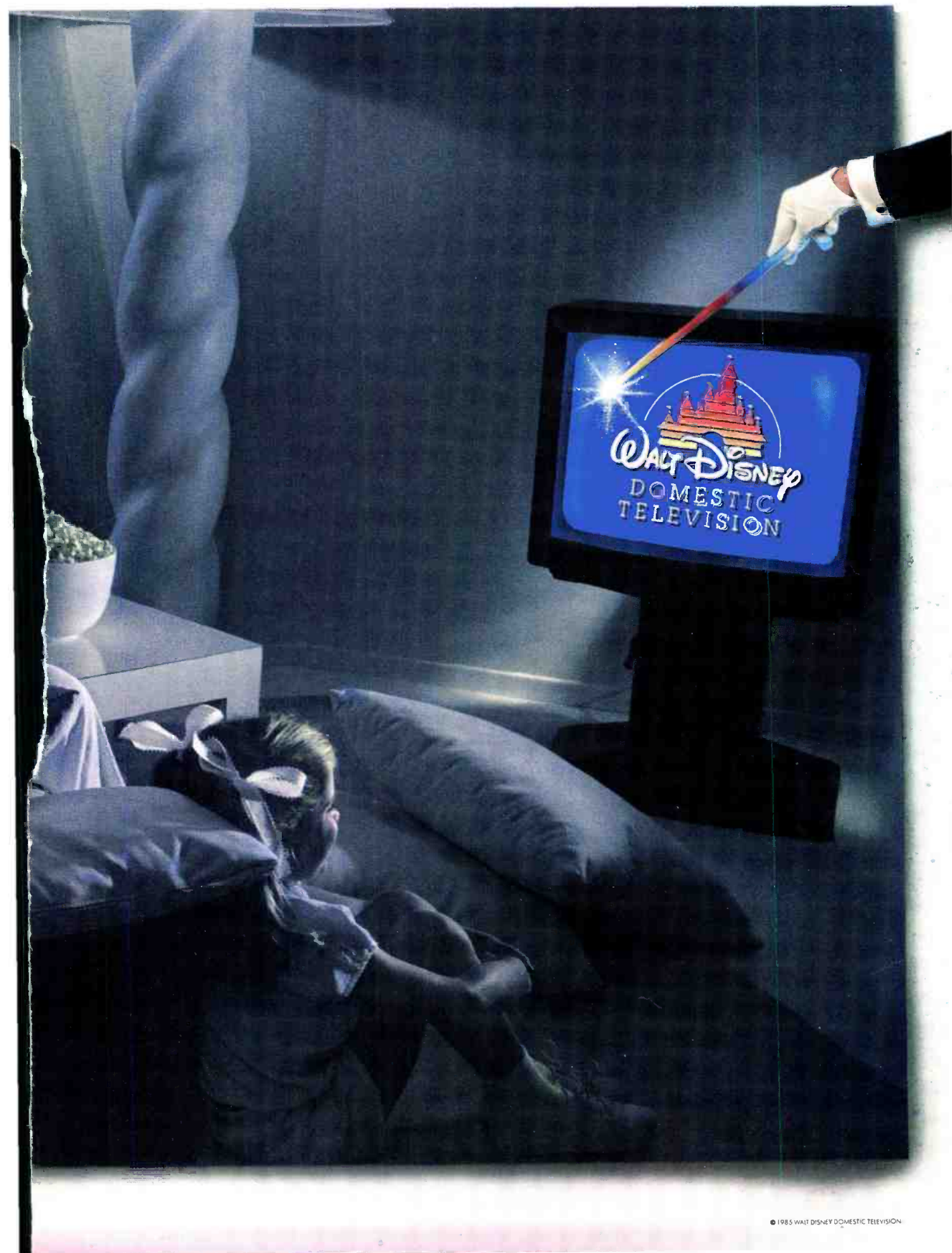
AL 36112

MAXWELL
RLOC 1405
RLOC 122
AUL-SAS

12364 MK NOV/85

36112

55th Year 1985
Tisch's friendly advance
on CBS ☐ New Arbitron
market rankings
EMPT in L.A.





SOON
THE
MAGIC
CAN
BE
YOURS...

Broadcasting Oct 21

Arbitron ranks the markets CBS adds Loews to its corporate defense

ONE BY ONE □ Arbitron releases its list of market ADI rankings for 1985-86, and although there are no changes in the top 10, there are a number of rerankings in markets 11 through 25. **PAGE 33.**

BUYING IN □ CBS makes agreement with Loews Corp. allowing it to own up to 25% of CBS stock and bring company's Lawrence Tisch onto the CBS board. **PAGE 36.**

ENGINEERING SHOW □ Society of Motion Picture and Television Engineers set for conference to begin on Sunday in Los Angeles. **PAGE 36.**

METER RUNNING □ Nielsen announces expansion of its people meter experiment. **PAGE 38.**

CONTENT AND CHARACTER □ Over 2,000 are said to have attended National Black Media Coalition's three-day conference focusing on minority broadcasting. **PAGE 44.** Gannett, Group W, RKO and Katz radio group heads provide radio business background. **PAGE 44.** Potential station owners receive tips on broadcast buying. **PAGE 48.** TV anchor Renee Poussaint and others put newswriting in minority perspective. **PAGE 48.** Newsmen discuss getting minorities into management. **PAGE 49.** Communications lawyers find industry guilty on number of counts. **PAGE 49.** Public affairs panel looks at movement away from "two chairs and a plant" productions. **PAGE 49.** Panel sees increased interest in programs produced by and featuring minorities. **PAGE 50.** Session focuses on relationship between children and media. **PAGE 51.**

INSTRUCTIONAL QUIZ □ PBS to test new National Narrowcast Network of instructional courses in 20 cities next February. **PAGE 52.**

TURNING THE CAMERA AROUND □ CBS undertakes a

look inward as Broadcast Group films documentary on the network. **PAGE 52.**

ON TO CABLE □ Seagram announces public service campaign on alcohol equivalency to run on cable networks. **PAGE 58.**

COMMITTEE RUNDOWN □ NAB releases list of its committee assignments. **PAGE 60.**

LOOKING GOOD □ Intelsat pleased after work is completed at Assembly of Parties meeting. **PAGE 62.**

GOVERNMENT EYE □ NCTAs Mooney says Justice Department is looking into cable clustering, scrambling plans. **PAGE 64.**

CASE FALLOUT □ Court case involving insurance and FTC could alter power of other federal agencies. **PAGE 64.**

WEEK THREE □ The Major League Baseball playoff ratings are off enough to pull NBC down to second place, just behind CBS. But lower baseball ratings are not expected to have detrimental effect on network. **PAGE 73-74.**

NEXT PART □ Norman Lear forms new company, Act III, with former Paramount executive Randy Reiss at helm. **PAGE 75.**

TOP 400 □ A number of Fifth Estaters appear on list of the 400 richest Americans, as listed by *Forbes*. **PAGE 82.**

THE RIGHT MOVES □ RCA President Robert Frederick has matched his management skills to the needs of the diversified communications company. **PAGE 105.**

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**Sony
Broadcast:**

**The Gold
Standard
At Work.**



It's a broadcast U-matic® with nine years on the job.

A team of one-inch type "C" video recorders that pull a network load around-the-clock.

A Betacam® camcorder that gets that exciting story, or that impossible shot, and gets it on the air. Fast.

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It's a company that came into being to meet your needs. And did.

The commitment continues.

Sony Broadcast.

The gold standard at work. **SONY**
BROADCAST

It Wouldn't Be Christmas Without Them.

The Bells of St. Mary's, It's A Wonderful Life, The Miracle of the Bells, Good Sam, Christmas Eve.



Moving on must carry

Petitions for rulemaking on must carry are receiving "immediate attention," according to Jim McKinney, FCC Mass Media Bureau chief, and combined notice of inquiry/notice of proposed rulemaking is likely to be ready "within weeks, not months." It's believed that document will seek comment on all three petitions submitted thus far—one by National Association of Broadcasters and others, another by Association of Independent Television Stations, and still another by public broadcasters.

One well-placed FCC source said INTV's proposal appeared to have "best future." INTV proposal, which would carve out new rule under FCC's supposed ability to determine what signals may be carried under cable's compulsory copyright license (BROADCASTING, Oct. 7), is only one that's "philosophically consistent" with where most of commissioners have publicly indicated they're heading, source said. This source also expressed disbelief that NAB thinks constitutionally acceptable rule can be resurrected. Another source said it had been Mass Media Bureau's opinion that it would be "almost impossible" to come up with new rule that would meet constitutional test, but that bureau will consider with open mind what commenters have to say.

Backstage

While official must-carry process goes on at FCC, pace of unofficial activity will pick up this week when officials of National Association of Broadcasters, Association of Independent Television Stations and Television Operators Caucus call on National Cable Television Association President James Mooney—presumably to discuss one or another of various proposals advanced by broadcasters since *Quincy* decision. Among participants in meeting—expected to be at NCTA headquarters in Washington—are: TOC's William Schwartz, INTV's Preston Padden, NAB's Eddie Fritts and John Summers.

Rainbow's pot

Rainbow Service Co., MGM/UA Entertainment Co. and Turner Broadcasting System announced last week that they had settled their dispute over cable television rights to MGM/UA film libraries, removing one

impediment to merger of Turner and MGM/UA. What parties didn't announce is that Rainbow will receive \$50 million in settlement.

MGM/UA agreed to provide titles for Rainbow's pay cable service, American Movie Classics, on July 30, just week before announcement of Turner-MGM/UA merger. But movie studio balked at fulfilling agreement after Rainbow announced that it would offer AMC as basic as well as pay service. Suit and countersuit followed (BROADCASTING, Oct. 7). Under settlement, Rainbow has put off indefinitely (if not permanently) plans to take AMC basic. In exchange, it will receive \$50 million cash. According to Turner prospectus, which specified who would pay what in event of settlement of dispute, new UA entity, which is being spun off by merger, will pay \$32.5 million and Turner-MGM, balance of \$17.5 million.

Spreading net

Lorimar Inc., Culver City, Calif., is reportedly considering purchase of DIR Broadcasting, New York-based radio program supplier. Aural medium would be new area for advertising and entertainment company, which just reached agreement to merge with Telepictures Corp. ("Top of the Week," Oct. 14). When asked about possibility that deal is in works, DIR Broadcasting President Bob Meyrowitz declined to comment, as did Lorimar spokeswoman. DIR currently produces several long-form programs including *The King Biscuit Flower Hour* and *The Silver Eagle Cross-Country Music Show*.

Also, DIR has replaced *David Brenner Live*, weekly 90-minute variety talk show, with *Almost Live Starring Richard Belzer*. No official reason was given for Brenner's departure.

Help wanted

Raising immediate cash may be primary motive of Turner's attempt to negotiate partial sale of Cable News Network to outsider. But other side of strategy is possibility of sharing bureau and other operating expenses with another news operation. Lower costs mean more money from CNN over long term to help Turner pay down debt of MGM acquisition. With this in mind, Turner, who is no longer considered active bidder for United Press International (see "In Brief"), is reportedly having discussions with some of those still in running to buy

beleaguered news service. None of those contacted would talk, but idea could possibly lead to joint CNN-UPI venture.

Diehards in D.C.

Lobbyists for cities of New York and Los Angeles were making rounds at FCC last week in effort to get commissioners to postpone action on proposal to delete its technical rules for cable and perhaps preempt local technical regulation of cable systems. Cities were contending that FCC lacks authority for preemption. They also were asking that commission give cities and cable industry six months to try to work out "voluntary" technical standards. FCC Mass Media Bureau has targeted proposal for action by end of this month. There's concern in some quarters that local franchise authorities may be trying to position themselves to renew grip they are losing on cable via Cable Communications Policy Act of 1984.

Meanwhile on Capitol Hill, cities have asked House Telecommunications Subcommittee to look at matter. Subcommittee says it will hold meeting soon with cities and cable industry representatives to discuss issue.

One after another

Morton S. Smith, career senior foreign service officer who has been with Voice of America since 1983 and is currently deputy associate director for modernization, has been named acting VOA director, succeeding Gene Pell, leaving to become president of Radio Free Europe/Radio Liberty (BROADCASTING Oct. 7). VOA professionals are said to be unhappy with choice. Smith is seen by some as more anxious to advance U.S. policy aims than to pursue facts of story. However, VOA staffers see Smith as stopgap. One rumor is that job may go to Pat Buchanan, currently director of communications for White House. Considering Buchanan's reputation as sharp-edged advocate of conservative cause, rumor does not warm hearts of VOA professionals.

USIA director, Charles Z. Wick, who has been through process four times in five years, is understood to have been thoroughly annoyed when his fourth selection, Pell, told him he was leaving. After all, Wick aide said, it takes major effort to make selection and see nominee through White House clearance and Senate confirmation process—and, aide added, "clock is ticking" on second Reagan administration.

The world according to HBO

Home Box Office Inc. has launched an "informational campaign" this month to explain to owners of backyard earth stations why it is scrambling the satellite feeds of HBO and Cinemax and why it will subsequently charge the dish owners to subscribe to the services.

HBO, which is currently scrambling the feeds part time, announced Oct. 9 that it would scramble them full time beginning Jan. 15. At that time, it said, sufficient home descramblers would be available, allowing dish owners to buy them and subscribe to the services. HBO is using the M/A-Com Videocipher II scrambling system.

"In researching the home TVRO sector, we discovered that many dish owners are confused and misunderstand why we are scrambling our signals," said Bob Caird, vice president, direct broadcast, HBO. "So, in the first step of our marketing plan, we want to set the record straight by clarifying these misconceptions."

For the campaign, Caird said, HBO is sending out press kits to newspaper columnists and reporters, running ads in the various home satellite industry publications that reach the dish owners and airing spots on HBO and Cinemax. Caird wouldn't say how much is being spent on the project, but indicated that, by advertising standards, it is a small amount since the target of the campaign is small and easily reached. Industry estimates put the number of dish owners at around 1 million.

Caird said the campaign would seek to correct at least six misconceptions: 1) that the government owns the satellites that transmit the cable services like HBO and Cinemax; 2) that federal law prohibits scrambling; 3) that movies shown on cable services have already been paid for through box-office receipts; 4) that scrambling "destroys" the satellite signal; 5) that dish owners have paid for programming through taxes or through their purchase of the dishes, and 6) that basic cable services receive all their revenues from advertising and are profitable.

What's basic, what's not

The Community Antenna Television Association told the FCC it needs a new definition of "basic cable service" in rules allowing the FCC to regulate basic cable rates in the absence of effective competition. The new definition was warranted by the elimination of the must-carry rules by the federal appeals court in Washington last July, it said.

In the effective-competition rule, it said, basic is defined as the tier of service containing "all must-carry broadcast television signals." Given the elimination of the rules, it said, basic should be redefined as "only that core service which can be subject to regulation in noncompetitive cable markets."

The CATA-suggested language: "Basic

cable is the tier of service regularly provided to all subscribers that includes the retransmission of unaltered over-the-air broadcast television signals and the public, educational, and governmental channels, if required by a franchising authority...."

Coming next year

Home Box Office plans to launch *HBO Showcase '86* early next year as "an innovative new umbrella showcase for original entertainment specials written and produced exclusively for HBO."

Bridget Potter, HBO senior vice president of original programming, called it "a very ex-



Potter

citing and important new project for us" and "an opportunity for HBO to present timely specials that showcase today's most interesting artists throughout the entire entertainment spectrum, in a variety of forms."

She said the specials will be 60 to 90 minutes long. Filming on two has been completed. One with the working title "Nosenko" stars Tommy Lee Jones and is based on the true story of a Russian KGB major who defected to the U.S. in 1963. The other, "Half a Lifetime," stars Keith Carradine, Gary Busey, Nick Mancuso and Saul Rubinek as four middle-class men going through a midlife crisis.

"Nosenko" was written by Stephen Davis, "Half a Lifetime" by Stephen Metcalfe. HBO said writers working on scripts for other *Showcase '86* specials include Bill C. Davis, Ronald Ribman, Pete Hamill, Percy Granger and Leon Tokatyan, and the series will use such directors as Bob Giraldi, Colin Callender, Don Ohlmeyer, Dave Bell and columnist Jack Anderson. Topics being explored for future projects were said to include AIDS (acquired immune deficiency syndrome), the first documented case in which delayed stress from the Vietnam war was used as an insanity defense, the New Bedford, Mass., gang rape and the psychological effects of life in a fallout shelter.

Staying 'Alive'

Alive and Well moved into its fifth season on the USA Network with production, cast and format changes. The series, sponsored by Bristol-Myers and produced by DBA Television, made the changes with the start of the new season Sept. 30.

Bonnie Shatsky Hammer, who has been developing pilot projects with Michael Rice Media for commercial syndication, cable and public broadcasting, and who formerly produced the *Good Day* series in Boston and numerous specials, signed on as new supervising producer of the daily hour (Monday-Friday at 2 p.m. NYT and Saturday at 8 a.m.). In addition, host Mike Jerrick is joined now by celebrity co-hosts from week to week (based on availability), and the show has added a live audience which is encouraged to participate in discussion of topical issues dealt with on the program.

Hammer says *Alive and Well* will devote its daily hour to the "health and well-being of women," with subjects that are "controversial, upbeat, serious and above all direct and to the point."

Cable alert

Capital Cablevision, serving some 51,000 subscribers in New York's Albany county, is joining forces with county, state and private business groups to provide televised support for their "Missing Child/Community Alert Network." The county-wide network, created by Automated Communications Inc. of Schenectady, N.Y., and said to be the first of its kind in the U.S., uses computerized telephone dialing to alert neighbors when police receive reports that a child is missing. The telephone message gives the basic information and description provided by police, and adds: "If you are a Capital Cablevision subscriber, tune to channel 19 and watch for more information." In the meantime, Automated Communications has alerted Capital Cablevision, which presents the details and description—and adds a picture, when available—on channel 19, its 24-hour video text service. Frank Green, Capital Cablevision's director of public affairs, called it "the perfect complement to an excellent existing emergency service, utilizing the advanced technology of cable television for the good of the entire community."

New York late night

Manhattan Cable TV, New York, has introduced *Overnight TV*, a weekend feature spotlighting "music, art, film, theater and New York nightlife." It is offered Fridays, Saturdays and Sundays from midnight to 4 a.m., and its purpose, according to Barry Rosenbaum, vice president for marketing and programming, is "to fill a void in late-night programming and to bring our subscribers information, opinions and trends in music, technology, the arts, some of the most acclaimed motion pictures ever made, as well

Television pays tribute to ASCAP music



MUSIC COMPOSITION, SERIES
"Murder She Wrote," CBS
John Addison



MUSIC AND LYRICS
"Love Lives On," ABC
James Di Pasquale



MUSIC DIRECTION
"Christmas in Washington," NBC
Ian Fraser, Angela Morley



NEWS AND DOCUMENTARY PROGRAMMING
"Heritage: Civilization and the Jews," PBS
John Duffy, Director & Conductor,
Music Composer

ASCAP members win 4 out of the 5 Emmys
for Songwriting and Composition.

ascap
American Society of Composers, Authors & Publishers

Emmy Statuette © ATAS

as cultural information."

Overnight TV's Friday edition consists of a three-hour "salon"—in which host-experts discuss their specialties and talk with viewers who call in—followed by classical and jazz concerts. Saturday is for "Master Reels," old classics and new movies from the U.S. and abroad. Sunday offers interviews with participants in Manhattan's night life, followed by a film series, "Colonel March," featuring Boris Karloff as a Scotland Yard detective.

Overnight TV is produced by Manhattan Cable and is advertiser-supported. Fred Ciccone, director of programming, called it "one of the most ambitious programming projects ever undertaken" by Manhattan Cable, which started in 1970 and says it currently serves 200,000 subscribers along with 20,000 hotel rooms and 2,000 pubs, restaurants and bars within a 16-square-mile area of Manhattan.

Eastward ho

Turner Broadcasting System's Cable News Network has made its planned expansion into Western Europe, launching "the first-ever, live, 24-hour news service to European audiences" via satellite to closed-circuit hotel systems and members of the European Broadcasting Union (EBU). Ted Turner, president and chairman, said that with the move "we've written a new chapter in the history of television news—a chapter that could change the world [because] the more we know about each other and the more we communicate, the better hope there is for the future of our species."

CNN said a news team of seven anchors and 50 electronic journalists is producing the European feed, described as a "blend of up-to-the-minute world news and information covering finance, sports, health and medicine, science, entertainment, news-maker interviews and contemporary life styles" having particular interest to Europe. The team is based at CNN's Atlanta headquarters.

To get the feed to Europe, CNN said, CNN has signed a seven-year lease on a 36 mhz (half transponder) bandwidth on the Intelsat V Atlantic region satellite. The signal to Europe is uplinked in Atlanta, having already been converted to European technical standards, cross-strapped to Ku-band on the satellite and downlinked to British Telecom International's Goonhilly, England, earth station.

CNN estimates that from 1.7 million subscribers in 1980 it has grown to more than 34 million in the U.S. It also expanded to Australia, Canada, the Caribbean, Central America and Japan before adding Western Europe.

Going international

Satellite Program Network, Tulsa, Okla., is going worldwide with distribution of its programs, ranging from sports and outdoor to how-to and variety shows. "With these narrowcast programs that target specific audiences, we hope to fill a niche in programming distribution that is not currently being filled," said Kip Farmer, SPN vice president, international. Offered for sale to broadcasters and cable operators, the programs include *The Outdoor News Network*, *Jimmy Houston Outdoors*, *French Flavour*, *Crafts 'n'*

Things and *Connie Martinson Talks Books*, among others, along with specials and college sports packages. SPN named Australia-based Max C. Stuart and Associates as its foreign sales representative.

Hurricane credit

American Cablesystems Corp., serving some 85,000 cable TV subscribers in 25 eastern Massachusetts communities, says it won't wait to be told to give customers credit for service lost because of Hurricane Gloria last month. Each day a customer lost will be credited as one-thirtieth of the customer's November bill. "We decided not to wait for any ruling from the state cable commission to issue credits," said area managers John King and Thomas Walsh. "It seems appropriate to us to issue credits for lost service because of the extraordinary circumstances of the hurricane and the tremendous support and cooperation shown by our subscribers during this difficult time."

In the hardest-hit section of the franchise area, officials said, the company used 31 regular maintenance crews and 24 outside contractor crews to replace 2,100 to 2,400 cable lines from streets to homes and repair extensive damage to trunk lines. Full service was reported restored within a few days in all but a few isolated situations. American Cablesystems, based in Beverly, Mass., is a privately held company with 300,000 subscribers in seven states.

New look

Corporate Media Services says its *First Look*, a half-hour monthly magazine, will debut on 20 cable systems in late October. *First Look* will consist of seven or eight segments, each underwritten by an advertiser which will be given the opportunity to mention its product in the segment. According to CMS, the "infomercials" will be a "soft sell." Among the cable systems carrying the show, which will be part of their basic service, are Storer Cable in Anaheim, Calif.; Rogers Cablesystems in Syracuse, N.Y., and Viacom Cablevision in Nashville.

Storer fine

The FCC Mass Media Bureau has fined Storer Cable Communications \$2,000 for an alleged violation of the sports blackout rule on its Prince Georges county (Maryland) cable system. The National Basketball Association had complained. Storer has since sold the system to Prime Cable of Maryland.

Helping hand

HBO Chairman Michael Fuchs will chair an upcoming dinner at the New York Hilton (Oct. 26) to raise funds for a planned Alzheimer's Comprehensive Care Center at Hebrew Home for the Aged at Riverdale in New York. Fuchs's mother died of Alzheimer's disease. "As the son of an Alzheimer's victim, I have personally witnessed the ravages of this terrible disease," said Fuchs in a prepared statement. The gala will be hosted by Alan King and will feature Bette Midler and Robin Williams and other guest stars as entertainment. Some 1,000 social and business leaders are expected to attend.

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Crush It.

Begin by putting it against the #1 series in all of television.

Lose It.

Shift it all over the dial and dare its loyal fans to find it.

Hang It.

Give it a new time period with a 10 share lead-in and string it up against the CBS Sunday night lineup.

Poison It.

Feed it a lead-in full of kids and make it build its own adult audience from scratch.

**If it's still going strong after that,
you've got one helluva series for syndication.
You've got...**

KNIGHT



KNIGHT RIDER

The series that never quits.



KNIGHT RIDER[®]

Starring David Hasselhoff. Coming soon.

MCA TV

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Business Briefly

TV ONLY

Superior Pet Products □ Five-week flight is scheduled for late October in nine markets throughout country. Daytime and fringe positions will be used for commercials. Target: women, 25-54. Agency: Harold Cabot & Co., Boston.

Parker Bros. □ In pre-Christmas splurge, advertiser will promote various games in top 50 markets, starting in late October, for seven to eight weeks. Commercials will appear in fringe periods. Target: teen-agers, women, 25-54. Agency: HBM Creamer, Boston.

Pulsar Time Inc. □ In pre-Christmas push, watches will be advertised for six weeks, starting in early November in 21 markets and on network television. Fringe positions will be sought in spot TV. Target: women, 25-49. Agency: Ammirati & Puris, New York.

A.H. Robins Co. □ Various health care products, including new Dimetab (cold sinus allergy product), will be promoted in flights starting in late October and

continuing with occasional hiatuses until March in about 50 markets. Commercials will be placed in all dayparts. Target: adults, 25-49. Agency: Mil-Mor Media, Richmond, Va.

RADIO ONLY

Chrysler Corp. □ Six-week flight will be launched on Oct. 21 in 31 markets on Nuestras Noticias, Spanish-language radio network of United Press International. Commercials will be placed in morning and afternoon drive periods. Target: Spanish-speaking adults, 25-54. Agency: Kenyon & Eckhardt, New York and Detroit.

Redken Laboratories □ Beauty products will be spotlighted in four-week flight starting in mid-November in Indianapolis and Buffalo, N.Y. Commercials will be placed in all dayparts. Target: women, 18-49. Agency: Gumpertz/Bentley/Fried, Los Angeles.

Friendly Ice Cream □ Company will conduct test advertising in Rochester,

N.Y., for four weeks, starting in early November. Commercials will be placed in morning segments on weekdays. Target: adults, 25-54. Agency: Quinn & Johnson/BBDO, New York.

Osterman's Jewelry □ Five-week flight is scheduled for mid-November start in 21 markets. Commercials will be carried in daytime periods on weekdays and weekends. Target: adults, 25-54. Agency: Stone, August & Co., Birmingham, Mich.

Commodore Computers □ Campaign during Christmas buying season will begin in late October and early November in about 25 major markets, continuing in some areas until January. Commercials will be primarily direct response advertising and will be placed in all dayparts. Target: adults, 25-54. Agency: Independent Group of Companies, Union, N.J.

RADIO AND TV

Pizza Hut □ West Coast region of fast-food restaurants will inaugurate four-week campaign in late October in four markets, including Los Angeles. Commercials will be carried in prime

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.

TODAY IN HISTORY — This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

AIRCHECK: AP RADIO NETWORK

HOW TO JUDGE A BOOK — Each day, in his series of 90-second shows entitled Best Sellers, Martin Levin reviews one of the hottest books on the shelves. Plus, he tells you which new authors have the best shot at making the best seller list. Feature shows are fed Monday-Friday at 10:32 a.m. ET.

TUNING IN TO VIDEO TECH — Bob Moon delivers news about the latest developments in home video equipment, from reorders to games. Plus, he tells you what to watch for when choosing and maintaining your video equipment. 60-second feature shows run Monday-Friday at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES



Computer-ready for holidays. J. Walter Thompson, New York, has assembled an easy access viewing bank for about 400 television commercials and print advertisements related to the period from Thanksgiving through Christmas. The agency's Computerized Library provides access to commercials and ads dating back to the 1970's and includes commercials created by JWT for such clients as Eastman Kodak, Ford, Kraft, Quaker Oats, Burger King, R.T. French and Lever Bros. Dennis Kelley (in photo), manager of the agency's Creative Library, says the new holiday program will function as an idea resource and research tool for Thompson's creative directors, copy writers, arts directors, account executives and clients.

U-BOAT. ME-COMEDY.

FIRST TIME IN SYNDICATION...

It's World War II. Imagine a shocking pink submarine cruising into Japanese-infested waters...add a crew of well-meaning incompetents...a captain who'd rather be sailing a taxicab...and a bevy of gorgeous nurses—and you've got America's only underwater, half-hour sitcom, *Operation Petticoat*.

It's ready to sail anytime...and it's perfect for young adult audiences that like their comedy with a touch of salt in the air.

OPERATION PETTICOAT®

Starring John Astin & Jamie Lee Curtis.
Available Fall 1986 on an
Advertiser-Supported/Cash basis.

MCA TV

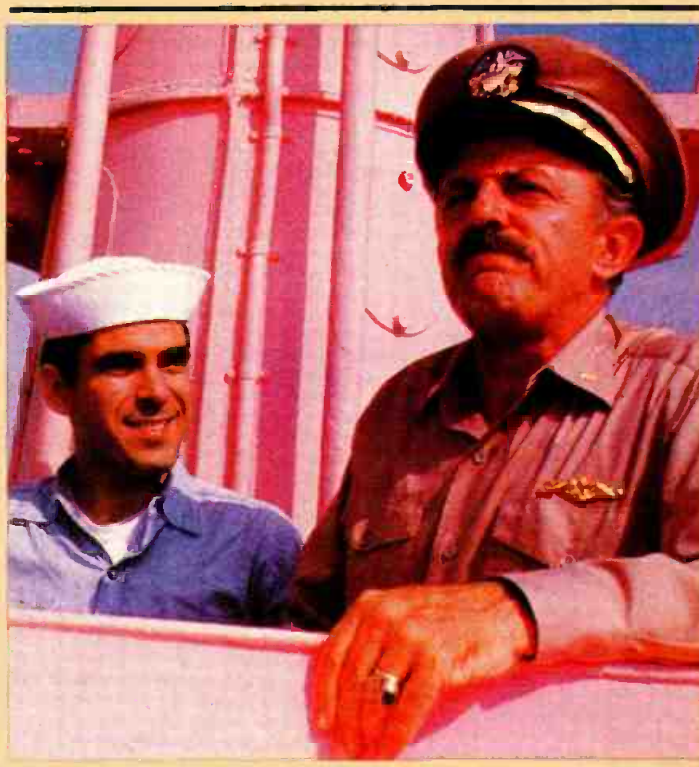
Station clearances:

(212) 605-2786

Advertiser sales:

(212) 605-2720

(312) 337-1100



and fringe periods. Target: adults, 18-49.
Agency: Reiser Williams
DeYong/Cunningham & Walsh, Irvine,
Calif.

Stroh Brewery Co. □ Company said it will spend estimated \$50 million over next year on network and spot television and network and spot radio to reinforce



its new theme, "Stroh's Is Spoken Here." Campaign was set to start last Saturday (Oct. 19) during World Series and will continue through remainder of year on National Football League games, syndicated boxing, live-action sports and cable network sports programs. Spot radio on national basis will be introduced shortly after inauguration of television advertising in October. Target: men, 18-40. Agency: Marschalk Co., New York.

AdVantage

Caveat on 15's. October 1985 issue of *DeWitt Media Newsletter* cautions advertisers that 15-second television commercials reduce TV to billboard medium and provide less value and less cost effectiveness, especially for smaller companies. Newsletter, compiled by DeWitt Media Inc., New York, acknowledges that 15's may be boon to networks, agencies and "mega-advertisers," but asks: "Where does that leave typical advertiser?" DeWitt recommends that advertisers thoroughly analyze media alternatives that can deliver more substantive media messages to target audiences, such as cable, print and radio.

□
Weather Channel expands. The Weather Channel has opened advertising sales office in Detroit and cable sales office in San Francisco. Detroit office is located at 25689 Kelly Road, Suite D, Roseville, Mich. 48066. Phone: (313) 777-0970. San Francisco office is at 44 Montgomery Street, Suite 864, 94104. Phone: (415) 398-7171.

□
Radio for cable. Council for Cable Information's national radio campaign ended Oct. 13, but CCI has two spots available for system operators to use on local radio to help keep drive going through February 1986—and CCI hopes they will. Spots are 60 seconds each, and they feature "Preppy Handbook" author Lisa Birnbach and Cabbage Patch entrepreneur Xavier Roberts. CCI said each spot has 20-second doughnut for local cable operators to customize with offer or local information. Operators seeking more information should call Kim Picone at CCI, (212) 308-7060.

□
Merchandising message. Retailers were urged by Wallace Westphal, director of retail marketing for Television Bureau of Advertising, to merchandise their store events as way of increasing sales. He told 21st annual retail advertising seminar of National Retail Merchants Association in Chicago that there are month-by-month examples of store events. He cited some of them and mentioned that in January, television had been used to promote print advertising for storewide sales. Westphal added that TV advertising can refer to newspaper ads and circulars that give additional information on sale. He also said that when company is opening store in new location, print might be used initially to introduce store name, followed by television to reinforce message and announce grand opening.

Boston, November 13 & 14, 1985

Conference on Radio-TV Station Valuation

Join analyst/appraiser Paul Kagan and nationally known media and financial executives in high-level discussions of radio-TV station prices.

Radio and television stations are trading at record prices. For a full-day discussion of the reasons why, register now for the following meetings.

Wed., Nov. 13—TV Values

Richard Benedek, *Benedek Broadcasting*
Barry Dickstein, *Hartstone & Dickstein*
Jeff Epstein, *First Boston*
Kevan Fight, *Malrite Communications*
Steve Gormley, *TA Associates*
Harvey Grace, *Grace Broadcasting*
Barry Lewis, *Katz Communications*
Jason Shrinsky, *Shrinsky, Weitzman & Eisen*
Joe Sitrick, *Blackburn & Co.*

Thurs., Nov. 14—Radio Values

Ed Christian, *Josephson Comm. Inc.*
Rich Churchill, *TA Associates*
Barry Dickstein, *Hartstone & Dickstein*
Jim Duncan, *Duncan Media Enterprises*
Jeff Epstein, *First Boston*
Harvey Grace, *Grace Broadcasting*
Charles Kadlec, *Frazier, Gross & Kadlec*
Paul Raeder, *Communications Capital Group*
Jason Shrinsky, *Shrinsky, Weitzman & Eisen*

Telephone inquiries may be directed to:
Genni O'Connor • (408) 624-1536
Registration fees are required.

All panels will be moderated by Paul Kagan, the nation's leading investment analyst on broadcast values, and publisher of the Broadcast Investor and Broadcast Banking newsletters.

If you're in the market to invest in broadcast properties, Kagan's role-playing sessions will provide you with valuable negotiating tools.



PAUL KAGAN ASSOCIATES, INC.
126 Clock Tower Place
Carmel, California 93923-8734

OUR FUNNY VALLEY TIME.

FIRST TIME IN SYNDICATION...

Barbara Eden, one of television's all-time proven stars is back as a non-conformist widow who's trying to raise a "normal" teenage daughter in this hilarious half-hour sitcom.

Barbara is sassy, wacky, opinionated, outspoken, frank and beautiful, to boot. It's a delightful blend of laughter and spice that's sure to attract young adult audiences everywhere.

HARPER VALLEY®

Starring Barbara Eden and George Gobel. Available Fall 1986 on an Advertiser-Supported/Cash basis.

MCA TV

Station clearances:

(212) 605-2786

Advertiser sales:

(212) 605-2720

(312) 337-1100



A must-carry commentary from Robert Roper, LeBoeuf, Lamb, Leiby & MacRae, Washington

Rethinking the strategies of must-carry reaction

Television broadcasters have adopted two principal strategies in response to the D.C. Circuit's recent decision in *Quincy/Turner* holding the Federal Communications Commission's must-carry rules unconstitutional. First, they will attempt to persuade the Supreme Court that the rules do not violate the cable industry's First Amendment freedoms. Second, they are hoping to force cable operators to the bargaining table by trying to convince Congress that cable's compulsory copyright license to carry broadcast signals is unfair to broadcasters.

Both of these tactics merit reconsideration. The argument to overturn the appellate court's ruling must, at least implicitly, reinforce the dubious thesis that broadcasters can enjoy only limited protection from government regulation under the First Amendment. In addition, were they to succeed in eliminating the compulsory license, broadcasters would create, ironically, almost insurmountable obstacles to their goal of continued carriage of local signals.

The broadcasters' quest for reversal of *Quincy/Turner* and its constitutional holding is inauspicious. These efforts occur at a time when there appear to be some good prospects for broadcasters to finally overcome the judiciary's heretofore traditional reluctance to afford them the full freedoms of speech and the press enjoyed by other media. The broadcasters' attempt at circumscribing cable's First Amendment guarantees is likely to only undermine their own fight for broader protection of their editorial discretion.

Many experts today agree that "spectrum scarcity" can no longer, if it ever could, justify restricting broadcasters' First Amendment protections against governmental interference with their editorial freedom. As the *Quincy/Turner* court, which flatly rejected scarcity as a basis for intruding on cable's free speech guarantees, observed, "technological advances may have rendered the 'scarcity doctrine' obsolete even for broadcasters." In declining to appeal the decision, furthermore, the FCC noted that the *Quincy/Turner* case "represents a positive step toward recognizing full First Amendment protection for all forms of electronic media..." (Emphasis supplied.)

The Supreme Court, too, has acknowledged the increasing criticism of the scarcity rationale as a basis for broadcasters' lesser constitutional protection and has suggested a willingness to reconsider its views regarding the First Amendment and government regulation of broadcasting if Congress or the FCC sends it "an appropriate signal." Just a few weeks ago, the FCC obliged by issuing a



Robert St. John Roper is an attorney in the Washington office of LeBoeuf, Lamb, Leiby & MacRae. Prior to joining the firm in 1984, he was for three years associate general counsel for the National Cable Television Association. Between 1976 and 1980 he was an assistant U.S. attorney in the Department of Justice.

stinging rebuke of the fairness doctrine and its underpinnings.

In light of these indications of receptivity to revisiting First Amendment doctrine applicable to broadcast regulation, the broadcasters need to take particular care not to diminish this opportunity to broaden their constitutional guarantees. Thus, it is especially dangerous for broadcasters to contend that the government may tell a cable operator what programming he is required to carry on his system. In effect, broadcasters argue that cable should be afforded no greater First Amendment protection from government interference with its editorial functions than broadcasters have enjoyed. Such an argument implicitly condones the use of lenient constitutional analysis that has permitted governmental intrusions upon broadcasters' First Amendment freedoms.

This severe damage to the broadcasters' hope for eventual emancipation from regulation of their editorial discretion is readily apparent. Reversal of the unanimous *Quincy/Turner* decision is improbable, and the broadcasters' arguments in this effort may well come back to haunt them in their future attempts to obtain the full protection of the First Amendment.

The broadcasters' assault on the compulsory license seems equally problematic. Broadcasters often claim that the compulsory license unfairly favors the cable operator. They say it insulates operators from the

rigors of marketplace negotiations for carriage of broadcast programming. But they ignore the fact that it also insulates broadcasters from the same traditional burdens.

Must carry is important to broadcasters because, of course, it guarantees cable carriage of local signals. Particularly in a world without must carry, attacking the compulsory license makes little sense because the existence of the license makes cable carriage of broadcast programming feasible. It insures, among other things, that neither broadcaster nor cable operator will have to undertake the impractical, if not the impossible, burden of negotiating with each and every copyright holder of broadcast programming for cable carriage privileges. Thus, the compulsory license works to the broadcasters' advantage by facilitating cable carriage of broadcast programming. The elimination of the license would accomplish little more than to inhibit and, in some cases, prevent, broadcast programming from being carried on cable.

Moreover, although broadcasters argue on the one hand that compulsory license royalty fees are too low, they are equally ardent in claiming on the other that the Copyright Royalty Tribunal's rate adjustments reflect the market value of their programming. In any event, can anyone safely predict that rates negotiated in the open market would be higher, rather than lower, than those set by the CRT?

In sum, the broadcasters' visceral reaction to the sudden, although not surprising, undoing of two decades' worth of must-carry privileges is, perhaps, understandable. But, in seeking to overturn *Quincy/Turner* and reinstate the must-carry rules, broadcasters seriously risk perpetuating their own truncated First Amendment status. No matter what else they might think about the appellate court's decision and the must-carry rules, such a result is truly not in the public interest.

Similarly, repeal of the compulsory license would disserve the public. The license offers to broadcasters and cable operators a mutually convenient and effective method of authorizing cable carriage of broadcast programming. Without it, a reciprocally efficient mechanism for broadcast retransmissions would be lost.

Since the mid-July decision in *Quincy/Turner*, the cable industry has suggested to all parties the wisdom of dispassionate reflection. The broadcasters ought not reject this advice simply because of its source. Indeed, similar counsel was offered on the editorial page of this publication shortly after the *Quincy/Turner* decision was announced.

Now is the time for further analysis of this situation. Is trying to salvage must carry really worth the price the broadcasters appear bent on paying? I, respectfully, think not.

MORE MUSIC THAN ANY OTHER COUNTDOWN SHOW

40 HITS IN THREE HOURS...

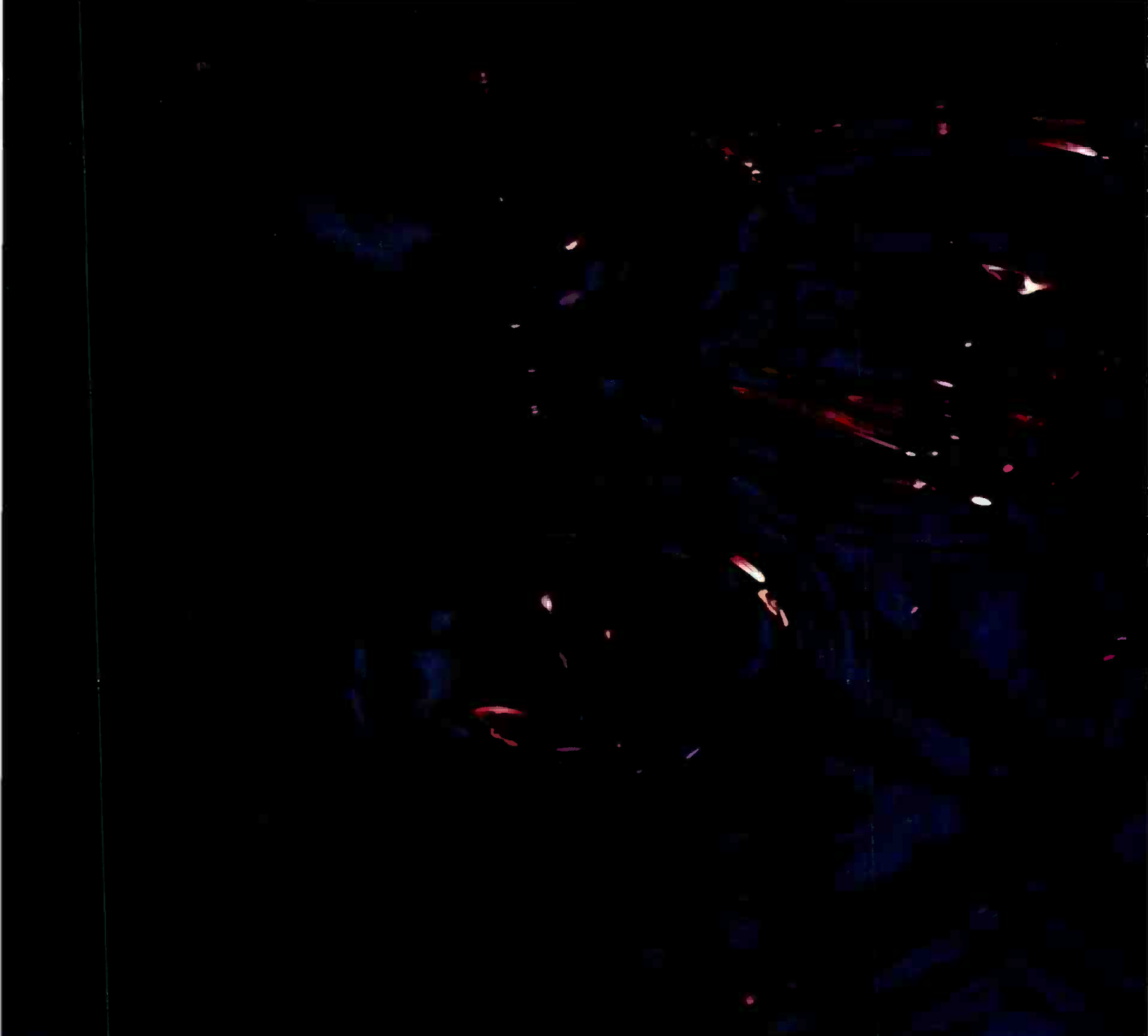
DAN INGRAM'S

For details and availability in
your market contact Mary Dillon
in New York at (212) 975-7316 or
Steve Epstein in Los Angeles
at (213) 460-3547.

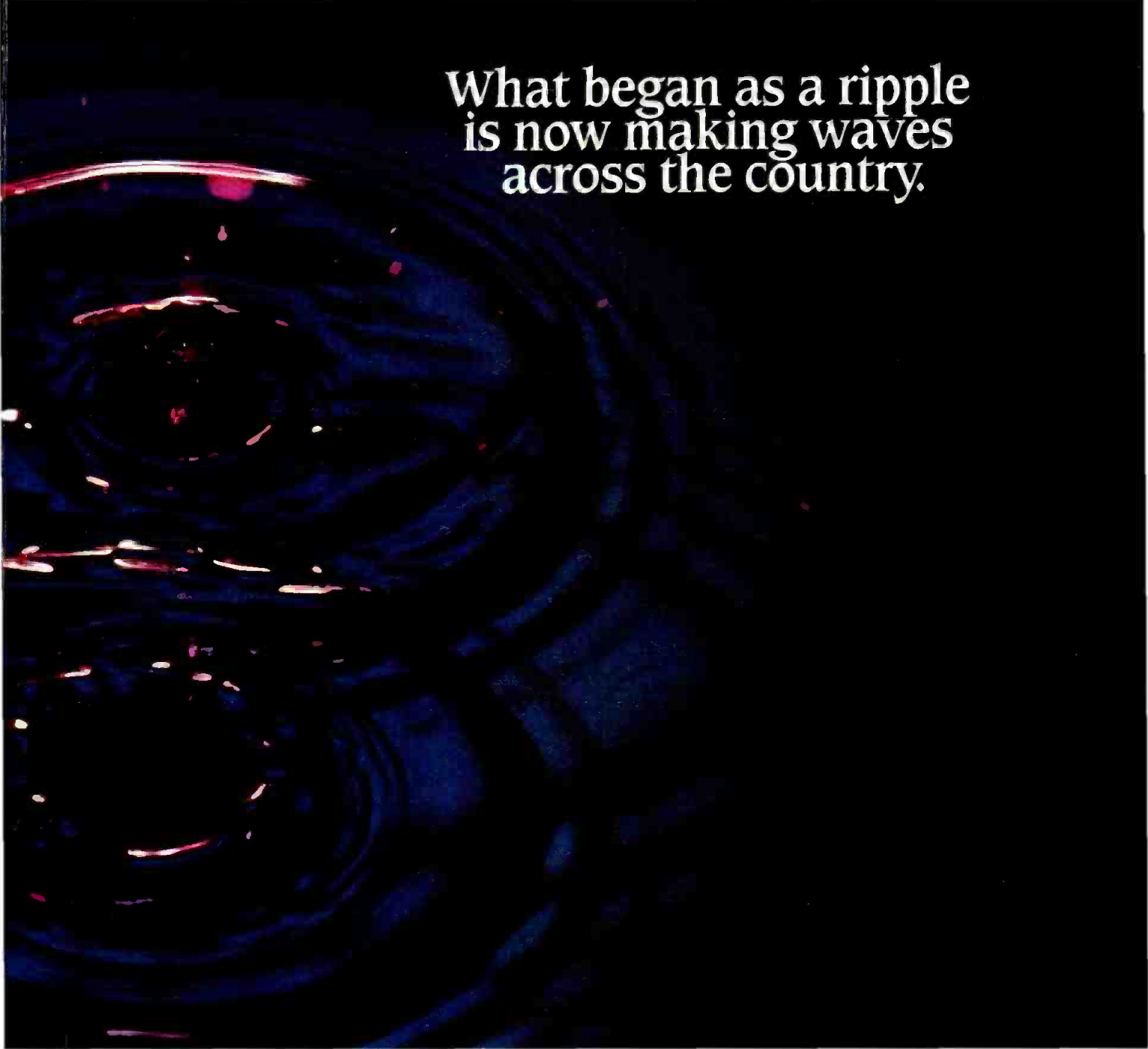
TOP SATELLITE SURVEY



Note: More music based on the average minutes of music per hour
in complete randomly selected CHR programs in July: "Rockin'
America Countdown," "Rick Dees' Weekly Top 40," "American Top
40," "Countdown America," "Dick Clark's National Music Survey."



KRON, San Francisco • KUTV, Salt Lake City • KCNC, Denver • KOB, Albuquerque • KSTP, Minneapolis-St. Paul • KSNW, Wichita • KSNF, Joplin • KPRC, Houston • WISN, Milwaukee • WJLA, Washington, D.C. • KSNT, Topeka • KWTU, Oklahoma City • WSVN, Miami • WCVB, Boston • WBRZ, Baton Rouge • WVUE, New Orleans • WRAL, Raleigh • WEVU, Fort Myers • WTVT, Tampa • WCSC, Charleston • WBTU, Charlotte • WESH, Orlando • WTVF, Nashville • WOWT, Omaha • KMBC, Kansas City • WBAL, Baltimore • WTAE, Pittsburgh • WDTN, Dayton • WJTV, Jackson



What began as a ripple
is now making waves
across the country.

Hearst's five TV stations expand the Conus SNG™ System to twenty-nine.

One year ago, there was none.

But today, there are twenty-nine Conus stations with the capability to cover the news whenever, wherever it happens.

We welcome the five Hearst Broadcasting stations: WISN-TV, Milwaukee; WBAL-TV, Baltimore; WDTN-TV, Dayton; KMBC-TV, Kansas City; and WTAE-TV, Pittsburgh.

With their addition, Conus stations now reach 26% of all TV homes in America.

Hearst quickly recognized the vast potential of the Conus SNG™ System.

They envisioned each of their stations breaking news stories their competition couldn't. They wanted to provide their stations with an edge in their respective markets, with a boost to their ratings.

So now, each Hearst station can be more independent, having more control over its most important product: news.

Each has access to Conus Master Control and all the services that go with it. 24-hour access to the Conus transponders.



Washington Direct. Coordination for special, regional events. Shared documentaries. One-on-one interviews:

their anchor can talk (live) from their studio to any Conus van anywhere in the country.

So, if you'd like to make more than a ripple in your market, give us a call. Ask for Charles H. Dutcher, III at 612/642-4645. Because the Conus SNG™ System is making waves coast to coast.

Conus Communications,
3415 University Avenue,
Minneapolis, MN 55414.



© Conus Communications 1985

This week

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**—*Washington Metropolitan Cable Club* luncheon. Speaker: Larry Grossman, president, NBC News. Mayflower hotel, Washington.

Oct. 22-24—*Mid-America Cable TV Association* 28th annual convention, "Cable Frontiers." Vista International, Kansas City, Mo. Information: (913) 841-9241.

■ Indicates new entry

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

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

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

Oct. 23—*Society of Cable Television Engineers, Chattahoochee (Ga.) chapter*, meeting. Holiday Inn, Airport South, College Park, Ga.

Oct. 23—*American Women in Radio and Television, Atlanta chapter*, annual Industry Day luncheon. Guest speaker: Betty Hudson, NBC vice president, corporate relations and advertising. Radisson hotel, Atlanta.

Oct. 24—*International Radio and Television Society* newsmaker luncheon. Speaker: Allen Neuharth, chairman and chief executive officer, Gannett. Waldorf-Astoria, New York.

Oct. 24—*Southern California Cable Association* fifth annual dinner, featuring first SCCA community service awards. Speaker: Senator Alan Cranston. Hyatt Regency, Los Angeles. Information: (213) 684-7024.

Oct. 24—*Women in Communications, New York chapter*, meeting, "Rising to the Top in the Business World." Halloran House, New York.

Oct. 24—*NATPE International* associate member meeting. KTLA, Los Angeles.

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

Oct. 25—"John Peter Zenger: A Symposium to Commemorate the 250th Anniversary of his Trial and Vindication," sponsored by *University of Pennsylvania Law School, Philadelphia Bar Association and Annenberg School of Communications*. Annenberg School, Philadelphia.

Oct. 25—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. O'Hare Hilton, Chicago. Information: (202) 429-5420.

Oct. 25—Deadline for nominations for *Advertising Hall of Fame*, sponsored by *American Advertising Federation*. Information: AAF, 1400 K Street, N.W., Washington, D.C., 20005.

Oct. 25-26—*National Federation of Local Cable Programmers, Northeast region*, conference, "Back to the Basics: Community Media in the Information Age." University of Vermont, Burlington, Vt.

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

Oct. 25-27—*Investigative Reporters and Editors* conference for working journalists, focusing on covering state and local government and improving investigative techniques used by reporters. Adam's Mark hotel Philadelphia. Information: (314) 882-2042.

Also in October

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

■ **Oct. 28**—*Hollywood Radio and Television Society* sports newsmaker luncheon. Speakers include ABC Sports commentators Joe Namath, Frank Gifford and O.J. Simpson. Beverly Wilshire hotel, Beverly Hills, Calif. Information: (818) 769-4313.

Oct. 30—Deadline for entries in 1985 Thomas A. Edison Black Maria Film and Video Festival-Competition sponsored by *Essex-Hudson Film Center of East Orange Public Library, Montclair State College, New Jersey State Council on the Arts, Suburban Cablevision and other organizations*. Information: (201) 736-8575.

Oct. 30—Music Personnel Conference, sponsored by *Association of Music Personnel in Public Radio*. Ambassador hotel, Los Angeles. Information: Lee Moore KUSC-FM, P.O. Box 77913, Los Angeles, 90007.

Oct. 30—*Radio Advertising Bureau* seminar on how radio stations can help retailers develop vendor support programs. Hyatt Regency, Washington.

Oct. 30—*Northern California Broadcasters Association* membership luncheon, featuring California Governor George Deukmejian. Mark Hopkins hotel, San Francisco.

Oct. 30-Nov. 1—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meeting.

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* 23rd 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* 43rd 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.

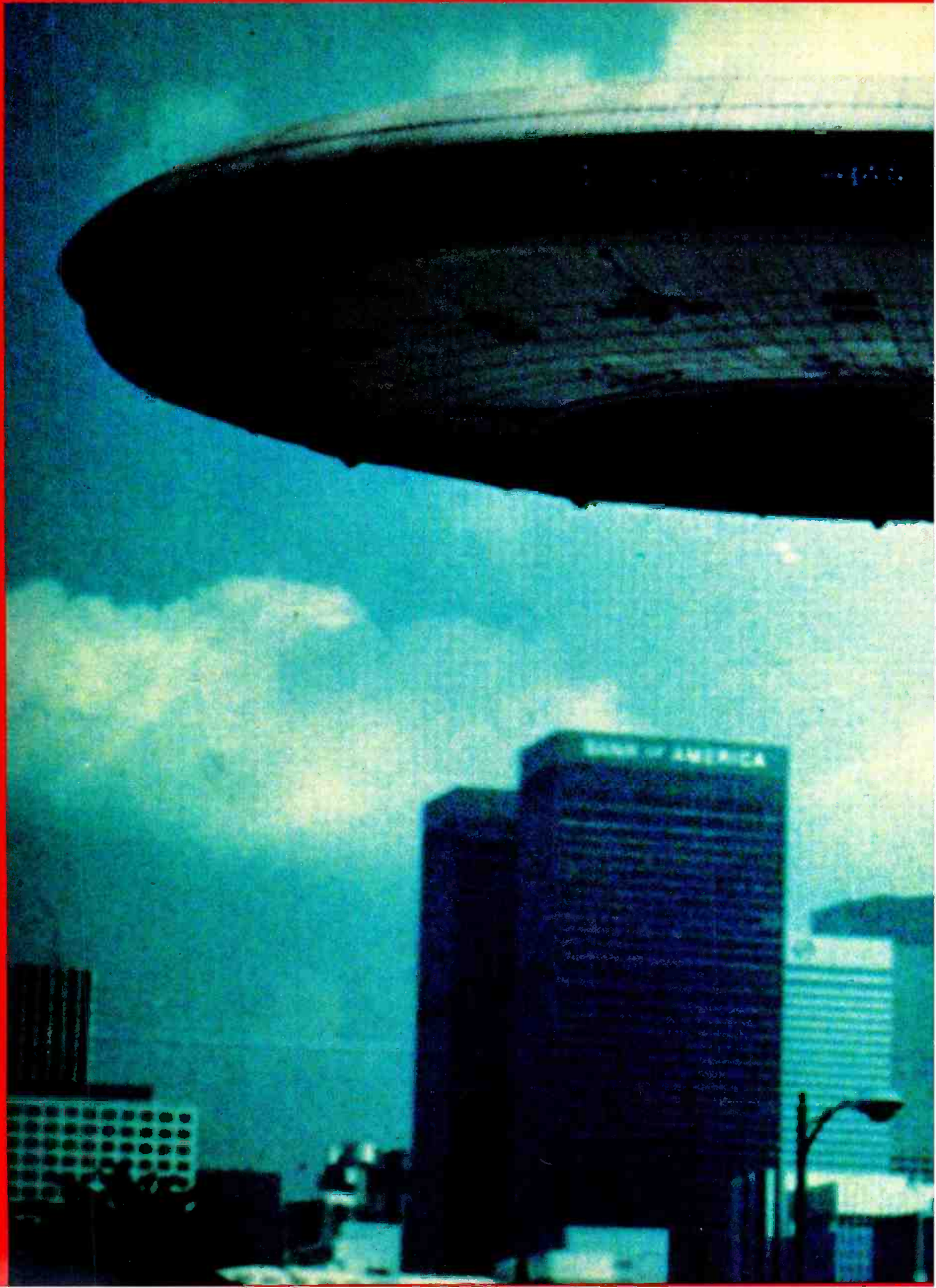
Aug. 26-29, 1986—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City. Future convention: Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

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

Errata

Cable MSO Liberty Communications is not part of group put together by Communications Equity Associates to purchase Westinghouse cable systems, as reported in Oct. 14 issue.







WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company

Stay Tuned

A professional's guide to the intermedia week (Oct. 21-27)

Network television □ **ABC:** *New York City Marathon* (live coverage), Sunday 10:30 a.m.-1:30 p.m. **CBS:** *Daffy Duck's Movie: Fantastic Island* (animated special), Tuesday 8-9 p.m.; *Picking Up the Pieces* (drama), Tuesday 9-11 p.m.; *Children of the Night* (drama), Saturday 9-11 p.m. **NBC:** *Love on the Run* (drama), Monday 9-11 p.m. **PBS** (check local times): *Generations of Violence* (documentary), Monday 10-11 p.m.; *Free Show Tonight* (old-time medicine show), Tuesday 10-11 p.m.; *Rock School** (music series), Wednesday 7-7:30 p.m.; *Battle of the Bison Forest* (documentary), Wednesday 8-9 p.m.; *Trash* (documentary), Wednesday 10-11 p.m.; *Death of an Expert Witness* (mystery), Thursday 9-10 p.m.; *Laurence Olivier—A Life* (two-part biography), Friday 9-10:30 p.m.; *Yours For the Revolution: Jack London* (teleplay), Sunday 10-11 p.m.

Cable □ **Arts & Entertainment:** *Wings of the Dove* (novel adaptation), Tuesday 9-11 p.m.; *Studio Live With Freddie Hubbard* (jazz music), Sunday 9-10 p.m. **ESPN:** *NBA Today** (basketball series), Wednesday 7:30-8 p.m.; *The Patrick Ewing Story: New York's 'Center' of Attention* (profile), Friday 7:30-8 p.m. **The Nashville Network:** *The Mandrell Sisters and Family* (profile), Saturday 9-10 p.m. **Showtime:** "Tender is the Night" (five-part novel adaptation), Sunday 8-10 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ **Leonard Bernstein:** *The Television Work*, 60 hours of programming 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."

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



C.R. Portz as Jack London on PBS

rectors meeting. Marriott Copley Place, Boston.

Oct. 31—"Takeovers of Broadcast Licensees," joint program sponsored by *American Bar Association Forum Committee on Communications Law and Federal Communications Bar Association*. Hyatt Regency hotel, Washington.

■ **Oct. 31**—*Southern California Broadcasters Association* public service workshop. Keynote speaker: William Shearer, vice president and general manager, KGFJ(AM) Los Angeles and KUTE(FM) Glendale, Calif. Kinsey Auditorium, Exposition Park, Los Angeles. Information: (213) 466-4481.

November

Nov. 1—Deadline for nominations for Golden Anniversary Director's Awards, under aegis of Ohio State Awards, sponsored by *Ohio State University's Institute for Education by Radio-Television*. Information: (614) 422-0185.

Nov. 1—Deadline for entries in "Sunny Awards," presented by *Southern California Broadcasters Association* for "creative excellence and effectiveness of those radio commercials produced and aired in the markets of southern California." Information: SCBA, 1800 North Highland Avenue, Hollywood, 90028.

Nov. 1—Radio station acquisition seminar, sponsored by *National Association of Broadcasters*. New York Hilton, New York. Information: (202) 429-5420.

Nov. 1-3—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

Nov. 1-3—*Alpha Epsilon Rho, National Broadcasting Society*, Midwest regional convention. Sheraton Meridian, Indianapolis.

Nov. 3-6—*Missouri Broadcasters Association* fall meeting. Lodge of the Four Seasons, Lake of the Ozarks, Mo.

Nov. 3-6—*Information Industry Association* 17th annual convention and exhibition. Shoreham hotel, Washington.

■ **Nov. 5**—*Society of Satellite Professionals*, southern California chapter, meeting. Speaker: Robert T. Filep, president, Communications 21 Corp. Sheraton Mira-

Continues on page 85.

Open Mike

Must-carry background

EDITOR: Your Sept. 30 issue carried a story describing the removal of WFAT-TV Johnstown, Pa., from our 40,000-subscriber Greensburg, Pa., cable system. Our firm purchased this system on Sept. 1 from Harron Communications Corp. of Paoli, Pa. Prior to our purchase, Harron and WFAT-TV had been involved in a proceeding before the FCC wherein the station had requested carriage on the Harron system under the old must-carry rules. Harron objected since it was about to rebuild the system. Rather than remove a channel and risk upsetting the viewing habits and preferences of the subscribers, Harron asked the FCC to delay the imposition of WFAT-TV's carriage until the rebuild was completed.

The FCC agreed to postpone the addition of the station pending the rebuild, but Harron then decided to sell the system. Following a WFAT-TV petition, Harron was directed to, and did, add the station in July 1985.

As the cable system is currently capable of carrying only 14 channels and there are 10 must-carry stations in the area, Harron's

only real choice was to remove its local access and weather channel to make way for WFAT-TV. The must-carry rules which were originally intended to guarantee the protection of local broadcasting (not broadcasters) had gone terribly awry. A local access channel which featured many programs of community interest, local political newscasting, local news, local weather and portions of C-SPAN was replaced by a distant independent station (Johnstown is about 35 miles from Greensburg, which is the seat of Westmoreland county). This station carries absolutely no local area programming, almost no original programming and duplicates the cable system's current programming for a substantial portion of its broadcast day.

It was only that WFAT-TV cast a grade B signal over portions of Westmoreland county that enabled it to qualify for the must-carry status. It is hardly a local signal and it contributes nothing to enhancing local broadcast coverage. On the other hand, the cable system's access channel was one of the only video communications links in the area and thus when the opportunity arose, I had no compunction about making the decision to

drop WFAT-TV and reinstate the community's local station.

I must tell you that it has been quite edifying to document the public's reaction to the changes I have described. When the local cable station was replaced by WFAT-TV, Harron received a substantial number of complaints. When WFAT-TV was dropped on Sept. 11, there was virtually no reaction. WFAT-TV's advertising campaign to get subscribers to protest the station's removal had a minimal impact. In the days since the ads began, we have heard from only 1% of our 40,000 subscribers.

It is important to understand that the broadcast station was not removed from our system because we sought any financial gain. We have not solicited payment for carriage from the station's owners or any other station on our 13 cable systems. The removal of WFAT-TV from the Greensburg system was simply a matter of a lack of current channel capacity.

Since acquiring the system one month ago, we have created plant maps (the process began prior to the closing) and have solicited bids to rebuild the system. Before

the end of next year, our system will be a state-of-the-art cable plant with extensive channel capacity. Adding WFAT-TV at that point would not present us or our subscribers with any burden and we would certainly consider it at that time. Had the station's owners called me prior to beginning their campaign, I would have been pleased to inform them of this point. However, they never tried to contact me.

In reviewing this episode, I think it points out why the FCC's must-carry rules needed to be abolished and why they should remain so. WFAT-TV objects to our dropping their signal because the Greensburg market has lost a local station, but surely WFAT-TV is no more local to Greensburg than any other distant independent station. The owners of this station object because the U.S. Court of Appeals has taken away a 20-year right to impose themselves on a cable system regardless of the merits of their programming or their commitment to the local market.

If this station can show cable subscribers in the Pittsburgh area through the quality of its programming that it is a station worth adding, then I have no doubt that it will be widely carried. As the owner of a number of cable systems and an 18-year veteran of the cable television industry, I can safely say that most cable companies including ours will always strive to bring their subscribers the best and most diverse programming available. If WFAT-TV meets the grade, they'll make the cut.—*Jeffrey A. Marcus, president, Marcus Communications Inc., Greenwich, Conn.*

Born again

EDITOR: I read with great interest the "Tele-castings" item in your Sept. 30 issue about the live, cesarean delivery on WXYZ-TV Detroit. I congratulate the station on having produced a live program with so much potential for problems.

This was not a first, however. In 1958, WCHS-TV Charleston, W. Va., produced live coverage of a cesarean section. The baby, a boy, was born at Charleston Memorial Hospital, delivered by Dr. John Crites.

I produced the program and worked with Dr. Jack Chambers in narrating it. The "baby" is 27 years old now and, as far as I know, still lives in Charleston. I believe your magazine carried a story about that broadcast.

Our program took place before the advent of videotape, so the only record we had was some scratchy kinescope, which was later given to the mother.

One light note: About two weeks before the broadcast, the surgeon suggested we send the men who would be operating cameras to the hospital to watch a cesarean and get a little knowledge of how things would go.

Since we didn't know exactly whom we would use, we sent four cameramen. Good thing we did. Two of them fainted in the first few minutes of the operation. We used the other two for the broadcast.—*Mort Cohn, Asheville, N.C. (former president-general manager, WLOS-TV Asheville, and former*



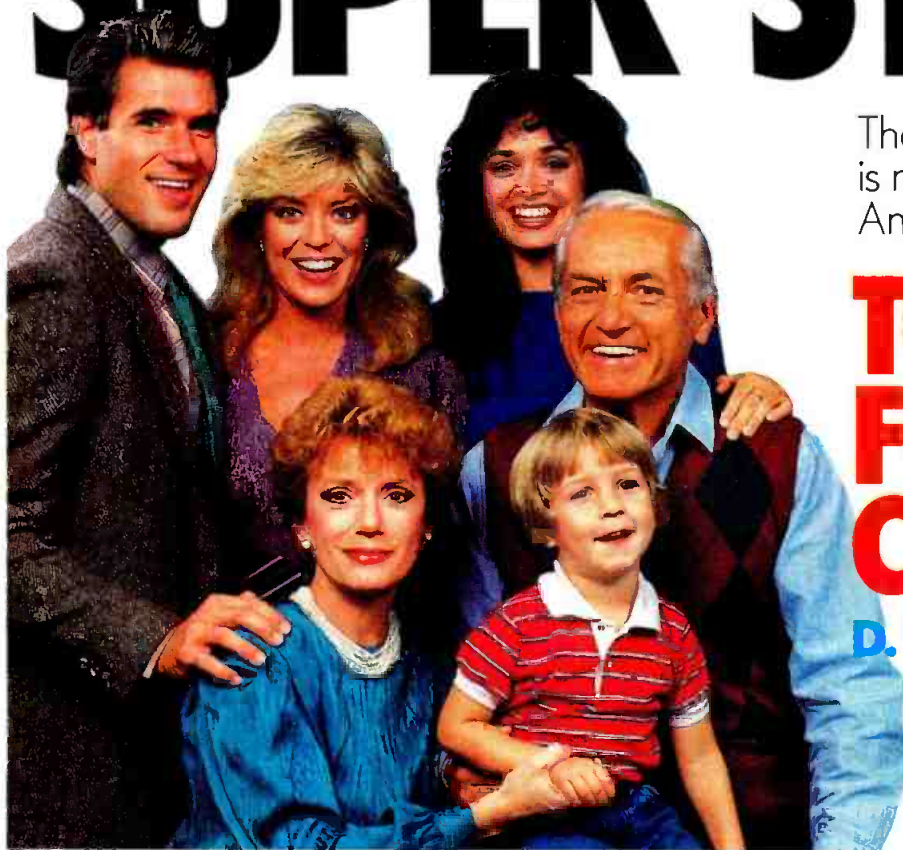
A LUSTY CRY announced the arrival of this nine-pound, 13-ounce baby boy born by a Caesarian section operation televised on WCHS-TV Charleston, W. Va. [PROGRAMS & PROMOTIONS, July 14]. The 70-minute telecast from Charleston Memorial Hospital was watched by an estimated one-million viewers, the station reports.

The telecast, narrated by a doctor, was one of a series presented with the cooperation of the Kanawha Medical Society. Closed-circuit showings of Caesarian sections have been made in the past, but the American Medical Assn. terms this a first for commercial television, WCHS-TV explains.

vice president-general manager, WTVJ(TV) Miami.

Editor's note. Mr. Cohn has a good memory. Above is the original picture and caption from *BROADCASTING's* July 21, 1958 issue.

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New York/WPIX
Star Games increases
share 44% over previous
weeks' programming.



Los Angeles/KNBC
Star Games is #1 in its
time period.



Chicago/WGN
Star Games improves on
lead-in program share
by 86%.



Houston/KHTV
Star Games' two-week
average rating up 70%
over October '84.



Philadelphia/WPHL
In its first telecast Star
Games increases lead-in
rating and share over 80%.



San Francisco/KRON
Star Games doubles
over lead-in rating and
increases lead-in share
by 75%.

Source: NSI Metered Market Reports
Sept. 14-Oct. 6, 1985.

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MAKING IN SWEAT!



Detroit/WXON

*Star Games improves
previous week's program
share by 50%.*



Boston/WBZ

*Star Games improves
previous week's time
period share by 80%.*



Dallas/KTVT

*Star Games outperforms
all other entertainment
programming in the time
period.*



*Hosted by
Pamela Sue Martin
and Bruce Jenner.*

STAR GAMES

*The all new, one hour television
smash cleared in over 85% of U.S.
television households.*



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Broadcasting Oct 21

Vol. 109 No. 17

TOP OF THE WEEK

From 1 to 214: U.S.A.'s new TV markets

Arbitron reranking adds four markets, over one million homes to list

Arbitron Ratings' new market rankings and TV population estimates for 1985-86 show 214 ADI's (areas of dominant influence) and 86,104,900 television households in the U.S. In 1984-85 there were 211 ADI's and 85,061,100 TV households.

This year Arbitron listed four new ADI's: Missoula, Mont., ranked 176th; Butte, Mont., 189th; Helena, Mont., 210th, and Charlottesville, Va., 197th. Missoula and Butte had been a single ADI, ranked 149th.

Charlottesville had been included in the Richmond, Va., ADI, which dropped from 55th to 63d with the loss.

Arbitron said the top 10 market rankings remained the same, but in the top 25 the following markets moved 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.

The 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.

Greensboro-Winston-Salem-High Point (Burlington), N.C., moved into the top 50 from 51st to 50th, displacing Wilkes-Barre-Scranton, Pa., which dropped to 58th. Among other changes, Salt Lake City moved up from 42d to 39th; Louisville, Ky., dropped from 45th to 49th, and Orlando, Fla., advanced from 30th to 27th.

85-86	84-85	Market	Households
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1	1	New York	6,696,000
2	2	Los Angeles	4,401,300
3	3	Chicago	3,006,300
4	4	Philadelphia	2,640,400
5	5	San Francisco	2,043,800
6	6	Boston	2,005,800
7	7	Detroit	1,661,700
8	8	Dallas-Fort Worth	1,541,500
9	9	Washington	1,522,100
10	10	Houston	1,417,500

11	11	Cleveland	1,392,300
12	12	Pittsburgh	1,238,900
13	16	Seattle-Tacoma	1,178,400
14	14	Miami	1,173,100
15	15	Atlanta	1,167,400
16	13	Minneapolis-St. Paul	1,164,200
17	18	Tampa-St. Petersburg, Fla.	1,056,900
18	17	St. Louis	1,034,400
19	19	Denver	1,011,600
20	20	Sacramento-Stockton	914,700

21	21	Baltimore	878,800
22	23	Phoenix	829,500
23	25	Indianapolis	820,500
24	22	Hartford-New Haven	810,700
25	24	Portland, Ore.	777,700
26	26	San Diego	765,300
27	30	Orlando-Daytona Beach	718,900
28	29	Milwaukee	693,500
29	27	Cincinnati	692,600

85-86	84-85	Market	Households
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30	28	Kansas City	688,400
31	31	Nashville	665,100
32	32	Charlotte, N.C.	655,300
33	34	Columbus, Ohio	643,700
34	33	New Orleans	638,500
35	35	Buffalo, N.Y.	613,500
36	36	Oklahoma City	611,100
37	37	Greenville-Spartanburg, S.C. - Asheville, N.C.	604,200
38	38	Raleigh-Durham, N.C.	602,600
39	42	Salt Lake City	582,600
40	41	Memphis	576,900

41	40	Grand Rapids-Kalamazoo-Battle Creek, Mich.	576,200
42	39	Providence, R.I.-New Bedford, Mass.	561,200
43	43	Charleston-Huntington, W. Va.	525,100
44	48	Harrisburg-York-Lancaster-Lebanon, Pa.	521,600
45	44	San Antonio, Tex.	521,200
46	46	Norfolk-Portsmouth-Newport News-Hampton, Va.	511,300
47	47	Birmingham, Ala.	508,300
48	49	Dayton, Ohio	502,900
49	45	Louisville, Ky.	500,900
50	51	Greensboro-Winston Salem-High Point, N.C.	493,400

85-86	84-85	Market	Households
51	52	Albany-Schenectady-Troy, N.Y.	481,200
52	54	Tulsa, Okla.	459,100
53	53	Shreveport, La.-Texarkana, Tex.	442,800
54	58	Flint-Saginaw-Bay City, Mich.	442,700
55	56	Little Rock, Ark.	438,900
56	62	West Palm Beach, Fla.	431,800
57	61	Mobile, Ala.-Pensacola, Fla.	425,700
58	50	Wilkes Barre-Scranton, Pa.	421,000
59	57	Wichita-Hutchinson, Kan.	419,300
60	59	Knoxville, Tenn.	418,200
61	63	Jacksonville, Fla.	406,100
62	64	Albuquerque, N.M.	404,400
63	55	Richmond, Va.	403,300
64	65	Fresno-Visalia, Calif.	396,100
65	60	Toledo, Ohio	382,500
66	66	Des Moines, Iowa	375,300

85-86	84-85	Market	Households
89	91	Huntsville-Decatur-Flomance, Ala.	260,500
90	90	Lincoln-Hastings-Kearney, Neb.	256,500
91	89	Baton Rouge, La.	256,000
92	92	Youngstown, Ohio	234,500
93	96	Fort Wayne, Ind.	232,600
94	95	Waco-Temple, Tex.	225,900
95	93	Sioux Falls-Mitchell, S.D.	225,700
96	99	Las Vegas	222,300
97	98	Greenville-New Bern-Washington, N.C.	222,100
98	101	Burlington, Vt.-Plattsburgh, N.Y.	219,000
99	105	Colorado Springs-Pueblo, Colo.	214,900
100	103	Lansing, Mich.	213,200
100	98	Peoria, Ill.	213,200
102	102	Fargo, N.D.	211,000
103	94	Springfield, Mass.	208,700

new TV markets U.S.A.'s new TV markets U.S.A.'s ne

67	67	Syracuse, N.Y.	367,900
68	68	Green Bay, Wis.	359,700
69	70	Springfield-Decatur-Champaign, Ill.	349,200
70	72	Omaha	348,900
71	71	Rochester, N.Y.	347,300
72	69	Roanoke-Lynchburg, Va.	336,200
73	77	Cedar Rapids-Waterloo-Dubuque, Iowa	327,300
74	74	Davenport, Iowa-Rock Island-Moline, Ill.	326,400
75	73	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg-Marion, Ill.	322,400
76	78	Portland-Poland Spring, Me.	320,300
77	76	Lexington, Ky.	313,200
78	75	Spokane, Wash.	312,200
79	81	Austin, Tex.	307,500
80	80	Chattanooga, Tenn.	297,100
81	79	Johnstown-Altoona, Pa.	286,500
82	83	Tucson, Ariz.	285,000
83	82	Springfield, Mo.	284,800
84	85	South Bend-Elkhart, Ind.	279,200
85	84	Jackson, Miss.	277,900
86	86	Bristol, Va.-Kingsport-Johnson City, Tenn.-	277,100
87	88	Columbia, S.C.	266,700
88	87	Evansville, Ind.	261,100

104	97	El Paso, Tex.	205,900
105	104	Augusta, Ga.	204,600
106	106	Charleston, S.C.	203,600
107	112	Fort Myers-Naples, Fla.	200,500
108	108	Savannah, Ga.	200,400
109	107	Madison, Wis.	200,300
110	110	Salinas-Monterey, Calif.	196,400
111	109	Lafayette, La.	195,100
112	111	Rockford, Ill.	189,800
113	114	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	186,800
114	113	Monroe, La.-El Dorado, Ark.	184,600
115	115	Columbus, Ga.	184,000
116	120	Montgomery, Ala.	175,900
117	117	McAllen-Brownsville, Tex.	175,500
118	116	Amarillo, Tex.	174,800
119	118	Joplin, Mo.-Pittsburg, Kan.	174,100
120	119	Duluth, Minn.-Superior, Wis.	173,400
121	125	Corpus Christi, Tex.	170,200
122	121	Beaumont-Port Arthur, Tex.	168,400
123	122	Yakima, Wash.	167,200
124	123	Wheeling, W. Va.-Steubenville, Ohio	164,900
125	123	Reno	163,000
126	126	Wichita Falls, Tex.-Lawton, Okla.	161,600
127	130	La Crosse-Eau Claire, Wis.	161,400

85-86	84-85	Market	Households
128	131	Wausau-Rhineland, Wis.	159,400
129	139	Sioux City, Iowa	158,800
130	132	Tallahassee, Fla.-Thomasville, Ga.	158,100
131	127	Terre Haute, Ind.	157,200
132	142	Macon, Ga.	155,700
133	128	Eugene, Ore.	155,000
134	133	Binghamton, N.Y.	154,600
135	137	Columbus-Tupelo, Miss.	152,700
136	134	Boise, Idaho	151,800
137	145	Columbia-Jefferson City, Mo.	151,700
138	135	Erie, Pa.	151,600
139	138	Traverse City-Cadillac, Mich.	151,400
140	140	Chico-Redding, Calif.	148,700
141	128	Lubbock, Tex.	148,400
142	141	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	146,200

85-86	84-85	Market	Households
169	172	Watertown-Carthage, N.Y.	78,200
170	174	Gainesville, Fla.	78,100
171	171	Lake Charles, La.	76,300
172	180	Alexandria, Minn.	74,900
173	173	Ardmore-Ada, Okla.	74,800
174	169	Meridian, Miss.	73,900
175	176	Panama City, Fla.	73,300
176	149	Missoula, Mont.	72,500
177	184	Grand Junction, Colo.	67,400
178	177	Great Falls, Mont.	66,500
178	175	Jonesboro, Ark.	66,500
180	178	Biloxi-Gulfport-Pascagoula, Miss.	62,900
181	183	Roswell, N.M.	59,700
182	179	El Centro, Calif.-Yuma, Ariz.	59,500
183	187	Palm Springs, Calif.	58,000
184	182	Eureka, Calif.	56,500
185	180	Casper-Riverton, Wyo.	55,600
186	186	Marquette, Mich.	54,300

V markets U.S.A.'s new TV markets U.S.A.'s new T

143	136	Topeka, Kan.	144,300
144	146	Odessa-Midland, Tex.	141,200
145	148	Florence, S.C.	140,500
146	144	Minot-Bismarck-Dickinson, N.D.	140,200
147	143	Bluefield-Beckley-Oak Hill, W.Va.	138,700
148	150	Bakersfield, Calif.	136,700
149	147	Fort Smith, Ark.	135,700
150	152	Albany, Ga.	129,400
151	151	Wilmington, N.C.	128,800
152	153	Quincy, Ill.-Hannibal, Mo.	122,800
153	154	Bangor, Me.	122,200
154	160	Tyler, Tex.	119,900
155	156	Abilene-Sweetwater, Tex.	115,700
156	155	Medford, Ore.	113,200
157	158	Sarasota, Fla.	112,000
158	159	Utica, N.Y.	101,300
159	157	Idaho Falls-Pocatello	97,900
160	161	Dothan, Ala.	96,000
161	162	Rapid City, S.D.	93,800
162	165	Clarksburg-Weston, W. Va.	89,100
163	163	Alexandria, La.	88,900
164	168	Laurel-Hattiesburg, Miss.	87,800
165	164	Billings-Hardin, Mont.	85,500
166	167	Salisbury, Md.	84,500
167	166	Elmira, N.Y.	84,300
168	170	Greenwood-Greenville, Miss.	82,300

187	188	Tuscaloosa, Ala.	51,600
188	189	St. Joseph, Mo.	49,800
189	—	Butte, Mont.	46,000
190	185	Jackson, Tenn.	45,000
191	191	Lafayette, Ind.	44,900
192	193	San Angelo, Tex.	43,500
193	194	Anniston, Ala.	43,300
194	195	Hagerstown, Md.	41,800
195	196	Lima, Ohio	40,200
196	192	Bowling Green, Ky.	37,500
197	—	Charlottesville, Va.	35,400
198	198	Parkersburg, W. Va.	34,900
199	199	Laredo, Tex.	33,300
200	197	Harrisonburg, Va.	33,000
201	200	Zanesville, Ohio	30,800
202	190	Cheyenne, Wyo.	30,400
202	204	Twin Falls, Idaho	30,400
204	202	Ottumwa, Iowa-Kirksville, Mo.	28,900
205	201	Presque Isle, Me.	28,500
206	205	Flagstaff, Ariz.	26,400
207	203	Victoria, Tex.	26,300
208	206	Bend, Ore.	24,100
209	207	Mankato, Minn.	23,000
210	—	Helena, Mont.	18,200
210	208	Selma, Ala.	18,200
212	209	North Platte, Neb.	16,200
213	210	Alpena, Mich.	14,800
214	211	Glendive, Mont.	5,200

CBS takes out an insurance policy

It asks Loews Corp. chairman, Lawrence Tisch, to join board; Loews may also upgrade stake in CBS from present 11% to 25%

CBS management said last week it found a guardian angel—a Warren Buffett of the East, so to speak—to help fend off any future takeover attempts. The angel is Laurence A. Tisch, chairman and chief executive officer of Loews Corp., a New York-based conglomerate, who was asked last week to join the CBS board of directors.

The history of Loews shows that it has been built largely from acquired companies. And there apparently was nothing in writing to rule out the possibility that Loews might not have found in CBS a way to scratch a five-year acquisition itch.

The simple, one-page statement released by CBS on Wednesday (Oct. 16) also said Loews might increase its current 11.7% interest in CBS to up to 25% of the shares outstanding. At Thursday's closing price of 114¾, Loews's current 2.7 million CBS shares are worth \$310 million. Buying an additional 13.3% at the same price would cost \$360 million.

Loews first began purchasing CBS shares on July 3, and in three weeks had accumulated 2.9 million shares at an average price of \$117.61. But because some of those shares were repurchased by CBS in its stock buy-back in early August, the average price of Loews's initial purchases was about \$106. Subsequent purchases have been made for between \$108 and \$110.

CBS Chairman Thomas H. Wyman said in the statement: "Larry Tisch has a well-deserved reputation as a successful, long-term investor in publicly held companies and we welcome him to the CBS board of directors." According to William Lilley III, CBS senior vice president, corporate affairs, it was Wyman who recently initiated the discussions with Tisch. "It was obviously a very friendly arrangement," said Lilley. "We have been inviting him for a long time to be an investor."

The beginning of the Loews enterprise was a Lakewood, N.J.-based hotel bought in 1949 by Tisch and his brother, Preston (Bob), who is now the company's president and chief operating officer. For the next decade the company expanded through buying other hotels. In 1959, the Tisch brothers bought Loews theaters from MGM, and changed the name of their company to Loews Corp. (the theaters were sold earlier this year to A. Jerrold Perenchio).

Today Loews Corp., which the Tisch brothers control with 33.6% of the stock—16.8% each—is a conglomerate with \$5.6 billion in revenue in 1984. Two-thirds of its revenue came from an 80%-plus-owned insurance subsidiary, CNA Financial. About 25% of the revenue came from Lorillard, a tobacco products company (Newport and Kent cigarettes, among others.) The Tisch brothers' original business of hotels now accounts for about 3% of total revenue, as does



Tisch

Bulova watches, again not fully incorporated, but more than 80% owned. As of June 30, the company had investments of \$8.5 billion, with more than half in fixed maturities (bonds).

Previous articles on the company show that the Loews conglomerate has been built by taking over other companies through tender offers. Lorillard was the first such acquisition, in 1968.

In early 1974 Loews announced it had acquired just over 5% of CNA Financial, then an independent company. At the time it was reported in the *New York Times* that Larry Tisch "... is known to have personally reassured a former board chairman of CNA, Howard C. Reeder, that he had no intention of making a bid for the company." One CNA official was quoted as saying that the Loews position would only become worrisome if it got over 10%.

Before the end of the year Loews had successfully completed a tender offer for the company's stock.

In 1979, Loews purchased a 30.3% stake in Bulova in a privately negotiated transaction. It then picked up an additional 7% before making a tender offer for the rest of the stock. Published reports after both the CNA and the Bulova acquisitions said that the new owners replaced the previous management and made cuts in expenses. In both cases they eventually turned around companies that were unprofitable.

One of those who knows Loews Corp. well is now a principal of the New York-based investment firm, cable MSO and group owner, Odyssey Partners. Lester Pollock, formerly executive vice president of Loews and described in a 1976 *Business Week* article as "the third brother," still sits on the Loews board. But because of Odyssey's broadcasting interests, he recently filed with the FCC saying he would "recuse" him-

self from any Loews matters involving CBS. For the same reason he declined to talk with BROADCASTING about the recent events.

Last week's announcement came after the stock market closed. On Thursday CBS stock opened down 1½ points at 116, and fell slightly to 114¾ on moderately heavy volume of 460,500 shares. Some observers interpreted that as a sign investors who had hoped for a takeover struggle for CBS were now unloading their stock. Alan Gottesman, the broadcasting securities analyst for L.F. Rothschild, Unterberg, Towbin, said those who saw this as a negative comment on the stock's value were wrong: "It remains to be seen what will happen, but I don't believe that an investment of this magnitude was made just to add CBS to a collection of stocks. It was made because it would add more value."

If Loews acquires 25% of the stock, it could, along with CBS founder William Paley, who is chairman of the CBS board's executive committee and owner of 8.3% of the stock, exercise negative control over CBS. New York state law requires approval by two-thirds of the stockholders for mergers or other major combinations.

Some were asking last week how much positive control Laurence Tisch might exercise over CBS—it was recently reported that a "close friend" of Tisch's had acquired 4.7% of CBS. L.F. Rothschild's Gottesman had mixed views on the subject: "Does Tom Wyman have a reason to be worried? Broadcasting is more of a judgment call than the insurance business or the watch manufacturing business. There are things that can only be learned the hard way, and I think they [Loews] can do it without disrupting. If he [Tisch] will work with them, then 25%, or even less, will be more than enough, but if there is a contest it may take more than 25%." □

SMPTE to tackle new technologies

Annual technical conference will feature presentations of papers on latest developments and record equipment exhibition

The year's largest joint meeting of television and film technical craftsmen begins next week in Los Angeles, and organizers are planning to provide a broad sampling of the complex and conflicting technologies emerging in the industry.

Sponsored by the Society of Motion Picture and Television Engineers, the Oct. 27-Nov. 1 technical conference has chosen as its theme, "New Technologies—Difficult Decisions," and in hope of aiding the more than 12,000 expected participants to make future choices. SMPTE has organized 17 engineering sessions with 130 paper presentations, as well as two equipment demonstrations on

topics such as multichannel sound, component analog video, electronic graphics and high-definition television.

In addition, a four-day equipment exhibition at the Los Angeles Convention Center runs concurrently with the conference, and has been expanded from last year's 400-booth show in New York to more than 700 booths filled by a record 245 exhibitors, with at least three-quarters of the companies oriented to TV broadcasters and producers. The exhibit opens Oct. 28, and runs from 10 a.m. to 6 p.m. on Oct. 29-30, closing at 4 p.m. on Nov. 1.

The technical conference itself begins Oct. 28 with morning presentations by SMPTE President Harold Eady of Novo Communications and SMPTE Engineering Vice President Richard Steeter of CBS/Broadcast Group. Larry Gershman, president of MGM/UA Entertainment TV Group, and Wilbur J. Prezzano, group vice president, Eastman Kodak, are the morning's guest speakers.

The bulk of the remaining papers, evenly split between TV and combined TV-film topics, will be devoted to the many new systems available to industry professionals, according to Donald McCroskey, conference program chairman, recently retired from ABC-TV. "We're trying to explore some of the various directions," he explained. "The choices are more difficult today than they were, for instance, when broadcasters had to decide to go color. Then the question was not what, but when. Now things are a lot more subtle."

One of the more controversial sessions promises to be an Oct. 30 afternoon program on video transmission and processing, which includes a pair of papers comparing satellite transmission systems using NTSC or component analog video (CAV), presented by Ron Katznelson of M/A-Com and Keith Lucas of Scientific-Atlanta, respectively, and a talk on improved NTSC by Kerns Powers of RCA Labs.

Discussions of component technology fill the remainder of the two-hour session, with speakers including Merrill Weiss of Imagex Corp. and Stan Baron of NBC and representatives of Japan's NHK, as well as a Tektronix representative on monitoring CAV signals. David E. Acker of For-A Corp on considerations for CAV transmission and processing, and Yves Faourdjia of Fouradja Labs on optimizing NTSC-to-RGB performance.

Weiss, who chairs SMPTE's standards working group on CAV, is scheduled to give a second talk the following morning on the problems of NTSC setup in a component environment. A CAV demonstration has also been scheduled for Oct. 30-31 and may include a component recorder and camera from two different manufacturers joined together as an example of the group's successful standardization effort.

Audio topics are likely to draw interest—in particular, an Oct. 31 morning session on multichannel television sound. An afternoon session that day also covers audio editing in post-production, while an Oct. 30 morning

program looks at digital audio applications primarily for motion pictures.

For the MTS session, NBC representatives speaking about stereo sound include Ron Estes on mixing *The Tonight Show*, Randy Hoffner on handling mono in a stereo environment, and Peter Butt on transmission errors in multichannel audio systems. Also part of the two-and-a-half-hour program will be talks on operational considerations for an MTS facility by Ira Goldstone of KTLA(TV) Los Angeles, stereo on cable by H. Edward Gordon of Satellite and Television Systems, primary calibration in BTSC stereo by Eric Small of Modulation Sciences and RF spectrum problems by Herman Badler of CBS.

Concurrent with the MTS session is an eight-paper program on electronic graphics and digital techniques, including reports on component compositing in post-production by NBC staff members and a new method of video synthesis (called Video-Matte) by NHK engineers involved in its development. A series of manufacturer perspectives comes from Richard Taylor of Quantel, and representatives of Dubner Computer Systems, ColorGraphics Systems, Aston Electronics and LRG.

Special effects topics are also included in an Oct. 28 afternoon session on personal computer applications, an Oct. 29 afternoon session on international technology and an Oct. 30 morning session on film and television production.

Video post-production is covered in an Oct. 31 afternoon program including a review of small production switcher performance considerations by David Wood of Grass Valley Group and a talk on digital post-production in a disk-based environment by Abekas Video Systems' Phil Bennet. Video editing approaches, including the

Montage and EnVision system, are also discussed, as are other aspects of post-production by speakers from Consolidated Film Industries and Rock Solid Productions.

High-definition television, now generating growing interest because of standards activities, will be examined in an Oct. 31 session and panel. Reports on HDTV efforts in the U.S. and internationally will be followed by a series of HDTV perspectives from film industry representatives, with papers from Universal City Studios' Richard Stumpf, chair of SMPTE high-definition electronic production standards working group, and Panavision's Harry Mathias and Donald Kline. HDTV telecines from Rank Cintel and Teledyne Camera Systems will also be described in an Oct. 30 afternoon session on film-tape interfaces.

A special HDTV demonstration has also been scheduled by SMPTE's new technology standards committee for Oct. 30 and 31. Six companies, Ikegami, Magni-Systems, Rank Cintel, Sony Broadcast, Ultimatte and Quantel, will participate in the display, which combines their equipment into a single HDTV system. Also part of the demonstration, which is being organized by Kerns Powers, committee chairman, and Frank Haney of ABC, will be improved and enhanced NTSC and digital TV systems.

Among the Nov. 1 offerings for video engineers are two morning sessions: one on TV systems, with talks on planning studio complexes, signal distribution, all digital production and studio automation; and the second on TV cameras, which concentrates on camera tubes and solid-state sensor devices. An afternoon session on video recording includes two reviews of recent developments in analog component recording using metal tape by Matsushita representatives, as well

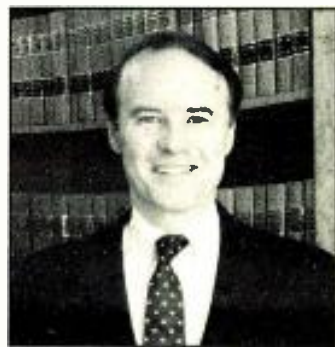
CRT's latest addition

The Copyright Royalty Tribunal gained a new commissioner last week when the Senate confirmed the nomination of J.C. Argetsinger to a seven-year term. Argetsinger has been general counsel for Action, a national volunteer agency that includes the VISTA program. He's expected to begin his term next week. Argetsinger's appointment was pending before the Senate for more than three weeks, along with at least 5,000 nominations and promotions that were blocked by Senate Democrats upset with President Reagan over a number of recess appointments made in August.

Argetsinger, 43, joins CRT Commissioners Edward W. Ray and Mario F. Aguero on the five-seat tribunal where two vacancies remain. The agency has been under congressional scrutiny following the resignation last May of Chairman Marianne Mele Hall, who came under fire for her part in the preparation of a controversial book, "Foundations of Sand."

A former counsel to the Senate Judiciary Committee from 1973 to 1979, Argetsinger participated in the development of the Copyright Act of 1976, which created the tribunal. He was chief minority counsel for the committee from 1975 to 1977. Argetsinger also served as chief legislative counsel for Senator Larry Pressler (R-S.D.) from 1979 to 1982 and for Frank Murkowski (R-Alaska) in 1982.

One of the first matters Argetsinger says he'll face is whether to participate in the distribution proceeding of the 1983 cable royalty pool. The process of arriving at a distribution formula is already at the half-way point.



as discussions of Type C one-inch picture processing and the potential for an ENG 8 mm format.

The remaining session combining film and video interests is an Oct. 28 program on film and TV production, while papers on film-laboratory technology and film camera-projection systems fill out the remainder.

The conference program also includes a series of honors lunches and dinners, beginning with an Oct. 28 awards luncheon with guest speaker Robert Wise, president of the Academy of Motion Picture Arts and Sciences.

The annual SMPTE banquet is scheduled for Oct. 30, while a luncheon for fellows of the society is set for Oct. 29. The latter gathering will recognize newly elected fellows

including Thomas Keller of the National Association of Broadcasters, Herman Badler of CBS-TV, Otis Freeman of WPIX Inc., Stephen Kerman of Tektronix, Thomas Meyer of Dynair, Charles Riley of Merlin Engineering Works and Masao Sugimoto of NHK.

Also a key part of the annual conference are the meetings of some of the society's 55 engineering standards committees. Meetings scheduled cover: Oct. 26-27—component analog video; Oct. 28—new technology, digital video standards, multichannel sound, editing procedures, component filtering and audio recording; Oct. 29—component analog video, high-definition electronic production and HDTV psychophysics and Oct. 30—digital control for TV and lens interface. □

Nielsen expanding people meter test

If all goes well, company says 6,000 devices will be in place by 1988; it also announces integration of its national TV ratings system with various Dun & Bradstreet services accessible via personal computers

The A.C. Nielsen Co., along with its parent company, Dun & Bradstreet Corp., announced a major expansion of its people meter test in addition to a new array of rating and marketing services.

The new services will combine for the first time several of Nielsen's national television ratings systems with Dun & Bradstreet's extensive market research services to provide, in many cases, direct on-line computer access to databases that up until now were unavailable or had to be produced independently by hand ("Closed Circuit," Sept. 30).

Dun & Bradstreet acquired Nielsen in August 1984 and has since moved to consolidate the resources of the two organizations. D&B divisions that share resources with Nielsen include Donnelley Marketing, Dun & Bradstreet Credit Services, Dun's Marketing Services, D&B Computing Services, DunsNet, Zytron, Donnelley Marketing Information Services, Salesnet and DunsPlus.

By detailing some of its plans for the people meter—a device activated by a viewer's pressing of numbered buttons on a portable handset at the prompting of a monitor attached to the television set, providing overnight demographic information on viewers without the laborious hand compilation of diaries—Nielsen has signaled its growing emphasis on the meter technology. The announcement also comes at a time when competing rating services, such as Arbitron and AGB Television Research, are conducting their own people meter tests.

The first step in the expansion of the test will be validation of the service conducted by an outside group. The validation will be based on data obtained from the people meter during March 1986. If the validation proves positive, Nielsen will introduce people meters in 1,000 households. They will operate concurrently with Nielsen's 2,700-home National Audience Composition sample until Nielsen is satisfied with the meters

performance. It will then increase the number of meters and phase out the NAC sample.

The validation test is designed to determine, among other things, the reaction to the people meters, who is pushing the buttons that record a viewer's presence and, if the sample household wants to drop out of the test, why.

(The NAC sample is Nielsen's national diary-based service that provides demographic ratings for national television shows. It is published every two weeks in booklet form referred to as the "pocket piece." This is not to be confused with Nielsen's National Television Index [NTI] which is based on 1,700 households and provides a weekly estimate of strictly household ratings.)

The Nielsen people meter, which measures demographic viewing in addition to household ratings on a nightly basis, was originally tested in Tampa, Fla., in 1978. But Nielsen abandoned the project to develop better hardware. The people meter was then launched again in July 1983 with a national test of 150 households, which were increased to 300 a year later. There are now 600 people meters in place and Nielsen recently announced plans to increase the sample to 1,000 households.

After further testing and analysis, Nielsen will decide whether to expand the people meter sample from 1,000 households to 2,700 households, which will then become "the source of all television information." If the green light is given, Nielsen said it will have the 2,700 people meters installed by September 1987.

Assuming the test results continue to be favorable, Nielsen will begin installing people meters in September 1988 in New York, Los Angeles, Chicago and San Francisco, which would bring the gross people meter sample to 6,006 households with about 4,600 households estimated to be watching TV at any one time. Nielsen now has overnight meters in 10 major markets, and plans to meter Miami and Denver shortly, but these provide only household ratings information. If Nielsen installed people meters in the major markets, television stations would have overnight demographic ratings in addition to household estimates.

tion to household estimates.

Nielsen said the people meter roll-out will not stop in 1988, but will continue to replace household meters in other major markets so that eventually the gross sample will total more than 8,000 households.

William S. Hamill, executive vice president of Nielsen, said his company has received commitments from three stations in Atlanta and will begin installing overnight meters there in the fall of 1986.

Hamill also said combining the data systems of Nielsen and D&B would offer "perhaps for the first time by any research organization an integration of electronic media research and market research" that could simplify the marketing and media decisions of advertisers. Eventually, he said, the combined data bases would be available to executives via personal computers.

Along with detailing the people meter rollout, Nielsen also outlined several changes in existing services along with some new research tools for advertisers:

■ **ScanTrack Plus.** Currently named ScanTrack Major Market Service, this service provides weekly data on scanner-recorded brands. It will now be beefed up to include data on couponing, sampling, newspaper and magazine advertising and competitive pricing and will compare network and spot television gross rating points to share of the brand's market.

■ **Nielsen Micro Services.** At present this service provides the overnight meter ratings to local stations, networks, producers and station representatives. Beginning in November, Nielsen will add several ancillary services including Spotbuyer which will estimate local spot buys and provide post-buy analysis.

■ **Monitor-Plus.** As announced, this service will compete with Broadcast Advertiser Report's commercial monitoring service. The service will record and document network television commercials 24 hours a day, 52 weeks a year in the top 75 markets. Nielsen said the information can be combined with audience data from its Media Research Group that will "produce a total television advertising picture." Monitor-Plus will be launched in January 1986 and cover 76 markets by early 1987, Nielsen said.

■ **Megabase System.** This system, which is currently available for the NSI data base (local demographic ratings measured during the four annual sweep periods), will be made available for NTI beginning September 1986. The data base will allow subscribers to instantly access via their own computers a large variety of national ratings and marketing information, combine and apply a variety of Nielsen and D&B software and be immediately quoted prices on the custom requests.

■ **ADS.** Currently in a test phase, it stands for Audience Detection by Sonar. The system passively measures the presence of people in front of a television set, although it cannot identify members of the household. Nielsen considers it the "first step toward totally passive people metering. Once the test is completed, Nielsen said it will be used in the people meter test. □

Broadcasters go after fairness doctrine

Group led by RTNDA, CBS will ask court to find it unconstitutional and unenforceable by FCC

The FCC, broadcast journalists contended, ignored the logic of its own analysis when it failed last August to repeal the fairness doctrine. So now a group of at least nine media organizations spearheaded by the Radio-Television News Directors Association is preparing to challenge the constitutionality of the doctrine in court. The group is expected to petition the U.S. Court of Appeals in Washington this week for review of the commission's action.

The group will argue that the doctrine—which has been on the commission's books since 1949 and which was upheld as constitutional by an 8-0 vote of the Supreme Court in the *Red Lion* decision of 1969—violates the First Amendment and, therefore, may not be enforced. The commission's decision to continue to enforce the doctrine, without resolving the question of whether it is required by law, was "arbitrary and capricious," according to one of the lawyers involved in the case.

The commission issued its findings and conclusions regarding the doctrine in a report, approved by a 4-0 vote and based on an extensive inquiry. A key question was whether the doctrine is statutorily mandated and therefore beyond the power of the commission to repeal. The commission, sensitive to the devotion of many in Congress to the doctrine, said it did not believe it necessary to resolve the question. Rather, the commission said it would afford Congress the opportunity to review the doctrine in light of the record developed by the commission.

The statute involved is Section 315(a) of the Communications Act, adopted in connection with four exemptions that Congress wrote into the equal-time law in 1959. It says that broadcasters, in presenting newscasts, news interviews, news documentaries and on-the-spot coverage of news events are required "to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The commission in its report came close to declaring that language to be unconstitutional. It said its own "compelling documentation" of the fairness doctrine's "chilling effect" on broadcast journalism undermined the factual foundation of the *Red Lion* decision. So, it added, did the growth in number and variety of media since that landmark decision. A major premise of *Red Lion* was the continuing "scarcity" of the electromagnetic spectrum.

Although RTNDA is the lead plaintiff in the case, CBS will be the major contributor to the court effort, and Timothy Dyk, of the Washington law firm of Wilmer, Cutler & Pickering, CBS's counsel, is the principal attorney. Dyk said the effort would rely heavily on the findings in the commission's report.

John Spain, president of RTNDA and

news director of WBRZ-TV Baton Rouge, said in commenting on the upcoming effort: "RTNDA believes the fairness doctrine is a violation of the First Amendment, and the FCC said as much in its report. The FCC erred in not following the logic of its own findings about the chilling effects of the doctrine and the increasing diversity of the media in the marketplace of ideas." Spain said the commission should have determined the doctrine is not required by the Communications Act and then repealed it as not being in the public interest.

The petition for review appears to have the seeds of a court battle that could reach the Supreme Court. Dyk said there is "no reluctance" on the part of the challengers he represents to take the case that far. But one question the challenge poses is who will de-

fend the doctrine. Given its criticism of the doctrine, the FCC may not be in a position to perform that function.

Commission attorneys who last week were not even aware the petition is to be filed could not say what the agency's position would be. Presumably, the Justice Department, which is routinely named a defendant in such cases, could provide the defense. As a last resort, the Senate and House maintain their own in-house attorneys who could do the job.

Besides RTNDA and CBS, the organizations that last week were prepared to be included as plaintiffs in the petition are the National Association of Broadcasters, National Radio Broadcasters Association, Gaylord Broadcasting Co., Post-Newsweek Co., Tribune Broadcasting Co., Gannett Co. and Meredith Corp. Additional companies may be added to the list this week. □

FCC, cable questioned on pornography

Attorney general's commission asks what those two are doing to combat obscenity; FCC says it's matter better left to Justice Department and cable says it offers adequate safeguards against unwanted viewing

Cable programming and the FCC's role in enforcing the federal obscenity statute came under fire as part of a Justice Department investigation of pornography. The Attorney General's Commission on Pornography concluded two days of hearings in Los Angeles last week featuring testimony from the cable industry and the FCC, which returned to Washington feeling, in the words of one witness, "a little bloody."

It was the fourth hearing held by the commission, created last spring to investigate "all forms of pornography" and report to Attorney General Edwin Meese by June 1986. The distribution and production of pornography was the main thrust of the hearing, said a Justice Department spokesman, who added that cable was just "one area to be looked at."

"What little adult-only programming that appears on cable television is confined largely to pay-per-channel and pay-per-program networks and consists primarily of R-rated motion pictures, such as the academy-award winning film, *Ordinary People*," testified Brenda Fox, National Cable Television Association vice president and general counsel.

"By no stretch of the imagination can this material be characterized as pornographic," she said. "In addition, NCTA is aware of less than a handful of full and part-time services, carried by relatively few cable systems, that exclusively feature-sexually oriented programming. However, even among these services, X-rated movies are virtually unknown and most of the programming is far less explicit than that available from other sources, such as home videocassettes," she added.

Fox told BROADCASTING she was "astounded" that NCTA was asked to testify and "offended" by the commission's suggestion

that cable is involved in hardcore pornography. "I find it disturbing that they are bringing cable into this inquiry when the cable industry is no way involved in the distribution of pornography. There's no rationale for dragging the cable industry into their study. Nobody is saying this is on cable." She questioned the commission's motives for "bringing in Jack Valenti [President of the Motion Picture Association of America] and us, when this inquiry is about something that we're not involved in."

Fox told the commission that because cable is a "closed-circuit subscription service, it offers significant protections to both the subscribing and nonsubscribing public against unwanted reception of adult-oriented material." To get cable, Fox said, a viewer must arrange to have their television set connected and "you must pay a monthly fee for continuing service." And because the networks that offer adult programming, she continued, tend to be sold separately, subscribers are not forced to choose between adult programming or not subscribe at all. "The decision whether or not to allow particular types of cable programming into one's home is a matter of private, individual choice. As I stated earlier, this freedom of choice is cable television's hallmark."

Fox explained that there are other ways for cable operators to insure that adult programming is made available only to its intended audience. Many programmers and operators, she said, scramble their adult programming to protect against "undesired reception." Cable operators and programmers also publish program guides providing specific information about the content of programs. "In addition, many programmers display on-screen notices prior to the presentation of any adult-oriented material."

Moreover, as a matter of federal law, Fox said, cable systems are required to "make available [by sale or lease] a device, known as a 'lockbox' or 'parental key' by which subscribers can prohibit the viewing of a particular cable channel or channels during

periods selected by the subscriber."

Efforts to regulate the content of cable programming, Fox warned, "invariably sweep too broadly, chilling legitimate exchanges of information and expressions of ideas." The balance between free speech and the public's concerns regarding the availability of adult programming can best be achieved by reliance on the freedom of choice inherent in cable television and the cable industry's continued responsible self-regulation," she concluded.

According to Thomas Herwitz, legal assistant to FCC Chairman Mark Fowler, who appeared before the commission, there were a lot of questions about "why the FCC was not doing more to enforce the obscenity statute." But, Herwitz explained that the FCC feels it "is not the expert agency to make that determination." The Justice Department, he maintained, is the more appropriate body to deal with obscenity. "The FCC leaves obscenity prosecutions to the Justice Department under the title 18 criminal provisions. As a general matter, there has not been a problem of obscene programming in broadcasting. But the statute stands ready to be used to prosecute obscene programming," he said.

As for the FCC's authority to regulate indecent speech, Herwitz said it is a "more complex" question. The commission, he said, believes it is an issue that might best be decided by the local community. "The commission faces a difficult problem in all these cases in divining the appropriate community standard by which to judge the material," he said. "Congress seemed to recognize this when it removed from the Communications Act the prohibitions now recodified as part of the criminal code. These provisions presently are enforceable by local U.S. attorneys, rather than the FCC, in venues better able to discern local community standards."

Herwitz also pointed out that subscription services can be controlled within the home. "Since the individual can act as his own gatekeeper and preclude those signals he doesn't want to watch, the government has no compelling interest in further intrusion," Herwitz told the commission. The Cable Communications Policy Act, he added, outlaws the transmission of "any matter which is obscene or otherwise unprotected by the Constitution of the United States." And the act has criminal penalties, he said. "As with broadcasting, I believe the FCC would have great difficulty determining local 'community standards,' particularly given the fact that there are more than 18,000 individual communities now receiving cable service."

And, Herwitz continued, several courts have "recently implied that the government may not regulate indecent material on cable beyond the requirement contained in the Cable Act, that cable operators provide lock box devices to any requesting subscriber to enable him to control or restrict access to all or certain signals." MDS and other non-broadcast services, he said, should also not be the subject of government indecency restrictions. "A viewer must subscribe to such services and must convert the scrambled signals before they can be viewed over television sets." □

Separate system providers argue against review of authorizations

ISI, PanAmSat and Orion say IRI was too late in making request for reconsideration

Three companies proposing to compete with Intelsat in providing international communications satellite service last week responded sharply, even angrily, to petitions International Relay Inc. filed seeking reconsideration of the FCC orders conditionally authorizing their operations (BROADCASTING, Oct. 14). They said the petitions were fatally defective procedurally and substantively off the mark. In arguing the substance, they zeroed in with particular feeling on IRI's discussion of developments at the recently concluded first session of the Space World Administrative Radio Conference.

IRI, which offers international satellite service through an earth station in New York, has also petitioned the U.S. Court of Appeals in New York to review the commission order providing for alternate satellite systems. It is, in sum, a doubled-barrelled effort at least to slow implementation of U.S. policy providing for such systems. IRI's stated reason: Concern over the economic consequences it says it will suffer. It contends that the appearance of separate systems will fragment the market for specialized space segment facilities and will cause uncertainty and caution on the part of foreign governments in building ground facilities.

But International Satellite Inc., Pan American Satellite Corp., and Orion Satellite Corp. argue, in effect, that IRI's opposition is too little and too late. (RCA Americom, target of another IRI petition, chose not to reply. Cygnus Satellite Corp., a fifth would-be provider of international services that was named in an IRI petition, has not yet received a grant; it asked the commission to dismiss IRI's action against Cygnus as "premature.") They all note that IRI had failed to participate in the commission proceedings leading to the grants of their applications, and that as a result, the commission's rules would permit it to seek reconsideration only if it demonstrates its interests would be adversely affected by the grants and there was good cause for its failure to participate in the proceedings earlier. And, they say, IRI has failed that requirement.

PanAmSat, in a typical response, said that IRI made only "vague references" to the manner in which the commission has authorized separate international satellite systems and to "claims that PanAmSat and 'others' will provide services comparable to IRI's specialized business services"—but offered nothing specific as to how IRI would be adversely affected by a provider of satellite services. PanAmSat and the others noted that they would be in a different business from a ground segment operator. PanAmSat

described IRI's allegation of "serious detriment" as "economic doublespeak." (ISI noted that IRI was on the other side of the economic injury argument, endorsing competition, and prevailed, five years ago, when the FCC rejected the opposition of several international record carriers and authorized IRI's entry into the international telex market.) And, the oppositions say, IRI didn't explain its failure to participate in the proceedings at issue earlier—the deadline for petitions to deny the applications passed two years ago.

IRI had contended that "new developments" since the initiation of the proceedings that concern it justify reconsideration. The major issue was what happened, or did not happen, at the Space WARC. IRI, for instance, referred to a principle dealing with multi-administration systems. The principle, proposed by Switzerland in an effort to assure recognition of common user systems like Intelsat, says the plan for use of the fixed satellite service to be adopted at the second session, in 1988, should "take into account the requirements of administrations using multi-administration systems." IRI said separate systems' authorizations should be modified to accommodate that principle.

But the oppositions reject the suggestion that the principle accords Intelsat or other multiadministration systems a preference. They note the principle, as amended at the insistence of the U.S., states that consideration is to be given the multi-administration systems "without affecting the rights of administrations with respect to national systems." They also say the U.S., both in a formal statement filed with the conference documents and in informal comments of Ambassador Dean Burch who headed the U.S. delegation, made clear its understanding that the principle accords no preference to multi-administration systems.

ISI and PanAmSat also disputed IRI's contention that their intended use of the so-called expansion frequencies associated with the 14/11-12 ghz band is subject to further limitation because the second session is expected to subject that band to allotment planning. However, both noted that their proposals had already been "advanced published" with the International Frequency Registration Board and, as a result, were considered "existing systems" whose use of the frequencies to which they had been assigned were assured.

ISI and PanAmSat went to the unusual length of noting that IRI had reason to be intimately familiar with the U.S. position at the Space WARC. Its counsel, Steve Levy, had been a member of the U.S. delegation and, for the preceding three years, had been a member of the FCC's Space WARC advisory committee. Thus, PanAmSat said, IRI could have raised its concerns earlier. ISI, in an admittedly "*ad hominem*" argument, said, "It is difficult to understand how counsel could have ignored the existence of formal U.S. statements and reservations in presenting its arguments or could have reached and advocated before the commission, interpretive conclusions so at odds with the official views of the U.S." □

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Raising a flag for minorities

'Keeping Pace in a Changing Industry' the theme of NBMC's 12th conference

The message of the National Black Media Coalition's 12th annual media conference, held Oct. 10-13 at the Shoreham hotel in Washington, was generally upbeat. "If you're good, the sky is the limit," as one panelist said. But it was tempered by the knowledge that, for minorities, working in and benefiting from the media is often a struggle. "Many of the barriers of the sixties still exist for black people," said NBMC Chairman Pluria Marshall in his foreword to the conference handbook. "The reality is that in this business—a business that shapes our thoughts and ideas—still too few blacks play a significant role in its operation." The conference's 20 panel sessions and four guest speakers were chosen in an attempt to rectify that situation. Over 2,000 media professionals, executives, technicians and students attended the three-day event.

Following are highlights of several sessions.

Radio group heads impart management philosophies

Panelists at the "Successful Radio" session on Friday, moderated by Joe Dorton, director, Gannett Radio, St. Louis, included Dick Harris, president, Group W, New York; Jerry Lyman, president, RKO Radio, New York, and Dick Ferguson, president, Katz Broadcasting, Bridgeport, Conn., and each described his company's management philosophies and some key elements of a successful radio station.

Group W, said Harris, works "very hard at keeping our work force as diverse as we possibly can, because our programming must be that." Group W sees itself as "individually operated radio stations that collectively form a group," and thus as a company providing local service, Harris said. Group W also has human resources departments that "take the title of 'human' very literally; they encourage a lot of individual effort." A full-time Group W employee travels among the company's eight stations giving employees lessons in "time management, management skills—all of the various tools that you need to grow in your job."

Lyman, whose group owns 12 radio stations, said a good operation needs people with dedication to achievement, honesty and integrity, personal stability, a willingness to improve and the ability to work as a member of a team. As far as station formats are concerned, said Lyman, "I don't believe there's a format that doesn't work." He pointed to the success of RKO's classical station in



Thursday luncheon speaker Tom Murphy (l), chairman of Capital Cities Communications, and NBMC Chairman Pluria Marshall

Washington, WGMS-FM, and its urban station in New York, WRKS-FM. Programming "has changed tremendously from the 'me tooism' of the past," when stations were monitored and playlists duplicated in other markets, Lyman said. In today's market "you've got to do a lot of research" outside the industry to find out what the audience is looking for, he said.

Ferguson offered the perspective of an entirely employee-owned company. Part of Katz's profits each year are used to buy stock for the company's employees through its Employment Stock Ownership Plan trust, he said, so every employee has an interest in the performance of Katz's 11 radio stations. Departing employees who have been with Katz more than four years receive between 50% and 100% of the money in their accounts, and it's not unusual, said Ferguson, for an employee "to retire, even at the age of 36 or 37, and receive as much as a six-figure amount of money in cash."

Katz has two major philosophies, said Ferguson. "One of them is customer focus—making sure that our people think about the customer all the time." The other is people development. "We believe in growing people, and providing the best environment we can. I often think of myself as a master farmer," he said.

Only talented people should be hired, Ferguson said. "To do a job right, you need to have a basic, innate talent. And the company's responsibility is to find out what that talent is and direct it." Katz's philosophy, Ferguson said, is to "build on the strengths of people and manage the weaknesses."

After the panelists described their companies, Dorton asked them to name the best-

paying jobs in radio. "It varies by market; it varies by skill," said Harris. For average salary, it's sales, he said, but "there are a lot of other things that satisfy a person's needs. It isn't always economic... There's great ego satisfaction in being on the air." Lyman and Ferguson agreed that sales is probably the highest paid calling in radio broadcasting. "If you're a highly motivated, creative person... you can literally write your own check," Lyman said.

Asked why they had chosen careers in radio rather than television, the panelists spoke candidly. "There is a feeling of being closer to your audience," said Harris. "No matter whether you're in a large city or a small market, there is much more instant reaction. It is much more self-gratifying to be able to come up with programming ideas and get them on the air right away." Ferguson felt that radio is more entrepreneurial, and its players are less expendable. "I think of big television stations as almost like oil tankers: It takes a lot to turn them around, but it takes a lot to stop them, too. In a radio station, a couple of key people can make all the difference for positive and negative... Radio has a closeness." Dorton added his own analogy: "Television is more like an assembly line. In radio you get to see the entire product, and you participate in the entire product. In television, you have a specialty, and that's what you see."

But the drawbacks of radio were also discussed. Forty percent of radio stations are losing money, according to Dorton. An audience member who asked how to turn a failing station around was told by Ferguson: "Part of it is belief that it will work eventually. Look at Ted Turner. To my knowledge, Cable News Network to this day still isn't making money." Harris said: "It takes a lot of other things besides a good bank book. It takes an effort, a commitment, creativity. A little luck doesn't hurt, either."

The problem of the declining value of AM stations was also discussed. RKO's "car radio" format on KHJ(AM) Los Angeles and radio game shows on KFRC(AM) San Francisco were seen as attempts to find a solution, as is AM stereo. "I'm on a personal soap box to get AM stereo. Everybody should go to AM stereo," Harris said. AM needs to attract new people, he said. He pointed out that FM radio was not considered commercially viable until "some young people just out of college started playing some funny kind of music—they were long album tracks... music that wasn't exposed anywhere else on any kind of radio, and all of a sudden people, primarily high school people, started to discover that and tell their friends. They were providing a different kind of product, and we have to do that in AM radio."

In addition, said Ferguson, management has to show commitment. "I wonder about the people who have never been in a broad-

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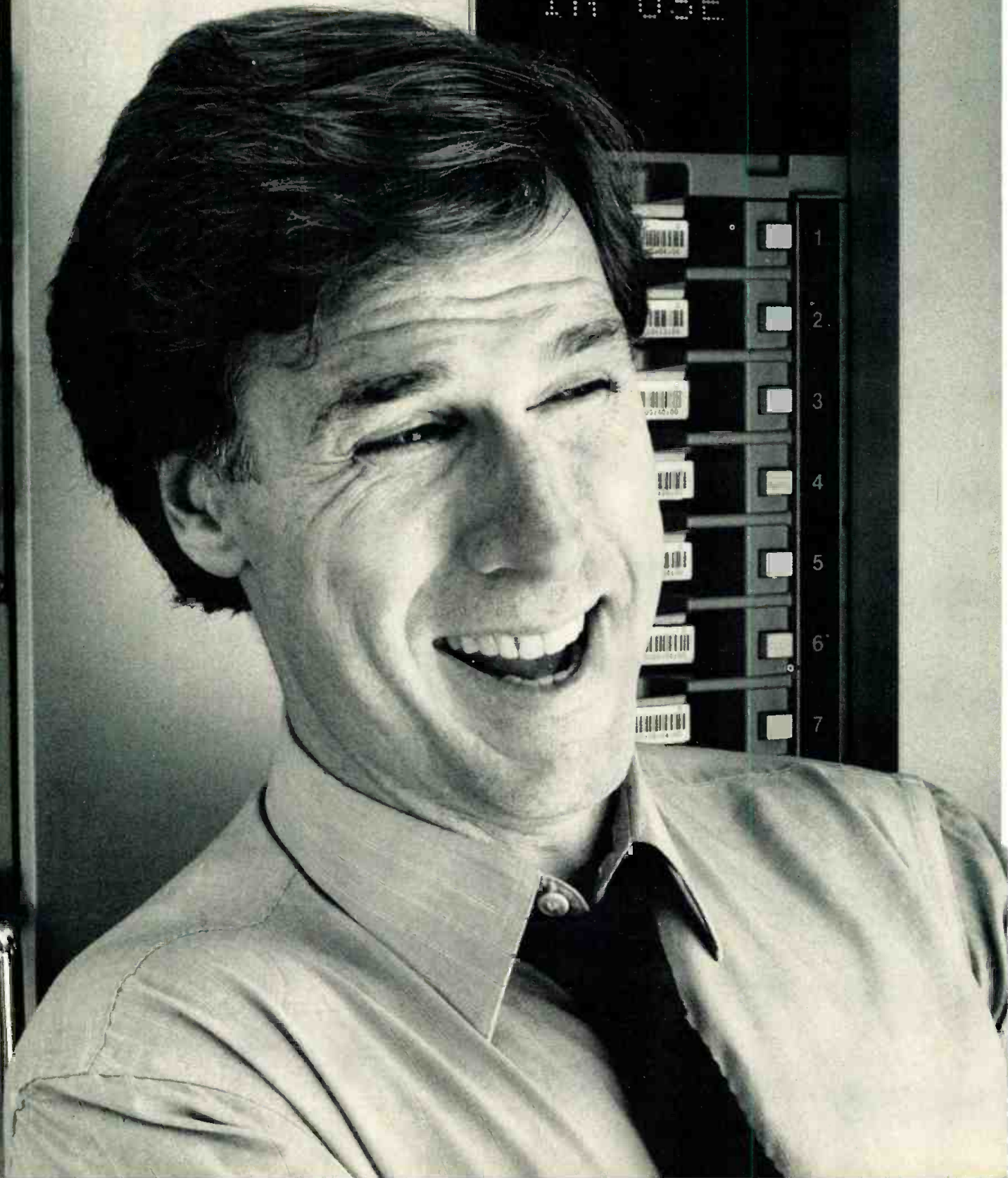
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cast station who are laying out hundreds of millions of dollars for them. They're just like commodities, and all of a sudden something doesn't seem to work. It's a number on a P&L [profit and loss statement] and, 'boom,' off it goes." But Ferguson also cautioned new buyers against buying AM stations that appear to be a bargain because they are priced low, "and then they find out \$500,000 is the beginning. That's what it costs to buy the station. Five hundred thousand is what you lose every year, or every month. . . . I see a lot of people selling AM stations that are real turkeys at this point to first-time black broadcasters, and it scares the daylights out of me. I'd be real careful when you look at those deals. Real careful."

The ins and outs of broadcast ownership

"Diversity in Minority Ownership: Buying, Building and Developing" was the topic of a Thursday morning session at the NBMC convention. The panel featured broadcasters, lawyers and a general manager, and began with the announcement that the FCC had just granted NBMC's five-year-old petition for expansion of distress sale requirements (BROADCASTING, Oct. 14).

The first speaker was Bob Lee, president of the National Association of Black Owned Broadcasters and of Silver Star Communications, owner of three AM and two FM stations and recent winner in the bidding to acquire ABC's WRIF(FM) Detroit. Lee made a number of recommendations for people considering broadcast ownership. The first step is to identify a financial institution—especially one familiar with broadcasting—and develop a strong relationship with someone there. Financial institutions are "where it all starts," he said. Other "fundamentals" he highlighted: Know why you want to buy a station; decide whether you will operate as a sole proprietorship, a limited partnership or a corporation; familiarize yourself with the ratios that a bank uses to predict a station's success; realize that the goals of lenders (banks, insurance companies, venture capitalists, minority enterprise small business investment corporations) differ; learn to estimate the value of a property (multiples of cash flow or multiples of revenues); look for flexibility in your lender, and do your homework (study market growth, compare co-located station sale prices, and know your prospective station's technical capabilities).

The second speaker, NBMC counsel David Honig, said it was important for minorities with ambitions for ownership to know how to negotiate, how to do research and how to surround themselves with the right people. Potential investors should be chosen carefully, Honig said. "You should not involve anyone unless they're going to contribute something to the enterprise, and that does not mean just their money." To be avoided are limited partners who "want to put you up, have you get the license and then structure the deal so that they will take it away from you." As much time should be spent choosing a station as choosing a college, he said, because the decision will affect the rest of the venturer's life.

Chris Hart, a partner in the Washington law firm of Hart, Carroll & Chavers, spoke about obtaining financing for a broadcast purchase. He advised first-timers to purchase an existing station rather than trying to win a comparative hearing—which requires considerable funds for lawyer's fees and is "a dog fight" when there are a number of other applicants. Hart suggested that new buyers "start small," buying stations between \$750,000 and \$1.5 million. But the stations should have stable track records, he said. Banks will not finance "turn-around" purchases for first-time buyers.

The fourth speaker, WGCI-AM-FM Chicago's vice president-general sales manager, Abe Thompson, offered a rationale for minority participation in broadcasting. "It's not enough to sing the praises of on-air talent—we have to reach for management and, of course, ownership opportunities. In today's climate of high economic competition and low priority concerns for minority progress, it is imperative that commitment to excellence in broadcasting . . . become a significant part of the grand design for the advancement of blacks and other minorities," he said. Blacks currently own less than 1% of approximately 11,000 broadcast properties, he said, yet radio reaches 97% of all blacks. "We should have a more significant voice in those things that affect us profoundly," he said.

The final speaker, Frank Melton, president and chief executive officer of WLBT(TV) Jackson, Miss., talked about making money with a television station. "The key to our business is people," he said. "The bottom line is having the right people in the right jobs." Lenders want to know who is going to run the station to be purchased, and they want to know that those people have proven track records, he said. Initially, you must convince the lender that you are bringing management, strategy and a clear understanding of the broadcasting business to a deal. To run a station successfully, you have to find the best person for each job. Then "the way you build a track record with [lenders] is to make sure they get their money," he said.



Lee and Thompson

The rights and wrongs of writing the news

The first of three news writing clinics at the conference evolved into a discussion of journalistic ethics and practices with audience questions directed to the session's three panel members—Renee Poussaint, anchor, WJLA-TV Washington; Dale Duncan, executive editor, Wilkes-Barre, Pa., *Times Leader*, and Steve Fagan, assistant managing editor, news, *Fort Worth (Tex.) Star Telegram*.

Fagan began the session with a description of good news writing. "Too many journalists today seem to have lost sight of the need to well-craft and hone a story," he said, and are "willing to 'leave that to the editor.'" At the same time, readers lack an understanding of the world around them. "So much of the news that people settle for is done in a very brief fashion. Journalism today has become enamored of the *USA Today* approach: Give it to them fast; give it to them short. . . . A lot of news also comes from television, which in its purest form basically serves as a headline service." Fagan said that good news writing is especially important in television, because "you must compact into a much tinier space a world of information."

Poussaint agreed that television allows too little for full presentation of a story, especially on network news programs, where she found "the constrictions of time were such that to get five extra seconds to try to explain that there is more to come or 'read your daily newspaper to really find out what this story is about' was virtually impossible." While expanding network news to one hour had been offered as a solution, she said that would never be accepted by the affiliates. Poussaint saw encouraging signs in programs such as ABC's *Nightline* and the canceled *NBC News Overnight*, but for the most part, she said, "I think that the viewer is constantly shortchanged."

The issue of journalistic ethics elicited a number of questions. Duncan stressed that reporters should ask themselves: "Why is it necessary that we tell this story at all, that we really get in there and meet these people and display their tragedy?"

An audience member asked about the media's tendency to "try" a suspected criminal by showing pictures of him in handcuffs. "People can form opinions like, 'Yeah, he looks like he did it,'" he said. Duncan agreed: "Sure we try 'em. We get a call from the prosecutor's office, 'Hey, we're moving the guy from the jail over to the court house. You want to get a picture?'" Fagan said that in such cases, journalists "have to rely on the intelligence and the integrity of the viewer and the reader and hope for the best."

Another audience member questioned the practice of reporters interviewing relatives of victims. "The question is, 'Have they failed to be trained as reporters or have they failed to be trained as human beings?'" Fagan said. But reporters can't let humanity "stand in the way of getting a story. We have to let it mediate the way we ask some of our questions," he said.

As for the status of minority broadcasting, discussion focused on coverage of political candidates and on furthering the cause of

minorities by getting them into management. "Television has a tendency to always concentrate on controversy," Poussaint said, and news directors and producers consider political stories boring "unless you can come up with a hook." As a result, she said, Jesse Jackson's stands on issues are rarely reported in depth because "he chooses, because he knows it will get a headline, to give you a short, quick, kind of snappy answer or to create controversy. . . ." Less well-known minority candidates are often covered by the media only in terms of their race, Poussaint said. "If a black candidate is talking about abortion or about health issues or about any number of things that don't directly have anything to do with black people, most of the time the media will ignore them. They are only interested in them when blacks are talking about what they are supposed to know about, which is blacks."

To help present the minority view of the world through the media, the panelists agreed it is important that minorities work hard and rise to management positions. "I think there are a lot of [white] editors sitting around judging black journalists by different standards," Fagan said. "Some management is committed [to hiring minorities]; some management is not. I don't know what the answer is except for more black journalists to become extremely skilled and finally to break into that management."

Poussaint said that "the motion is away from hiring more blacks on television." Blacks "have to get into hire/fire positions," and eventually into ownership, she said. "They have to get into positions where they can hire more black people—if those black people are qualified. We don't do each other favors when we hire each other for jobs we can't do." Some blacks manage to be hired for their looks, then are fired because they have too little experience, she said. "I run into a lot of people—particularly a lot of young black people—who say, 'I want to be an anchorperson,' which is like saying, 'I want to be a movie star.' And the concept that you have to be a reporter before you do that seems to be foreign to their mentality. They don't have the fundamental skills; they don't have the writing skills; they don't have the reporting skills."

Poussaint advised minority members to be "aggressive" and "pushy" if they find themselves in a newsroom situation, because that is the best way to learn and to improve their skills. Young minority journalists "have got to be awfully, awfully good to survive in television," Poussaint said. But there is hope for minority journalists, according to Duncan: "If you work hard, and you're good, you can do real well in this business today."

On-air or management track? Big question in newsrooms

Greater emphasis must be placed on getting more blacks into news management, National Black Media Coalition Chairman Pluria Marshall said as he introduced a session addressing that issue.

Jim Van Messell, news director of WRC-TV Washington, said it was a "two-pronged problem." First, Messel said, it depends on

the type of "pro-active approach" that ownership, news management and station management take in recruiting and promoting blacks in news management. And second, Messel asked, "How do you convince young black journalists to forgo an on-air track to get into management, knowing that maybe they're going to make [less] than maybe they think they can make, should they become an anchor in a major market or a network anchor?" He added that there are too few of the latter type jobs available. However, "until someone is convinced that he or she can't do that job, and isn't going to get that opportunity, it's real hard to give up that hope. And I think we, as news managers, have to play a key part in that process."

Dave Roberts, executive news producer at WGHP-TV High Point, N.C., said it is the responsibility of young blacks to get behind the scenes in the so-called "nonglamorous" management jobs, which, he said, can be powerful positions. Added Bob Warfield, news director at WDIV(TV) Detroit: It is "difficult to discourage brothers and sisters" from being on the air, but being in management isn't a game any more, he said. Mildred McNeill, news director at WVIT(TV) New Britain, Conn., said that her position enables her to "broaden [the] thinking" of those at the station, often to include a minority perspective, she said.

Asked how difficult it is to move from a small-market management to a network level, Ray Nunn, ABC's chief of Southern bureaus, said the networks were looking for "competent people" and that the transition is difficult "only because you're learning to play a game with different players." A person who has been successful locally will then be "of immense value" to the networks,

he said.

"Now what that may mean," Nunn said, "is that they wind up" as a producer at one of ABC's domestic or foreign bureaus. "But we gauge them on their success. . . . The fast track in terms of our management structure, in terms of news," Nunn said, "is for people who have been assignment editors and producers. We can't get enough of them and those are the people who have to, quite frankly, lead the charge."

Among the questions raised by the audience was how to break into the business. Messell said he didn't think it was possible to design something for those directly out of college, to "put them in a program and then they get on a management track." Said Messel: "When you get your first job there is no track. You're getting your foot in the door. And if it's emptying the wastebaskets, empty the wastebaskets. . . . Once you do that, you will have an opportunity to see what goes on in a newsroom." It will provide an opportunity to move up the ladder and decide on the direction to go, he said.

Furnishing blacks with public affairs programming

"Public affairs is frustrating," admitted a panelist at the Saturday morning "Public Affairs Programming" session at the NBMC conference. But panel moderator Donna Gittens, vice president of community programming for WCVB-TV Boston, started the session on a brighter note: "Since the seventies, under pressure from community advocates, the nation's broadcasters have come to understand the importance of serving the various racial, ethnic and religious minorities through public affairs. If the emphasis

Briefing. Washington lawyers who deal with blacks in communications gathered for the final session of the NBMC conference, "Communications and the Law," to discuss their role in the broadcast industry. Topics ranged from applying for new frequencies to reinstating must carry to claiming discrimination.

Bill Freedman, an attorney with Leibowitz, Spencer & Freedman and formerly with the FCC, warned the audience to be careful when choosing advisers and thorough when filing applications. He said the commission's policies are much stricter now because it "got burned" by communications consultants and unethical lawyers who filed mass applications for LPTV and cellular radio. Tom Hart, vice chairman of the National Conference of Black Lawyers task force on communications, who practices with Baker & Hostetler, said the FCC should consider adopting must carry for minority stations, taking advantage of an offer by the U.S. Court of Appeals in Washington to rewrite the must-carry rules. Squire Padgett, of Baccus, James & Padgett, who represents individuals and defends employers in personnel-related matters, said black broadcasters should "negotiate well" for their original contracts, because "when the ratings come out, if you haven't done well, you're out of a job." David Honig, National Black Media Coalition counsel, feels challenging the licenses of broadcast owners makes them aware that "you can't have regulation where if you get caught you clean up your act and get renewal. . . . When you can lose your license, people listen."

A number of the panelists questioned the government's attitude toward minority broadcasters. "Chairman Fowler, as many of you know, is a free marketplace zealot," said Bill Kennard, of Verner, Liipfert, Bernard & McPherson. Honig presented arguments that the free marketplace theory is not fair to blacks. "NBMC sits at the table with group owners and they say, 'Now, off the record, you know the FCC isn't going to do anything about [discrimination].'" he said. "We don't hesitate to take the commission to court; it's fun, it's necessary," he added.

When the panel was asked what minorities could do to get better representation in the government, Toni Cooke, of Wiley & Rein, suggested: "Elect a new President—of the United States." Cynthia McClain-Hill, with the FCC's common carrier, said blacks should realize that money is power. Blacks ought to "look at bankers, form limited partnerships, get some money. The more money you can put together as black people, the less you have to rely upon favorable policies from anybody. Policies change, and it's criminal to think that whether or not blacks are actively involved in this industry is going to be determined by whether or not there is a Democrat or a Republican in the White House. We're in this for the duration."

in the early days of public affairs was on serving the masses with two chairs and a plant in obscure time periods, the 1980's have signaled a dramatic turn of events," Gittens said.

The session featured four panelists: Thursa Thomas, community affairs director, WJLA-TV Washington; Kathy Stowe, producer and host, *Reflections*, WTVD(TV) Durham, N.C.; George Collins, director of affirmative action and executive producer of *Insight*, WMAR-TV Baltimore, and Eleanor-Jean Hendley, producer and host, *City Lights*, and general assignment reporter, KYW-TV Philadelphia. The panelists showed segments of their programs and discussed the problems inherent in programing public affairs.

According to Thursa Thomas, WJLA-TV pre-empts 12 hours of network programing each year to focus on community issues. The station has a reputation for producing documentaries, and Thomas believes that's because its management has offered much support. "It's very hard to convince somebody that a program should be on the air or that you ought to be covering a particular subject if you're not working from within, not in the top positions," Thomas said. "Changes, I think, depend a lot on how many minorities are in positions within stations."

At present, she said, WJLA-TV is trying to upgrade its public affairs programs "so that public affairs can become a money-making entity." A public affairs department needs to "come up with innovative approaches toward presenting programs," she said, and to stay on top of issues. In addition, a public affairs department, which often must market its own programs, can benefit from entering those programs in contests. "It's amazing what response you can get from a show if it wins an award," she said.

The second speaker, WTVD's Stowe, is suffering a disappointment. The program she produces, *Reflections*, started with a "fast-paced, sort of glitzy exterior to lure the audience—both black and white—into having its consciousness raised about some black issues in the community." The show worked, and "was the number-one show in its time period, beating out NCAA football—it was just a phenomenon," Stowe said.

Then the station changed general managers, Stowe was told her "docutainment" program cost too much, and *Reflections* was sent back to the studio. It has lost its white audience, she said.

WMAR-TV's Collins told the audience: "If you look at television both from the news perspective and from a programatic perspective, you are going to find that it is rare to see black life reported on or projected as it really is." He contended that "in addition to the pimps and the prostitutes in the black community, there are some people who are concerned about politics, who are concerned about education, who are concerned about the quality of life."

To serve that segment of the population, Collins, upon becoming news editor at WMAR-TV, began a program called *Man to Man*, which eventually evolved into *Insight*. His goal was to make sure that "the news we presented in Baltimore was balanced in

terms of life in the black community." Black journalists have a responsibility "to make sure that the interests—the legitimate interests—of the black community are not neglected by the communications industry," he said.

KYW-TV's Hendley talked about the success of *City Lights*, a magazine-formatted program oriented toward Philadelphia's black community. Among black viewers there, said Hendley, *City Lights* commonly outperforms *Magnum, P.I.*, *St. Elsewhere* and *Remington Steele*, drawing a 40 share of the black audience, according to Nielsen's annual survey of black television homes. The program's subjects range from music to domestic violence to black business, bringing "information to our audiences that they would not have any other way of knowing," Hendley said. "We present issues that affect black people, but not black people as the issue." *City Lights* provides a forum for local talent, said Hendley, and has a studio audience to "give the community a chance to be involved."

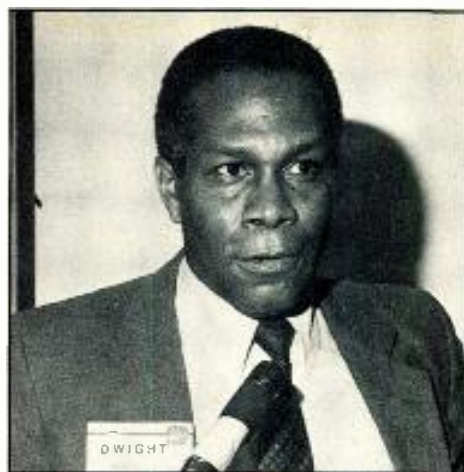
The members of the panel were asked what the impact of black programs has been on the general audience. Collins said his station received comment from both blacks and whites about a story on AIDS. According to Hendley, she makes an attempt to balance her portrayal of issues on *City Lights* by bringing in white guests and soliciting the opinions of whites, "because you don't want your audience to feel that certain issues [such as teen-age pregnancy and welfare] are just a black issue." Stowe said any producer's emphasis should be on creating a program that is interesting and will sell. "I really think that black programing has to stand up on its own; it has to be good programing that happens to be under the umbrella of the color black," he said.

Progress report on blacks in the programing arena

Their numbers are small—four black station managers, three black general managers and two black program managers (programing nonnews) at commercial television stations across the country—Dwight Ellis, vice president of minority services at the National Association of Broadcasters, told a crowded session on black programing and syndication. Despite those figures, however, Ellis said "there is still progress being made because there are many in the trenches."

Ellis, who listed some of the high-ranking blacks at the networks and production studios, said there are "quite a few" managers and directors on the network level and more blacks working in the production community in Hollywood as grips, production assistants, producers and associate producers. He added: "You should know that . . . because these people are making the decisions that make the difference of what you see on television."

Among those commenting on current television programing was Paul Brock of Beverly Hills, Calif.-based News & Information Management Systems. Asked about the "prognosis for the increase of minority participation in the production and, possibly,



Ellis

syndication of either minority-themed product, or product produced by minorities," Brock said that "the networks are simply following their nose. Their stats tell them that the majority of that audience out there—almost 40% of the audience [in] prime time—are minorities." And "almost 80% of those minorities are black," Brock said. So this year you are seeing a lot of new black shows," he said.

"For the first time that I've ever seen," Brock said, "my phone was ringing and they were saying, 'Can you come in and have lunch so we can talk? Maybe you have an idea for a program.' I've never seen anything like it," Brock said. He also predicted that black programing on cable will increase as more black urban areas are wired, and producers begin to aim for that audience. But the programing shouldn't be "exclusively black," he said. "Black folks don't want exclusively black programing, but they do want more."

Gene Davis, director of creative service of New York-based Essence Communications, said that he "agreed in principle" with Brock, but said that over the past 25 years "it seems to me, we've gone through this at least three times with national television. But that merely says to us that we have to begin to be incredibly creative in terms of programing development." He said that such programs as NBC's *227* with Marla Gibbs and CBS's *Charlie & Company* with Flip Wilson "are basically sitcoms that were spun out of *The Cosby Show*. The challenge is to begin to develop the kind of programing that creates what is known as audience flow." In other words, Brock said, "to create a black-oriented program that is not necessarily the same thing. . . . We have to begin to do more programing that is not a rip-off of and/or an imitation of what you currently see. And that's our challenge."

Billy Parrott, president of New York-based Parrott & People, agreed: "We can't be seduced by a trend situation, which is that it's current and . . . whatever is hot and working for the moment"; that's what Hollywood and TV do, he said. Parrott said that with videocassettes and cable, "both the movie industry and television can no longer exist very long. That's where our great opportunities are because we can go directly to the market. We can do movies and advertising that promote them and sell them, just as they

do Crest toothpaste. And that's where we have our greatest chance," Parrott said. "From that point of view, I think it's very optimistic."

Entertainment attorney Clay Chavers with Washington-based Hart, Carroll & Chavers, said: "The opportunities are there if we make them opportunities."

Raising the media's standards for children

"Media, Shaping Our Children?", an NBMC session headed by Evelyn Moore, executive director of the National Black Child Development Institute, focused on the effects of the media on black children and outlined ways to help the media provide better fare.

The context for discussion of children and the media was given by Geraldine Wilson, a children's programing consultant based in New York. "We have to make some serious determinations about the media and its impact on our children," she said. Among the media to be watched over: books, posters, greeting cards, record jackets, cereal boxes, radio and television. "I'm not sure any of us, black or white, will survive television," she said. "I think that, in a sense, a Frankenstein has been created that is now rampaging out of control." Wilson referred to the book "The Disappearance of Childhood," which

Gil Noble, producer/host of *Like it Is* on WABC-TV New York, questioned the motives of young blacks looking for jobs in the media today—"whether they intend just to get a good job and shut up and be well-salaried and well-manicured and maybe even participate in perpetuating the problem, or whether they have a really deep, burning commitment to raise hell in the environment where they are employed, and try to turn things around and address themselves to the needs of our people."

While studying the sixties, said Noble, he discovered that the FBI had amassed material on black culture because "one of the energizers of that social upheaval that our people created... was our music, our cultural strength." Today's music no longer contains the motivational, inspirational lyrics of the freedom songs of that time, he said. Instead, it encourages children "to get involved in all kinds of other activities," and it encourages "all kinds of strange behavior, and our young people are genuflecting at this altar of confusion."

Noble said he founded the nonprofit National Black Archives of Film and Broadcasting to collect material about blacks throughout history. He was given control of WABC-TV documentaries, which he will recut for use in the country's school systems. "Our young people are going to get an opportunity to look at their past, to look at some of the best that they have produced, in the hope that it will straighten them out and begin to clarify to them what their lives could be and what devices are working to put them to sleep."

Sales executives give tips on ways to success

Sales executives offered ideas on how to be successful in their field during a Friday morning session (Oct. 11). Chuck Cowdrey, vice president and general manager, WDCA-TV Washington, advised those listening to be conservative in the sales approach—to "be as gray as you possibly can be at the opening, so you can get as close as you can to your client." Among the other "fundamentals" Cowdrey offered was the importance of believing in the product being sold, and to remember that "you're not everybody's friend." Cowdrey said it also helps to be organized, professional, flexible, creative and persistent ("I honestly believe that you have to want to die rather than lose to someone," he said.)

Jeff Taylor, account executive, CBS Spot Radio, New York, said that organizational and writing skills were important. He also advised prospective salesmen to "get into a mode of selling... both your product and yourself," and to learn something about the background of the sales prospect. Additionally, Taylor told the mostly student-age audience to "keep your nose clean in all of it; what you've got in this business is your reputation."

Said Ed Bradley, national sales manager of KCTV-TV Kansas City, Mo., who moderated the session: Sales people should be happy with themselves, and have "an arrogance of

self."

The "bottom line," according to Gordon Peppers, sales and account executive, KABC-TV Los Angeles, is "moving your product for your client... Know your market, your competition, your station's strengths and weaknesses. The total package is what works," he said.

For Novella Smith, account executive, WHBQ(AM) Memphis, success in sales is helped with "concept selling"—creating a need and then selling a product to fit that need. "People buy people. People buy ideas and people buy concept. And remember, when you walk in, ask Mr. Advertiser, 'What does it take to get your business?' And when he tells you," she said, "walk out with an order." In addition, Smith stressed the importance of knowing "what you're talking about," and not taking "no" for an answer.

Lil Jones, account executive, WBMX(FM) Chicago, listed her "Seven Principles for Success" during the session, including having a "positive mental attitude" and wanting to be successful; setting "realistic, short-term goals, far-reaching-long-term dreams" and a strategy to attain them; associating with "dynamic, purposeful people"; striving for perfection, and helping those on the way up by extending support she said.

Taking a stand for minority broadcasting

Friday's luncheon speaker was Eleanor-Jean Hendley, general assignment reporter at KYW-TV Philadelphia and producer and host of the station's black-oriented magazine program, *City Lights*. In Philadelphia, where 40% of the population of 1.6 million is black, there is one black-owned radio station and another changing hands to black ownership, she said. Of the three network-affiliated television stations, none have black anchors for weekday 6 or 11 p.m. newscasts, and of the city's six television stations, none have blacks in senior management positions, said Hendley.

In a country where 64% of the population—and especially minority members—gets its primary news from the broadcast media, "those of us who make our livelihood in television journalism have a major responsibility—and that is especially true for those of us who are black journalists," she said. "We all bring our history, our culture, our background and often our color into play whether we are reporting, editing, producing or shooting" a story.

Black journalists historically have been used to "get stories that white reporters could not get," said Hendley, "stories that emanated from the black community but were of importance to everyone." That situation is not necessarily bad, she said. "Who can better cover a story in the black community than a black journalist?" she asked. "Who else can bring the same degree of sensitivity, understanding and objectivity to a story on an ethnic or racial group than someone who has grown up as a part of that group, and understands the subtleties of that group's experience?"

Hendley borrowed a quote from the executive director of the NAACP and former FCC commissioner, Benjamin Hooks:



L-r: Moore, Lovelace, Noble, Wilson

claimed that adults, who are a source of authority because they have information and knowledge, are being supplanted by television, which "gives everyone information at the same time." Wilson claimed the media should be presenting "some images we have in our history and our literature that have never been available to black folk," because "the function of media in the society is not entertainment but the transmission of ideas."

Dr. Valeria Lovelace, director of research for public broadcasting's *Sesame Street*, gave an alternate view of television. "Television can help us raise our children," she said, effectively reducing fear of the dentist, encouraging sharing, increasing school-related skills and teaching acceptance of children from different backgrounds. Television is not good or bad, she said. "Television is a technological invention. Like the telephone, it can transmit positive or negative messages." Lovelace offered three steps parents could take to increase the value of television for children: watch television with the child, discuss programs with the child and write stations and producers to let them know reactions to programs. "Open up the two-way street," she said. "You, in fact, are a part of the production team." Lovelace urged the audience to "take every opportunity to instill your values, discuss your views, and create an atmosphere in which television is a source of information, and not the source."



Hendley

"Don't stoop at standing time." Black broadcasters should question their own actions, she said. "Are we stooping when we should be standing and speaking out against insensitive coverage or the lack of coverage in the minority community? Are we stooping when we should be standing and trying to increase the number of blacks in front of and behind the cameras? Are we stooping instead of standing when we have the opportunity to improve the quality of life in our community but don't do it?" □

PBS to test new service in February

National Narrowcast Network of instructional courses will be fed to 20 cities for 15-week trial

The Public Broadcasting Service will launch its potentially self-supporting National Narrowcast Network service with a 15-week test in 20 cities next February, providing 375 hours of video training courses and seminars to businesses and colleges.

During the test, PBS will deliver a daily five-hour programming package through microwave and addressable cable to participating stations from 11 a.m. to 4 p.m. NYT, Monday-Friday. The programming will be geared "for workers at all levels," PBS said. It will include training and continuing education classes, as well as courses available for credit through local colleges. Some programming will be devoted to specific subjects, including management, computer literacy and applications, sales and marketing, effective communications and basic skills development, PBS said.

(Planning and research for NNS began in 1984 with the support of 90 PBS member stations which contributed \$250,000. In early 1985, the Annenberg/CPB Project contributed \$700,000 to help defray the costs of the test, including research, marketing and distribution. NNS is expected to support itself in the future, PBS said, with fees from subscribing businesses and colleges covering operation costs.)

Said PBS President Bruce Christensen:

"The inauguration of NNS is the next logical step for public television in fulfilling its educational mission. With NNS we will address the needs of the American worker in an increasingly competitive environment. The key to growth and innovation is proper education, training and development; NNS is a uniquely effective way of making such training readily available."

PBS senior vice president for education services, Bill Reed, added that NNS's "direct delivery of programs answering significant training needs, coupled with low fees, means substantially reduced costs for employee education."

Subscribers to the service will need special equipment to receive NNS programming, although there will be several ways they can receive it. PBS will send the NNS programs to participating stations by satellite. Most will then send the programs to subscribing organizations by Instructional Television

Fixed Service microwave channels. In Austin, Tex., addressable cable will be used, and in Portland, Ore., the University of Oregon will be specially licensed to receive the NNS signal directly from the PBS satellite.

The noncommercial television stations selected for the test are: KAET(TV) Phoenix; KUAT-TV Tucson, Ariz.; KPBS-TV San Diego; KTEH(TV) San Jose, Calif.; Connecticut Educational TV in Hartford; WLRN-TV Miami; WUSF-TV Tampa, Fla.; WKPC-TV Louisville, Ky.; WGBH-TV Boston; KCPT(TV) Kansas City, Mo.; WTVS(TV) Detroit; WUCM-TV University Center, Mich.; KUON-TV Lincoln, Neb.; KLVX(TV) Las Vegas; Oregon Public Broadcasting in Portland; WITF-TV Harrisburg, Pa.; KLRU-TV Austin, Tex.; WHRO-TV Hampton-Norfolk, Va.; WCVE-TV Richmond, Va., and Wisconsin Educational TV in Madison.

NNS plans nationwide service in September 1986, PBS said. □

CBS eye looks inward

Self-promotion is not aim of documentary on network television business, says CBS; film will be shown to journalism schools

CBS has turned the camera on itself and granted an unusual, behind-the-scenes look at the world of network television in a new documentary produced by the CBS/Broadcast Group. The film, "Making Television: Inside CBS," premieres this month at select communications and journalism schools around the country and, according to CBS executives, presents a straightforward picture of the decision-making process behind the network television business.

The documentary is the latest development in CBG's campaign to educate the general public about the business and structure of network television. Although CBS is not alone among the networks in stepping up communications efforts to the general public these days—ABC is in the second phase of

its *American Television and You* public service campaign—CBS is believed to be the first to do it through a full-length documentary.

To make the film, CBS commissioned independent filmmaker Tom Spain to produce a documentary that would illustrate the real-world, day-to-day workings of network television. With CBS's blessing, Spain took his camera inside programming conferences, sales meetings, control rooms, news studios and network suites to record the process of putting network programming on the air.

The 48-minute film—which was researched, written and narrated by Spain—gives a picture of the network through three perspectives: the production and development of a prime time entertainment series, the coordination and broadcast of a live basketball championship game and the editorial process in the pressure-cooker atmosphere of producing a nightly broadcast of the *CBS Evening News*.

"The public's interest in the television



Spain filming Dan Rather at work

A Better Way Sweeps the USA



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business has grown tremendously over recent years," said Gene F. Jankowski, president, CBS/Broadcast Group. "People want to know more than just what's on the screen," he said. "They want to know about the business behind it—who we are, what we do and why and how we do it. [This film] is a way to answer that need by providing a unique insider's glimpse of people making the business and creative decisions."

Spain spent the first half of the year filming CBS employees on the job at various CBS locations throughout the country. Those places included CBS Television City in Hollywood, where CBS Entertainment is based; the set of *Double Dare* at the Burbank Studios in Los Angeles (a CBS series from Warner Bros. that had a limited engagement on the network last spring); Black Rock (CBS corporate headquarters) in New York; in Phoenix, during a regional affiliates meeting; CBS Broadcast Center on Manhattan's west side where the network's broadcast facilities and CBS News are based, and Rupp Arena in Lexington, Ky., site of the 1985 NCAA basketball championship.

In the film, CBS executives are not identified by name, but are seen at work during program scheduling meetings, ratings conferences, audience reaction sessions, producing the nightly network newscasts and in interviews with off-camera reporters. Spain shot between 35 and 40 hours of film and, claimed CBS executives, was provided entry into CBS meetings—such as a programming committee that was selecting new shows for the 1985-86 prime time schedule—normally barred to outsiders as well as certain CBS executives.

"There is a lot of myth-busting in this film," said George Schweitzer, vice president, communications and information, CBS/Broadcast Group, who was also the film's executive producer. Schweitzer said the intention of the film was principally twofold: to "personalize the business of television" and "to show some of the excitement and complexity of the business." He stressed the film was not produced as a public relations or recruiting vehicle for CBS but was intended as an "informational film primarily for schools and colleges" about the network television business in general—hence the decision not to identify the CBS executives



Capturing the control room drama of the CBS Evening News

in the film, although all four executive vice presidents (James Rosenfield, Thomas Leahy, Neal Pilson and Van Gordon Sauter) are interviewed by a ghost-held camera.

However, the film is not top heavy with CBS brass. Several interviews are dedicated to the rank-and-file of producers, cameramen and technicians. At one point, a cameraman explains that he does other things besides focusing a lens, such as laying cables in a mud-soaked field. Then a staff member in the research department is seen soliciting comments from viewers being tested for their reaction to a new TV series.

The idea to produce the film arose from meetings among Jankowski, senior vice president David Fuchs and Schweitzer who decided that such a film could enhance the understanding of not just CBS, said Schweitzer, but the entire network television system. A common misconception, Schweitzer said, is that the networks own all the television stations in the country. "We [told Spain] we wanted a portrait of the people making television and how that process unfolds," he explained.

As a result, Spain said he was given a freedom to do a portrait of the company that was not afraid to be filmed, warts and all. Spain, who formerly worked in the documentary unit at CBS News, admits that if he had made the film for the news division, there were things he might have done differ-

ently, but he said CBS was willing to go much further than any company for which he had previously made a "corporate film." While no internal squabbles are reported, Spain does show a side of the network that publicists are paid to shield.

At one point, for example, Spain latched onto the development for a new TV series, *Double Dare*, which starred Billy Dee Williams. Spain recorded every aspect of the making of that series, from its original pitching by Warner Bros. executives to CBS programming executives, through to script writing conferences, production scenes and editing sessions. Also, Spain followed parallel developments as network salesmen tried to clear advertising time and executives in the standards and practices division went over every word. (An objection is made that too many of the bad-guy characters in one episode have oriental surnames.) Finally, Spain winds up alone with the two engineers and announcer at the Broadcast Center who fed it out over the network on its April 10, 1985, premiere.

Not long afterward, *Double Dare* was canceled because it bombed in the ratings.

The film makes an effort to show that network television is not entirely harmonious, although some of the nuances may be lost on those not familiar with the business. When Spain visited the CBS affiliates meeting in Phoenix, CBS affiliate board chairman Joseph Carrier told him: "I may have no control over what CBS does, but I do have control in that if I don't want to take a program, I don't have to." In another part, CBS News President Ed Joyce is quoted as saying, "In the news division, we're not in the business of taking months and sometimes years to construct a version of reality. We're dealing in the reality business, which imposes its own particular deadlines."

Several CBS executives are seen in various stages of their work, explaining what they do. Among those featured (but not identified) are CBS Entertainment President Bud Grant, senior vice president of programs Harvey Shephard, CBS research vice presidents David Poltrack and Arnold Becker, network sales chief Jerry Dominus, CBS Sports President Peter Lund; sportscaster Brent Musberger and *Evening News* anchor and managing editor Dan Rather.

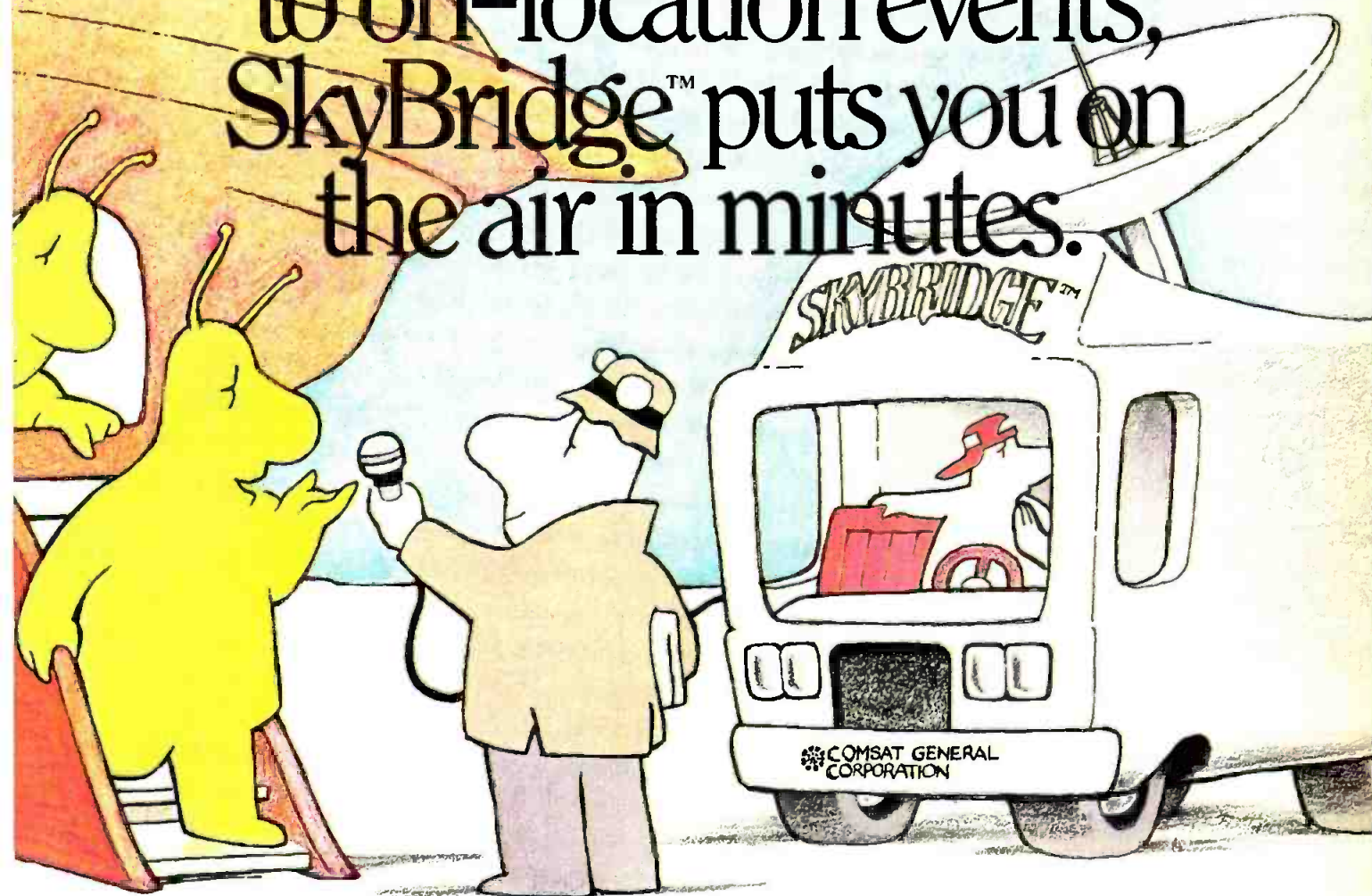
But much of the real meat of the film

Commercial application. The Public Broadcasting Service's PBS Enterprises and International Marketnet (IMNET) have conducted the first of 12 demonstrations of a data delivery system using the vertical blanking interval portion of the PBS signal. The demonstration was held in Washington in conjunction with National Telecommunicator Network Inc., whose "football-based interactive television game," QBL, was the subject of the demonstration, PBS said.

In the game, a television viewer tries to predict a quarterback's next play. According to PBS, QBI "requires the delivery of data to an intelligent computer terminal. After each down, the actual play called by the quarterback on the field is transmitted to each QBI terminal, anywhere in the country, via the VBI. The terminal then matches the QBI players' calls, which have been keyed in with a small hand-held device, with the actual game call and assigns a score," PBS said.

Potential customers for the service include hotels and restaurants, NTN President Pat Downs said, adding that IMNET solves NTN's "problem of getting the data from our center to all the potential players in an efficient, timely fashion...." Demonstrations of the system are to be held for the next 12 weekends in 13 cities, including Los Angeles, San Diego, Dallas, New York, Denver, Chicago, Houston, Miami, Boston, Washington, Atlanta, San Francisco and Tampa, Fla. Public television stations in those cities will provide the broadcast links sending the signal to the demonstration sites, PBS said.

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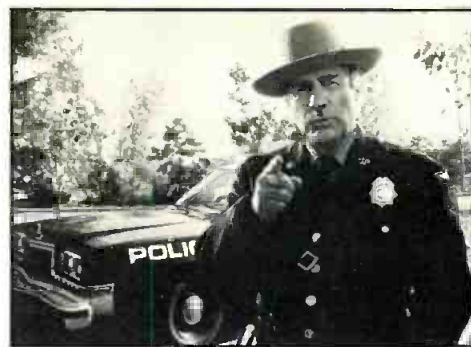


comes from the line producers and staff who make the network engine run. Observed one CBS sports cameraman: "You get butterflies beforehand because you think, 'There are 110 million people who are going to watch the show. I better not make a mistake; the whole world will see it.'"

CBS declined to say how much it cost to produce "Inside CBS," but one executive described it as "less than a [network] documentary." In any case, CBS hopes to recoup the production cost by licensing the film to colleges, schools and other organizations through CBS Productions. When a CBS executive goes out on the road and speaks before a public audience, the film is free. It

will also be provided free to affiliates. Schweitzer said it is not contemplated at this time to air the film on the network, although he said nothing prevented affiliates from airing it on their own.

CBS premiered the film at Michigan State University's College of Communications Arts and Sciences (Jankowski's alma mater) and it plans to show it this month at the communication or journalism schools of Boston University, New York University, Northwestern University and Georgetown University. The presentations will be accompanied by a CBS/Broadcast Group senior executive and followed by a question-and-answer session. □



ly a less intoxicating and less harmful beverage than hard liquor, and therefore lies somewhere on the continuum between soda pop and liquor. In particular, we would recommend that films and TV spots developed by or for the Department of Transportation attempt to show scenes that drinking of malt beverages leads to difficulty at least as often as they show scenes in which drinking of hard liquor leads to difficulty." Bronfman explained Seagram's involvement in the alcohol awareness campaign: "This is a perfect instance where the self-interest of a major corporation dovetails exactly with the best interests of the public. It is very much in Seagram's interest and in the interest of the rest of the alcohol beverage industry to reduce instances of alcohol abuse. When the instances of alcohol abuse are reduced, the debate about and the pressure on the alcohol business that currently exists we hope will reduce. That will only happen when people know more about what they are drinking."

But, according to George Schweitzer, VP, communications and information, CBS, the Seagram PSA's don't really tell the public

A drink is a drink is a drink?

Liquor distiller's PSA claiming alcohol equivalence runs on cable with blast at TV networks

A "public service advertising campaign" sponsored by The House of Seagram was set to begin airing last Wednesday (Oct. 16) over Cable News Network, Financial News Network, Lifetime and USA—all cable services—and superstation WTBS(TV) Atlanta. The campaign features a 30-second message about equivalence—Seagram's claim that 12 ounces of beer, five ounces of wine and one-and-a-quarter ounces of liquor contain the same amount of alcohol—sandwiched between 30 seconds of charges that the three major television networks refused to broadcast the ad. The accusation is made by an actor portraying a state trooper who says: "Driving under the influence of alcohol is the biggest single cause of highway accidents. By far. That's why we have to learn certain facts about what we drink. A TV commercial that teaches those facts exists. Yet the ABC, NBC and CBS television networks refuse to air it. . . ." In addition to the four-week public service campaign to be cablecast to approximately 30 million households, Seagram is running a print ad in newsweeklies and other consumer magazines. The cable and print campaign is costing Seagram about \$10 million this year, the company said. The 30-second centerpiece of cable's 60-second spot will also air on non-commercial WNET(TV) New York.

At a press conference at Washington's National Press Club last week, Seagram President Edgar Bronfman Jr. said the new campaign was being mounted following a seven-month attempt by Seagram to place a variety of equivalence ads on television. According to Bronfman, the networks claimed the spots were advertisements for liquor, and would not air them even when Seagram offered to take its name off the spots. The offer of a spot alerting pregnant women to the dangers of drinking was ignored by ABC, rejected by NBC, and accepted by CBS on the condition that the equivalence statement be removed. "What makes this simple, scientifically verifiable fact so objectionable to the networks?" Bronfman asked. "Are they afraid of offending a group that spends about \$375 million a year on television advertising—the brewers?"

Bronfman pointed out that while Miller, Coors, Anheuser-Busch and the U.S. Brewers Association have previously promoted equivalence in educational pamphlets, student manuals, servers' intervention programs and a movie, respectively, they also recently signed an "Open Letter on Alcohol Policy to Government Officials" that attacked equivalence. "Many of the leading beer companies seem to have two positions on equivalence, one that they tell the government and the other they tell the public," Bronfman said.

According to Bronfman, a U.S. government study done for the National Highway Travel Safety Administration said: "Specific public educational programs should be developed to counteract the image sought by the malt beverage industry that beer is clear-



Anti-drug activity. The National Association of Broadcasters is sponsoring a TV and radio public service campaign featuring members of Congressional Families for Drug-Free Youth in the campaign against drug abuse. Five senators' wives and 21 representatives' wives appeared in individual PSAs taped last week in front of the Lincoln Memorial in Washington. Pictured above with camera crew members (l-r): Rosemary Boulter (wife of Beau Boulter [R-Tex.]); Alma Rangel (wife of Charles Rangel [D-N.Y.]), and Jean Lujan (wife of Manuel Lujan Jr. [R-N.M.]). The PSAs are being distributed to all TV and radio stations in the legislators' districts or states. The ads are expected to air in late November.

Another spot was also produced featuring Joyce Nalepka, president, National Federation of Parents for Drug-Free Youth. NAB is also producing a PSA on drunk driving featuring FBI Director William Webster and NAB President Eddie Fritts. That spot is expected to air during the year-end holiday season, and includes a window for individual members of Congress to make an appearance.

Sometimes it's okay to wait and see.

When a new product or service is first made available, sometimes there are good reasons to wait and see how well it works and what kind of value it delivers for your money.

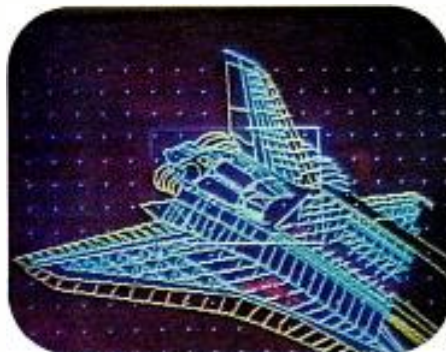
But with the Local Program Network's Story Source,

there's no longer any reason to wait. In two years it's proven to be a genuine success. It's now providing leading stations around the country with timely newsfeatures, promotable cover stories, and special continuing features on high technology, medicine, and more.

But if you waited, here's what your viewers didn't see.



In-depth news when it's hot LPN stations were fed an unforgettable series on the growing tragedy of AIDS produced by San Francisco's award winning KRON—the day stricken actor Rock Hudson came home from a Paris hospital. (And LPN is now introducing an even more timely Story Source which you can localize!)



Highly promotable high tech LPN's hi-tech series provides three glossy 90-second stories every week, bringing viewers fascinating news from the frontiers of science and technology. From computer assisted design to nuclear fusion research, this series keeps viewers on top of new developments.



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COVERAGE THAT COMPLEMENTS. Story Source isn't out to replace the networks. And it can't be a substitute for your local excellence in news. But it can provide an important added dimension that complements them both,

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For information about Story Source and other services of the Local Program Network, call (612) 330-2557.



Coverage that complements



what it needs to know. "I think we're talking about apples and oranges here," he said. "We think the ads are misleading... They don't distinguish between the three kinds of alcohol's variation in [rate of] blood absorption. And it's one thing to talk about equivalence on the basis of pure alcohol content. The other is distinguishing between how the different types of alcohol are absorbed." CBS, said Schweitzer, asked Seagram for substantiation of its claims, "and none was forthcoming." Because the network wanted to run the spot directed toward pregnant women, he said, it asked Seagram to claim that the effect of the three types of drinks was "similar" rather than "equal." Seagram was not willing to revise its claim, a situation that Schweitzer said CBS found "very curious."

CBS was under no pressure from brewers to refuse the spot, Schweitzer said. And he did not feel that cable was trying to make the networks look bad by running the state trooper spot. He saw cable's running the ad simply as "a difference in the level of standards."

Honored for service. The National Broadcast Association for Community Affairs presented its annual community service awards for radio and television at its 11th annual conference in Albuquerque, N.M. The association, comprising radio and television station community affairs specialists, presented awards in two categories dealing with community needs and concerns: total station projects and public service announcements. The winners:

- **Operation Homeless, WXIA-TV Atlanta** □ Best total station project, TV metro areas 1-30.
- **Safe, Strong and Free, KGUN-TV Tucson, Ariz.** □ Best total station project, TV metro areas 31-plus.
- **Achievers, WTCN-TV Minneapolis** □ Best public service spots, TV metro areas 1-30.
- **Chronic Mental Illness, KGUN-TV Tucson** □ Best public service spots, TV metro areas 31-plus.
- **Rockabye Baby—Teen-Age Pregnancy, WABC(AM) New York** □ Best total station project, radio metro areas 1-30.
- **The King Carecab Project, KING(AM) Seattle** □ Best public service spots, radio metro areas 1-30.

A spokesman for ABC said that network was "seeking more information regarding the equivalence argument," and could not approve a commercial until it had done so.

A clarification released by NBC the day of the conference stated: "NBC believes that the advertising submitted implicitly promotes consumption of distilled spirits.

Long-standing NBC policy prohibits this. While we applaud the efforts of Seagram to promote moderation in alcohol consumption, these commercials, which so oversimplify the 'equivalence' issue as to be misleading, point up the difficulty of illuminating an issue of such complexity in a brief advertisement." □

NAB committee assignments

The National Association of Broadcasting has announced the members of its standing committees for 1985-86. The list follows:

Ad Hoc Representatives Advisory—James L. Greenwald, Katz Communications, New York, chairman; Martin F. Beck, Beck-Ross Communications, Rockville Centre, N.Y.; Jerome Feniger, Station Representatives Association, New York; Ralph Guild, McGavren Guild, New York; Jerry Holley, Stauffer Communications, Topeka, Kan.; Alfred M. Masini, TeleRep, New York; Jack Masla, Jack Masla & Co., New York; John Mulderrig, Seltel, New York, and Walter A. Schwartz, Blair Television, New York.

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Intelsat pleased after Assembly of Parties meeting

But that doesn't mean he sees eye to eye with Reagan administration; Colino promises effort at flexible pricing under existing authority

Intelsat director general Richard Colino last week appeared at a press briefing following the 10th meeting of the global system's governing Assembly of Parties, a happier man, by his own view, than he had been a year ago. The assembly—the most heavily attended, with representatives from 89 of the 110 Intelsat member countries—had completed the task begun by the board of governors a month earlier of establishing the guidelines that would be used in determining whether separate international communications satellite systems would cause Intelsat “significant economic harm.” A year ago, the proposals he had submitted to establish such criteria had generated considerable controversy and subjected him to harsh criticism within the U.S.

That was not the only development at the meeting that appears to have pleased Colino. The meeting, he reported, indicated a complete lack of interest among members in serving as a foreign correspondent for any of the five U.S. separate systems conditionally approved by the FCC. Colino has made it plain for two years he fears the emergence of such systems would drain revenues from Intelsat. Then, too, there was the Assembly's endorsement of the board of governors' action in approving, in principle, the director general's proposal to establish planned domestic services.

Colino's briefing for the press followed by several days one provided by State Department officials (BROADCASTING, Oct. 14). The differences in interpretation and tone reflected the continuing tension between the Reagan administration and Colino, the first American and the second person to head the 21-year-old International Telecommunications Satellite Organization. One particularly discordant note involves the question of pricing. Colino indicated he does not regard Intelsat as being bound to cost-based pricing—as the U.S. feels it should be.

The issue of determining “significant economic

harm” grows out of the requirement of Article XIV (d) of the Intelsat Agreement that the Assembly, acting on the advice of the board of governors, consider the technical and economic impact on Intelsat of proposed separate systems. Colino's presentation of proposed guidelines a year ago—in response to a request the Assembly had made of his predecessor in 1982—caused an uproar. U.S. officials saw them as designed to stall if not block coordination of the systems the U.S. was expected to authorize. As a result, action was postponed from one board of governors meeting to another—the board meets quarterly—until last month, when a version originally prepared by Australia and modified in consultation with a number of other countries, was approved.

The board's new procedures, publicly disclosed for the first time last week, both by the government and by Intelsat, were regarded by the U.S. as more acceptable than those Colino had proposed. Still, the U.S. expressed reservations about them (BROADCASTING, Oct. 7). The procedures say the principal indicators for determining economic harm “should be the impact on projected Intelsat space segment costs and utilization planning and operations, and the resulting impact on signatories' investment.” As Colino noted, the board preferred “a case-by-case approach rather than a mechanistic one”—it believed what it adopted provided “flexibility.”

Colino a year ago had proposed a cumulative-effect test—one that would require review of the economic impact by region, service or satellite. The board said its procedures permitted the use of such a test on a case-by-case basis. And the Assembly, which makes the final decision on coordination after receiving the advice of the board, “noted” the work of the board, then adopted a guideline of its own providing for an examination of “the cumulative economic effect on Intelsat of one or more systems submitted by a party or parties for consultation over an appropriate period of time.”

The U.S., the United Kingdom and Papua New Guinea disassociated themselves from that Assembly action. The U.S. felt that

quantifying the cumulative effect of additional systems in an expanding “universe” is difficult if not impossible. But Colino said the test has been used in some XIV(d) consultations. In sum, he said, “I feel a lot better than I did a year ago.” That was a reference to a time when the press was carrying stories of U.S. criticism of the director general and his proposed guidelines.

Colino also seemed pleased, even relieved, that there seemed to be no evidence the U.S. separate systems conditionally approved by the FCC will become operational, at least not any time soon. The conditions under which they were authorized requires, among other things, that their proposals be coordinated with Intelsat, on technical and economic grounds, in consultation with a foreign correspondent. Colino reported that on three separate occasions a show of hands was asked of those planning to correspond with the U.S. systems. And, said Colino, “no hands went up.” The failure of the third request to produce a show of hands, he said, “evoked laughter.”

How accurately that reflects the feelings of potential correspondents remains to be seen. Representatives of U.S. separate systems say they are talking to foreign governments and have expressed confidence in negotiating the necessary agreements. Chris Vizas, managing director of Orion Satellite Corp., one of the U.S. separate systems, said he would have been “surprised if anyone had raised his hand before an agreement was completed, with the i's dotted and the t's crossed.”

But as a result of the apparent lack of interest at the meeting, the Assembly postponed action on two proposals—one offered by Tanzania and Cameroon, the other by Colombia—to amend Article V(d) of the Agreement that calls for global averaging of pricing as a means of easing the cost burden on developing countries located on thin routes. Their aim would be to give the world organization flexibility in its pricing if necessary to compete with separate systems. However, ratification of an amendment is a cumbersome task, involving action of the member countries' parliaments, Colino said, adding, “So why bother if there is no need?” The matter will be on the agenda of the next Assembly meeting. The next regularly scheduled meeting will be held in October 1987, but the purpose would be considered earlier in the event a coordination request is submitted and an extraordinary meeting is held to deal with it.

In the meantime, Colino said, an attempt will be made to make use of the pricing flexibility the U.S. says is already available to the organization. Colino was not optimistic.

The discussion of the proposed amend-

Must carry. The Corporation for Public Broadcasting, the National Association of Public Television Stations and the Public Broadcasting Service have asked the FCC to launch a rulemaking aimed at coming up with a new must-carry rule that would require cable systems to carry on their basic tiers the signals of all public television stations furnishing Grade B or better service to a system's community. In a joint petition filed with the FCC, the organizations said it was well established legislative and commission policy that the public interest is best served by making public television programming available to as much of the American public as possible. “Cable television carriage of public television stations is essential to the full realization of that goal, and, where a locality can support a public television station or stations, the cable operator should not be permitted to use his control of a key distribution mechanism to further his own economic self interests and thwart public television station access to the audience it was licensed and mandated to serve,” they said.

ments led to Colino's statements indicating his view that Intelsat is not required to base its prices on costs—as well as to a demonstration of the less than cordial feelings existing between him and the U.S. The American delegation was concerned about the failure of the decision to defer action to include a commitment to cost-based pricing and to providing adequate documentation of such pricing, conditions set by Congress in legislation directing the administration to support any "appropriate" amendment on flexible pricing. But Colino described the U.S. call for endorsement of cost-based pricing "outrageous."

According to excerpts from the summary minutes of the meeting, he said that "in the narrow context of the Assembly's consideration of means to protect itself against competition from separate systems, Intelsat was being asked to arbitrarily establish charging principles in a decision of the Assembly of Parties that could possibly preclude the organization taking the steps necessary to insure its ability to compete successfully, or that enshrined, out of contest, one particular view."

Colino, the summary continued, said the U.S. proposal to include a reference to cost-based pricing principles "was in effect asking the Assembly of Parties to write into its decision on separate systems the provisions of U.S. law that that Party intends to apply in its own consideration of the matter." Nor was that all. The summary said Colino concluded "by again emphasizing that the [Intelsat] Agreements do not require charges for individual services to be cost-based and that Intelsat has not followed the practice of setting tariffs for individual services on the basis of cost alone."

Frank Urbany, associate administrator, office of international affairs, of the National Telecommunications and Information Administration, said the language was "startling" to the U.S. delegation, and helped create the atmosphere in which the U.S. proposal was overwhelmingly rejected. But Colino's view, he said, "ran counter to what was clearly" the intent of Congress in adopting the legislation requiring support for an "appropriate" amendment on pricing. And that, Urbany said, hurling his own dart, was surprising. "One would expect him to support cost-based pricing, given [Intelsat's] intensive lobbying on the Hill on the legislation. Colino knew the Hill language."

As for the Assembly's confirmation of the board's decision, "in principle," last month to provide planned domestic services through the sale or long-term lease of fully protected transponders, Colino regarded that with satisfaction also. He saw the Assembly's action—which included a call to the board to complete action on the matter at its meeting in December—as having "nailed" the board's decision in place, preventing a possible effort at the meeting in December to reverse the board's position. He was referring to a possible action by the U.S. and France; they had abstained on the issue at the board's meeting in September, and Colino noted that, with the United Kingdom, whose position was not clear, they would have 40% of the weighted voting at the meeting in December.

(Colino said a large number of speakers

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would have endorsed language calling on the board to lower the prices it is considering—prices charged by the PanAmerican Satellite Corp., one of the systems conditionally approved by the FCC, appear to be below cost. Colino said that calls for lower prices were dropped, at his suggestion, both because of the lateness of the hour, on the final day of the meeting, on Thursday [Oct. 10], and because he felt the Assembly should not involve itself that deeply in a matter, pricing, that was the board's responsibility. But he said he had "heard" the Assembly's "concern" and could assure it the board "won't raise and may lower prices." The proposal to create the new services surfaced in August [BROADCASTING, Aug. 26])

Colino's differences with the U.S. even extended to an interpretation of an action taken at the recently concluded first session of the Space WARC. At issue was the action of the conference in adopting language designed to insure the accommodation of the requirements of countries using multi-administration systems (like Intelsat and Eutelsat). The U.S., fearful that language would give those systems an unprecedented preference, succeeded in adding the phrase, "without affecting the rights of administrations with respect to national systems." Ambassador Dean Burch, who headed the U.S. delegation, later said that language assured equality of treatment of all satellite systems, including the international systems authorized by the FCC (BROADCASTING, Sept. 16). But Colino presented a background paper containing an interpretation of the conference's action that differs from Burch's.

It said the reference to "national systems" must be interpreted as referring to national systems offering services in their own territories," not, in other words, to private systems offering international service. That interpretation is based on the history of an amendment that had been proposed by the Algerian delegate. It would have excluded from the reach of the U.S. amendment private systems offering international service by restricting the protection given "national systems" to those providing "service in their own territories." The paper said the delegate withdrew his proposal in light of comments by other delegations that it was unnecessary. He asked that the record include his statement that all delegations shared the view that the proposed language was "a redundancy." "No delegation challenged this interpretation," the paper added.

But last week, Urbany, who served as a vice chairman of the U.S. delegation, did. He said the interpretation is the Algerian delegate's. "He can look at it however he wants to. The conference took no action that gives priority to any type of system," Urbany said, "Certainly, attention will have to be given to the needs of international systems—but that is no different from the attention that will be given needs of national systems that may have special or exacting orbit requirements because of their geographical location." But if it had been the intention of the conference to assign priorities, Urbany said, "unambiguous language would have been adopted."

But the question of the effect of the conference's action on the separate systems being developed in the U.S., for the time being, at least, is academic. The declaration as

it affects multi-administration systems satisfies a goal the Assembly had set for the global system at the conference—that "special recognition" be given Intelsat and its needs. And Colino last week seemed pleased with that, as he was with the product of the 10th Assembly of Parties meeting. □

Mooney says Justice has its eye on cable

Clustering, scrambling consortium are drawing department's antitrust eye

The cable industry has come under the scrutiny of the antitrust division of the Justice Department, National Cable Television Association President Jim Mooney told a group of cable lawyers in Washington last week, and, as a result, it should prepare for "potentially serious" antitrust activity.

Justice, Mooney said at a cable law seminar sponsored by Paul Kagan & Associates, is looking at the antitrust implications of clustering cable systems and of NCTA's plan to form a consortium of cable operators to facilitate the scrambling of the programming services' satellite feeds ("Cablecastings," Sept. 23). Justice has questioned whether cable "really does compete with other providers of video services," he said.

"Given the rather consistent interest Justice has lately shown in cable matters, and given the trend in the industry toward consolidation of ownership both of cable systems and programming services, I think we'd be less than prudent in not recognizing that something is going on here which we better pay attention to," Mooney said. "It's not time to start ringing alarm bells, but it is time to begin preparing for some potentially serious activity in the antitrust area, and to the degree that NCTA can play a helpful role in educating the Justice Department as to what the real world of video competition is like, we intend to do so."

Despite the general admonition, Mooney said Justice's investigation of NCTA's scrambling efforts "will, in the end, not amount to much." The reason: "Rarely in human enterprise has so much expensive legal attention been given to the avoidance of serious difficulty," he said. "The cable industry is covering this particular ground with a degree of precaution normally reserved for the event of the Riggs Bank giving you a home mortgage."

In his speech, Mooney also took aim at the two-week-old decision of the U.S. Appeals Court in Atlanta declaring the 1978 pole attachment law unconstitutional, a violation of the Fifth Amendment guaranteeing due process. The law allowed cable operators to lease space on utility poles for stringing cable at rates regulated by the FCC.

Mooney said he has "a lot of intuitive problems" with the court's finding. "I'd venture the observation that if the [court] is right, then there are a whole lot of other things that go on in this country that will have to go by the boards, too."

Although the suit that led to the appeals court's decision was brought by a power

company, Florida Power Corp., Mooney saw the case as aggravating the already strained relationship between cable and telephone companies, which, like the power companies, have resisted granting cable operators access to their poles.

"The telephone industry has a long history of hostility to cable," said Mooney. "They consider a second wire into the home to be inefficient as a general proposition, and as another general proposition they take with considerable umbrage the notion they should not be the exclusive providers of whatever they choose to provide. The telephone companies, to put it bluntly, don't share the national enthusiasm for competition."

With the Florida Power ruling, Mooney said, "we now have a live issue again—certainly in the courts and, perhaps, eventually in Congress—the pole law and therefore the entire array of economic arrangements between cable and telephony where the two industries of necessity come into intimate contact."

The seminar's main topic was the Cable Communications Act of 1984 and its impact on the relationship between cable operators and their municipal regulators. On that subject, Mooney said the immediate result of rate deregulation, a key provision of the act, "will be a rather marked cessation of the day-to-day intrusion of local officials in the operation of cable systems... I think that professional cable regulators are about to become a seldom-seen species, simply because they won't be able to justify their budgets." Mooney made the same prediction in October 1984 shortly after the act was passed by Congress.

"Deregulation of cable is an event whose time has come, and the Cable Act, and, yes, even the trend in the courts toward full First Amendment rights for cable, seem to me to be simply the somewhat creaky and occasionally awkward mechanics by which the society gets around to implementing a judgment already reached," Mooney said.

Deregulation, by itself, will not allow cable operators to boost cable penetration, Mooney said. "What it does mean is that we'll have a crack at putting the resources into things that contribute more directly to consumer satisfaction, and therefore increased penetration, and if we fail it will be rather more our fault than the result of uncontrollable circumstance. In short, we're now in a much better position to determine our own future." □

FTC case could alter power of federal agencies

After commission labels title insurance companies anticompetitive, they charge FTC Act has given it powers that violate Constitution

The Federal Trade Commission did not know it at the time, but in filing a complaint against six title insurance companies, the agency started a legal battle that could result in an important section of its authorizing act being declared unconstitutional. Indeed, the



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Washington Watch

Can do. FCC has approved modification of Wisconsin Television's construction permit for unbuild wwtv-TV (ch. 39) Marshfield, Wis., to increase its coverage to completely encompass Stevens Point, Wis., which is 32 miles away. Wisconsin Television is 90% owned by Journal Printing Co., publisher of *Daily Journal* in Stevens Point. FCC said that didn't create problem under crossownership rule prohibiting formation of joint ownerships of broadcast properties and daily newspapers in same markets, however. According to FCC, Journal Printing's interests in station are limited partnership interests, and those are exempt from ownership restrictions when entity certifies that limited partner is not involved in management or operation of media-related activities of partnership. "In this case, the limited partnership agreement expressly proscribes the *Journal* from having any voice in the affairs of the partnership or in the management and operation of the station," FCC said in press release.

□

FM for Great Bend. FCC Review Board has approved settlement agreement clearing way for grant of new FM to Breadbasket Enterprises Inc. for new FM in Great Bend, Kan. Under agreement, Breadbasket, which prevailed in initial decision (BROADCASTING, Jan. 7), agreed to pay four competing applicants total of \$105,000 to drop out. Lance L. Saylor, former announcer and account executive for KVGB-AM-FM Great Bend, is 60% owner of Breadbasket.

□

ALF denied. FCC has denied American Legal Foundation review of Mass Media Bureau action rejecting ALF complaint alleging that CBS-TV's 1982 documentary, *The Uncounted Enemy: A Vietnam Deception*, was deliberately distorted and slanted. Bureau had ruled that ALF had not presented "extrinsic evidence" of deliberate distortion that would warrant commission action (BROADCASTING, March 11). Commissioners agreed with bureau's assessment. *Uncounted Enemy* was at issue in \$120-million libel suit General William Westmoreland and CBS settled out of court (BROADCASTING, Feb. 25).

□

Dial-a-porn regulated. FCC may have dealt dial-a-porn operations crippling regulatory blow. Commission adopted regulation that would permit services to transmit their sexually explicit telephone messages only if caller first presents authorized code or pays for service with credit card. Under FCC's regulation, access or identification codes "would be provided by mail to applicants after 'dial-a-porn' providers reasonably ascertain that the applicant is at least 18 years of age."

□

Opposition. National Association of Broadcasters has opposed request by Citizens Cable of Fort Wayne Inc. seeking suspension of enforcement of network nonduplication rules. "The petition offers no basis whatsoever for this extraordinary request," NAB said in filing at FCC.

□

Real news. FCC Mass Media Bureau has held that news interview segments of CBS's *West 57th* are bona fide news interviews exempt from equal time obligations of Section 315 of Communications Act.

□

Snuffing out snuff spots. Representatives Mike Synar (D-Okla.) and Henry Waxman (D-Calif.) introduced bill that would ban radio and TV ads for smokeless tobacco. Bill is similar to measure offered earlier by Waxman and Synar.

□

United stands. FCC Review Board has approved settlement agreement clearing way for grant of renewal to United Broadcasting for WKDM(AM) (formerly WBNX(AM)) New York. Under settlement, United, which had prevailed in initial decision, agreed to pay competitor Osborne Communications Corp. \$240,000 to dismiss its application.

□

Exchange invited. Charles Z. Wick, director of U.S. Information Agency, used appearance on ABC-TV's *This Week With David Brinkley* to invite Soviet leader Mikhail Gorbachev to be interviewed by U.S. journalists on USIA's worldwide Worldnet service. Wick had written Soviet Union's chief of International Information Department in January to propose that each country's leaders appear on other country's television (BROADCASTING, Feb. 18). Wick, on *Brinkley*, said offer had not yet been answered, and added: "I would like now to invite, on behalf of our country, General Secretary Gorbachev to go on Worldnet and be interviewed by American journalists who would broadcast worldwide and hope in turn, reciprocally, he would allow us to have Russian journalists interview our people." Wick's invitation to Soviets in January suggested alternative to reciprocal broadcasts by leaders of two countries: teaming U.S. and Soviet officials in appearance on Worldnet. Resolutions have been introduced in both Houses of Congress seeking support for Wick's invitation to Soviet's international information chief. Senator Paul Simon (D-Ill.), joined by Senators Mark Hatfield (R-Ore.) and Charles Grassley (R-Iowa), introduced resolution in Senate, and Representative Richard Armey (R-Tex.) introduced companion measure in House.

case might have a bearing on the constitutionality of sections of other statutes providing for independent agencies, including the FCC.

At issue is a case in which the FTC has charged the title insurance companies with anticompetitive acts in violation of the Federal Trade Commission Act. The FTC says the companies have agreed on the prices to be charged for title search and examination searches in a number of states, and has indicated it will issue a cease and desist order. Such an action was authorized by Congress in the FTC Act—but that, says the counsel for the title insurance companies in the complaint they filed in return, is the problem.

They contend that Congress lacks the power to give such prosecutorial power to an independent agency. The Constitution, they add, reserves the power to supervise and control the initiation of complaints for violations of federal law and to prosecute those complaints to the President. Article II, Section 3 of the Constitution commands the President to "take care that the laws be faithfully executed." "The Constitution," the complaint says, "does not permit law enforcement power to be granted by Congress to officials who are beyond the ongoing supervisory control of the President."

And the agency, the companies' complaint notes, is not part of the executive branch. The commissioners are each appointed by the President for seven-year terms or to the time left in an unexpired term. And the complaint adds that the President is barred by Supreme Court precedent—in a case decided 50 years ago—from removing any commissioner on any grounds other than "inefficiency, neglect of duty or malfeasance in office." "Thus," the complaint says, "exercise by the FTC of its discretionary power to initiate and prosecute complaints such as the pending complaint against plaintiffs is not subject to the supervisory control of the President."

The title companies' complaint, filed in the U.S. District Court in Washington, seeks a declaratory ruling that the FTC Act is unconstitutional "insofar as that statute grants to [the FTC] executive powers that may be exercised only by officers of the executive branch..." It also asks the court to enjoin the FTC "from initiating and prosecuting, directly or through their agents, any complaints for violation" of the FTC Act. Attorneys for the title insurance companies are expected to file a motion for summary judgment this week.

The complaint poses a delicate problem for the Department of Justice. Normally, it defends independent agencies against suits. But in the case at issue, the complaint seeks an enlargement of the powers of the department's boss, the President. Furthermore, the department is in court on a similar matter: it is challenging the constitutionality of a law relating to the comptroller, who is appointed by, but not subject to removal, by the President. Accordingly, some observers indicated they would not be surprised if Justice decided not to defend the case. FTC lawyers were discussing the matter with Justice officials last week. But if Justice chooses not to participate, the Senate and House would probably direct their own in-house lawyers to

take on the task.

If the title insurance companies' argument prevails, the implications for the federal agencies regulating business could be substantial. One of the attorneys involved in the case, Larry Simms, of Gibson, Dunn & Crutcher, the firm in which former Attorney General William French Smith is a partner, said the FCC could be affected. Its members, like those of the FTC, are appointed to fixed, seven-year terms by the President and are subject to removal only for cause. However, FCC General Counsel Jack Smith noted one possible difference between the two independent agencies. While the FCC, like the FTC, can initiate and even conclude prosecutions for violations of rules and the Communications Act—it can issue cease-and-desist and forfeiture orders—it lacks enforcement power. It turns that function over to the Justice Department.

The theory of the complaint brought against the FTC originated with Ted Olson, a partner in the Washington office of Gibson, Dunn & Crutcher. He served as assistant attorney general in charge of the office of legal counsel, during the first Reagan administration, and participated in the ultimately successful effort to have the legislative veto declared unconstitutional. The legislative veto was invented to permit one or both houses of Congress to override executive or agency actions. Simms, who was Olson's deputy at Justice, said it was clear then that if the executive prevailed in that fight, the independent agencies would become the target of cases aimed at strengthening the executive's position. □

From the ALJ's

Mobile TV. In initial decision, FCC Administrative Law Judge John Conlin has granted application of Mobile TV 61 Inc. for new television station on channel 61 in Mobile, Ala. President of Mobile TV, sole remaining applicant, is Wilbur O. Colom. He is Columbus, Miss., attorney who also has interests in wzix(FM) Artesia, Miss., and in permittee for WOCT(TV) Albany, Ga. □

Huron VHF. In summary decision, FCC Administrative Law Judge Joseph Stirmer has granted application of John R. Powley for new TV station on channel 12 in Huron, S.D. Powley, sole remaining applicant, also owns WOCP(TV) Altoona, Pa.; WIM-TV Iron Mountain, Mich., and KIUU-TV Logan, Utah. □

LaGrange FM. In initial decision, FCC Administrative Law Judge John M. Frysiak has granted application of Dawn Marie Price for new FM in LaGrange, Ind., denying competing application of Cross Communications Inc. Price prevailed on integration grounds. Price works for Michigan National Bank of Detroit. She has no other media interests. □

Homestead act. In initial decision, FCC Administrative Law Judge Edward Kuhlmann has granted application of Radio South Dade Inc. for new FM in Homestead, Fla., denying competing applications of Homestead Minority Broadcasters, Homestead Community Broadcasters, Dario Gonzalez, Leisure Broadcasting and Radio Intermarkt Corp. Radio South prevailed on integration grounds. Radio South is owned by James L. Wiggins, former owner of WQDI(AM) Homestead, Fla. □

Texas AM. In initial decision, FCC Administrative Law Judge Joseph Gonzalez has granted application of Faye and Richard Tuck Inc. for change in facilities of daytimer KBEC(AM) Waxahachie, Tex., from 1390 to 770 khz and to operate full time. Judge denied mutually exclusive applications for new stations on same frequency filed by Marcos A. Rodriguez for Carrollton, Tex., Bluebonnet Radio Broadcasters for Plano, Tex., Century Broadcasting Corp. for Garland, Tex., and Dontron Inc. to change frequency of its KPBC(AM) Dallas and move to Garland, Tex. Judge held that there was greater need for first local full-time service in Waxahachie than there was for additional regional service to Dallas-Fort Worth area.

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O N R A D I O

Rating a change

Arbitron Ratings is planning to expand its year-round, 12-week continuous survey measurement periods for radio from a minimum of 14 markets, the number surveyed this past summer, to 75 top markets. That's the word from Arbitron officials whose representatives began calling client stations and agencies last week to notify them of the change.

These 75 markets, said an Arbitron spokesman, will not necessarily be the top 75 ranked markets. There are a handful of exceptions, among them Anaheim, Calif.; Akron, Ohio, and San Diego North County. The criteria for selecting the 75 markets to be measured year-round include their respective metropolitan area population as well as the number of "home" stations listed "above the line" in the market's quarterly reports, the spokesman said. He noted that present Arbitron clients are not "compelled" to subscribe to the additional survey re-

ports. "Existing contracts will continue in their present form." The expansion process will begin next summer, when 61 markets are added, and end with the winter 1987 survey, which will have 47 markets more than winter 1986. The spring sweeps will remain the biggest with over 260 markets measured, followed by the fall, which tracks 130 markets.

Asked whether Arbitron's move to broaden its continuous measurement survey is in response to Birch Radio, which currently has year-round measurements in 86 markets, the spokesman said that "the interest in Birch showed us the [radio] industry is ready for continuous measurement." And agencies have been asking for it, he said.

Arbitron plans to drop KELI(AM) Tulsa, Okla., from that market's fall report due to the station's ad campaign that offered payment to fall diary recipients who log station listenership throughout the book (BROADCASTING, Oct. 7). "We will in all surety delist KELI(AM),"

said the spokesman, adding that the move will officially be taken by Arbitron's special stations activities committee before the end of the fall survey period in December. "We don't know, however, whether this promotion [KELI(AM)'s campaign] has given commonly-owned KELI-FM listening credit that doesn't accurately reflect its listenership," he said. "We're carefully looking at the situation." Arbitron also said it is continuing, with its 10-count, multimillion-dollar suit against the station.

RAB board

The Radio Advertising Bureau is holding its semiannual board meeting this week (Oct. 21-23) in Palm Springs, Calif., with inter-association relations and automotive radio spending heading the list of discussion topics. Additionally, ideas for a major "all-industry" research project are being presented by Robert Galen, RAB senior vice president for research.

There will also be elections for new RAB board members. Among those likely to be nominated for a seat are Allen B. Shaw, executive vice president of the Beasley Broadcast Group, Winston-Salem, N.C., and Marty Beck, chief executive officer, Beck-Ross Communications, Rockville Centre, N.Y.

In a separate development, RAB has developed a West Coast branch of its Media Director's Advisory Council, which originated

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Father nature. Mutual of Omaha and the National Wildlife Federation have teamed to produce a nationally syndicated daily radio series featuring Marlin Perkins, long-time host of television's *Mutual of Omaha's Wild Kingdom*. The 60-second series, *Nature Newsbreak*, will begin Jan. 6 over Mutual Radio and will feature facts and wildlife stories culled from NWF's magazines *National Wildlife*, *International Wildlife* and *Ranger Rick*. Above: At a press conference in Washington announcing the series, Perkins (r) talks with Mutual Broadcasting President Jack Clements.



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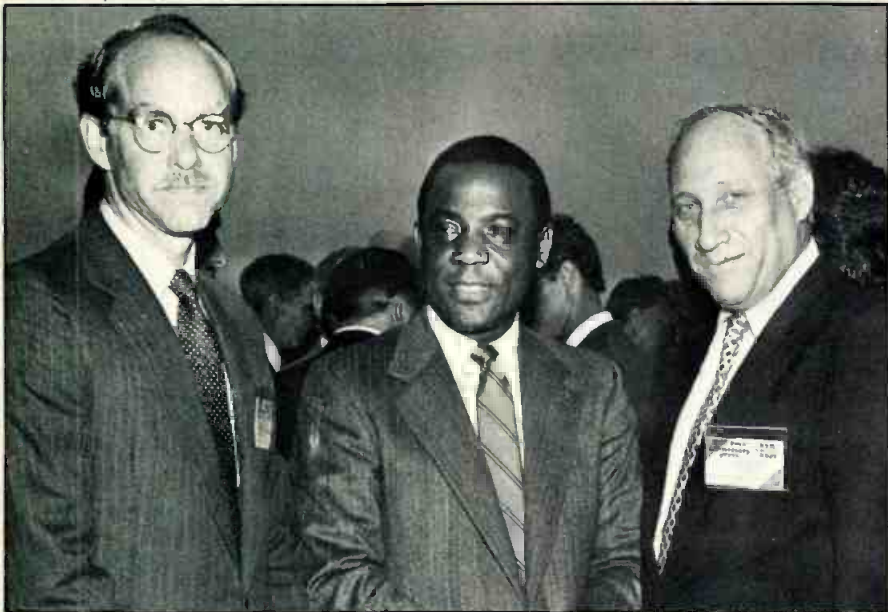
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- ✓ 1ST BRN STATION ADVISORY BOARD MEETING 9/11-NAB/NRBA
- ✓ SEND CONGRATS NOTE TO NEWLY ELECTED CHAIRMAN,
CLARKE BROWN, JR. (GM-KSON, SAN DIEGO)
- ✓ DISCUSS BRN MEDIA PLUS CONCEPT WITH BOB LION
USING ALL JOHN BLAIR & CO. RESOURCES

OCTOBER -

- ✓ ANNOUNCE REPRESENTATION OF NEW CLIENT STATIONS -
BOB LAPPIN'S WMAS AM/FM SPRINGFIELD, MA
SANDUSKY'S KLSY, SEATTLE, WA
- ✓ 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 -



Kyw birthday time. Group W's KYW(AM) Philadelphia celebrated its 20th anniversary as an all-news station last month with a week of special programming of "Memorable News Moments" from the past two decades and threw a gala party at the city's Port of History Museum. Pictured at the celebration are (l-r): Kyw Editorial Director Charles Thompson; Philadelphia Mayor W. Wilson Goode, and kyw General Manager Roy Shapiro.

in New York last year. The council is composed of senior ad agency media directors who will meet regularly to advise RAB on ways to more effectively market the medium. Assisting RAB sales executives with the first meeting of the new West Coast

group in Los Angeles was Charlie Trubia, senior vice president and director of radio for Ted Bates, which is a founding member of the New York group.

Format switch

Effective Oct. 10, adult contemporary KBZT(FM) San Diego changed format and call letters, becoming "light soft rock" KWL(FM). The switch follows the sale of the facility by Alta Broadcasting to Sandusky Newspapers Inc. for \$9.75 million.

"We'll be aiming at women aged 25 to 44 years as our primary demographic," explained general manager Timothy J. Hahnke, noting that KBZT's adult contemporary format had bordered on a contemporary hit format. "We'll actually be more adult contemporary with the new K-Lite sound [an in-house format developed with input from Texas-based Coleman Research]. We'll be featuring artists such as America, Billy Joel, The Eagles, Kenny Loggins, Fleetwood Mac and Air Supply." Hahnke said he believes the new approach "will fill a gap in the San Diego market."

KWL is at 94.9 mhz with 1.9 kw and an antenna 1,850 feet above average terrain.

Late night hoax

Fred Weber, executive vice president and general manager of news/talk KFYI(AM) Phoenix, said he's offering a \$1,000 reward for information leading to the "positive identification of the person or persons" involved in what he said was a hoax played on Mutual Broadcasting's overnight talk show host, Larry King.

The incident occurred during the Oct. 4

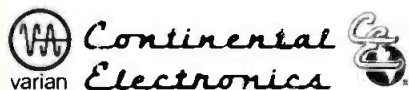
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European CHR. The Voice of America has contracted with TM Communications, Dallas, to create and produce a 24-hour, "personality-oriented," contemporary hit radio format for Western European countries. The new English-language broadcast service will be satellite-delivered from VOAs Washington studios to West Germany and distributed throughout Europe via cable radio, and AM and FM stations. The format, which is a result of a major radio research project conducted over the past 11 months by VOA, will be directed by TMC's CHR consultant, Cal Casey. VOA said it is undertaking the project to correct what it sees as an "information deficiency" that has existed for several years, resulting in a lack of familiarity and understanding of the United States on the part of many of Europe's post-World War II generation. Pictured signing the deal at TM headquarters are (l-r): Dan Alexander, production and morning personality of VOA; Neil Sargent, a senior vice president with TM; Terry Hourigan, deputy director of programming, VOA, Europe (seated), and Pat Shaughnessy, president, TM Communications.

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MUTUAL RADIO NETWORK 



Wally Clark, KHS-FM Los Angeles, United President Nick Verbitsky, and KHS/United's Dees



Carl Brenner, WBMD(AM)-WQSR(FM) Baltimore; Barbara McMahon, United; Bill Hogan, United general manager.



Entertainer Dick Clark (above), who is a co-owner of the company, moderated much of the video.

Also featured were KHS-AM-FM Los Angeles personality Rick Dees, who hosts two programs for the United and sportscaster John Madden, who anchors a sports commentary program six days a week. Both Clark and Dees were on hand at the New York gathering.

The video was the first large-scale presentation to the advertising community since United purchased the RKO Radio Networks this past

The United Stations Radio Networks showcased itself before more than 350 radio and advertising executives Oct. 11 at New York's Plaza hotel, where company officials hosted a luncheon and presented an eight-minute videotape promoting United as a full-service radio news, sports and entertainment company. The event marked the culmination of a week-long, nationwide promotional tour that took United executives to Los Angeles, Chicago and Detroit.



Dick Kelley, United, Charlie Truba and Kathy Brown, Ted Bates & Co.

March and then formed the United Stations Radio Networks One and Two.

"Open Phone America" segment of *The Larry King Show*—the last two hours of the program that goes unscreened—when a caller, who said he was with KFYI in Sedona, Ariz., asked King to do a live promo for that station's 9 a.m. to noon personality Tom Leykis, and King complied. According to a Mutual spokesman, affiliates occasionally call during this portion of the show and ask King to do a station promo on the air. But in Phoenix, King is heard over news/talk KTAR(AM) and not KFYI.

Weber told BROADCASTING that his station's involvement in the incident was "nil." He added that the incident is "an attack on the integrity of the medium and talk shows." Weber said that Sedona is 100 miles north of Phoenix.

In a prepared statement, Weber said: "This hoax is deplorable and KFYI radio cannot condone this incident regardless of the motivation behind it. Accordingly, KFYI will vigorously pursue all available legal remedies against those persons involved in perpetrating this fraud." The statement was also sent to King and Mutual President Jack Clements.

KFYI(AM) switched from a country format to news/talk last July. Its call letters had been KJXX.

Tax tips

The Internal Revenue Service last week launched a 90-second, consumer-oriented weekly radio feature that offers tax information and advice, primarily through inter-

views with top IRS officials. According to a spokesman, *IRS News Today* is available at no charge to stations by either satellite reception—via Westar IV—or by dialing a toll-free number—1-800-447-NEWS. The IRS also plans to intersperse daily reports with the feature series beginning in late December, before the advent of the income tax season, he said. Serving as the show's host is Frank Fitzmaurice, a former news editor for National Public Radio.

Playback

A new series of monthly music specials, *Live from the Apollo*, is scheduled to debut in January via the Westwood One Radio Networks following announcement of an agreement between the Culver City, Calif.-based producer/syndicator and New York's Inner City Broadcasting and the Apollo Theater Investment Group. The two-year agreement provides for production of a one- to two-hour special at least once each month from Harlem's newly-renovated Apollo Theater, a landmark in the history of popular music.

B.J. Kirkland, a WBLS-FM New York air personality, will host the broadcast, which will include live and taped concerts, music and interview specials, call-in shows and a variety revue. *Live from the Apollo* will utilize Westwood One's 24-track mobile recording studio and be produced by its special projects director, Sam Kopper, in association with Jerry Kupfer, vice president and director of engineering for Inner City Broadcasting.

Western's way

San Francisco-based Western Public Radio is accepting applications for a week-long training workshop for 12 midlevel radio producers on live music recording. Applications must be received by Nov. 11 for the session, which commences at the noncommercial production facility Dec. 3. The training is underwritten by the Corporation for Public Broadcasting, with some lodging and transportation costs picked up by WPR.

WPR President Leo C. Lee is project director and Steve Rathe, former National Public Radio producer and now director of New York-based Murray Street Enterprise, is the executive instructor. Information: Fort Mason Center, Building D, San Francisco 94123.

WPR has also announced its satellite-fed programming lineup for the fall, which includes: *California Radio Theater*, a series of four original dramas produced at the facility; *Patterns of the Past*, a series of two-minute vignettes on archaeology, and *Where the Rain Stings*, a series of three 10-minute African folk tales for children.

Radio aid

Spanish-language KWKW(AM) Pasadena, Calif., broadcast a 48-hour radiothon for victims of the Mexican earthquake, with funds forwarded to CARE. Although a final total was not available, the station said it would match all pledges, dollar for dollar, up to \$25,000.

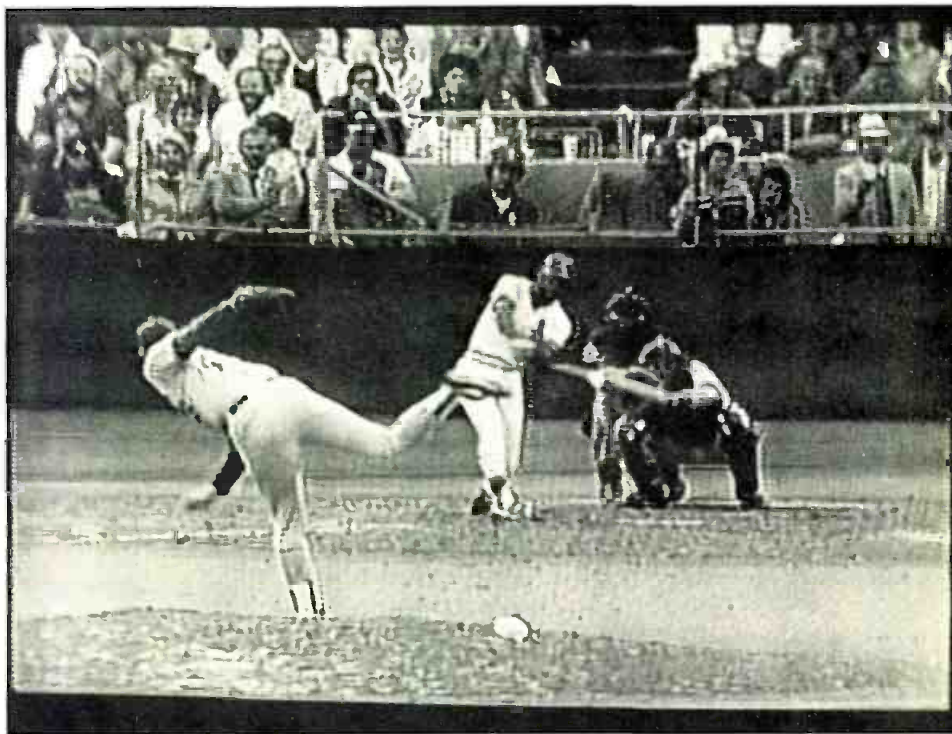
NBC's baseball skid not seen as hurting network

Observers feel that momentum brought by victories in first two prime time ratings weeks will not be adversely effected by slide with playoff coverage

The first six prime time Major League Baseball league championship series games carried by NBC have averaged a 16.8 rating and a 27 share. Five of those games did better than the comparable telecasts a year ago on ABC, although the sixth was off by 27%. As a result, the combined six-game average for NBC is off 3%. But the question last week was whether the playoff schedule, which for the first time this year was extended from best of five to best seven, would hobble in the prime time ratings race.

It certainly had an impact for the third week of the new season (ending Oct. 13), when NBC tumbled to second place (see page 79) after two solid victories over CBS and ABC. NBC had won week two with a 18.28, versus CBS's 16.7/26 and ABC's 13.9/22, and week one, with a 19.3/31, versus CBS's 17.4/27 and ABC's 14.2/22.

Of the five nights that NBC had prime time games in week three, in four of them the network turned in a lower performance



Ozzie Smith's game-winning home run

than the week before. On two of those nights the playoff game caused the network to lose position in the rankings, from first to second on Tuesday evening (Oct. 8) and from second to third on Saturday (Oct. 12) evening. On the one evening NBC scored a higher

rating with playoff game, Wednesday (Oct. 9), it remained in second behind ABC's *Dynasty-Hotel* lineup. NBC captured Thursday's playoff evening thanks to a *Cosby* lead-in, which scored a 30.7/47.

One NBC insider acknowledged that the network's regular-season lineup would have delivered better ratings and that the extended playoff schedule didn't help matters either. But he also noted that the games were competitive, and for the most part better, so far, compared with last season. And he said, "now we have the hot games," as the series went to games six and seven, respectively.

The source also suggested that the lost momentum would not be a long-term factor. The source said the games have given NBC Sports a chance to promote a lot of upcoming sports events in prime time, such as the Breeders Cup horse racing event (Nov. 2) and Skins Games golf tournament (Nov. 30-Dec. 1), which it doesn't ordinarily get to do. During one playoff game, the network even promoted the 1988 Seoul summer Olympics to take advantage of the recent publicity surrounding NBC's acquisition of the U.S. television rights to those games.

Others, outside the network, agreed that the momentum lost by NBC because of the games wouldn't be long lasting. "When you have momentum going and then an event like the playoffs [is scheduled] it may slow you down, maybe," said Wesley Dubin, senior vice president and director of network television, Needham Harper & Steers. "But it should not have a significant impact," he added, on NBC's performance during the post-playoff course of the prime-time season. "I really don't think that a week or two"

Agreement details. An agreement reached between public broadcasting stations and a negotiating committee representing writers guilds calls for an 18.5% pay increase over its three-year term ("In Brief," Oct. 14). The agreement followed months of talks between the Writers Guild of America, East (WGAE); Writers Guild of America, West (WGAW), and WNET(TV) New York, WGBH-TV Boston and KCET(TV) Los Angeles.

The new Minimum Basic Agreement for Public Broadcasting, as it is called, provides for a 6% increase in writer compensation in each of the contract's first two years and 6.5% more in its third. It is retroactive to July 2, 1985, and runs through July 1, 1988.

"The new contract gives writers far greater control over their material," said Mona Mangan, executive director of WGAE and chief negotiator for the guilds. "It shows enlightened recognition by PBS of the importance of preserving and protecting the integrity of the writer's contribution."

Among areas in which writers' rights have been strengthened, WGAE said, are control over the rewriting of material, credit for their contributions and an increased share of the proceeds when books are based on their TV shows, an increased share of the proceeds from theatrical release of their TV shows, restrictions on "possessory credits" for producers or directors and assurance of credit in publicity releases.

When a PBS show is put into theatrical release, the writer is to receive 1.5% of the distributor's gross, against which there will be an upfront payment of 150% of the TV rate or the Minimum Basic Agreement screen rate. If a PBS program is adapted into a book, during the first year of the contract, the program's writer is to receive no less than 7% of the producer's advance and 12% of the producer's gross thereafter; during the contract's second year, the respective minimums are to be 8% and 13%, and in the third year, 9% and 14%.

The new deal also eliminates "possessory credits," by which a producer or director takes a dominant credit for the entire production ("A John Doe Film"), except if authorized by a committee of management and guild representatives whose decision is subject to arbitration. In addition, among other changes the new contract provides that if a star, producer or director receives a credit in a press release for a show, the writer must be mentioned too.

WGAE's announcement said the agreement has been approved by the negotiating committees for management and the guilds and must be submitted to the boards and membership of WGAE and WGAW, "where quick approval is expected."

of playoff pre-emptons will "upset the flow of things" on a long-term basis.

Extending the playoffs to best of seven, observers note, placed even more sales inventory in an already soft marketplace for sports. In addition to the World Series, the playoffs had to compete with a glut of football inventory, both college and professional.

According to Bob Blackmore, head of advertising sales for NBC Television, the network was able to sell out the games—but not without the use of some discounting in the scatter market. As for the extended sched-

ule, he said, "You really count on five and play sixth and seventh games loose. It's a little more sports than people were counting on."

Blackmore declined to elaborate on the extent that the network discounted the games to advertisers. The initial upfront asking price was around \$150,000 per 30. It's believed that about 50% of the playoff inventory was available for scatter. Advertising sources said discounts ran from 10% to 20% and no more than 25%. Discounting varied, depending upon the individual advertiser packages. □

Telethon to provide Ethiopian aid update

Broadcast originating from Ethiopia will try to return world's focus on problems there

On Oct. 26, an 11-hour telethon for the starving in Africa will deliver a progress report on world relief efforts. The telethon, which is described as a "synergistic" project between World Vision, a Christian relief organization, and the Russ Reid agency, pro-

CBS breaks into the win column as NBC's baseball falters

CBS captured the third week of the prime time season as NBC aired Major League Baseball playoffs on all but one night of the week. For the week of Oct. 7-13, CBS averaged a 17.7 rating and a 28 share, based on Nielsen's National Television Index. NBC had a 17.3/28 and ABC a 15.6/25.

In all, NBC only aired five programs, totaling four-and-a-half hours, from its regular schedule. Two of them ranked in the top 10.

The six playoff games (three in each league) averaged a 16.8/27. Only two of the six games placed in the top 20. The first (18.8/29) and second (18.5/30) games in the National League St. Louis/Los Angeles series ranked 14th and 16th, respectively. The lowest-rated of the six games was the fourth game of the American League Toronto/Kansas City series, which ranked 41st with a 14.3/25.

The week's four movie nights, totaling eight hours, posted numbers good enough to win all but one half-hour they were on the air. The week's fourth-ranked *Long Hot Summer, Part 2*, on NBC's *Monday Night Movie* (23.8/36) from 9 to 11 p.m., was the highest-rated of the batch. *Long Hot Summer* averaged a 23.2/35 over its two parts. The first part, shown on Sunday, Oct. 6, ranked seventh the week before.

HUT levels for the week were 63.3, versus 63.6 for the same week last year, showing little change. Combined network ratings and shares, however, were both down 3% from the same week last year. Ratings for the week were 50.6, compared to 52.4 last year. Shares were 80.2, down from 82.6 last year.

CBS and ABC each had four of the week's top 10 shows, while NBC had two. In nightly wins, CBS took Friday, Saturday, and Sunday, while NBC won Monday and Thursday. ABC took Tuesday and Wednesday.

■ NBC was a winner in every half-hour of programing on Monday as it scored a 21.6/33. ABC had a 16.8/25 and CBS a 16.8/26. Along with *Long Hot Summer*, from 9 to 11 p.m., *TV Bloopers and Practical Jokes* (17.1/26) took both half-hours from 8 to 9 p.m. *NFL Monday Night Football* (ABC), featuring a Washington Redskins victory over the St. Louis Cardinals, ranked second opposite the NBC movie.

■ ABC started strongly on Tuesday, with an impressive showing from 8 to 9 with the third-ranked *Who's the Boss* (24.8/38) at 8, and the

eighth-ranked *Growing Pains* (21.5/32) at 8:30 p.m. *Growing Pains* tied with the *CBS Tuesday Night Movie* (21.5/33), "Love, Mary," from 9 to 11, which won every one of its half-hours. The first game of the American League Championship series scored a 17/26. From 9 to 10 p.m., ABC had the 15th-ranked *Moonlighting* (18.7/27). The network will attempt to shore up the weakest of its three hours on Tuesday (10-11 p.m.) when it moves *Spenser: For Hire* from Friday at 10 to Tuesday, where it was originally placed when ABC first announced its schedule.

■ Led by last season's number-one ranked show, *Dynasty* (22.5/34), which ranked fifth for the week, ABC took Wednesday night. But in the night's other two hours, 8 to 9 p.m. and 10 to 11 p.m., the first game of the *National League Championship* (18.8/29) was victorious. CBS's all-new Wednesday schedule scored a 14/22, making it the lowest-rated network night for the week.

■ Buoyed by *The Cosby Show* (30.7/54), the top-ranked show for the third straight week, NBC won Thursday with the week's highest-rated performance by a network for a night. NBC had a 21.7/33 for the night as baseball followed *The Cosby Show*. CBS gave NBC some competition, as it scored an 18.8/30 for the night. CBS took 9:30-11 p.m. with the second half-hour of *Simon and Simon* (20.2/31) and *Knot's Landing* (19.7/33).

■ CBS was a winner in every half-hour on Friday, with its regular schedule led by the sixth-ranked *Dallas* (21.8/36). Game three of the *American League Championship* scored a 15.7/27, and placed second in every half-hour of the night, with the exception of 8-8:30, when ABC's *Webster* (13.8/24) ranked number two.

■ On Saturday, CBS again swept every half-hour of programing, led by *Airwolf* (14.8/26) from 8 to 9 p.m., and the *CBS Saturday Night Movie* (17.6/30), "Out of the Darkness," from 17.6/30. The fourth game of the *American League Championship* (14.3/25) ranked third for much of the night.

■ With a strong schedule highlighted by the seventh-ranked *60 Minutes* (21.8/36) at 8, and second-ranked *Murder, She Wrote* (24.9/37), CBS took Sunday. But it was not without competition from the *ABC Sunday Night Movie* (20.6/31), which ranked 10th for the week.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	30.7/47	23.	TV Bloopers & Practical Jokes	NBC	17.1/26	45.	Hollywood Beat	ABC	13.1/23
2.	Murder, She Wrote	CBS	24.9/37	24.	Baseball, AL Champ. Game 1	NBC	17.0/26	46.	NL Champ. Pregame 4	NBC	13.1/22
3.	Who's the Boss?	ABC	24.8/38	25.	Baseball, NL Champ. Game 4	NBC	16.7/26	47.	Diff'rent Strokes	ABC	13.0/21
4.	Long Hot Summer, part 2	NBC	23.8/36	26.	Twilight Zone	CBS	16.6/29	48.	Hardcastle & McCormick	ABC	13.0/20
5.	Dynasty	ABC	22.5/34	27.	Magnum, P.I.	CBS	16.5/25	49.	MacGyver	ABC	13.0/19
6.	Dallas	CBS	21.8/36	28.	Scarecrow & Mrs. King	CBS	16.4/25	50.	Mr. Belvedere	ABC	12.9/22
7.	60 Minutes	CBS	21.8/36	29.	Football—Post-game (Sun.)	CBS	16.3/30	51.	Baseball, AL Champ. Game 5	NBC	12.8/24
8.	Love, Mary	CBS	21.5/33	30.	Trapper John, M.D.	CBS	16.1/26	52.	Spenser: For Hire	ABC	12.7/22
9.	Growing Pains	ABC	21.5/32	31.	Cagney & Lacey	CBS	15.9/25	53.	George Burns Comedy Week	CBS	12.6/19
10.	Tough Love	ABC	20.6/31	32.	Baseball, AL Champ. Game 3	NBC	15.7/27	54.	Lady Blue	ABC	12.6/19
11.	Simon & Simon	CBS	20.2/31	33.	Lime Street	ABC	15.2/25	55.	Benson	ABC	12.1/20
12.	Knots Landing	CBS	19.7/33	34.	Equalizer	CBS	15.0/25	56.	Our Family Honor	ABC	12.1/20
13.	Crazy Like A Fox	CBS	19.6/29	35.	The Insiders	ABC	15.0/23	57.	Silver Spoons	NBC	10.8/18
14.	Baseball, NL Champ. Game 1	NBC	18.8/29	36.	Airwolf	CBS	14.8/26	58.	AL Champ. Pregame 3	NBC	10.7/20
15.	Moonlighting	ABC	18.7/27	37.	20/20	ABC	14.8/24	59.	AL Champ. Pregame 4	NBC	10.6/20
16.	Baseball, NL Champ. Game 2	NBC	18.5/30	38.	Love Boat	ABC	14.7/25	60.	Ripley's Believe It Or Not	ABC	10.8/18
17.	Newhart	CBS	18.5/27	39.	NL Champ. Pregame 1	NBC	14.6/24	61.	Punky Brewster	NBC	9.9/17
18.	Hotel	ABC	18.3/30	40.	AL Champ. Pregame 1	NBC	14.4/23	62.	Hometown	CBS	9.1/14
19.	Falcon Crest	CBS	18.0/31	41.	Baseball, AL Champ. Game 4	NBC	14.3/25	63.	Fill Guy	ABC	8.5/13
20.	Football, St. Louis-Wash.	ABC	18.0/28	42.	Charlie & Company	CBS	14.2/21				
21.	Kate & Allie	CBS	17.9/26	43.	Webster	ABC	13.8/24				
22.	Out of the Darkness	CBS	17.6/30	44.	Stir Crazy	CBS	13.7/21				

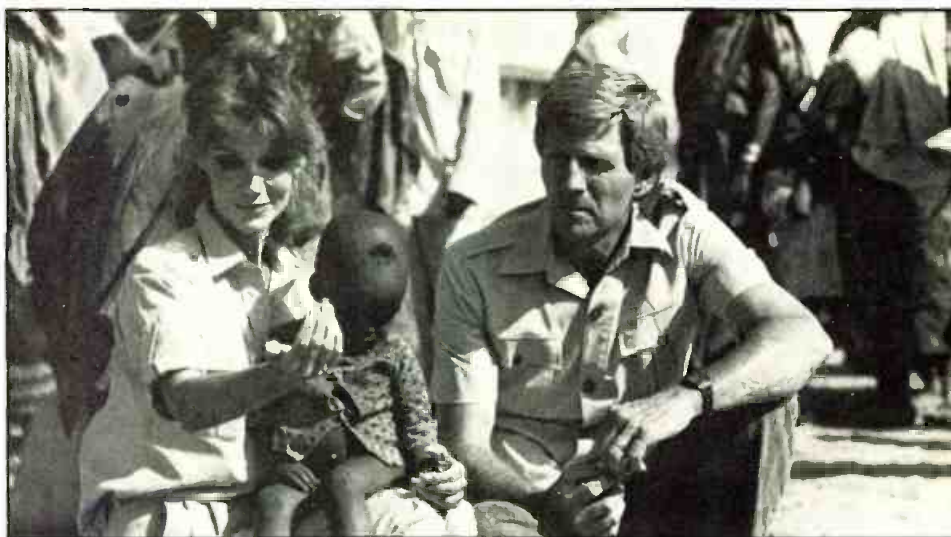
*Indicates premiere episode

ducer of the event and specialist in fund-raisers, will be the first live broadcast to originate from Ethiopia, according to its organizers. The U.S. portion of the show will come from Washington.

Along with live footage from an Ethiopian refugee camp, Alamata, 250 miles north of the capital, Addis Abbaba, the broadcast will include performances by celebrities and musicians as well as interviews with politicians from across the political spectrum; from Senator Ted Kennedy (D-Mass.) to Senator Orrin Hatch (R-Utah), who will speak in favor of the relief efforts. Hosts of the event will be *PM Magazine's* Gary Collins and his wife, Mary Ann Mobley of NBC's *Diff'rent Strokes*.

The special will mark the first anniversary of the first airing of footage detailing the extent of the African famine—on Oct. 23 on *The NBC Nightly News* and on the BBC—according to the organizers. The broadcast will air from 3 p.m. to 2 a.m. NYT.

Because the media's attention has recently "been diverted" from coverage of the famine, sometimes "the only story that is getting through" is that the money raised through *LiveAid* and other events is not getting through to the starving Africans, said World Vision spokesman, Brian Bird. "But that's a



Mobley and her husband, Gary Collins

misrepresentation," he said. "We want to tell all that aid is getting through," but that "much still needs to be done."

A lineup of 190 stations in 150 markets, mostly independents, will carry the special. According to Jerry McClun, vice president at Russ Reid, advertising time during the broadcast has been purchased on stations,

often at a discount. McClun said that at present, 800-900 hours had already been bought and that 1,200-1,300 hours was the goal. Where more than one station in a market is airing the event, the 11 hours will be divided between them, as is the case with a number of ABC affiliates, that are scheduled to carry the sixth game of the World Series instead of

Syndication Marketplace

■ In less than three months, **Warner Bros. Television Distribution** reports that it has cleared *Night Court* in 62 markets with gross cash sales reaching \$125 million. Warner Bros. is guaranteeing 100 episodes of the NBC series, now in its third year. Clearances include 28 of the top 30 markets. The latest signings include KUSI-TV San Diego; WOFL-TV Orlando, Fla.; WIVB-TV Buffalo, N.Y.; WPRI-TV Providence, R.I.; KBMT-TV Beaumont, KIII-TV Corpus Christie and KBVO-TV Austin, all Texas; KMTR-TV Eugene, Ore.; KTAU-TV Boise, Idaho, and KMSS-TV Shreveport, La. ■ **King World Enterprises** has acquired the distribution rights to *Women of the World*, six one-hour specials that will include Mrs. Anwar Sadat, Elizabeth Taylor and Jacqueline Onassis. Modeled on the *Lifestyles of the Rich and Famous*, the series will explore a range of interests, including fitness and health, fashion and beauty, and politics. The first special will be available March, 1986; the remaining five will run in the fall of 1986. The program will be shot at various locations around the world. Terms of distribution are barter with stations getting seven minutes to sell and King World five. ■ **Promark** has cleared *Ricky Nelson and Fats Domino, Live!* on 48 stations covering 28% of U.S. households. The one-hour special was recorded in Dolby stereo on Aug. 22 at the Universal Amphitheater in Los Angeles. According to David Levine, president of Promark, the show marks "one of the easiest clearances to date" for Promark. The current lineup is a result of sending out tapes. Among existing clearances are KTTV-TV Los Angeles, KTZO-TV San Francisco, WXIA-TV Atlanta, KCPQ-TV Seattle and KXTV-TV Sacramento, Calif. ■ **Syndicast** says it has cleared the *Barbara Mandrell Thanksgiving Special* in 111 markets covering 78% of the country, and the *Barbara Mandrell Christmas Special* in 88 markets covering 68% of the country. The two one-hour specials are being distributed on a barter basis with six minutes going to Syndicast and six minutes going to stations. Along with her sisters, Louise and Irlene, a number of guests will appear on each program. Among clearances to date for both shows are WOR-TV New York, KTTV-TV Los Angeles, KTVT-TV Dallas, KTNV-TV Minneapolis and WSB-TV Atlanta. ■ **American National Enterprises** has acquired U.S. and Canadian broadcast and pay/cable distribution rights to "The Twelve Chairs" and "Ruckus." The first is a film starring Mel Brooks, Dom Deluise and Frank Langella, and the second stars Dirk Benedict and Richard Franks, with a score by Willie Nelson. ■ **Fox/Lorber** has acquired the domestic syndication rights to the Curtis Signature Collection, a package of 12 off-network movies by director/producer Dan Curtis. The package is available immediately for seven runs over five years. Among titles are



Harry Anderson on *Night Court*

Dracula and *The Strange Case of Dr. Jeckyll and Mr. Hyde*, both starring Jack Palance, and *The Picture of Dorian Gray*, starring Nigel Davenport. ■ **Samuel Goldwyn Co.** has acquired worldwide distribution rights from Heritage Entertainment to more than 140 episodes of *Flipper* and *Gentle Ben*. Additionally, development of a movie of the week based on *Flipper* is planned, and it is expected to serve as a pilot for additional episodes of the series, that will be jointly produced by Goldwyn and Heritage. There are 88 episodes of *Flipper* and 56 of *Gentle Ben*. ■ **Evergreen Programs** is making over 49 half hours of *N.Y.P.D.*, 34 half hours of *Wendy and Me* and 222 half hours of *The Flying A Series* available beginning immediately on a cash basis. *The Flying A Series* consists of four separate series about the Old West: *Annie Oakley*, *Buffalo Bill Jr.*, *Adventures of Champion* and *The Range Rider*. Clearances for *N.Y.P.D.* include WQTV-TV Boston, KWGN-TV Denver, WCGV-TV Milwaukee, WVEU-TV Atlanta and WPTO-TV Birmingham, Ala. *Wendy and Me* has been cleared on WPWR-TV Chicago, WHCT-TV Hartford, Conn., as well as the same *N.Y.P.D.* clearances in Boston, Milwaukee and Birmingham.

the later hours of the broadcast. Cable coverage will be over the Christian Broadcasting Network.

McClun said that 150,000 calls with pledges are anticipated and 1,278 phone lines have been set up at 17 centers.

A key to the event's production has been getting a satellite earth station into Ethiopia. The Ethiopian government would not allow *LiveAid* to set up a dish there, but in this case, due to World Vision's work in 10 relief camps there, and the perception by the government that "we are not trying to gain

fame," said Bird, the government's Relief and Rehabilitation Commission relented. More than 30,000 pounds of equipment, including electrical generators and the 7,000 pound satellite dish, have been transported to Ethiopia. The dish will beam a signal to AT&T's Telstar 302 satellite via transponder 12H.

The total cost for the event was originally estimated at \$4.2 million, but McClun said it may be closer to \$3.5 million by air time. For every dollar collected, 20 cents will go for administrative and fund-raising costs. □

Lear begins Act III

Paramount's Reiss to head venture; company to look at communications and entertainment ventures

A new media company formed by Norman Lear for the acquisition and creation of companies in entertainment and communications will begin operations on Jan. 1. It will be called Act III. Randy Reiss, currently Paramount's president of domestic television and video programming, will serve as president and chief executive officer, it was announced last week.

According to Reiss, Lear wanted to create a new company to invest in a "broad range of properties," among them television stations, magazines, cable properties and cellular radio. Reiss, who will remain in his present position with Paramount until the end of November, said his management team would develop investment recommendations for presentation to Lear.

He said the company will differ from a standard venture capital firm in that ACT III will also manage each project. Reiss com-



Reiss



Lear

pared the new company to a mall, with many boutiques that will feed on a synergism created by the various acquired properties.

Financial potential, coupled with Lear's desire, was critical to the creation of the new company, said Reiss. He noted that in making investments in the communications industry, Lear "likes to make a statement."

Reiss declined to say what kind of resources Act III has at its disposal, but this

past summer, Lear and A. Jerrold Perenchio sold Embassy Communications and affiliated companies to the Coca-Cola Co. in a cash and stock transaction valued at \$485 million. Subsequently, Lear and Perenchio divested some of their Coca-Cola holdings, but they are still said to be shareholders. *Forbes* magazine (see page 82) estimated the personal wealth of Lear and Perenchio to be \$175 million each. One source pointed out that in addition to his personal fortune, Lear also has available to him various lines of credit and investors willing to back him. The source did not rule out that Lear and Perenchio, who remain close friends, could again become partners in a new venture, even though they are not working together on this project. Lear and Perenchio were also recently involved in bidding for the purchase of the Evening News Association.

The company has been named Act III because it represents the next "act" in Lear's life. When Embassy was sold, Lear said: "I am eager to get back to basics—to write and direct again—so I welcome the curtain going up on act three; act two was terrific." □

ABC wins two Clarions

Segments from *20/20* and *World News Tonight* helped ABC win two of the four national Clarion awards, presented Oct. 4 by Women in Communications for excellence in communications. CBS and NBC each won one national Clarion. Awards also were presented for local radio documentary and series programming, local television programming and advertising. The list of winners follows:

Fred Williams □ *Behind Closed Doors: Family Violence in America* (radio documentary program).

Sara Terry, Loren Mouckley, Jan Bailey, The Christian Science Publishing Society □ *Voices of Beirut* (radio documentary program).

Barbara Esenten, KABC(AM) Los Angeles □ *I'm Old... Who Cares?* (radio documentary series).

Keith Jackson, Greg Shepard, Richard Threlkeld, ABC □ *Drugs in America—ABC Information Network* (radio documentary series).

Nina Rosenblum, Daniel Allentuck, Daedalus Productions □ *America and Lewis Hine* (local television documentary program).

Greg Pratt, Jan Olsen, Paul Henschel, WCCO-TV Minneapolis □ *The Hollow Victory: Vietnam Under Communism* (local television documentary program).

Andrew Lack, Craig Leake, CBS News □ *Crossroads: Bluebonnet Ranch* (network television documentary program).

Bob Brown, Alvie Irene Pifer, Av Westin, ABC □ *Wall of Tears, Wall of Hope* (network television documentary program).

Mark Becker, Frank Metz, Lea Cannon, WSOC-TV Charlotte, N.C. □ *Home is Where the Hurt Is* (local television documentary program).

Deborah Schwartz, Rick Young, WKW-TV Cleveland □ *Tennessee Vida—We Have Life* (local television documentary program).

Peter Jennings, Read Jackson, ABC □ *The Molested Child* (network television documentary series).

Steve Friedman, Jon Alpert, Karen Ranucci, Today, NBC □ *Poison for Profit—Industrial Disease in America* (network television documentary series).

Margo Berman, Robin Massin, Margo Berman Creative Services □ *Huff and Puff* (radio advertising).

Ian Latham, Julie Burmeister, Ted Burn, Ogilvy & Mather □ *Annie* (radio advertising).

Wisconsin Division of Health □ *Simple Word* (television advertising).

Ian Latham, Julie Burmeister, Ted Burn, Ogilvy & Mather □ *Phone People* (television advertising).

Making deals. Television producer Barney Rosenzweig and his newly formed The Rosenzweig Co. have signed a three-year, exclusive distribution agreement with Columbia Pictures Television. Rosenzweig, who is president of the production company, will serve as executive producer of *Moving Parts*, a six-episode, midseason series for ABC-TV. The program will star Carl Weathers and be produced in association with Stormy Weathers Productions and The Movie Co. Enterprises. Under terms of his CPT contract, the *Cagney & Lacey* executive producer plans a second series for ABC-TV during the 1986-87 season and other forms of prime time programming to be distributed by Columbia. The production of *Cagney & Lacey* and a new CBS-TV pilot, *The Bounty Hunter*, are outside the agreement.

In other production news, NBC Productions has entered an agreement with producer Michael Filerman to develop series, movies and mini-series for NBC-TV. Filerman developed the prime time series *Dallas*, *Knots Landing* and *Falcon Crest* and is currently executive producer of the last two series. Filerman, who heads Michael Filerman Productions, will also be a special adviser on daytime programming to NBC Entertainment President Brandon Tartikoff. He is executive producer of an upcoming NBC-TV made-for-television motion picture, *A Letter to Three Wives*.

Viacom Productions has signed Martin Rips and Joseph Staretski, the producers of *Three's Company* for three years, to an exclusive agreement to write and produce series and television movies. Viacom Productions President Thomas T. Tannenbaum said the signing represents the continuation of the company's move into comedy. He also said that Viacom expects to have a series on one of the networks in the near future. Rips and Staretski started their writing careers working for Norman Lear on *Maude*.

Robert Halmi Inc., an independent developer and producer of television and theatrical films, has reached an agreement with Blair Entertainment for the production of two half-hour animated children's specials that will serve as pilots for a possible syndicated series called *The Lollipop Dragon*. The pilots will air during the fall and winter with the decision to produce a series coming as early as March 1986.

And Telecom Entertainment Inc. has acquired the worldwide dramatic rights to Malcom Bosse's best seller, "The Warlord," and its soon-to-be published sequel, "Fire in Heaven." The novels are set in the 20th century with American and Chinese characters. Telecom currently produces *Washington* for Showtime.

Book No.		Price
Total \$		

Stock Index

	Closing Wed Oct 16	Closing Wed Oct 9	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	116 3/8	115 1/4	1 1/8	0.98	18	3,335
N Capital Cities	184 3/4	195 1/2	- 10 3/4	- 5.50	17	2,400
N CBS	117 1/2	117 7/8	- 3/8	- 0.32	20	2,750
O Clear Channel	15 3/4	15 3/4			22	46
N Cox	74 3/4	74 3/4			23	2,109
O Gulf Broadcasting	11/16	11/16				31
O Jacor Commun.	3 5/8	3 5/8				21
O LIN	37 1/8	37 1/4	- 1/8	- 0.34	25	980
O Malrite	11 1/4	11 1/8	1/8	1.12	14	94
O Malrite 'A'	11	11			13	47
O Orion Broadcast	1/32	1/32				3
O Price Commun.	10 3/8	9 1/8	1 1/4	13.70		61
O Scripps Howard	45 1/2	44 1/2	1	2.25	27	470
N Storer	88 3/4	88 1/8	5/8	0.71		1,682
O SunGroup Inc.	3	2 7/8	1/8	4.35		4
N Taft	80	75 7/8	4 1/8	5.44	16	722
O United Television	24 1/2	24 1/8	3/8	1.55	77	268

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	26 1/4	25 3/4	1/2	1.94	17	162
A Affiliated Pubs	46	46			20	563
N American Family	24 1/2	23 1/8	1 3/8	5.95	13	732
O Assoc. Commun.	28 1/4	27 1/2	3/4	2.73		135
N A.H. Belo	46 3/8	45 7/8	1/2	1.09	21	536
N John Blair	24 1/2	22 7/8	1 5/8	7.10		196
N Chris-Craft	53 7/8	56 1/8	- 2 1/4	- 4.01		344
N Gannett Co.	58 7/8	54 3/8	2 1/2	4.60	19	4,563
N GenCorp	49 7/8	47 1/2	2 3/8	5.00	28	1,092
O Gray Commun.	102	102			18	51
N Jefferson-Pilot	46 5/8	43 5/8			7	1,414
O Josephson Intl.	7 7/8	8 1/8	- 1/4	- 3.08		37
N Knight-Ridder	36	34	2	5.88	16	2,016
N Lee Enterprises	41 1/4	40	1 1/4	3.13	19	534
N Liberty	29 3/4	29 1/2	1/4	0.85	13	302
N McGraw-Hill	42 3/4	41 1/8	1 5/8	3.95	15	2,154
A Media General	77 1/2	75 1/2	2	2.65	15	541
O Multimedia	22 7/8	19 3/8	3 1/2	18.06	10	381
A New York Times	42 3/4	39 3/4	3	7.55	15	1,712
O Park Commun.	22 1/2	20 1/2	2	9.76	21	310
N Rollins	26 3/4	24 3/8	2 3/8	9.74	33	391
T Selkirk	21 3/4	21 1/2	1/4	1.16	47	177
O Stauffer Commun.	95	95			16	95
A Tech Operations	57	56 3/4	1/4	0.44	8	45
N Times Mirror	48 3/8	44 5/8	3 3/4	8.40	14	3,124
N Tribune	45	44	1	2.27	16	1,824
A Turner Bcstg.	12 1/2	14 3/8	- 1 7/8	- 13.04	26	272
A Washington Post	109 1/4	104	5 1/4	5.05	14	1,401

PROGRAMING						
O American Nat. Ent	113/16	1 7/8	- 1/16	- 3.33	9	4
O Barris Indus	13 7/8	11	2 7/8	26.14	36	119
N Coca-Cola	71 1/8	69 5/8	1 1/2	2.15	14	9,319
N Disney	89 5/8	86 1/4	3 3/8	3.91	50	2,933
N Dow Jones & Co.	40	38 5/8	1 3/8	3.56	20	2,578
O Four Star	4 3/4	4 1/4	1/2	11.76	5	4
A Fries Entertain.	8 3/4	8 1/2	1/4	2.94	16	30
N Gulf + Western	44 7/8	43 3/4	1 1/8	2.57	14	3,149
O King World	22 3/4	19 3/4	3	15.19	28	232
O Robert Halmi	2 5/16	2 5/16			46	40
A Lorimar	37	34 3/8	2 5/8	7.64	9	284
N MCA	47 7/8	48	- 1/8	- 0.26	41	3,558
N MGM/UA	23 3/4	24 5/8	- 7/8	- 3.55		1,180
N Orion	9 3/8	10 1/4	- 7/8	- 8.54	28	88
O Reeves Commun.	11 1/2	10 1/2	1	9.52		143
O Sat. Music Net.	13 1/4	14 1/4	- 1	- 7.02		90
O Telepictures	17 7/8	16 1/2	1 3/8	8.33	13	139
N Warner	34 1/2	33 3/4	3/4	2.22		2,101
A Writter	18 7/8	18 3/4	1/8	0.67		134

	Closing Wed Oct 16	Closing Wed Oct 9	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	49	47 1/2	1 1/2	3.16	14	314
O Compact Video	6 1/8	5 3/8	3/4	13.95		26
N Comsat	33 7/8	32 7/8	1	3.04	10	613
O Doyle Dane B.	20	19 3/4	1/4	1.27	14	106
N Foote Cone & B.	54 1/8	57 3/8	- 3 1/4	- 5.66	11	204
O Grey Advertising	185 1/4	185	1/4	0.14	11	112
N Interpublic Group	40 1/4	40 3/8	- 1/8	- 0.31	14	438
N JWT Group	28	29 5/8	- 1 5/8	- 5.49	16	253
A Movielab	7 3/8	7 1/4	1/8	1.72		12
O Ogilvy & Mather	40 3/4	40 1/2	1/4	0.62	14	371
O Sat. Syn. Syst.	5 3/4	6 1/4	- 1/2	- 8.00	13	33
O Telemation	5 1/2	5 1/2			5	6
O TPC Commun.	3/8	3/8				4
A Unitel Video	6 7/8	7	- 1/8	- 1.79	20	15
N Western Union	11 1/4	11 3/8	- 1/8	- 1.10		274

CABLE						
A Acton Corp.	1 3/8	1 3/8				8
O AM Cable TV	2	2				7
N American Express	42 1/4	40 5/8	1 5/8	4.00	15	9,365
N Anixter Brothers	16 7/8	16 3/8	1/2	3.05	18	307
O Burnup & Sims	7 1/8	7	1/8	1.79	4	64
O Cardiff Commun.	15/16	15/16			94	4
O Comcast	20	19	1	5.26	29	397
N Gen. Instrument	15 1/4	13 1/4	2	15.09		492
N Heritage Commun.	19 3/8	16 7/8	2 1/2	14.81	38	282
O Jones Intercable	5 1/2	5 5/8	- 1/8	- 2.22	26	55
T Maclean Hunter X	13 1/4	13 1/2	- 1/4	- 1.85	18	488
A Pico Products	2 3/8	2 5/8	- 1/4	- 9.52		8
O Rogers Cable	8 3/8	7 15/16	7/16	5.51		191
O TCA Cable TV	25 1/4	23	2 1/4	9.78	32	169
O Tele-Commun.	31 1/2	30 7/8	5/8	2.02	350	1,481
N Time Inc.	57 3/8	55 3/8	2	3.61	17	3,593
N United Cable TV	30 1/2	29 3/4	3/4	2.52	50	461
N Viacom	58 1/2	52 1/2	6	11.43	26	932

ELECTRONICS/MANUFACTURING						
N Allied-Signal	44 3/4	42 1/2	2 1/4	5.29	8	7,043
N Arvin Industries	24 3/4	25	- 1/4	- 1.00	9	289
O C-Cor Electronics	7	7 1/4	- 1/4	- 3.45	700	21
O Cable TV Indus.	2 7/8	2 7/8			29	9
A Cetec	7 1/8	7	1/8	1.79	12	16
O Chyron	7 5/8	6 7/8	3/4	10.91	22	77
A Cohu	9 1/2	9 3/8	1/8	1.33	9	17
N Conrac	14 3/8	13	1 3/8	10.58	7	87
A CMX Corp.	1 3/8	1 1/2	- 1/8	- 8.33		5
N Eastman Kodak	43 7/8	44 1/4	- 3/8	- 0.85	13	9,909
O Elec Mfg & Comm.	14 1/4	13 1/2	3/4	5.56		59
N General Electric	61 3/4	57 3/4	4	6.93	12	28,134
O Geotek-Telemet	1 1/2	1 1/2			25	5
N Harris Corp.	23 7/8	22 7/8	1	4.37	12	961
N M/A Com. Inc.	17 1/4	16	1 1/4	7.81	17	751
O Microdyne	6	5 5/8	3/8	6.67	75	27
N 3M	78 1/2	76 1/2	2	2.61	13	8,977
N Motorola	32 7/8	31 1/2	1 3/8	4.37	14	3,913
N N.A. Philips	32	32 1/2	- 1/2	- 1.54	8	924
N Oak Industries	1 5/8	1 1/2	1/8	8.33		42
N RCA	45	43 7/8	1 1/8	2.56	12	4,036
N Rockwell Intl.	35 1/4	35 1/2	- 1/4	- 0.70	9	5,258
N Sci-Atlanta	11 5/8	11 1/4	3/8	3.33	16	271
N Sony Corp.	17 1/2	16 5/8	7/8	5.26	13	4,041
N Tektronix	50 1/2	47 3/8	3 1/8	6.60	13	1,045
A Texscan	1	11/16	5/16	45.45		7
N Varian Assoc.	23 3/4	22 5/8	1 1/8	4.97	16	526
N Westinghouse	39 3/4	37 1/4	2 1/2	6.71	12	6,943
N Zenith	18 3/4	16 3/4	2	11.94	11	433
Standard & Poor's 400	209.97	203.82		6.15		3.02

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.

TELECASTINGS

Texas clients

Arbitron Ratings announced that Belo Broadcasting has signed "a multiyear, multimillion-dollar contract" to subscribe to the Arbitron metered TV rating services in Dallas and Houston on behalf of Belo's television stations there, WFAA-TV and KHOU-TV, respectively. "We are pleased," said Pete Megroz, Arbitron vice president, TV sales and marketing, "that after careful consideration of the ratings services in Dallas and Houston, Belo Broadcasting has chosen to sign with Arbitron."

With the addition of WFAA-TV and KHOU-TV, Arbitron said its metered service in Dallas-Fort Worth has six station subscribers and the one in Houston has five. In all, the company said, it now has 62 station subscribers and more than 4,400 metered homes measuring viewing in 11 markets encompassing 27.7 million television households or 32.6% of the U.S. population.

Helping hands

SIN, the Spanish television network, said it raised more than \$6 million in relief aid for victims of the recent Mexican earthquake with its 13-hour telethon on Sunday, Sept. 29, hosted by Mexican-born actor Ricardo Montalban and Venezuelan Jose Luis Rodriguez. Also participating were Bob Hope, Morgan Fairchild, Vikki Carr, former soccer star Pele and opera star Placido Domingo, who lost four family members in the earthquake. SIN also said that contributions were still coming in.

The program, *Mexico: Estamos Contigo*, was produced by SIN and its Los Angeles affiliate, KMEX-TV. It was fed by satellite throughout the U.S. and to 10 foreign countries. KMEX President Danny Villanueva estimated that \$3.5 million of the total was raised in southern California. Proceeds are being directed to the Red Cross Relief Fund in Mexico City.

Meanwhile, San Francisco's KGO-TV raised \$104,000 for earthquake relief during the first week of a campaign launched shortly after the Mexican capital was hit. The station, in association with KNBR(AM) San Francisco, sponsored an earthquake luncheon relief rally in the city's Justin Herman Plaza. The proceeds are being distributed equally among The Salvation Army, The Red Cross and Catholic Relief Services.

Instantaneous connection

Visnews International, the U.S. subsidiary of Visnews Ltd., says it has facilities in place that for the first time will allow television broadcasters covering the United Nations to shoot, edit and transmit live or recorded coverage worldwide in a matter of minutes. The satellite uplink and editing facilities are located outside the UN General Assembly

building in New York.

Convenience and speed are the big advantages, according to Ed Helfer, Visnews International vice president for marketing: "We provide an exceptional opportunity for broadcasters to cover dignitaries and diplomats without delay while the news is hot and of greatest interest. The UN's cooperation in this venture is a testament to Visnews' worldwide reputation in television news and international broadcasting."

Visnews International, New York, whose London-based parent company bills itself as the world's largest television news agency, says its UN facilities include three camera crews equipped with Ikegami HL-79E cameras for the two primary global broadcast standards, PAL and NTSC; four videotape recorders, and Sony 800 three-quarter-inch and half-inch editing equipment. Visnews said camera and editing equipment and technical personnel are provided by Pfeffer Film Corp., New York, and the UN.

Cresscom Transmission Services Inc., Fairfield, N.J., is providing the C-band satellite uplink from the UN to Westar 4. Signals can be received from any domestic down-

link, according to Visnews, or can be carried internationally via earth stations in Andover, Me., and Edam, W. Va. Cresscom handles both C-band and Ku-band transmissions and regularly provides transportable and fixed uplinks and downlinks for broadcast and corporate clients.

Crescent studio

Plans are under way for the creation of a major motion-picture and TV studio facility on 20 acres in downtown New Orleans, near the 1984 World's Fair site.

The project, known as The New Orleans Studio Inc., is a joint venture of producer David Dortort and his Talisman Sales Corp., and Republic Pictures and the Hitcom Corp. Dortort said the studio will include a 37,500-square-foot motion-picture sound stage, five smaller video sound stages, a major recording studio and full-scale video and film post-production centers.

Hitcom Corp., based in Venice, Calif., said it will announce soon its plans for "several first-run syndication series and features" that it will produce at the new center.

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Rex Sparger, president of The New Orleans Studio Inc. and operator of Hitcom, told local reporters that Hitcom is prepared to bring in 43 movies, estimated at \$2 million each, and \$30 million in TV programming for production there.

The plans were announced by the developers and Governor Edwin Edwards and New Orleans Mayor Dutch Morial at a news conference. The developers are seeking \$10 million in low-interest bonds from the state to finance the project.

Virgin territory

Arbitron Ratings said it will conduct its first television audience measurement for the Virgin Islands in November, surveying about 400 households in St. Croix, St. John and St. Thomas to produce a special trading area report. Arbitron will use its standard TV diaries for the survey, which will run from Oct. 30 to Nov. 26, making bilingual diaries available for persons who prefer Spanish.

The survey was commissioned by ELF Communications, New York, owner of WSVI(TV) Christiansted (St. Croix). "We need reliable estimates on the size of our viewing audience," said John A. Lack, ELF president and chief executive. "This information is vital for convincing national advertisers that television is the best way to reach consumers in the Virgin Islands."

There are two other TV stations in the islands: WBNB-TV and noncommercial WTJX-TV, both Charlotte Amalie (St. Thomas). Arbitron said it will measure all viewing to the three stations and to cable. The report will be out in January.

Cartoon contributor

Ranan Lurie, former editorial cartoonist for *U.S. News & World Report*, *Life* and *The Times of London*, has his work published in 57 countries in some 400 newspapers. Beginning last Wednesday (Oct. 16), it is also on television, when his cartoons made their



Lurie

daily debut on the Public Broadcasting Service's *MacNeill/Lehrer NewsHour*. Lurie, the nightly public affairs program's cartoonist in residence, uses an electronic paint box, computer and special sound effects to create editorial cartoons designed specifically for television. Said *NewsHour* executive producer, Lester Crystal: "These cartoons are totally unlike anything anyone is likely to

have seen on television before. They make full use of television's video palette, while providing unusually swift analyses of the day's events."

Hope appearance

Bob Hope will make his first acting appearance, on television or in the movies, in 15 years in a movie-of-the-week being produced by 20th Century Fox Television. Hope will co-star with Don Ameche in *A Nice Pleasant Deadly Weekend*, a two-hour murder/mystery/comedy that began a four-week shooting schedule in Vancouver, B.C., on Oct. 15. Hope plays an ex-Beverly Hills police officer, and Ameche, an "ex-cat burglar/millionaire," who together solve a string of art thefts and murders that take place over a weekend. Terry Morse is producer of the Andrew J. Fenady-Terry Nation screenplay.

Rising sports costs

The escalating costs of television and radio rights to sports events were discussed last week by Neal Pilson, executive vice president, CBS/Broadcast Group, at a meeting of the New York chapter of the National Academy of Television Arts & Sciences. Pilson indicated that the popularity of sports programming has been diluted by thousands of properties that have come into the marketplace, including competition from cable. Pilson said CBS will continue its involvement with sports but will be more selective. He pointed out CBS has passed up opportunities to the broadcast rights to such events as the 1988 winter and summer Olympics, Monday night football and Belmont Stakes. He said he did not think pay television would be a factor in negotiations for the 1992 Olympics.

Captioned PSA's

The Will Rogers Institute has made available what it says is the first public service announcement to be closed captioned by the National Captioning Institute for the hearing impaired. The 30-second PSA features tennis pro Tracy Austin extolling the virtues of a proper exercise routine. The spots were mailed to roughly 2,200 stations and will begin appearing this week. The Will Rogers Institute is currently the nation's largest supplier of PSA's, receiving more than \$100 million in free air time annually.

Under-age alcohol PSA's

The National Institute of Alcohol Abuse and Alcoholism has awarded a \$1.1-million grant for a two-year radio and television alcohol prevention campaign aimed at children 9-13. The contract is part of NIAAA's national public education effort. Macro Systems Inc. (a health consulting company based in Silver Spring, Md.), and the Children's Television Workshop (producer of the Public Broadcasting Service's *Sesame Street*, *The Electric Company* and *3-2-1-Contact*) are working together to produce and distribute a television video, portions of which are expected to air as PSA's on radio and television, beginning in January 1987, according to Bill Sowers, director of corporate development for Macro.

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10/21/85

Time Inc. to cut costs after net falls during third quarter

It asks managers to draw up lists of cutbacks to help save \$75 million

Time Inc. announced it would take steps to reduce next year's expenses by \$75 million, or 2.5% of the roughly \$3 billion budgeted for 1986. Senior managers of all of Time's divisions and subsidiaries have been asked to identify where cuts can be made.

In a letter to Time employees dated Friday, Oct. 11, the company's chief executive officer, J. Richard Munro, said the action was necessary for three reasons: because of low inflation; because the savings would insure speedy growth for the company, and because of the "possibility of a less buoyant economy."

The announcement came just a few days ahead of the third-quarter results released last Wednesday (Oct. 16). The company's net income declined 4% to \$44.2 million, or 70 cents per share, on revenue of \$847 million, up 13%. Operating income before taxes rose from \$105.7 million in the third quarter of 1984 to \$112.7 million, helped in part by an improvement in Time's Video Group, where income rose \$3 million, to \$59 million, on a 9% revenue gain to \$344.2 million. While the absolute numbers improved, the profit margin of the Video Group (which is made up of number-two-ranked MSO, American Television and Communications, Home Box Office and Cinemax) continued to decline, from 20.4% in 1983's third quarter, to 17.8% last year, then to 17.1% in the most recent quarter.

The reduction in expenses, if it affects Home Box Office and Cinemax, as well as the other Time operations, will be merely a continuation of efforts to reduce costs at the pay services. Less than a year ago HBO laid off 5% of its 1,800-member work force, and it recently renegotiated some of its movie agreements with Hollywood studios.

If the full \$75-million savings became profit and were taxed at the full 46% corporate rate, 1986 net income would increase by \$40 million, or 60 cents per share. Despite those encouraging numbers, the stock price increased only a little in the days following the announcement, which might have been due to a number of factors, including the market's anticipation of the decision, or that the stock is currently guided by takeover speculation, not a price-to-earnings ratio.

One analyst, who asked not to be quoted, suggested that the latter possibility was likely and that Time's management is worried that a low stock price would encourage a takeover attempt of the company: "They are doing everything they can to keep the company independent and to keep the stock price up."

McKinney says. On mergers and hostile takeover attempts, the FCC has "boldly" stated its confidence in shareholders, not company management, said James McKinney, FCC Mass Media bureau chief, in a speech to the Pennsylvania Association of Broadcasters. "The final say must always be allowed to lie with the folks who risk their capital, not with the ones who spend it," McKinney said. McKinney also said the practical emphasis of the current commission might better be expressed as "consumer power" instead of deregulation. "For in the broadcast area particularly, the primary goal has been to make the consumer the ultimate regulator of the marketplace by increasing his choices and thus his market power in this industry," McKinney said.

Changing Hands

PROPOSED

KQAM(AM)-KEYN-FM Wichita, Kan. □ Sold by Long-Pride Broadcasting Co. to Roth Broadcasting of Wichita Inc. for \$8 million, comprising \$7 million cash and remainder note at 10% over five years, with interest payments only for two years. **Seller** is owned by Jim Long and Charlie Pride. It also owns KAYC(AM)-KAYD(FM) Port Arthur-Beaumont, Tex. Pride is country and western singer. **Buyer** is owned by David A. Roth, who also owns WIRA(AM)-WOVV(FM) Fort Pierce, Fla., WKPE-AM-FM Orleans, Mass., and KCBN(AM)-KRNO(FM) Reno. KQAM is on 1410 khz with 5 kw day and 1 kw night.

KEYN-FM is on 103.7 mhz with 95 kw and antenna 860 feet above average terrain. **Broker:** Americom Media Brokers

WTMR(AM) Camden, N.J. □ Sold by Roberts Broadcasting Group Inc. to Star Broadcasting Inc. for \$2.2 million, comprising \$1.8 million cash and remainder note. **Seller** is owned by Thomas M. Roberts, who has no other broadcast interests. **Buyer** is owned by Sandra M. Shenfield. It also owns WSSR(AM) Washington, N.J. It is also applicant for 16 low-power TV stations. WTMR is daytimer on 800 khz with 5 kw. **Broker:** Kozacko-Horton Co.

KTRM(AM)-KZZB(FM) Beaumont, Tex. □ Sold

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by Dorothy Bridgeman to Jerry Condra for \$1,550,000, comprising \$900,000 cash, \$555,000 note at 10% over 10 years and \$100,000 noncompete over five years with no interest. **Seller** has no other broadcast interests. **Buyer** has interest in, and is general manager of WPDE-TV Florence, S.C. KTRM

is on 990 khz full time with 1 kw. KZZB is on 95.1 mhz with 100 kw and antenna 500 feet above average terrain. *Broker: John Mitchell & Associates*

WRIN(AM)-WLQI(FM) Rensselaer, Ind. □ Sold by commonly owned Jasper County Broadcasting and North Star Communications, re-

spectively, to Brothers Broadcasting of Indiana for \$603,000. **Seller** is owned by Rose Marie and Thomas Jurek, who have no other broadcast interests. **Buyer** is owned by James and John Balvich, brothers. James Balvich is Monticello, Ind., physician. John Balvich is salesman at WSAL(AM) Logansport, Ind. WRIN is on 1560 khz with 1 kw. WLQI is on 97.7 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Burt Sherwood & Chapman Associates.*

Bottom Line

Just in case. United Cable Television has filed shelf registration for \$300 million of various types of senior and subordinated debt. Denver-based MSO, which as of Aug. 31 owned or managed systems serving 919,000 basic and 798,000 pay subscribers, said it had no "immediate plans to issue any of these debt securities," but they might be issued for acquisitions or to repay indebtedness.

Chapters seven and eleven. How many Fifth Estate companies file for bankruptcy? According to Dun & Bradstreet the number of TV and radio business failures was just over 50 in both 1983 and 1984 and so far this year appears headed for the same level. That computes to an annual failure rate of half of one percent out of the total station population. The liabilities involved can vary. Last year, \$24.4 million was at stake, less than half 1983's \$54.1 million in liabilities. Dun & Bradstreet obtains the statistics by categorizing bankruptcy court filings according to the federal government's standard industrial classification (SIC) codes. The radio and TV categories include stations, and programing and rep companies.

	Radio (failures and liabilities)	TV * (failures and liabilities)
1983	39 \$14,902,000	13 \$39,235,000
1984	51 \$20,143,000	7 \$4,268,000
First half 1984	29 \$12,538,000	4 \$198,000
First half 1985	17 \$23,379,000	10 \$14,815,000

* The television category includes affiliate and independent stations, subscription television stations, low-power TV's and translators. Cable television is not included but instead is counted in a wider catch-all category for diverse communications enterprises.

CABLE

System serving, Belleview, Cedar Key and Marion County, Fla. □ Sold by Starshine Cable TV Inc. to Centel Cable Television Co. of Florida for approximately \$3 million. **Seller** is principally owned by Alton Blakely, who also has interest in Tennessee-Kentucky Cable TV Co., Somerset, Ky.-based cable group of four systems. **Buyer** is subsidiary of Centel Corp., publicly traded, Chicago-based telephone company and cable MSO with over 300,000 subscribers in eight states headed by Alan Kutze, president. System serves 3,000 subscribers with 30 miles of plant.

For other proposed and approved sales see "For the Record," page 87.

Fifth Estate billionaires

'Forbes' annual list of America's 400 richest includes many media owners

The increased value of broadcasting and cable properties also increased the wealth of their owners, insuring that the Fifth Estate was well represented on *Forbes's* 1985 listing of the 400 richest Americans.

Of the 14 billionaires listed in last week's issue, four are well known to the Fifth Estate. Samuel Irving Newhouse Jr. and Donald Edward Newhouse, who own the MSO NewChannels and have other cable interests, currently share a fortune reported to be worth \$2.2 billion (pending settlement of an estate tax case with the Internal Revenue Service). The net worth of Metromedia Chairman John Kluge was estimated by the magazine to be more than \$1 billion, as was that of Fifth Estate investor Warren Buffett.

Also among the very, very wealthy were numerous Rockefellers—the family-owned The Rockefeller Group owns Outlet Communications—led by billionaire David Rockefeller.

Barbara Cox Anthony's and Anne Cox Chambers's ownership of Cox Enterprises and now-private Cox Communications makes them each worth at least \$950 million, according to *Forbes*. Edward Lewis Gaylord, of the Gaylord station and publishing group, was estimated to be worth more than \$600 million.

The net worth of cable MSO owner O. Wayne Rollins's family was estimated to be at least \$500 million, and that of television group owner Joe Lewis Allbritton more than \$450 million. Kirk Kerkorian's majority ownership of MGM/UA and his other diverse investments are worth at least \$450



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Jim Ray

Jim Ray completing \$1,750,000.00 acquisition from John Dunn Oct. 1, 1985

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million, according to the magazine. The five TV stations that Oveta Culp Hobby and her family own are a large part of her estimated \$400 million fortune.

Katherine Graham, chairman of The Washington Post Co., is worth at least \$350 million, said the magazine, as is Donald Worthington Reynolds (Donrey Media Group). *Forbes* disclosed that Reynolds's cable partner in D-H Cablevision, Robert Staples Howard, is also to be executor of Reynolds's estate. Howard, owner of Howard Publications (WTVB-TV Buffalo, N.Y.), is on the list in his own right, at more than \$250 million.

The quotable Roy Park, whom the magazine valued at more than \$350 million, reportedly said, "When things are running smoothly, I get bored." Helen Kinney Copley's publishing and cable empire was valued at about \$335 million. Robert William Galvin, chairman of Motorola, has an ownership interest in that company valued at \$300 million.

Rupert Murdoch's transfer of citizenship in September enabled him to join the list, although *Forbes* valued his 51% control of a vast media empire at only \$300 million, based on the News Corp. stock price as of Sept. 6. Robert Edward (Ted) Turner weighed in at \$300 million. Turner reportedly explained his philosophy as, "Crash along at full speed until you hit something." Next on the *Forbes* list was the founder of one company Turner recently bounced off of, former CBS Chairman William S. Paley, whose worth was estimated at \$290 million. One of Paley's partners in Whitney Communications is the widow of his now-deceased brother-in-law, Jock Whitney. The magazine valued Betsy Cushing Roosevelt Whitney's fortune at \$275 million.

The magazine noted that Dorothy Stimson Bullitt both "rafted Colorado Rapids age 85 [sic]" and controls King Broadcasting which was part of assets valued at \$275 million. Roy Edward Disney, whose holdings include Shamrock Broadcasting, is worth over \$255 million, as is Richard Alan Smith, who runs and has a major interest in General Cinema Corp. (WGRZ-TV Buffalo, N.Y.). Malcolm Austin Borg, who was valued at \$250 million and who controls Macromedia Inc. (Gateway Communications), told *Forbes*, "I'm no big deal."

James Landon Knight's interest in Knight-Ridder was valued at at least \$220 million, as were the MCA holdings of Chairman Lew Wasserman, who reportedly told the magazine, "All you can do is hope your correct judgments outnumber your mistakes." August Christopher Meyer (Midwest Television Inc.) made the \$200 million mark, as did Ormond Beach, Fla.-based Chapman Shaw Root (group owner Root Communications).

Ownership of WSVN(TV) Miami undoubtedly contributed heavily to the \$200 million asset valuation of Edmund Newton Ansin. Single station ownership figured less importantly in the cases of Gertrude Crain (WWUS(FM) Big Pine Key, Fla.), \$200 million; the reported \$500 million fortune of Richard Mellon Scaife (KQV(AM) Pittsburgh), or over \$150 million attributed to Ivan Frederick Boesky (KGMC(TV) Oklaho-

ma City).

Stanley Hubbard's \$195 million fortune has been boosted by escalating station values, but he described the trend this way, "The people in this industry are like lemmings following each other off the cliff."

The recent merger between A.C. Nielsen Co. and Dun & Bradstreet stock provided the trusts controlled by Arthur Charles Nielsen with D&B stock to be worth over \$190 million. Coca-Cola stock and cash received by Norman Milton Lear and Andrew Jerrold Perenchio put them in the *Forbes* column for the first time at \$175 million each.

TCI Chairman Bob John Magness (\$170 million) reportedly said, "Every time I think I've had the full course and am about to graduate, I find some new lesson." Ruth Chandler von Platen, last surviving child of Times Mirror founder Harry Chandler, had a reported fortune of over \$165 million, and John Earl Fetzer, who has sold the Fetzer radio and television group, subject to FCC approval, was attributed with just \$5 million less.

John Herald Johnson's cable, publishing and radio interests are part of a \$160 million media empire, said *Forbes*. Said Johnson, "You can't sell successfully to the black consumer market without me." James Stanley Gilmore Jr. is reportedly seeking more TV stations in the South to add to a station group and other investments valued at \$160 million. Said Gilmore, "We are moving in areas where the sun is."

Although the cut-off for the list of the 400 richest Americans stayed at \$150 million, there were fewer at the border line this year, said *Forbes* reporter Peter Newcombe. At the magic number was Mary Fendrich Hulman (Wabash Valley Broadcasting Corp.); Frank Batten (Landmark Communications), and Orvon Gene Autry (Golden West Broadcasters).

Charles Francis Dolan, chairman of Cablevision Systems Corp., just missed the cut-off at \$130 million. And despite numerous investment coups, none of partners of Kohlberg Kravis Roberts & Co. (Wometco and Storer Communications) showed up on

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Anixter Brothers	Fourth	\$170,606	4	\$5,781	14	\$0.32
	Year	\$650,949	9	\$17,456	17	\$0.96
General Electric	Third	\$6,520,000	-3	\$575,000	2	\$1.26
Lorimar	Fourth	\$62,511	32	\$1,055	-41	\$0.13
	Year	\$364,674	39	\$28,416	144	\$3.39
Park Communications						
	Third	\$27,648	8	\$3,168	8	\$0.23
Satori Entertainment	Year	\$4,371	39	\$342	NM	\$0.14
Time Inc.	Third	\$846,881	13	\$44,157	-4	\$0.70

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Anixter Brothers Chairman and Chief Executive Officer Alan Anixter said: "Cash and marketable securities... increased 31% over last year to \$82.1 million. We have no domestic bank debt, and our current ratio is at three-to-one. Our net fixed assets are only 15% of our equity of \$204.1 million." ■ **General Electric** attributed results to "generally sluggish and uneven market conditions," which it saw continuing into 1986. Company said its consumer products earnings were "considerably below a year ago on somewhat lower revenues" mainly due to "industrywide oversupply of color television sets. Lighting results were slightly below 1984." ■ **Lorimar** net income for year ending July 27 included "extraordinary loss" of \$2.6 million, net of taxes, relating to settlement of production partnership agreement. Company said \$61 million in revenue was related to entry of *Dallas* into syndication. ■ **Park Communications** said operating cash flow increased 12% to \$5.1 million. ■ **Satori Entertainment** reported loss for fiscal year ending May 31, 1984, of \$100,253. ■ For **Time Inc.**, see story, page 81.

August, 1985

Acquired

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September, 1985

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subscribers in Warren County, Venango County,
Crawford County, Forest County and Mercer
County, Pennsylvania, and Ashtabula County, Ohio,
has been sold to

Cable Systems USA, Associates of Tionesta, Pennsylvania

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the list. *Forbes's* Newcombe told BROADCASTING, "We are looking into them. We did not have their file solid enough yet to merit their inclusion on the list."

There was fortune in numbers for many who are related to wealth through family trusts. The descendants of William Randolph Hearst share a \$1.5-billion trust, and some Bancrofts own Dow Jones stock worth about \$520 million. Paul Block and brother, Bill, share a Toledo Blade Co. fortune worth about \$300 million, and the additional 44 descendants of Harry Chandler share a trust worth a reported \$880 million.

Eight descendants of William Cowles (KHQ Broadcasting) reportedly have between them at least \$250 million while 30 descendants of Michael H. deYoung (Chron-

icle Broadcasting Co.) share \$450 million. Walt Disney's widow, Lilian, two daughters and 10 grandchildren have interests (including Retlaw Broadcasting) worth a reported \$250 million. The founder of Fisher Broadcasting left over 60 heirs with a fortune worth at least \$300 million. Descendants of Freedom Newspapers founder, Raymond C. Hoiles, are trying to resolve a dispute over the control of a media empire worth at least \$1.3 billion.

Another California-media clan, McClatchy, has 15 family members worth collectively at least \$375 million, said *Forbes*, while 30 McGraws (of McGraw-Hill reknown) have approximately a 20% stake in that company valued at \$450 million. *Forbes* valued the Pulitzer estate at

\$475 million while Gannett valued the media empire started by J.E. Scripps (The Evening News Association) at \$717 million, much of which will go to over 50 relatives.

Another group of Scripps, from the line of E.W., own a billion-dollar trust from media properties (including 80% of Scripps Howard Broadcasting). Iphigene Ochs Sulzberger (The New York Times Co.) presides over a trust estimated at \$450 million.

Some in the select group do not have a direct ownership of broadcasting or cable properties but nonetheless have recently purchased sizable positions in Fifth Estate companies, such as Robert Bass (Taft Broadcasting); Carl Henry Lindner II (Gannett); Laurence Tisch and brother, Preston (CBS), and Donald Joyce Hall (SFN Companies). □

In Sync

Lights off

Evidence of the interference potential to AM radio of new radio frequency lighting devices has been accumulated by the National Association of Broadcasters. NAB has submitted a 58-page report to the FCC asking the commission to reconsider its approval of the RF light bulbs without the simultaneous setting of emission standards for the AM band.

Regulations for using the devices, which emit energy at AM broadcast frequencies and are expected to replace less-efficient incandescent bulbs, were adopted by the FCC in August as part of its restructuring of industrial, scientific and medical equipment regulations. Although interim standards for the protection of radio communications services above 30 mhz were applied to the devices, the standards do not affect emissions in the AM band below 30 mhz.

NAB had previously suggested that a 0.25 microvolt-per-meter limit up to 10 meters be applied to the devices, but the commission turned down the proposal for lack of evidence. In the NAB report, which did not attempt to suggest limits on interfering emissions, the group concluded an interference risk exists predominantly as a result of the cumulative effect of multiple RF light bulbs, rather than from individual devices.

The report was compiled by NAB's AM improvement subcommittee and includes a comparative analysis of interference potential from electrical dimmers and fluorescent tubes, with devices tests for interference conducted along the AC power line, as well as radiated interference.

Audio parade

A number of audio gear manufacturers introduced new products at the annual Audio Engineering Society convention in New York last week. Included among them was console maker Studer Revox America of Nashville, which debuted its new line of compact mixing consoles, the 961/962 series, designed for video editing, remote video and radio production and remote recording applications. The mixers offer stereo line level input modules with or without three-band equalizers.

Other new consoles came from Harrison Systems of Nashville, which displayed for the first time its new Series 10 automated console system with two high-speed CMOS microprocessors, and from JBL Professional of Northridge, Calif., which showed a 12-channel broadcast console, models 1691/1692 for radio and TV station use.

Also at the convention: Mitsubishi Pro Audio Group introduced the new X-850 32-channel digital audio recorder using the PD

pro digital format developed by the company with AEG and Otari; 3M showed its new ScotchCart II broadcast audio cartridge; Dolby Labs had on hand the new XP series multi-track noise reduction system at a cost (\$14,950) 30% less than its SP predecessor; Telex had a series of new Audiocom intercom accessories and a new interface unit, and MEI Electronics had on display its new Digisound random access digital audio storage system for radio stations and recording studios.

Halley's high-definition

Sony Corp. has lent its high-definition video system to the American Film Institute for use in producing a music video short on Halley's Comet. The five-minute film, "Arrival," is underwritten by grants from Procter & Gamble and will be transferred to 35 mm film and show in theaters in January and February 1986. The production, which will use facilities at Hollywood's EYE-On Studios and the Sony Video Center at AFI's Los Angeles campus, is scheduled for completion by the end of November. HDTV equipment from Ultimatte Corp and Grass Valley Group will also be used for the project, which is to be directed by music video veteran Keith Williams, along with supervising director, Joe Dante.

Stereo for Paramount

Paramount Studios will deliver stereo programs by satellite to TV stations using Norcross, Ga.-based Wegener Communications' Panda II audio transmission system. Stereo programs available from Paramount over the Wold Satellite TV network are *Entertainment Tonight*, *America* and *Solid Gold*.

SNG buy

Hearst Broadcasting is outfitting its five TV stations with satellite newsgathering vehicles from Conus Communications ("Closed Circuit," Oct. 7). As part of a group purchasing agreement between the firms, SNG trucks and Conus news services will be on-line in the next few weeks at WTAE-TV Pittsburgh, WBAL-TV Baltimore and WDTN(TV) Day-

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ton, Ohio. KMBC-TV Kansas City, Mo., and WISN-TV Milwaukee already have SNG capability, as does WCVB-TV Boston, scheduled to transfer to Hearst ownership in 1986. All are ABC affiliates, except the Baltimore station, which is a CBS affiliate. The amount of the deal was not disclosed.

"Cor" for Big Apple

C-Cor Electronics has signed an estimated \$4.5-million agreement to supply Warner Amex Cable Communications with distribution electronics and systems design for the WA cable plant to be built in Queens and Brooklyn boroughs of New York.

According to the State College, Pa.-based C-Cor, it has already begun shipments of gear including 550 mhz, 77-channel trunk and distribution amplifiers and main line passives. Deliveries will continue over the next several years, the company said.

Reach out and telerecord

CompuSonics Corp., developer of a digital music transmission system dubbed telerecording, has announced a one-year joint agreement with AT&T to promote its use together with AT&T's Accunet Switched 56 Service, for sending and receiving high-quality digital audio signals between remote data bases.

The telerecording technology is based on the Denver-based audio equipment manufacturer's hard disk-based professional digital audio recording and playback system, slated for commercial delivery later this year. Accunet, according to CompuSonics, is a shared-user network providing dedicated service for transmission of high-speed digital information. The service will be available in 34 cities by the end of 1985 and in 65 by the end of 1986.

Sustaining interest

The Society of Motion Picture and Television Engineers has gained nine new corporate sustaining members from the broadcast and film industries in recent weeks. Joining the Scarsdale, N.Y.-based membership organization's existing 250-plus sustaining membership rolls are: TFT Inc., Santa Clara, Calif.; Abekas Video Systems Inc., Foster City, Calif.; Intergrupp Video Systems, Gainesville, Fla.; B & B Systems, Valencia, Calif.; Computer Prompting Corp. of Washington; Schwem Technology of Pleasant Hill, Calif.; lighting equipment manufacturer RDS of Tokyo, Japan; YCM Laboratories, Burbank, Calif., and Motion Picture Association of America, New York.

Foreign feed

The Houston International Teleport became the first carrier other than AT&T or Comsat to transmit satellite feeds to West Germany's government-owned communications carrier, Deutsche Bundespost. The transmissions, completed Oct. 4, brought taped and live news feeds on NASA's 61-A space shuttle mission from the Johnson Space Center to the teleport via microwave, where they were uplinked via Intelsat's Major Path 1, then downlinked to a Bundespost facility in Raisting. The feeds then went via land-line to German television networks ARD in Hamburg and ZDF in Mainz.

"Datebook" continued from page 28.

mar hotel, Santa Monica, Calif. Information: (213) 474-3500.

Nov. 6—"The Citizen's Right to Know and Press Responsibility" colloquium in *Constitution Study Group, National Archives Volunteers*. Program presented in collaboration with *American Newspaper Publishers Association, ANPA Foundation and First Amendment Congress*. National Archives Building, Washington. Information: (202) 523-03183.

Nov. 6—Presentation of Women at Work Broadcast Awards, presented by *National Commission on Working Women*. Capital Hilton, Washington.

Nov. 7-8—13th annual communications law program, sponsored by *Practising Law Institute*. New York Hilton, New York.

Nov. 7-8—*National Federation of Local Cable Programmers, Mid-Atlantic region*, conference on community involvement in access television. Erie Hilton hotel, Erie, Pa.

Nov. 7-9—18th annual directional antenna seminar, sponsored by *National Association of Broadcasters science and technology department*. NAB, Washington. Information: (202) 429-5346.

Nov. 7-9—*Alpha Epsilon Rho, National Broadcasting Society*, East Central regional convention, hosted by *James Madison University AERho chapter*. Sheraton Harrisonburg Inn, Harrisonburg, Va.

Nov. 6-9—Athens International Video Festival, sponsored by *Athens Center for Film and Video*. Athens, Ohio. Information: (618) 594-6888.

Nov. 7-8—*National Federation of Local Cable Programmers* mid-Atlantic region fall conference, "Access is Community Strength." Erie Hilton, Erie, Pa.

Nov. 8-9—Stereo TV/video conference, presented by *University of Colorado at Denver, College of Music and Audio Engineering Society, Denver section*. University of Colorado, Denver.

Nov. 8-9—*National Federation of Local Cable Programmers, Southeast region* conference, "Access, Today and Tomorrow." Tampa, Fla.

Nov. 8-15—*International Film & TV Festival of New York* annual awards competition. Information: (914) 238-4481.

Nov. 9—*Women in Communications, New York chapter*, half-day seminar, "Career Strategies: Making the Right Moves in Communications." YWCA, New York.

Nov. 9-10—*Alpha Epsilon Rho, National Broadcasting Society*, South regional convention, hosted by *University of Arkansas at Little Rock, AERho chapter*. University of Arkansas campus, Little Rock.

Nov. 9-10—*Alpha Epsilon Rho, National Broadcasting Society*, Southwest regional convention, hosted by *Sam Houston State University, AERho chapter*. Sam Houston State University campus, Huntsville, Tex.

Nov. 10-13—*Association of National Advertisers* 76th annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 10-14—*Public Broadcasting Service* Program Fair. Bellevue Stratford hotel, Philadelphia.

Nov. 11-14—*National Association of Regulatory Utility Commissioners* annual convention. Marriott Mar-

quis hotel, New York.

Nov. 12—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

Nov. 12—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington.

Nov. 13—"The Entrepreneurial Woman," panel sponsored by *Washington chapter of American Women in Radio and Television*. National Association of Broadcasters, Washington.

Nov. 13-14—*Ohio Association of Broadcasters/Broadcast Financial Management Association* financial managers meeting. Holiday Inn Airport, Columbus, Ohio.

Nov. 13-15—*Oregon Association of Broadcasters* fall conference. Hilton hotel, Eugene, Ore.

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

Nov. 13-16—*Society of Professional Journalists/Sigma Delta Chi*, national convention, hosted by Valley of the Sun chapter. Phoenix Hilton.

Nov. 14-16—16th annual Loyola National Radio Conference, sponsored by *Loyola University* and non-commercial *WLW(FM) Chicago*. Holiday Inn, Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 14-17—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo.

Nov. 15—*Women in Communications, New York chapter*, meeting. Topic: business protocol. McGraw-Hill building, New York.

Nov. 15—*International Film & TV Festival of New York* 28th annual awards ceremony. Sheraton Center hotel, New York.

Nov. 15-17—*Foundation for American Communications* journalism conference on environment. Houstonian, Houston.

Nov. 15-17—*Women In Film* festival, sponsored by *Women in Film and California First Bank*. Directors Guild of America Theater, Los Angeles. Information: (213) 613-0593.

Nov. 16—Deadline for nominations for 1986 Editor of the Year Award, presented by *National Press Foundation*. Information: NPF, 1160 National Press Building, Washington, 20045.

Nov. 16—*Alpha Epsilon Rho, National Broadcasting Society*, West regional convention, hosted by *Pepperdine University*. Pepperdine campus, Malibu, Calif.

Nov. 18-20—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Anatole, Dallas.

Nov. 19—*Southern California Cable Association* seminar, with National Academy of Cable Programming, "A Salute to the Ace." Marina del Rey Marriott, Marina del Rey, Calif.

Nov. 19—*Northern California Broadcasters Association* membership luncheon. Trader Vic's, San Francisco.

Nov. 19-21—National television issues conference, "Television 1985-86: Issues for the Industry and Audience," sponsored by *Hofstra Television Institute, Hofstra University*. Hempstead, N.Y. Speakers in-

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clude Frank Stanton, president emeritus, CBS Inc.; Brandon Tartikoff, NBC Entertainment; James Duffy, ABC Broadcast Group; James Rosenfield, CBS/Broadcast Group; Bruce Christensen, PBS; James Quello, FCC; Charles Dolan, Cablevision, and George Back, All-American Television. Information: (516) 560-6800.

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas.

Nov. 21—Bay Area animation showcase, sponsored by *International Animation Association, Bay Area chapter*. Bank of America Center, San Francisco.

Nov. 22-24—*Intercollegiate Broadcasting System* West Coast regional convention, hosted by noncommercial KFJC-FM Los Altos, Calif. Sainte Calire Hilton, San Jose, Calif.

Nov. 25—International Emmy Awards and gala, sponsored by *International Council of National Academies of Television Arts and Sciences*. Sheraton Centre, N.Y.

Nov. 26—Presentation of winners of fourth annual World Hunger Media Awards, funded and sponsored by entertainers Kenny and Marianne Rogers. United Nations, New York.

December

Dec. 2-6—*North American Section, World Association for Christian Communication*, 16th annual conference. Hilton Inn, Fort Lauderdale, Fla. Information: (313) 962-0340.

Dec. 3—*National Cable Television Association's National Academy of Cable Programming* ACE awards ceremony and dinner. Beverly Theater and Beverly Wilshire hotel, Los Angeles.

Dec. 3-6—*North American Telecommunications Association* annual convention and showcase. Informat, Dallas. Information: (202) 296-9800.

Dec. 4—*Ohio Association of Broadcasters* sales workshop. Embassy Suites, Columbus, Ohio.

Dec. 4—*Direct Broadcast Satellite Association* annual meeting. Mayflower hotel, Washington. Information: (703) 768-9495.

Dec. 4-5—"World Telecommunications," conference sponsored by *Financial Times*, examining relationship between business and telecommunications. Hotel Inter-Continental, London. Information: (01) 621-1355.

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

Dec. 5-6—"Cable Communications Act: A Legislative Analysis and Update," workshop sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives, Washington. Information: (202) 737-8563.

Dec. 6—Deadline for entries in 26th international broadcasting awards, honoring "world's best television and radio commercials of 1985," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, 5315 Laurel Canyon Boulevard, North Hollywood, Calif., 91607.

Dec. 6-8—*Alpha Epsilon Rho, National Broadcasting Society*, Southeast regional convention, hosted by *University of Central Florida, AERho chapter*. University of Central Florida campus, Orlando, Fla.

Dec. 7—*Associated Press TV-Radio Association of California-Nevada* regional seminar on "creative use of sound for radio and TV" and "treatment, misconceptions and impact of AIDS." Oakland Airport Hilton, Oakland, Calif.

Dec. 8-9—*NBC* midseason promotion executives conference. Doral Country Club, Miami.

Dec. 10-11—*NBC* promotion workshop. Doral Country Club, Miami.

Dec. 10-13—General assembly of *Unda-USA*, national Catholic association of broadcasters and allied communicators, including 20th annual Gabriel Awards banquet. St. Anthony Intercontinental hotel, San Antonio, Tex. Information: (215) 668-9842.

Dec. 11—"Superwoman: Myth or Reality," panel sponsored by *Washington chapter, American Women in Radio and Television*. National Association of Broadcasters, Washington.

Dec. 11—Deadline for reply comments in *FCC's* Mass Media Docket 85-108, FM/aviation interference. FCC, Washington.

Dec. 15—Deadline for entries in eighth annual Henry Penny Playwriting Contest for young people, ages 5 to 17, sponsored by *Children's Radio Theater*. Information: Children's Radio Theater, 1314 14th Street, N.W., Washington, D.C. 20005.

Dec. 15—Deadline for entries in second annual media awards, sponsored by *President's Committee on Employment of the Handicapped and American Association of Disability Communicators*. Information: PCEH, suite 600, 1111 20th Street, N.W., Washington, D.C., 20036.

January 1986

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

Jan. 8—"New Technologies and Opportunities," panel in series sponsored by *American Women in Radio and Television, Washington chapter*, "Women at the Top." National Association of Broadcasters, Washington.

Jan. 9-10—*Virginia Association of Broadcasters* winter meeting and legislative reception. Marriott hotel, Richmond, Va.

Jan. 9-12—International winter consumer electronics show, sponsored by *Electronics Industries Association/Consumer Electronics Group*. Las Vegas Convention Center and Hilton and Sahara hotels.

Jan. 13-17—*National Association of Broadcasters* winter board meeting. Sheraton Mullet Bay Resort. St. Martin, Netherlands Antilles.

Jan. 15—Deadline for submissions to 36th annual Sidney Hillman Awards for outstanding achievements in media communications, sponsored by *Amalgamated Clothing and Textile Workers Union, AFL-CIO*, "to recognize contributions by the media which explore and advance the human condition." Information: Sidney Hillman Foundation, 15 Union Square, New York, 10003.

Jan. 17-21—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

February 1986

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

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

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

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

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

Feb. 13-16—*Howard University* communications conference. Theme: "Communications: The Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

Feb. 17—Deadline for papers for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 17—Deadline for entries in William Harvey Awards, for writing on hypertension, sponsored by *American Medical Writers Association, National High Blood Pressure Education Program and Squibb Corp.* Information: Harvey Award, Squibb public affairs, P.O. Box 4000, Princeton, N.J., 08540.

Feb. 25—*National Press Foundation's* annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

March 1986

March 1—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Halladay, Seattle, 98109; (206) 282-1234.

March 4-7—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

March 6-7—Advanced cable television seminar for senior professionals, sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 484-2663.

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

March 12—*American Women in Radio and Television* Commendation Awards luncheon. Waldorf Astoria, New York.

March 12—"Lobbying," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

March 15-18—*National Cable Television Association* and *Texas Cable Television Association* combined convention. Dallas Convention Center, Dallas. Information: (202) 775-3629.

March 17—Deadline for entries in Samuel G. Engel International Television Drama Awards competition,

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sponsored by *Michigan State University*. Information: Kay Ingram, WKAR-TV, Michigan State University, East Lansing, Mich., 48824-1212; (517) 355-2300.

March 27—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Sheraton Washington hotel, Washington.

April 1986

April 7-10—Infocom '86, sponsored by *Institute of Electrical and Electronic Engineers*. Sheraton Bal Harbour hotel, Miami.

April 9-13—*Alpha Epsilon Rho, National Broadcasting Society*, 44th annual convention. Sheraton North Park, Dallas.

April 11—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

April 13-16—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center, Dallas.

April 13-17—*National Public Radio* annual convention. Town and Country hotel, San Diego. Information: Carolyn Glover, (202) 822-2090.

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

April 27-30—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles.

April 28-29—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Centre, New York.

May 1986

May 11-15—*National Computer Graphics Association* seventh annual conference and exposition. Anaheim Convention and Exposition Center, Anaheim, Calif. Information: (703) 698-9600.

May 14-17—*American Association of Advertising Agencies* 68th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

■ **May 17-21**—*Fifth International Conference on Television Drama*, featuring presentations on drama, advertising, children's programming and international television. Michigan State University, East Lansing, Mich. Information: (517) 355-4666.

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

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

May 25-31—*Seventh Banff Television Festival*. Banff Springs hotel, Banff, Alberta, Canada. Information: (403) 762-3060.

June 1986

June 2-5—*ABC-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

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

June 11-17—*Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

June 14-18—*American Advertising Federation* annual meeting. Grand Hyatt, Chicago.

June 19-21—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

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

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

■ **June 29-July 2**—*Virginia Association of Broadcasters* annual meeting and summer convention. Cavalier, Virginia Beach, Va.

July 1986

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

For the Record

As compiled by BROADCASTING, Oct. 10 through Oct. 16, 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

■ **KRMH(AM)** Leadville, Colo. (1230 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Sprague Broadcasting Inc. to Phoenix Broadcasting Inc. for \$130,000, comprising \$30,000 cash and remainder note at 11%. Seller is owned by Stanley R. Sprague, who has no other broadcast interests. Buyer is equally owned by Deborah L. Duell and Michael Lowery. Duell is account executive with KRDO-TV Colorado Springs, Colo.

■ **WIND(AM)** Chicago (560 khz; 5 kw-U)—Seeks assignment of license from Westinghouse Broadcasting and Cable

to Tichenor Media System Inc. for \$6,855,000, including \$1.5 million noncompete agreement, comprising \$1.8 million cash and remainder note. Seller is station group subsidiary of Westinghouse Electric Corp. It owns six AM's, four FM's and six TV's and is headed by Dan Ritchie. Westinghouse is in process of selling its cable interests. Buyer is Harlingen, Tex.-based station group of three AM's, one FM and one TV principally owned by McHenry Tichenor and family. Filed Oct. 1.

■ **KQAM(AM)-KEYN-FM** Wichita, Kan. (AM: 1410 khz; 5 kw-D; 1 kw-N; FM: 103.7 mhz; 95 kw; HAAT: 860 ft.)—Seeks assignment of license from Long-Pride Broadcasting Co. to Roth Broadcasting of Wichita Inc. for \$8 million. Seller is owned by Jim Long and Charlie Pride. It also owns KAYC(AM)-KAYD(FM) Port Arthur-Beaumont, Tex. Pride is country and western singer. Buyer is owned by David A. Roth, who also owns WIRA(AM)-WOVV(FM) Fort Pierce, Fla.; WKPE-AM-FM Orleans, Mass., and KCBN(AM)-KRNO(FM) Reno. Filed Sept. 30.

■ **WMGM-TV** Wildwood, N.J. (ch. 40; NBC; ERP vis. 16.6 kw; aur. 1.66 kw; HAAT: 200 ft.; ant. height above ground: 223 ft.)—Seeks transfer of control of S. Jersey Broadcasting Corp. from Robert R. Nelson (25%), Wilbur Schonek (12.5%) and his son, Rudolph (12.5%), to Howard L. Green and Donald Simmons for \$108,000. Seller, Robert Nelson, owns WBRD(AM)-WDUV(FM) Bradenton, Fla., and with others owns WXLTV-TV Sarasota, Fla. Buyers already own 50% and also own WOND(AM) Pleasantville, N.J.; WENY-AM-TV and WLEZ(FM) Elmira and WKAL (AM)-WTCO(FM) Rome, all New York. Filed Oct. 3.

■ **WRKL(AM)** New City, N.Y. (1910 khz; 1 kw-D)—Seeks assignment of license from Rockland Broadcasting Co. to Rockland Communicators for \$1,118,000. Seller is owned by Betty Ramey, who has no other broadcast interests. Buyer is equally owned by station manager, Barbara Lewis, Harvey Sandler, Mario Gabelli, Robert Buford and Saul Rosenzweig and his wife, Carol. Sandler owns Sandler

Dex Allen, Ted Atkins and the Partners of
Thorsnes, Bartolotta, McGuire and Padilla,
acting on the behalf of

COMMONWEALTH BROADCASTING OF NORTHERN CALIFORNIA

have acquired radio stations

**KSAC (FM),
SACRAMENTO, CALIFORNIA**

and

**KSJO (FM),
MANTECA, CALIFORNIA**

from

JONSSON COMMUNICATIONS CORPORATION

for

\$11 million

Our Associate Elliot B. Evers initiated the transaction, assisted in negotiations and aided Commonwealth in obtaining financing.

Elliot B. Evers

616 Second Avenue, San Francisco, CA 94118 (415) 387-0397

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Associates, Hewlett, N.Y.-based investment counselor. Gabelli owns Gabelli & Co., New York-based securities broker. Buford owns Buford Television, Tyler, Tex.-based station group of two TV's. Rosenzweig is president of Figgie International, Willoughby, Ohio-based, publicly traded diversified manufacturer. Filed Aug. 19.

■ **KTPX(TV)** Odessa and **KWAB(TV)** Big Spring, both Texas (KTPX: ch. 9; NBC; ERP vis. 316 kw; aur. 45.7 kw; HAAT: 1,270 ft.; ant. height above ground: 1,080 ft.; KWAB: ch. 4; NBC; ERP vis. 12.9 kw; aur. 1.5 kw; HAAT: 380 ft. ant. height above ground: 497 ft.)—Seeks assignment of license from Permian Basin Television Corp. to MSP Television of Midland-Odessa for \$16.5 million. Buyer is owned by Francis A. Martin (50%), James H. Smith (25%) and Glen E. Pickell (25%). Martin is chairman and CEO of Chronicle Broadcasting, San Francisco-based station group of four TV's. Smith is vice president and general manager of KRON-TV San Francisco. Pickell is vice president, finance and administration, Chronicle Broadcasting. Filed Oct. 4.

New Stations

AM

■ **Sandy Springs, Ga.**—Spann Communications seeks 1160 khz; 10 kw-D; 400 w-N. Address: 5525 S. State St., Chicago 60621. Principal is owned by Pervis Spann, who owns **WVON(AM)** Cicero, Ill., and **WXSS(AM)** Memphis. Filed Oct. 1.

FM's

■ **Winslow, Ariz.**—Mid-America Gospel Radio Network Inc. seeks 105.1 mhz; 100 kw; HAAT: 993 ft. Address: One Parkside Plaza, St. Louis 63103. Principal is owned by Gary Morse and Burt W. Kaufman. It owns seven FM's. It is also app. for nine new FM's. Filed Sept. 26.

■ ***Chicago, Ill.**—The Thomas Jackson, Jr. Cultural Foundation seeks 90.7 mhz; 119 w; HAAT: 212 ft. Address: 1750 E. 78th St., 60649. Principal is equally owned by Thomas Jackson, Jains McReynolds and Harold Pitts. It has no other broadcast interests. Filed Sept. 30.

■ **University, Miss.**—Oxford Radio Co. seeks 92.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 73, Batesville, Miss. 38606. Principal is owned by J. Boyd Ingram (75%) and his son, John (25%). Elder Ingram owns **WBLE(AM)-WJBI(FM)** Batesville, Miss., where younger Ingram is comptroller. He also owns 50% of **WTGY(AM)** Charleston, Miss. Filed Sept. 25.

■ ***Alcoa, Tenn.**—Foothills Broadcasting Inc. seeks 89.1 mhz; 3 kw; HAAT: 231 ft. Address: 953 Radnor Dr., Maryville, Tenn. 37801. Principal is headed by Stephen Mosely. Filed Sept. 30.

Facilities Changes

FCC low-power television CP forfeitures

FCC rules state that low-power TV permittees have one year to construct stations. The following low-power station construction permits have been forfeited for failure to construct and the call signs deleted.

Ariz.	K55DU	Vilareal Broadcasting Co.	Flagstaff
Ariz.	K22AM	Mountain TV Network Inc.	Vernon
Ark.	K28AH	Low Power Television Inc.	Paragould
Calif.	K15AO	Ronald J. Malik	Merced
Calif.	K61CO	Black Coalition for Media Diversity	Howard
Calif.	K40AO	Eddie Robinson	Pagosa Springs
Calif.	K08KJ	Focus Translators Inc.	Sterling
Fla.	W62BC	Minority Entrepreneurs Inc.	Milbourne
Ga.	W55AU	Munsch-Westenhaver Co.	Ashburn
Hawaii	K10MH	He's the One Broadcasting	Hanalei
Hawaii	K54AX	Vision Unlimited Inc.	Honolulu
Hawaii	K24AJ	Atlantic & Caribbean Communications Co.	Lihue
Hawaii	K29AF	Mountain TV Network Inc.	Lihue
Idaho	K53BK	Creative Broadcast Communications	Burley
Ill.	W39AH	Ventures in Communications Inc.	Springfield
Ind.	W52AC	Arthur K. and Carl H. Muselman	Geneva
Ind.	W54AD	TV America Corp.	Terre Haute
Iowa	K26AI	Mountain TV Network Inc.	Decatur City
Iowa	K28AJ	Mountain TV Network Inc.	Decatur City
Iowa	K22AI	Crawford Communications Inc.	Denison
Iowa	K30AO	Christenson Broadcasting Co.	Humboldt
Iowa	K43AM	Worthington Daily Globe Inc.	Spirit Lake
Kan.	K35AI	Iola Register Publishing Co.	Iola
Ky.	W38AE	WML TV Co.	Murray
Me.	W06AT	Midsouth Broadcasters	Calais
Me.	W15AC	Saco River Communications Corp.	Caribou, Presque Isle and Fort Fairfield
Mich.	W60AQ	Blue Water Television Service	Port Huron
Mo.	K22AJ	Women's Low Power Stations	Glendive
Mo.	K20AH	Frank Merenghi	Maryville
Mo.	K42AQ	Green Hills LPTV Inc.	Milan
Mo.	K08KH	Benton Community Television Inc.	Mound City, Craig, Oregon, Forest City and Rula
Mo.	K30AN	American Lo-Power Television Network Inc.	Trenton
Mo.	K12NA	Green Hills LPTV Inc.	Trenton
Mont.	K08KG	Debra M. Kamp	Miles City
Mont.	K18AQ	Sylvia G. Franco	Miles City
N.D.	K10MJ	Harlan L. Jacobsen	Cleveland-Medina
N.D.	K12AL	Mountain TV Network Inc.	Devils Lake
N.M.	K61CQ	Nathan R. Burke and Lucille D. Rubin	Alamogordo
N.M.	K55DV	Comstat Corp.	Albuquerque
N.M.	K32AO	Mountain TV Network Inc.	Central
N.M.	W04BO	Globe Publishing Co.	Ironwood
N.M.	K52AQ	Munsch-Westenhaver Co.	Santa Rosa
N.M.	K54AY	Munsch-Westenhaver Co.	Truth or Consequences
Nev.	K26AG	Echonet Corp.	Ely
Okla.	K24AK	He's the One Broadcasting	Weatherford
Ore.	K35AE	Cascade Pacific Television	Myrtle Creek
Tex.	K45AP	Tel-Radio Communications Properties Inc.	Brownwood
Tex.	K60CA	American Christian Television System Inc.	Brownwood
Tex.	K09UG	Longhorn Broadcasting	Childress
Tex.	K55DS	Vilareal Broadcasting Co.	Pecos
Tex.	K07TB	BT Broadcasting Co.	Snyder
Tex.	K02MP	Orion Broadcast Group Inc.	Tyler
Tex.	K48AS	Area Christian TV Station	Uvalde
Tex.	K30AI	Area Christian TV Station	Uvalde
Utah	K07TC	Harlan L. Jacobsen	Moab & Spanish City
Utah	K35AG	Women's Low Power Television	Price
Utah	K19AH	Mountain TV Network Inc.	Scipio
V.I.	W33AF	Island Television Corp.	St. Croix
V.I.	W50AD	Island Television Corp.	St. Thomas
Va.	W43AI	American Black Voice Inc.	Newport News-Hampton
Wash.	K19AG	Skagit Valley Publishing Co.	Mt. Vernon-Burlington
Wis.	W69AT	Channel 10 Inc.	Hinkley and Pine City, Minn. and Grantsburg,
Wyo.	K19AI	Focus Translators Inc.	Cody
Wyo.	K46AR	Quentin L. Breen	Laramie
Wyo.	K03GE	Telemex	Rawlins
Wyo.	K17AG	Women's Low Power Stations	Riverton
Wyo.	K16AI	Telemex	Riverton
Wyo.	K16AG	Southwest Radio Enterprises Inc.	Sheridan

Applications

AM's

Tendered

■ **WYTI (1570 khz)** Rocky Mount, Va.—Seeks CP to increase power to 2.5 kw. App. Oct. 9.

Accepted

■ **WYUS (930 khz)** Milford, Ore.—Seeks CP to make changes in ant. sys. App. Oct. 8.

■ **WQAM (560 khz)** Miami—Seeks mod. of lic. to move SL to 9881 Sheridan St., Hollywood, Fla. App. Oct. 8.

■ **WICO (1320 khz)** Salisbury, Md.—Seeks CP to make changes in ant. sys. App. Oct. 8.

■ **WEBG (1580 khz)** Ebensburg, Pa.—Seeks mod. of lic. to move SL outside city of lic. App. Oct. 8.

FM's

Tendered

■ **KWHO (100.9 mhz)** Weed, Calif.—Seeks CP to change TL; change HAAT to 352.6 ft., and make changes in ant. sys. App. Oct. 10.

■ ***WCQS (88.1 mhz)** Asheville, N.C.—Seeks CP to change TL; change ERP to .26 kw; change HAAT to 1,132 ft., and make changes in ant. sys. App. Oct. 11.

Accepted

■ **WQZX (94.3 mhz)** Greenville, Ala.—Seeks CP to change ERP to 1.757 kw and change HAAT to 109 ft. App. Oct. 10.

■ **KLZE (97.7 mhz)** Los Altos, Calif.—Seeks CP to install aux. sys. App. Oct. 9.

■ **WEZN (99.9 mhz)** Bridgeport, Conn.—Seeks CP to change ERP to 27.6 kw and change HAAT to 669.12 ft. App. Oct. 9.

■ **WIOF (104.1 mhz)** Waterbury, Conn.—Seeks CP to change ERP to 17.78 kw. App. Oct. 9.

■ **KLSS-FM (106.1 mhz)** Mason City, Iowa—Seeks mod. of CP to change TL and change HAAT to 986 ft. App. Oct. 10.

■ **WCAK (92.7 mhz)** Catlettsburg, Ky.—Seeks mod. of lic. to move SL to 1301 Morningside Dr., Ashland, Ky. App. Oct. 10.

■ **WWIN-FM (95.9 mhz)** Baltimore—Seeks mod. of lic. to move SL to Hawkins Point, Md. App. Oct. 10.

■ **WCAV (97.7 mhz)** Brockton, Mass.—Seeks CP to change TL; change HAAT to 3 kw, and move SL outside Brockton city limits. App. Oct. 10.

■ **WXJY (96.3 mhz)** Nantucket, Mass.—Seeks CP to change HAAT to 394 ft. App. Oct. 9.

■ **WZND-FM (99.3 mhz)** Zeeland, Mass.—Seeks CP to change ERP to 2.4 kw. App. Oct. 9.

■ **KZMO-FM (94.3 mhz)** California, Mo.—Seeks mod. of CP to change ERP to 1.66 kw and change HAAT to 428 ft. App. Oct. 8.

■ **KLHO (99.3 mhz)** Thayer, Mo.—Seeks CP to change TL. App. Oct. 9.

■ **WKNE-FM (103.7 mhz)** Keene, N.H.—Seeks CP to change ERP to 24.5 kw and change HAAT to 686.52 ft. App. Oct. 9.

■ **WDO-FM (100.9 mhz)** Sidney, N.Y.—Seeks CP to change ERP to .94 kw. App. Oct. 9.

■ **KWEN (95.5 mhz)** Tulsa, Okla.—Seeks mod. of CP to

change TL; change ERP to 95.69 kw, and change HAAT to 1,327.56 ft. App. Oct. 9.

■ WTPA-FM (93.5 mhz) Mechanicsburg, Pa.—Seeks mod. of CP to change TL; change ERP to 1.18 kw, and 524.8 ft. App. Oct. 9.

■ KLTG (100.3 mhz) Lamesa, Tex.—Seeks CP to change TL and change HAAT to 1,000 ft. App. Oct. 9.

■ WVJZ (96.7 mhz) Orange, Va.—Seeks CP to change ERP to 3 kw. App. Oct. 9.

■ WMIL-FM (106.1 mhz) Waukesha, Wis.—Seeks CP to install aux. sys. App. Oct. 9.

TV's

Accepted

■ KREY-TV (ch. 10) Montrose, Colo.—Seeks CP to change ERP to vis. 6.16 kw, aur. 1.36 kw. App. Oct. 10.

■ WLIO (ch. 35) Lima, Ohio—Seeks CP to change ERP to vis. 661 kw, aur. 132 kw and replace ant. App. Oct. 8.

Actions

AM's

■ KBBI (1250 khz) Homer, Alaska—Granted app. to change freq. to 890 khz; increase day and night power to 10 kw, and change TL. Action Oct. 2.

■ KOTZ (720 khz) Kotzebue, Alaska—Granted app. to increase day and night power to 10 kw; change TL, and make changes in ant. sys. Action Oct. 2.

■ KNCO (830 khz) Grass Valley, Calif.—Granted app. to change TL. Action Oct. 1.

■ KKAH (540 khz) Hesperia, Calif.—Granted app. to increase power to 1.5 kw and make changes in ant. sys. Action Oct. 2.

■ WDDD (810 khz) Johnson City, Ill.—Granted app. to change nighttime TL. Action Oct. 1.

■ WBOW (1230 khz) Terre Haute, Ind.—Granted app. to make changes in ant. sys. Action Oct. 2.

■ KMNS (620 khz) Sioux City, Iowa—Granted app. to augment radiation pattern. Action Oct. 1.

■ KPEL (1420 khz) Lafayette, La.—Granted app. to increase nighttime power to 1 kw and make changes in ant. sys. Action Oct. 2.

■ WSDS (1480 khz) Ypsilanti, Mich.—Granted app. to reduce nighttime power to 3.8 kw and modify nighttime directional standard radiation pattern. Action Oct. 1.

■ WCUE (1150 khz) Cuyahoga Falls, Ohio—Granted app. to make changes in ant. sys. Action Oct. 1.

■ WGFV (1580 khz) Morovio, P.R.—Granted app. to increase night power to 2.5 kw, DA-D and make changes in ant. sys. Action Oct. 2.

■ WQBS (630 khz) San Juan, P.R.—Granted app. to make changes in nighttime DA pattern. Action Oct. 1.

■ WXSS (1030 khz) Memphis—Granted app. to make changes in ant. sys. Action Oct. 2.

■ KBUK (1360 khz) Baytown, Tex.—Granted app. to augment standard pattern. Action Oct. 1.

■ KXAM (1440 khz) Helotes, Tex.—Returned app. to increase power to 1 kw; change TL, and make changes in ant. sys. Action Oct. 2.

■ KLVR (1340 khz) Heber City, Utah—Returned app. to change freq. to 1210 khz and increase day power to 5 kw. Action Oct. 2.

■ WFCL (1380 khz) Clintonville, Wis.—Granted app. to make changes in ant. sys. Action Oct. 2.

■ KGOS (1490 khz) Torrington, Wyo.—Granted app. to change TL. Action Oct. 1.

FM's

■ KKFR (92.3 mhz) Glendale, Ariz.—Granted app. to change HAAT to 993.84 ft. Action Sept. 30.

■ KKJJ (92.3 mhz) Payson, Ariz.—Granted app. to install new transmission sys. Action Sept. 30.

■ *KUAF (88.9 mhz) Fayetteville, Ark.—Granted app. to change freq. to 91.3 mhz; change TL; change ERP to 100 kw; install new ant., and make changes in ant. sys. Action Oct. 1.

■ KSPZ (92.9 mhz) Colorado Springs—Granted app. to change ERP to 52.7 kw and make changes in ant. sys. Action Sept. 30.

■ WJQY (106.7 mhz) Fort Lauderdale, Fla.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 984 ft. Action Sept. 30.

■ WKLS-FM (98.1 mhz) Atlanta—Granted app. to change

SL to 1800 Century Blvd., outside Atlanta city limits. Action Sept. 30.

■ WKCX (97.7 mhz) Rome, Ga.—Dismissed app. to change ERP to .3 kw and change HAAT to 780 ft. Action Oct. 7.

■ *WSIE (88.7 mhz) Edwardsville, Ill.—Granted app. to install new ant. and transmitter. Action Sept. 30.

■ KMAJ (107.7 mhz) Topeka, Kan.—Granted app. to change HAAT to 1,214.4 ft. and change TL. Action Sept. 30.

■ WKTG (93.9 mhz) Madisonville, Ky.—Dismissed app. to change ERP to 100 kw and change HAAT to 455 ft. Action Oct. 7.

■ KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to change HAAT to 1,540 ft. Action Sept. 30.

■ WBOS (92.9 mhz) Brookline, Mass.—Dismissed app. to change ERP to 18 kw. Action Oct. 7.

■ KRXL (94.5 mhz) Kirksville, Mo.—Granted app. to change TL and change HAAT to 990 ft. Action Sept. 30.

■ WSEC (103.7 mhz) Williamston, N.C.—Dismissed app. to change ERP to 100 kw. Action Oct. 7.

■ *KVRM (91.9 mhz) Eugene, Ore.—Dismissed app. to change TL and change HAAT to 762 ft. Action Oct. 7.

■ WNQQ (106.3 mhz) Blairsville, Pa.—Dismissed app. to change ERP to 2.4 kw. Action Oct. 3.

■ WIOQ (102.1 mhz) Philadelphia—Dismissed app. to install aux. sys. Action Oct. 7.

■ *WTLR (89.9 mhz) State College, Pa.—Dismissed app. to change ERP to 31 kw and make changes in ant. sys. Action Oct. 4.

■ KOOI-FM (106.5 mhz) Jacksonville, Tex.—Dismissed app. to change TL and change HAAT to 1,144.625 ft. Action Oct. 7.

■ KGRA (106.3 mhz) Kermit, Tex.—Granted app. to change TL; change HAAT to 274 ft., and make changes in ant. sys. Action Sept. 30.

■ KFMX-FM (94.5 mhz) Lubbock, Tex.—Granted app. to change TL and change HAAT to 817.05 ft. Action Sept. 30.

■ KAJR (99.3 mhz) Yakima, Wash.—Granted app. to move SL outside Yakima city limits. Action Sept. 30.

In Contest

Review board made following decisions:

■ Cumberland, Md. (Gary D. Terrell and Rita L. Young) TV

Summary of broadcasting as of August 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,793	170	4,963
Commercial FM	3,818	418	4,236
Educational FM	1,202	173	1,375
Total Radio	9,813	761	10,574
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	220	74	294
UHF LPTV	127	136	263
Total LPTV	347	210	557
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

proceeding. Dismissed Young's app. and granted app. of Terrell for new TV station at Cumberland. By decision, Oct. 4.

■ New York (United Broadcasting Co. of New York Inc. and Osborne Communications Corp.) AM proceeding. Granted joint petition for approval of agreement and dismissed app. of Osborne; granted app. of United for renewal of lic. of WBNX(AM), and terminated proceeding. By order, Oct. 3.

■ Charleston, W.Va. (National Communications Affiliates of West Virginia, et al) TV proceeding. Scheduled oral argument for Nov. 1 on exceptions to initial decision of ALJ Joseph P. Gonzalez granted app. of Gemini Broadcasting of West Virginia Inc. for new TV station in Charleston, denying apps. of National Communications Affiliates, Long Broadcasting Systems Inc., West Virginia Telecasting Inc. and Channel 11 Broadcasting Corp. Each party has 20 minutes for argument. National, Long, West Virginia and Channel 11 may reserve part of their time for rebuttal. By letter, Oct. 2.

General counsel made following decisions:

■ Miami (The New Continental Broadcasting Co., Dadeland Broadcasting Inc. and Community Broadcasters Inc.) AM proceeding. Under remand from court, granted joint petition by New Continental and Community and dismissed app. of The New Continental Broadcasting Co. By order, Oct. 2.

■ San Antonio, Tex. (Las Misiones de Bejar Television Co. and Alamo Broadcasting Corp.) TV proceeding. Granted joint petition for approval of agreement and dismissed app. of Las Misiones; granted app. of Alamo for new TV station at San Antonio, and terminated proceeding. By order, Sept. 30.

ALJ Joseph Chachkin made following decisions:

■ San Diego (Catherine Juanita Henry, et al) FM proceeding. By separate orders: granted motion by Mission Valley Radio and dismissed its app. with prejudice and granted petition by M. Earlene Stebbins and Paul Stebbins and dismissed their app. with prejudice. By orders, Oct. 2 & 4.

ALJ John M. Frysiaak made following decision:

■ Palatka, Fla. (Pentecostal Revival Association Inc., et al) TV proceeding. Granted Pentecostal's motion for partial summary decision and resolved short-spacing issue in its favor. By MO&O, Oct. 4.

ALJ Byron E. Harrison made following decisions:

■ Oklahoma City (Kilgore Broadcasting, et al) TV proceeding. Granted joint motion filed by Kilgore Broadcasting and Richard Mendoza and dismissed app. of Non-Profit Television Concepts with prejudice. By order, Oct. 7.

■ Hendersonville, Tenn. (Nelson Media Inc., et al) TV proceeding. Granted motion filed by Burwood Broadcasting Corp. and dismissed its app. with prejudice. By order, Oct. 1.

■ Katy, Tex. (Horizon Community Broadcasters Ltd., et al) TV proceeding. Granted motion by Johnson Broadcasting Inc. and dismissed app. of Louise Brunson with prejudice. By order, Oct. 2.

ALJ Edward Luton made following decisions:

■ Tolleson, Ariz. (Great Arizona Broadcasting Co., et al) TV proceeding. By separate orders: granted motion by Marimar Communications Corp. and dismissed its app. with prejudice and accepted Great Arizona's letter withdrawing itself from proceeding and dismissed its app. with prejudice. By orders, Oct. 2.

■ Lawton, Okla. (Roni Deann Gardner, et al) FM proceeding. Granted Gardner's petition to enlarge issues against Atkins Broadcasting to determine whether Atkins misrepresented availability of transmitter site; whether Atkins failed to establish and maintain public file at location stated, and effects thereof on its qualifications to be commission licensee. By MO&O, Oct. 1.

■ Roanoke, Va. (Roanoke TV 60 Broadcasting and Southwest Virginia Television) TV proceeding. Granted motion for summary decision by Southwest Virginia and resolved air hazard issue in its favor. By order, Oct. 2.

ALJ Walter C. Miller made following decision:

■ Miami (Cuban-American Ltd., et al) TV proceeding. Granted Range Communications' motion and dismissed app. of Comuni-Centre Broadcasting with prejudice. By MO&O, Oct. 7.

ALJ Joseph Stirmer made following decisions:

■ Bakersfield, Calif. (Margaret Garza and Kern Communications Co.) FM proceeding. Granted Kern's motion to enlarge issues against Garza to determine whether Garza misrepresented facts or lacked candor in her supplemental answers to interrogatories of April 30, and in her answers

and objections to interrogatories of March 21, and their effects on her basic and/or comparative qualifications to be commission licensee. By MO&O, Oct. 2.

■ San Luis Obispo, Calif. (Pacific Television Ltd., et al) TV proceeding. Granted Pacific Television's petition to reopen record and enlarge issues against Community Media Corp. to determine whether Community violated commission rules by failing to report change in residence of its principal Alene R. Whitten, and effect thereof on basic and/or comparative qualifications of Community to be commission licensee. By MO&O, Oct. 2.

■ Edgewater, Fla. (Radio Telephone Co. of Daytona Beach Inc., et al) PLMS proceeding. Granted joint motion for settlement agreements and dismissed app. of Leesburg Communications & Answering Service Inc. for Orange City with prejudice; granted amended apps. of RTC-Daytona and AnswerRite for additional paging facilities in Edgewater and Deland respectively, and terminated proceeding. By MO&O, Oct. 4.

■ Fort Lauderdale, Fla. (RKO General Inc., et al) FM proceeding. Granted South Jersey Radio Inc.'s motion to enlarge issues against Adwave Co. to determine whether Adwave or George Gardner misrepresented facts or lacked candor in making its divestiture commitment to commission

and effect thereof on applicant's basic and/or comparative qualifications. By MO&O, Oct. 2.

■ Pittsburg, Kan. (Family Broadcasting Co. and John H. Leland) TV proceeding. Granted motion for summary decision by Family and resolved air hazard issue in its favor and granted motion for partial summary decision by Leland and resolved air hazard issue in his favor. By MO&O, Oct. 3.

■ Boston (Digital Paging Systems Inc., et al) MDS proceeding. Partially granted joint request for issuance of construction permit and conditionally granted Digital Paging System's amended app. to substitute Bost MDS Co. for new station at Boston; dismissed apps. of Private Networks Inc., Midwest Corp. and Multipoint Information Systems Inc. with prejudice, and terminated proceeding. By MO&O, Oct. 4.

■ Lubbock, Tex. (Page-A-Call, et al) PLMS proceeding. Dismissed with prejudice apps. of Harvey and Poka-Lambro Rural Telephone Cooperative for partial assignment of license for PLMS station; dismissed with prejudice Harvey's app. for new two-way facilities at Lubbock, and dismissed with prejudice Poka-Lambro's app. for extension of construction permit. By order, Oct. 7.

ALJ James F. Tierney made following decisions:

■ Pueblo, Colo. (Better Broadcasting Corp., et al) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Southern Colorado Broadcasting with prejudice. By MO&O, Oct. 3.

■ Omaha (Omaha Channel 54 Inc., et al) TV proceeding. Granted Omaha Telecasters Inc.'s petition to enlarge issues to determine whether information concerning other broadcast interests of its principals and adverse issues added against its principals in other proceedings and whether Nashville TV 58 Inc. and/or Wilbur O. Colom and Congress Street Properties had reasonable assurance of transmitter site in Nashville proceeding. By MO&O, Oct. 1.

■ Raleigh, N.C. (Charles Ray Shinn, et al) TV proceeding. Granted joint request for settlement agreement and dismissed apps. of Charles Ray Shinn, P. Michael Shanley and Brahman Communications with prejudice. By MO&O, Oct. 1.

Call Letters

Applications

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New FM's	
KGRD	Good Life Radio Inc., Orchard, Neb.
WAZR	Ruarch Associates, Woodstock, Va.
New TV	
WTMW	Urban Telecommunications Inc., Arlington, Va.
Existing AM's	
WJBX	WNAB Mammoth Connecticut Inc., Bridgeport, Conn.
WAQI	WGBS Mambisa Broadcasting Corp., Miami
Existing FM's	
KELR-FM	KYRS Dwaine F. Meyer, Chariton, Iowa
WESK	WESQ Argonaut Broadcasting Inc., Camden, Me.
KARS-FM	KMLW Brooks Broadcasting Co., Beien, N.M.
KKLI	KCNR-FM Fort VanCouver Broadcasting Corp., Portland, Ore.

Grants

Call	Assigned to
Existing AM	
WPSO	WGUL Carl J. and Betty Marocci, New Port Ritchey, Fla.
Existing FM's	
KJJJ	KXJJ Double Eagle Broadcasting, Clifton, Ariz.
KWLT	KBZT Sandusky Radio of Southern California Inc., San Diego
WILI-FM	WNOU Nutmeg Broadcasting Co., Willimantic, Conn.
WJFK	WRZE Patch-Dunn & Associates Inc., West Yarmouth, Mass.
WQLC	WRPM-FM Johnnie Dale Griffin, Poplarville, Miss.
KLTH	KCFM Florissant Broadcasting Co., Florissant, Mo.
WKLZ	WHRC-FM Russell and Susan Kinsley, Port Henry, N.Y.
WXRY	WXRY-FM Pennington Communications of South Carolina, Ridgeland, S.C.
KTXE	KWLW Angelo Broadcasting Inc., San Angelo, Tex.

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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.

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.

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.

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

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.

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.

General Manager: University FM station. Must have academic preparation and professional experience in broadcasting, including successful non-commercial or commercial station management record or potential for success in broadcast management position. Experience with volunteers, student interns desirable. MA required; Ph.D. preferred. Salary competitive. Send letter of application, complete resume and three letters of recommendation to: Vice President Alex Sanchez, University of New Mexico, Scholes Hall 222-D, Albuquerque, NM 87131. Appointment beginning October 1, 1985. Open until filled. EOE/AEE.

National/Regional Sales Manager for high flying AC./ Must have excellent track record in national and regional or local sales. Excellent earnings and benefits. Send resume to: Jack Collins, KSMG-Magic 105, 8930 Winds Drive, Suite 500, San Antonio, TX 78239.

General Manager: Growing broadcast group has opening for general manager in top 100 market in Ohio. Excellent salary, benefits, and growth potential to head up radio properties for the company. Sales managers are invited to apply. Send resume and references to Box U-82.

Local manager wanted. FM, Arizona resort town near Phoenix. Equity available. Inquire in confidence Double Eagle Broadcasting, Box 6324, Ft. Smith, AR 72906.

General manager for Wrangell Radio Group (KSTK-FM). Three years management experience, (pref. Public Radio) BA/BS equivalent; strong management, development, financial experience; grant-writing, production experience a plus. Salary DOE. Send resume to Barbara Cameron Caum, President, P.O. Box 282, Wrangell, AK 99929. EOE.

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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.

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.

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. 24 hrs. 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.

Medium market sales manager and salespersons wanted in Central Connecticut. New ownership building staff. Good deal for good people. Send your info NOW to Box U-77.

Salespeople needed, all levels of experience, for positions in many markets. Make your next move the right move. Tartan Consultants (603) 431-1481.

Need immediately: Aggressive high-energy radio salesperson. Solid, established position open due to move up by current executive. AM/FM ABC affiliate. Resume to Jay Emrick Sales Manager, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. Equal opportunity employer, M/F.

Experienced sales manager AM/FM combo fast growing medium market in Southeast. P.O. Box 1427, Dothan, AL 36302.

If you have two to three years experience, proven track record and looking for stability, we'll give you a good salary and commissions, benefits and best list in the house. Interested? Call 518-943-5464 for Jim Brady, Sales Manager. EOE.

West Idaho small market combo, seeking hard working salesperson who desires management. We are a young dynamic company. Send resume to: Charles Love, Love Radio Group, 16025 N. 33rd Ave., Phoenix, AZ 85023.

\$50,000+ Opportunity. Major market Ohio AM/FM combo seeks aggressive account executive with over 3 years radio sales success. Generous draw and fringes. Great list. Super numbers. Hiring now. Act fast. EOE. Box T-125.

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Western Idaho small market combo, seeking hard working announcer to join an aggressive young company. Send tape & resume to Charles Love, Love Radio Group, 16025 N. 33rd Ave., Phoenix, AZ 85023.

Regional Rhode Island area FM, looking for full time announcer for morning show. Format is "mellow jazz", programmed by parent company. Candidates should be from New England states. Prefer RI. Send tape and resume to Operations Manager, WOTB, 679 West Main Rd., Middletown, RI 02840. WOTB is an equal opportunity employer.

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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.

Mid-Atlantic news-talk station is taking applications for entry-level reporter-anchor position. If you've got some experience, or are just out of college, we may have a position for you. Send resume, tape, to: Doug Boynton, P.O. Box 10306, Norfolk, VA 23502. EOE M/F/H.

News director: Leading stations in 175,000 metro market on Lake Michigan. 3 1/2 person staff. Personality/service AM, regional CHR FM. Professional growth with 14 station Midwest Family Group in return for aggressive, complete news coverage and memorable writing/presentation. T&R: Gayle Olson, GM, Box 107, Benton Harbor/St. Joseph, MI 49085. EOE, M/F.

News director: Administers news and public affairs department of university radio station KCSN-FM. Gathers, produces and broadcasts news with student and volunteer staff. Serves as liaison to NPR. 4 years full-time technical or professional experience in broadcast journalism. Four year degree in radio-TV-film, telecommunications, journalism or related field desirable. Salary \$1962-2360/month. Apply by November 8, 1985, to Personnel Office, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. EEO/AA, Title IX, Section 503 and 504 Employer.

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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 Beall, WPED/WJLT, Box 697, Crozet, VA 22932. EOE.

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.

Mid-Atlantic news-talk station is taking applications for entry-level reporter-anchor position. If you've got some experience, or are just out of college, we may have a position for you. Send resume, tape, to: Doug Boynton, P.O. Box 10306, Norfolk, VA 23502. EOE M/F/H.

KSKA, Anchorage Public Radio is seeking a news/public 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.

News director—Leading stations in 175,000 metro market on Lake Michigan. 3 1/2 person staff. Personality/service AM, regional CHR FM. Professional growth with 14 station Midwest Family Group in return for aggressive, complete news coverage and memorable writing/presentation. T&R: Gayle Olson, GM, Box 107, Benton Harbor/ St. Joseph, MI 49085. EOE, M/F.

News Director: Administers news and public affairs department of university radio station KCSN-FM. Gathers, produces and broadcasts news with student and volunteer staff. Serves as liaison to NPR. 4 years full-time technical or professional experience in broadcast journalism. Four year degree in radio-TV-film, telecommunications, journalism or related field desirable. Salary \$1962-2360/month. Apply by November 8, 1985, to Personnel Office, California State University, Northridge, 18111 Nordhoff St., Northridge, CA 91330. EEO/AA, Title IX, Section 503 and 504 Employer.

News director needed for two top-rated 24 hour stations with strong news commitment. WCMR--5,000 watt country and WFRN--50,000 watt contemporary Christian music. Broad news experience and strong personable delivery. Stations run on biblical principles. Call Rick Carson 219--875-5166. Resumes to WCMR/WFRN, P.O. Box 307, Elkhart, IN 46515.

SITUATIONS WANTED MANAGEMENT

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

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.

Program director/morning personality: I am looking for a seasoned combat veteran who knows how to marshal the troops to win the radio wars. Above market salary. Bonus for performance. Stable working conditions. Send tape & resume to: James Hoff, KRED/KPDJ-FM, 5640 South Broadway, Eureka, CA 95501.

SITUATIONS WANTED SALES

Manager available with experience in programming, sales, station management, automation, computers, people management. Small/medium markets. Box U-72.

Husband/Wife management: Programming, sales, good at turnaround. 15 years combined, small and medium markets. Strong in sales and controlling expenses. Box U-75.

Sales Manager. Last station sold. Looking for new challenge. 15 years sales experience. Gordon, Box 341, Ash Fork, AZ 86320.

Experienced broadcast salesman, college degree, with 3 years experience, looking for a move up. Present employer will recommend. Will relocate. Available within a reasonable time period. Al McPike, Box 465, Red Oak, IO 51566, 712--623-2584.

SITUATIONS WANTED ANNOUNCERS

Ready to work. 4 years experience CHR, AOR, A/C small to major market. Sharp razor, Santo 305--752-8303.

SITUATIONS WANTED TECHNICAL

1st Phone, SBE certified, presently working in radio looking for entry level position in TV operation. Please write to Richard Fresher, 855 Blue Hills Ave., Bloomfield, CT 06002.

Entry level position in audio production desired. Recent graduate. Will relocate. Charlie Patrick, 5349 Kirkwood Pl., Rudolph, WI 54475.

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.

Creative director: G.O. Strothers seeks on/off camera position in Mid-Atlantic region. Transmitting live via phone form Pittsburgh. 412--244-8872.

TELEVISION

HELP WANTED MANAGEMENT

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 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.

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.

Los Angeles #1 Independent television station has immediate opening for assistant director of advertising/promotion. Successful candidate must have 3-5 years experience at independent TV station in a major market producing and writing on-air and print material. This dynamic and progressive individual should have experience in coordination and supervision of on-air promotion, print, advertising, editing and publicity with thorough knowledge of broadcast operations and budgeting. Qualified candidate should forward resume complete with salary history to: KTLA, 5800 Sunset Blvd., P.O. box 500, Los Angeles, CA 90078, ATTN: Human Resources.

KOB-TV 8, Roswell, New Mexico is looking for TV station manager with small market experience. Must be strong on sales background, working knowledge of all departments. Send resume to Jerry Danziger, KOB-TV, Box 1351, Albuquerque, NM 87103. EOE M/F.

Operations Manager. ABC affiliate has immediate opening for creative, organized self-starter. Applicant should have solid background in commercial and news production. Applicant should have solid background in commercial and news production. Applicant will also handle programming. Apply to: Ken Gerdes, WGXA-TV, P.O. Box 340, Macon, GA 31297.

Executive producer: TV programming. Strong producer and manager to oversee the content and look of local programming for solid Northwest NBC affiliate. Position requires 3 to 5 years direct experience in hands-on production and people management. Strong writing and critiquing abilities plus knowledge of current and developing technologies are a must. Send resume and tape to Pat Chappell, Program Director, KING-TV, 333 Dexter Ave., N, Seattle, WA 98109. No telephone calls, please. King Broadcasting Company, an equal opportunity employer, M/F/H.

Station Manager: Enthusiastic and dedicated individual to supervise the development and assume the management of a new public television station KXON-TV. Experience and appropriate training required. Competitive salary and benefits. Send resume by Oct. 25 to Rogers State College, Personnel Office, Will Rogers and College Hill, Claremore, OK 74017-2099. AA/EOE.

HELP WANTED SALES

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.

Regional sales mgr. CBS affiliate in 20th market seeking individual to manage S.F. sales office. Knowledge of S.F. ad community a must! Prior TV station a/o sales management experience encouraged. EEO-M/F. Send resume: Joe Pedri, KXTV, POB 10, Sacramento, CA 95801.

Southeastern network affiliate has an opening for a local sales manager. Applicants must have five years of overall sales experience, two of which must be in sales management. Must be a coach and teacher of sales skills and procedures. Salary open. Send resume to Box U-71. EOE.

Major market TV salesperson. ABC affiliate seeking aggressive individual with minimum 3 years TV sales experience for major account list. Must have strong direct, agency and marketing background. Management potential for the right person. All inquiries will be held in confidence. Reply by mail with resume to Dana James, Personnel Mgr., KATU, P.O. Box 2, Portland, OR 97207. EOE, M/F.

HELP WANTED TECHNICAL

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.

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.

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. 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.

Video production company has a challenging opportunity for an account executive/producer. Job requires business development as well as video production responsibilities. Two years of video of TV broadcast sales experience, and strong knowledge of video required. Please send resume and salary requirements to: Real Productions, 1821 University N-153, St. Paul, MN 55104.

Maintenance engineer for SW market. At least 2 years experience in one or more of the following areas required. Camera, VTR's, switching and distribution systems, microwave and satellite equipment, UHF transmitters. General License or certification required. Wages DOE, excellent company benefits. Submit resumes by 11-1-85, to Engineering Dept., KDTU-TV, 1855 N. 6th Ave., Tucson, AZ 85705. EOE.

Immediate opening for commercial photographer with three to five years experience in commercial field production. Responsible for commercial, promotional, and public service material. Must have proven expertise in lighting techniques and post-production editing. Send resume, tape and salary requirements to: Nick DiFoggio, WGHP-TV, P.O. Box TV-8, Greenboro, NC 27420-6088.

Maintenance/operating engineer needed with 1st phone license or general with SBE certification. Must have experience in studio cameras, VTR, ENG switchers. Contact Mervin Ainsworth, CE, Harron Communications (WKTV), P.O. Box 2, Utica, NY 13503. EOE.

Television industry technical engineer. Fast-paced, exciting NYC-based television news agency seeks skilled and experienced technical engineer. Successful candidate will have: two year's experience in broadcast master control room along with technical schooling in the field; ability to perform hands-on periodic maintenance and emergency repair on state-of-the-art video equipment; ability to follow functional drawings; knowledge of microwave cable, fiber optics, and satellite transmission very desirable. Supervisory skills a definite plus. Salary range in 25-27K, with excellent benefits. Resume to: Administrator, Visnews International (USA), 630 Fifth Ave., Suite 2220, New York, NY 10111. An EEO employer.

Television electronics technician. Position available immediately in college television facilities. Perform video/audio electronic maintenance and repair; operation of cable, studio and remote equipment. Minimum requirements: two years of college or technical training in electronics or the equivalent; and, two years of job experience in corporate, cable or broadcast television. Salary \$24,742, plus excellent fringe benefits. Send letter of application and resume to: Mr. James Breaux, Dept. of Telecommunications, Ferris State College, Big Rapids, MI 49307. Equal opportunity employer.

Chief Engineer, Denver Metro area. Post-production facility needs chief engineer with management/hands-on experience. Ampex, Rank Cintel equipment. Salary neg. Resumes to: WickerWorks Video Productions, 7342 S. Alton Way, Ste. A, Englewood, CO 80112, ATTN: T.M. Wicker.

HELP WANTED NEWS

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.

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.

Prime Anchor. Our lead anchor is leaving in January and we need someone to help us protect our 51 share in the market! We will support you with the latest technology plus an outstanding staff. We are looking for a quality journalist with a strong reporting background who works well in "live" situations. If you are a strong dominant anchor, we would like to see your tape and resume. Richard Howard, News Director, WJBF-TV, P.O. Box 1404, Augusta, GA 30903.

Anchor/Reporter. Must be a strong reporter first, and an effective anchor second. 3 years experience required. We are dynamic and caring news department looking for that kind of individual. Send tape and resume to Jim Holland, News Director, WTVH-TV, 980 James St., Syracuse, NY 13203. No phone calls please. And we are an EOE.

Upper mid-west network affiliate in highly-competitive medium market seeks co-anchor for early and late news broadcast. Send resume, tape and salary requirements to P.O. Box 20242, Cherokee Station, New York, NY 10028.

Weeknight Reporter/Co-anchor. Top-rated CBS affiliate in Eastern Idaho seeks degreed professional with 1 to 2 years experience to anchor 5 nights a week and report 2 to 3 days. Send tape, resume to: News Director, KIDK-TV, P.O. Box 2008, Idaho Falls, ID 83403.

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.

Weeknight anchor for top-rated newscasts in mid-size, competitive market. Must have strong writing and people skills plus thorough knowledge of television news production. Midday and weekend anchors encouraged to apply. Box U-78. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC edit system. Minimum three years experience in computer editing knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements. Box T-72.

Producer: Must have 5-7 years field news producing experience. Must have excellent writing skills and working familiarity with all facets of editing. Also should have strong high tech studio production background and be a self-starter. Non-smoker preferred. Send sample tapes and resumes to: General Manager, MVP Communications, 1075 Rankin, Troy, MI 48063.

Producer. We need a dynamic person who is looking for a challenge to produce our morning talk show. Must be energetic, innovative, tactfully-tough, and have ability to administer budgets. Experience producing talk or magazine show a must. Opportunity to work with dynamic, charismatic host on top-rated news station. Mid-west. Send resume to Box U-68. EOE.

Commercial videographer/cinematographer. Commercial TV production unit needs experienced creative shooter/thinker. Experienced with 1" tape, 16mm film, and 35mm slide productions. EOE send resume and salary requirements by October 25, 1985 to Box U-69.

News promotion producer. If you've got a reel of hot news promos, let's talk. We're looking for two years' experience in on-air and radio promo production, excellent writing and 3/4" editing skills, and strong control room abilities. Rush resume, tape and salary requirements to: Marketing Director, WLWT-TV, 140 W. Ninth St., Cincinnati, OH 45202. No phone calls please. Equal opportunity employer.

Executive Producer, medium market affiliate with a large staff, latest technology, major group ownership and strong news commitment looking for strong manager to be number two in department. Applicant must be excellent writer and innovative producer who wants to become a news director. College degree and four years experience required. Box U-81.

Troubleshooter/consumer reporter wanted. Send tape and resume to: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Producer. Produce early and late news at top rated affiliate. Strong news judgement and people skills required. Contact News Director, 501-783-3131.

Promotion manager. Top-rated major market ABC affiliate. You must be able to write well and creatively and be experienced in video production and editing. Familiarity with computer graphics a plus. Send resume/tape to Fred Corrigan, WEWS, 3001 Euclid Ave., Cleveland, OH 44115, 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.

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.

Editors. Video production facility needs qualified editors to operate the following equipment. Mach One Editor: Bosch Mach One, Sony 1000+ 1100 VTRs, DME DVE. Paltext editor: Paltext Esprit, 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.

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.

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.

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.

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 and 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.

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.

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.

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.

Operations manager/Program Director, 12 years experience seeking new challenge due to ownership change. Local programming and sports specialist. Write or call today. Paul Oughton, 209 West 11th St., Washington, NC 27889 or 919-946-0558.

SITUATIONS WANTED SALES

Experienced-Mid-forty TV s/s. mgr. trained in TvB-Sales-LCL, Natl/GSM levels. I'm looking for remunerative benefit-You get solid SLS Mgt.

SITUATIONS WANTED TECHNICAL

Engineering/management, Present chief engineer looking for professional working environment in pleasant surroundings. Over 20 years experience in broadcasting and electronic maintenance. Supervisory experience. Box U-80.

SITUATIONS WANTED NEWS

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.

Mature radio/TV newsman seeks wintertime work in the South. Good reporter, part-time anchor or assignment editor. Formerly with O & O., currently employed. Has side benefits already. Visit or tapes. Box U-74.

Veteran Radio Newscaster seeks TV in small-medium market as reporter/anchor. 215-691-6915.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

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.

I'm here! Producer/host of local cable shows with DJ and news background. Video editing experience and FCC general radio license. Seeks an interesting and responsible position in TV or radio in the New York metropolitan area. Audio and video tape available upon request. I know you're out there! Make my day! Call Jim, 914-737-1798.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Customer service manager for Mountain View, California office of Basys Computer Newsroom Systems. Must have broadcast/newsroom experience and a general knowledge of computers. Mature individual capable of supervising several customer service representatives. Excellent salary and benefits. Send resume to: John Chapman, Basys, Inc., 1995 Broadway, Suite 1105, New York, NY 10023.

WANTED INSTRUCTION

Diversified, theatre-oriented department with developing communications program offers general speech position, tenure-track, available January 1986. Ph. D. preferred, but not essential, though required for tenure. Rank: Asst. Prof. with Ph.D., Instructor without Ph.D. Teach basic speech and business/professional speaking/Ability to teach broadcasting helpful. Salary range \$16,000-22,000 for nine months, depending on qualifications. Send resume, official transcripts, and three letters of recommendation by Nov. 11 to Edgar Loessin, Chair, Theatre Arts, East Carolina University, Greenville, NC 27834. AAVEOE.

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. Affirmative Action, Equal Opportunity Employer.

Broadcast faculty position open August 16, 1985. Teach mainly in the broadcast major. Tenure track. Several years recent, relevant media experience. Ph. D. or near preferred; masters required. Salary competitive. Equal opportunity employer. Contact Search Committee (86-3), School of Communication, University of North Dakota, Box 8118, University Station, Grand Forks, ND 58202. Committee begins reviewing applications December 1.

Broadcast Position, Instructor/Assistant Professor beginning August 16, 1986. Ten month tenure track position, Ph.D. preferred. Successful teaching and/or professional experience desirable. Teach courses in two or more of the following areas: writing, management/economics, media effects, research methods, television production, sales/promotion, international broadcasting. Other areas possible. Supervise students in preparation of programs for campus radio/TV operations. Advising/committee work. State-of-the-art broadcast level color facility and equipment; 2 TV studios; 5 radio studios fully open to students. Marquette University, an urban Jesuit University, enrolls over 12,000 students, 500 in the College of Speech, (185 in Broadcast Communication). Application letter indicating areas of teaching interest, training and experience accompanied by a personal data sheet and credentials from placement service should be received by November 22, 1985. Michael J. Price, Dean, College of Speech, Marquette University, Milwaukee, WI 53233. Marquette University is an Affirmative Action, Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Adviser manager: student or community radio station. Eighteen years industry experience, teaching experience. Masters nearly completed. Strong in organization and leadership, familiar with all formats. Ken Mills, Box 8162, Rapid City, SD 57709, 605-343-5771.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash- highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type-no junk. Call/write 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 Carpel, 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.

Want to buy transmitter and all related equipment for new, educational, religious FM station. 383kw erp, 91.5 mhz. Generous tax considerations available. KNEO, Box 391, Neosho, MO 64850, 417-451-2397.

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.

For sale-MDS Transmission time. Single channel MDS stations in San Antonio Killeen Victoria Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

Top quality jingles from MusicCity--for less. Call or write for demo. 615-385-3007, Prime Cuts, 4104 Hillsboro Rd., Nashville, TN 37215.

SEGMENTS WANTED

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.

10/5/1 KW Ams. Collins 21M 10kw AM transmitter. Gates BC5P 5kw AM transmitter. RCA BTA 5T 5kw AM transmitter. Collins 820D1 & 20V2 also RCA BTA-1L, 1kw AM transmitters. All in excellent condition, call Transcom Corp., 215-379-6585.

10kw FM RCA BTF 10E-1 (1972) w/BTE 15A (1976) exciter, stereo gen. and SCA gen. Newly rebuilt final and PA Cav. Call Trancom Corp., 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.

Automation system, SMC ESP-1 complete with 4 Otari, 4 carousels, logging package, etc. Call for details, WMMQ, 517-372-3333.

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 due to installation of CBS T.V.R.O. Ken Gardner WLIF-TV, 317-463-1800.

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.

Power increase forces disposal 400 watt McMartin and 3.5kw. BE transmitters. Both less than 1 year old. Sell, lease, or rent. 501-996-2254 (ARK). Units located in Arizona.

Reconditioned Video Production Switchers: Grass Valley 1600-2E 16 inputs/4buses, DSK, Vital Vix 114-4, Quntel 2 channel DPE-5000-PLUS, 30 day warranty. 1-800-331-8333, California, 1-800-826-7025.

Building new facilities? We have the best prices: SONY, Ikegami, Leader Instruments, RAMSA, Sennheiser, over 100 product lines, includes systems design. 1-800-331-8333, California, 1-800-826-7025.

40' Mobile Unit. Grass Switcher, Yamaha Board. No cameras or VTRS. \$495,000. 213-467-6272 or 213-650-1700.

Ampex TBC-1 \$2,900. Vital 114VX Switcher \$4,500. Harris Epic Controller w/ DSK, Switcher, etc. \$4,500. Tek 529, WFM \$750. Video-It 213-876-4055.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Blank tape, half price! Perfect for editing, dubbing, field or studio recording, commercials, resumes, student projects, training, copying, etc. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., collect, 301-845-8888.

We filled the orders we had, but now we still need more TP-66s. If you have a chain you're not using, put that money to work for you. Call Media Concepts, 919-977-3600. For sale: TK-27, TK-28s, TP-7s, TP-55, Microtime 20/20, full TK-27 chain, TK-76Cs, VPR-2, TR-600s, Sony 5800/5850/RM440s, Quanta Select 7 C. Call 919-977-3600.

TFT equipment available for sale. 2 - Model 7900 master control unit (studio). 3 - model 7901 remote control units (transmitter). 3 - model 7910 direct analog control units (studio). 4 - model 7911 analog telemetry and control units (transmitter). 2 - model 7920 direct control and status units (studio). 3 - model 7921 direct control and status units (transmitter). 3 - model 7930 status display units (studio). 3 - model 7931 status display units (transmitter). 7 - 7921 transmitter interface panels. 5 - 7973 transmitter interface panels and power supplies. 4 - ADS-01 automatic data path selectors. 3 - Option 43 auto lopper. 4 - Option 41 CRT display unit terminal. 20 - Option 01 OPTO isolators 12 VDC to TTL status. 20 - Option 02 OPTO isolators 12 VAC to TTL status. 28 - Option 03 12 VAC DPDT momentary relays. 2 - spare parts kits. 1 - software option 57. 1 - software option 62. 2 - software option 70. 2 - software option 71. 2 - software option 72. 1 - model 7610 remote control system. For further information contact Rick Melamed, ABC-NY, 212-887-4981.

RADIO

Help Wanted Management

CLEAR CHANNEL COMMUNICATIONS

Strong GM needed to fill choice slot at KAJA-FM, San Antonio.

Effective GM experience plus promotional selling background required. EOE, M/F. Call John Barger, Chief Operating Officer, 512-734-7301.

DENVER

Strong radio sales experience wanted.

Group broadcaster, reply in confidence

Box U-64

Help Wanted Technical

CHIEF ENGINEER

for Connecticut group owned station. WNAQ 5 KW AM stereo facility. Needs experienced take-charge CE. Must know RF and audio. EOE. Sage Broadcasting Corporation, 1 Dock St., Stamford, CT 06902. 203-357-1464.

Help Wanted Programing, Production, Others

G.O. STROTHERS

Creative director seeks on/off camera position in Mid-Atlantic region. Transmitting live via phone from Pittsburgh. 412-244-8872.

Help Wanted Announcers

VOICE OF AMERICA INTERNATIONAL RADIO BROADCASTER

The VOICE OF AMERICA, the international broadcast service of the United States is accepting applications for positions as International Radio Broadcaster (English announcer/director), salary ranging from \$21,804 to \$31,619 per annum. Serving as studio director, duties include directing "live" news programs, including single voice programs and multi-voice programs with tape inserts, music bridges and sound effects; and voicing a variety of material including news and features. In addition to having a minimum of two years experience in voicing for radio, television, or other media requiring a quality voice suitable for maintaining listener interest and understanding, candidates must possess a knowledge of radio production procedures and techniques to efficiently organize, direct and edit programs. Other qualifying experience includes writing, editing and reporting for radio, television, or publication.

The Voice of America, part of the United States Information Agency, offers excellent salary/benefits including life and health insurance. Interested candidates must submit a resume or Standard Form 171, Federal Employment, by close of business on November 4, 1985 to Voice of America, Office of Personnel, Room 1192, 330 Independence Ave., SW, Washington, DC 20547 Attn. CC. An equal opportunity employer.

Help Wanted Programing, Production, Others Continued

PRODUCTION DIRECTOR

Major station in top 75 market seeks aggressive fulltime production director. Ideal candidate should possess a strong voice, creative copy writing skills, an ability to work smoothly with talented performers, and a dedication to producing nothing less than the best work on radio. Successful candidate should also fill in as a weekend/relief on-air personality. We offer a great staff and a state of the art facility. If you have talent and are willing to prove it, let us hear from you now. Reply Box U-73. EOE, M/F.

REMEMBER!

On September 2,
1985

Classified rates
CHANGED.

See Page 100
for details

TELEVISION Help Wanted Management

Manager Of Broadcast Compliance

Major NYC based group broadcaster seeks experienced individual to monitor all areas of regulatory compliance for its major market radio and television stations under supervision of corporate lawyers.

Candidates should be thoroughly familiar with FCC broadcast regulations and possess strong administrative abilities and communications skills. Minimum 3-4 years related experience required in paralegal or similar capacity with corporation or law firm. Extensive travel required.

Position offers salary commensurate with experience, and excellent fringe benefits. Send resume with salary history and requirements in confidence to:

Personnel Dept.
RKO General, Inc.
1440 Broadway
New York, NY 10018
Equal opportunity employer M/F/H/V

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.

PRODUCER/DIRECTOR ASSISTANT PRODUCER

Large academic medical center seeks applicants for broadcast and in-house production. Must have RTF degree or equivalent experience. Broadcast experience preferred. Projects include documentaries, news releases, PSA's, syndicated health news series, and in-house educational programs. Send resume to Mr. Dana C. Randall, Manager of Media Productions, The University of Texas Medical Branch, 520 Learning Center J-36, Galveston, Texas 77550-2782.

UTMB is an affirmative action
EOE M/F/H employer.



PROMOTION DEPT. EDITOR

Creative editor needed to operate our new promotion one-inch editing suite. This completely self-contained unit will produce daily promotion spots for WTAE-TV's on-air. You'll work with state-of-the-art equipment (A/C 21 switcher, ADO, VP-3 one-inch and ACE Micro editor) and have creative control, flexibility and input. An EOE, M/F. Send resume and tape to: Patrick Baldwin, Promotion Manager, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, PA 15221. No phone calls, please.



GRAPHIC DESIGNER

Sixth market network affiliate seeks graphic designer with 1-3 years' broadcast design experience and BFA or Certificate in Graphic Design or Illustration.

Will design and execute news graphics and visually communicative images to support stories for evening newscasts. Must have strong knowledge of design and typography and strong conceptual abilities. Prefer experience with video paint systems, character generators, electronic still store, DVE or ADO.

Please submit resume and non-returnable samples of work to: Box U-83.

An Equal Opportunity Employer

Minority and female candidates encouraged to apply.

Help Wanted Technical

MAINTENANCE ENGINEERS

KCLS-TV Los Angeles — a PBS affiliate and award-winning producer of instructional programs — has outstanding opportunities for skilled Engineers who can maintain and repair electronic/mechanical broadcasting equipment. If selected, you will also supervise technical staff while serving as technical director and transmitter operator.

You'll need a minimum of 3 years recent experience in a TV broadcasting (or related) facility, including responsibility for the operation/maintenance of production and recording equipment. Background must also include at least one year in supervising/training technical personnel. Experience in transmission and the maintenance of FCC-required documents is desired. Annual salary: \$33,016-\$41,133 (increase anticipated). For consideration, call (213) 742-7761 or send resume before Nov. 8, 1985.

Los Angeles Unified School District
Recruitment Dept.
P.O. Box 2298, Los Angeles, CA 90051
An Equal Opportunity Employer



The business of education.

PROMOTION WRITER/PRODUCER

Seasoned writer/producer for news and programming promotion needed to round out a young, talented promotion staff. WTAE-TV is vitally committed to on-air promotion. You'll work with a state-of-the-art equipped editing suite designed and built exclusively for promotion. And you share in the excitement and rewards generated for producing daily, high-quality material. Three to five years experience minimum. Print background helpful. An EOE, M/F. Send resume and tape to:

Patrick Baldwin, Promotion Manager
WTAE-TV, 400 Ardmore Blvd.
Pittsburgh, PA 15221
No phone calls, please.



ALLIED FIELDS Consultants

TURNAROUNDS
Since 1960
Strict Confidentiality
1-414-982-2170
ARLIE L. DAVISON & ASSOCIATES

Employment Service

WE PLACE TV and Video Engineers COAST TO COAST

[All Levels, But Not Operators]
ALL FEES PAID BY EMPLOYERS

Phone/Resume

KEY SYSTEMS

479 Northampton Street
Kingston, PA 18704

Phone Alan Kornish at
(717) 283-1041

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

Wanted to Buy Stations

Experienced broadcaster wants to
acquire FM or AM/FM station
\$500K to \$1.5M. Prefer Midwest.
All replies confidential. Reply to:
50649 Woodbrook Dr., South
Bend, IN 46628.

For Sale Stations

SUNBELT FM/AM

Deep South, small market, class A FM with unimproved signal that falls within 20 miles of major Southern growth market, AM 250 watt. Buy direct from absentee owner. Well equipped with music on cart and excellent audio chain/xmtr. A perfect first station for mom and pop or choice turnaround for experienced group operator. Priced at \$195,000 firm with terms available to qualified buyer. Write Box U-76.

CHICAGO SCA NOW AVAILABLE CLASS B FM STATION

CALL: DAN LEE,
312-777-1700

NEW HAMPSHIRE

Fulltime 1,000 watt, non-directional AM and FM construction permit. Breaking even, real estate, good equipment, fully automated, \$380,000, \$80,000 down, terms. Financial qualifications in first letter please. Write Box U-6.

For Sale Stations Continued



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

5,000 watt fulltime AM with excellent ratings located in medium-sized Southeastern market. \$735,000 with \$100,000 down.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

Location	Size	Type	Price	Terms	Contact	Phone
TX	Met	AM/FM	\$1800K	\$100K	Bill Whitley	(214) 680-2807
DC	Maj	AM	\$1440K	Terms	Mitt Younts	(202) 822-8913
WY	Met	AM/FM	\$795K	\$100K	Greg Merrill	(801) 753-8090
NB	Med	AM/FM	\$775K	\$150K	Bill Lytle	(816) 941-3733
VT	Sm	AM/FM	\$650K	Terms	Ron Hickman	(401) 423-1271
IA	Sm	FM	\$600K	\$150K	Bill Lochman	(816) 941-3733
CO	Sm	AM/FM	\$600K	\$100K	David LaFrance	(303) 234-0405
IA	Sm	FM	\$385K	\$65K	Bill Lytle	(816) 941-3733
TX	Sm	AM	\$235K	Terms	Bill Whitley	(214) 680-2807

For information on these properties, please contact the associate shown, 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

THE HOLT CORPORATION

MID-ATLANTIC FM

Stable ratings leader. #1 adults 25-54 and 35+, Spring Arbitron. Real estate included. Positive cash flow. \$1.5 million.

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

AM BARGAINS

S. Texas growth medium market.
Power AM. \$700,000, liberal terms.

Suburban Atlantic AM. \$495,000, terms.

Austin area AM & newspaper.
\$550,000, terms.

Colorado AM w/ FM CP. \$695,000, terms.

SE Texas AM. \$525,000, terms.

**NORMAN FISCHER &
ASSOC., INC.**
1209 PARKWAY
AUSTIN, TX 78703
512-476-9457

"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.

Kepper,
Tupper &
company,
inc.

MIDWEST

AM/FM single station market Billing approx. \$300,000 Asking 1.7 X gross, w/o real property 300 Knightsbridge Pkwy. Lincolnshire, IL 60069 312-634-9258

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

SOUTHERN NEW ENGLAND

Large single station market with fast growing economy and industrial base. Daytime, bur with CP for full. \$810,000. total asking price. CALL MIKE RICE IN CT AT 203-423-1767

8 Driscoll Dr., St. Albans, VT 05478

802-624-5963

GEORGE WILDEY 207-947-0083 (ME)

Wilkins and Associates Media Brokers

AL	AM/FM	\$15,000	DOWN PAYMENT
VA	AM	\$15,000	DOWN PAYMENT
VA	AM	\$20,000	DOWN PAYMENT
PA	FM	\$350,000	CASH
IL	AM Full Time	\$500,000	20%
CT	AM Full Time	\$800,000	35%
IN	AM/FM	\$450,000	30%
AR	AM/FM	\$335,000	15%
SC	AM	\$35,000	DOWN PAYMENT
3	TN STATIONS		

P.O. BOX 1714 - SPARTANBURG, S.C. 29304 - 803/585-4638

GREAT RADIO MARKETS GREAT TERMS

Two established AM stations in fast growing Sunbelt markets. Excellent terms for qualified buyer. Box U-63.

ROCKY MOUNTAINS: Excellent Class C FM facility in Resort Market. Profitable with the building cash flow. Price: \$1,400,000 with \$650,000 down. Discount for cash.

WEST COAST: Excellent investor opportunity in West Coast specialty AM/FM at less than 9 times cash flow. Complete package includes excellent management in highly desirable market. Priced at \$2.6 million with \$800,000 down.

COLORADO: Newly built Class C FM serving regional market. Excellent opportunity for group of individual owner/operator. \$700,000 with \$150,000 down, good terms.

William A. Exline, Inc.

Media Brokers

4340 Redwood Highway
Suite F-121
San Rafael, CA 94903
415-479-3484

CHANNEL 18

LPTV for Greenville, Sulphur Springs and Commerce, Texas (near Dallas). Fully equipped TV station with a successful sales record. Affiliated with a TV network and on cable systems throughout coverage area. Reply Box U-79.

from Communications Press—

INTERNATIONAL TELECOMMUNICATIONS AND INFORMATION POLICY

Edited by Christopher H. Sterling

Part One: Presentations by—

Veronica Ahern	Donald Jansky
Joel Alper	J. Randolph MacPherson
Walter Bolter	Elliot Maxwell
Jon Boyes	Alan Pearce
Wilson Dizard	Robert Petty
Hugh Donaghue	Joseph Rawley
Richard Foster	Anthony Rutkowski
Henry Geller	Stephen Thompson
Phillip Grub	Fred Weingarten
Roland Homet	Richard Wiley

Part Two: The seminal government document, **Long Range Goals in International Telecommunications and Information: An Outline for United States Policy** (NTIA's 1983 report to the Senate).

In Part One of **International Telecommunications and Information Policy**, experts from both the private sector and government describe recent developments and define the issues in an area of growing national importance. They help predict the trends and offer recommendations for significant policy changes concerning crucial telecommunications matters such as satellite communications, free flow of information, and avoiding a trade war. Part Two—the NTIA Report—provides the framework for their comments, and contains a wealth of detailed information on the current status of American business and government in the international telecommunications arena.

Order this valuable professional reference tool today. Only **\$41.00** (\$39.50 + \$1.50 postage & handling).

BROADCASTING BOOK DIVISION

1735 DeSales Street, N.W.
Washington, D.C. 20036

Please send me _____ copies of:

INTERNATIONAL TELECOMMUNICATIONS AND INFORMATION POLICY.

My payment in the amount of _____ is enclosed.
(Payment must accompany order.)

Name _____

Firm _____

Address _____

City _____

State _____ Zip _____

For Sale Stations Continued

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
 5050 Poplar • Suite 1135 • Memphis, Tn. 38117

NORTHEAST OKLAHOMA LAKE COUNTRY

Isolated local market midway between Tulsa and Joplin. New equipment and tower. Established AM with positive cash flow. D. Cresap, P.O. Box 1236, Bartlesville, OK 74005. 918—492-5851 or 918—336-4730.

- 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.

FLORIDA BEAUTY HIGHLY-RATED CLASS A FM

Covers two Florida East Coast secondary markets. Solid financials. Growth area. Bill Brazzil Associates, Inc. 305—662-7501.

FLORIDA

Class C FM/AM combination. High-growth coastal resort area. Excellent physical and technical plant. Big potential. Bill Brazzil Associates, Inc. 305—662-7501.

TOP-30 MARKET AM/FM COMBINATION

Class C FM and fulltime AM in growing Sunbelt market. Good facilities, breakeven cash flow. Terms possible to the right buyer. Principals only. Box U-70.

EARLY DEADLINE NOTICE

Due to holiday, Monday, November 11, 1985, deadline for classified advertising for the November 18 issue will be Friday, November 8, 1985.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to:

(Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media



Tapia

Principals named to executive posts, Republic Communications Corp., San Antonio, Tex., permittee of KRRT(TV) Kerrville, Tex.: **Raul R. Tapia**, senior partner, Tapia & Buffington, Washington, to chairman of board and president; **Milton P. Buffington**, senior partner, Tapia & Buffington, to secretary; **Roland Castaneda** and **Richard Bela**, San Antonio attorneys, to VP's; **Lawrence Behr**, president, Lawrence Behr Associates, Greenville, N.C., broadcast consulting firm, to treasurer.

Gloria Briggs, manager of station relations, ABC FM Network, New York, named director, ABC FM Network.

John Cook, senior VP, programming, radio division, Gannett, and president and general manager of Gannett's WDAE(AM)-WQI(FM) Tampa, Fla., named president and general manager of co-owned KKBQ-AM-FM Houston. He remains senior VP, programming. **James Mulla**, president and general manager of Gannett's WCZY-AM-FM Detroit, succeeds Cook.

Jay Jordan, from WMAS-AM-FM Springfield, Mass., joins WHYN-AM-FM there as executive VP and general manager.

Lee Douglas, VP, operations, WCZY-AM-FM Detroit, named VP and general manager.

Elizabeth Hoffman, VP and general manager, WMJY(FM) Long Branch, N.J., named president of licensee, Mammoth Broadcasting. **Carl DeProspo**, station manager and general sales manager, WMJY, named general manager.

Joseph Azznara, assistant general manager, Cablevision of Connecticut, Westport, Conn., named general manager.

Ronald Gilbert, from WICC(AM) Bridgeport, Conn., joins WXCZ(FM) Safety Harbor, Fla., as VP and general manager.

David Ruleman, VP, Palomar Broadcasters, and general manager of its KOWN-AM-FM Escondido, Calif., and president of Thousand Oaks Radio Corp., licensee of KNJO(FM) Thousand Oaks, Calif., resigns to develop Radiomail America, Escondido-based direct mail sales and promotion firm.

Richard Shingleton, general manager, WKRE-AM-FM Exmore, Va., joins WELV-AM-FM Ellenville, N.Y., as general manager.

John Carpenter, general sales manager, Pulitzer's WGAL-TV Lancaster, Pa., joins co-owned KETV(TV) Omaha as general manager.

Freida Werden, independent radio producer and associate editor, *Current* magazine, joins Western Public Radio as operations manager,

relocating from Washington to San Francisco.

Paulette Williams, general sales manager, KMGG(FM) Los Angeles, joins KMEL(FM) San Francisco as station manager.

Lisa Revare, production manager, KZKC-TV Kansas City, Mo., named VP, operations manager.

Antonio Dominguez, assistant general manager, Cablevision of Orange County, Calif., joins American Television and Communications' cable system serving South Pasadena and San Marino, both California, as general manager. **Rod Clark**, advertising sales manager, Birmingham, Ala., division, American Television and Communications, named VP, sales.

Peter Zolnowski, program director, WECK(AM) Buffalo, N.Y., joins KOMA(AM) and newly acquired KIMY-FM there (formerly KAEZ(FM)) as operations manager.

Lee Carpenter, chief engineer, WWSB-TV West Point, Miss., joins WOAC-TV Canton, Ohio, as operations manager.

Sherron Sherridan, operations manager, WHEC-TV Rochester, N.Y., named traffic-operations manager.

Al Marrara, from KJRH-TV Tulsa, Okla., joins KTPX(TV) Odessa, Tex., as operations manager.

Nelson Flanagan, operations manager, KTXH-TV Houston, joins KTXH-TV Dallas in same capacity.

Carey Davis, VP and sales manager, WMCA(AM) New York, named station manager and member of board of directors of parent, Straus Communications. **Jeanne Straus**, program director, WMCA, named VP, operations.

Robert McBride, director of business operations, Media General Cable of Fairfax, Chantilly, Va., named VP, business operations.

Mark Charles, associate attorney, Gersten, Savage, Kaplowitz & Simensky, New York, joins RKO General there as attorney.

Jonathan Miles Yim, development associate, United Way, San Francisco, joins noncommercial KPBS-FM-TV San Diego as director of underwriting.

Bill Legere, general manager, noncommercial KFSK(FM) Petersburg, Alaska, joins noncommercial KTOO(FM) Juneau, Alaska, as station manager.

Peggy Milner, manager of finance, KMOX-TV St. Louis, named director of business affairs.

Kristina Moris, from Eli Lilly & Co., Indianapolis, joins King Broadcasting, Seattle, as personnel director.

Marketing



Cadman

Colin Cadman, vice chairman, DDB/London, and chairman, MSW Rapp & Collins Ltd., named to additional post of president, Rapp & Collins Europe. He will continue to be based in London.

Steve Kahler, chairman and chief executive officer, Doremus & Co., subsidiary of BBDO International, New York, resigns at end of year.

Stephen Nollau, account supervisor, D'Arcy Masius Benton & Bowles, St. Louis, named VP. **Tim Terchek**, senior writer, D'Arcy Masius Benton & Bowles, Chicago, named associate creative director. **Susan Silberman**, research supervisor, D'Arcy Masius Benton & Bowles, Chicago, named senior research supervisor.

Elected senior VP's, BBDO, New York: **Elliot Firestone**, associate creative director; **William Katz**, account supervisor, and **Richard Romagnola**, director of creative services, video development group. Elected VP's, BBDO: **Dusty Bricker**, **Gary Fermature** and **Ellen**

IS THE PEACE CORPS STILL AROUND?

YES... and celebrating 25 years of Americans serving in the Third World - and do we have stories to tell!

Oct 1985-Oct 1986 is Peace Corps' 25th Anniversary Year.

... Chances are at least one of 110,000 former Peace Corps Volunteers is living and working in your circulation area.

... 6,000 Americans are currently serving.

... Thousands are preparing to join.

Share their stories with your listeners and viewers.



Contact: Public Affairs Peace Corps
806 Connecticut Ave., N.W. Washington, D.C. 20526 202-254-5010

Ross, account group heads; **Robert Gibraltar** and **Robert Wiesner**, account supervisors, and **Debra Starkman**, associate director, marketing sciences.

Steve Jones, San Francisco sales manager, TeleRep, named VP, West Coast manager.

E. Reynold (Pete) Petray, management supervisor, Carrafiello Diehl & Associates, Irvington-on-Hudson, N.Y., named senior VP.

Diana Richardson, consultant to Media General Broadcast Group, Tampa, Fla., named director of marketing, MGBG, which comprises WXFL(TV) Tampa; WJKS-TV Jacksonville, Fla., and WCBD-TV Charleston, S.C.

Appointments, McGavren Guild: **Peter Doyle**, VP, regional manager, New York, to executive committee; **Dick Sharpe**, executive VP, Eastern division, New York, to additional responsibilities for central division; **Don Hall**, account executive, to sales manager, Dallas; **Tom Dolliff**, sales manager, to regional manager, Houston; **Sandra Hollischer**, account executive, Weiss & Powell, Minneapolis, to same capacity, Minneapolis.

Bruce Hoban, director of marketing research, Warner-Amex Cable, New York, joins Republic Radio there as director of research.

Appointments, Young & Rubicam, New York: **Diane Flynn**, executive producer, to senior VP; **Ted Storb**, senior producer, and **Jean Kondek**, creative supervisor, to VP's.

John Martin, general sales manager, WUSN-FM Chicago, joins CBS Radio Networks there as Midwest sales manager.

Research group managers named VP's, SSC&B:Lintas, New York: **Cathy Askow**, **Susan Connolly** and **Marcia Gold**.

Glenn Meyers, director of media and marketing services, Mintz & Hoke, Avon, Conn., named VP.

Charles Ponger, account executive, WSTC(AM)-WYRS(FM) Stamford, Conn., joins Storer Television Sales, New York, in same capacity. **Jeff Norman**, director of commercial sales, cable division, Storer, New York, named account executive, Storer Television Sales.

Sue Kolb, advertising writer, Doyle Dane Bernbach, Denver, named senior writer.

Christine McCaughey, director of research and development, ABC-owned WXYZ-TV Detroit, joins ABC Owned Television Stations, New York, as director of research, systems and sales planning.

Larry Ramsey, account executive, Harrington Righter & Parsons, Dallas, named manager of Dallas office.

Ellen Stafman, account executive, Tatham, Laird & Kudner, Chicago, named account supervisor.

Appointments, Petry National Television, New York: **Nan Krauss**, from O&O Stations division, ABC, New York, to group research manager, red team, Petry National; **Marc Nagel**, from LBS Communications, New York, to account executive, white team.

Lonnie Burstein, programing assistant, Seltel, New York, named program coordinator. **Nadine Tekula**, manager of program services, Seltel, named associate program director. **Shellie Sigal**, member of knights sales team,

Seltel, Los Angeles, named sales manager.

Terry Jean Doss, traffic manager, Barkley & Evergreen, Shawnee Mission, Kan., named office manager.

John Curtis, copywriter, Ogilvy & Mather, Johannesburg, South Africa, joins W.B. Doner, Detroit, in same capacity.

Harold Macklin, from Ohrbachs, New York, joins Katz Media Data there as programmer analyst.

Teresa Spodek, account executive, KDFI-TV Dallas, joins Seltel there in same capacity.

Cecilia Rieg, assistant account executive, Harrington, Righter & Parsons, New York, named account executive, green team, Chicago.

Rick Bauer, copy director, William Eisner & Associates, Milwaukee, joins BBDM Cunningham & Walsh, Chicago, as copywriter.

Phyllis Tamada-Brown, from James Lienhart Design, Chicago, joins BBDM Cunningham & Walsh as art director.

David Schwartz, senior accountant, Price Waterhouse, New York, joins Selcom there as group controller.

Appointments, Barkley & Evergreen, Shawnee Mission, Kan.: **Craig Neuman**, artist, *Kansas City Star*, to art director; **James Mott**, from Fletcher-Mayo, Kansas City, Mo., to associate creative director; **Katherine Spencer**, recent graduate, Princeton University, to account coordinator; **Eric Larson**, traffic coordinator, to assistant traffic manager, and **Powell Michael**, art director, Kuhn & Associates, Kansas City, Kan., to assistant art director.

James Higgins, from Suburban Cablevision, East Orange, N.J., joins Colony Communications, Providence, R.I., as executive director, marketing.

Bill Gordon, account executive, Trahen, Burden & Charles, joins W.B. Doner, Baltimore, as senior account executive.

Randy Greco, from CATV division, General Cable Co., Tacoma, Wash., joins PTL, religious cable service there, as Western region senior account executive.

Dick Davidson, sales manager, *duPont Registry: A Buyer's Guide to Fine Automobiles*, Tampa, Fla., joins Turner Broadcasting Sales, New York, as account executive.

Jack Porray, from R&R Advertising, Reno, joins WLEX-TV Richmond, Va., as general sales manager.

Jim Diaz, local sales manager, KCBS-TV Los Angeles, named general sales manager.

Sem Dieterich, local sales manager, WGNO-TV New Orleans, joins WQTV(TV) Boston as general sales manager.

Mark Binda, senior research analyst, Harrington, Righter & Parsons, New York, joins WTVF(TV) Nashville, as director of research.

Larry Kent, from WINZ(AM) Miami, joins WJQY(FM) Fort Lauderdale, Fla., as sales manager.

Janet Pinsky, assistant sales manager, WMJY(FM) Long Branch, N.J., named sales manager.

Charles Timmons, general manager, WAFL-FM Milford, Del., joins WBOC-TV Salisbury,

Md., as local sales manager.

Steve Arvan, account executive, WHEC-TV Rochester, N.Y., named local sales manager.

Mike Weiss, national sales manager, WCLQ-TV Cleveland, named general sales manager. **Rita-Mann Chapman**, local sales manager, succeeds Weiss.

Wanda Gibbs, copywriter-production manager, WNOX(AM) Knoxville, Tenn., joins WATE-TV there as copywriter.

William Mossa, customer service representative, TKR Cable, Warren, N.J., named marketing coordinator.

Connie Galvin, account executive, WNIC-AM-FM Dearborn, Mich., named local sales manager.

Charles Stuart, national sales manager, KTTV(TV) Los Angeles, named VP.

Paul Orio, VP, media, Naftziger & Kuhe Advertising, Farmington, Conn., joins WTXN(TV) Waterbury, Conn., as local sales manager. **Catherine Gillotti**, senior account executive, WTXN, named to newly created position of assistant local sales manager.

Tom Johnston, producer-director, sports and special events, KOMO-TV Seattle, named account executive.

Judy Hobbs, account executive, WRFM(FM) New York, joins WOR(AM) there in same capacity.

Rick Swartz, account executive, TeleRep, Los Angeles, joins KHTV(TV) Houston as national sales manager. **Bryan April**, account executive, Hinckley Group, joins KHTV as retail account executive.

Dee Frantz, marketing director, Gillingwater Management Co., Houston, joins WOWO(AM) Fort Wayne, Ind., as account executive.

Programing

Robert Blay, director, acquisitions, international, Embassy Home Entertainment, London, named VP, acquisitions, Embassy Home Entertainment, Los Angeles. **Richard Childs**, president, distribution, Embassy Home Entertainment, named president, production and programing. **Rand Bleimeister**, VP, sales, home entertainment, Embassy, named senior VP, distribution.

Michael Doury, television sales manager, 20th Century Fox, London, joins King Features Entertainment there as director of sales, Europe and Africa.

David Brangan, senior VP and director, West Coast operations, Avery-Knodel Television, Los Angeles, joins Harmony Gold, Detroit, as regional sales manager. **Bill Smither**, VP, corporate development, Avery-Knodel, joins Harmony Gold, New York, as regional sales manager.

Stuart Stringfellow, head of Chicago sales office, King World, named VP, Midwest division manager.

Renate Kamer, executive assistant to president, Aaron Spelling Productions, Los Angeles, named VP.

Diane Von Gal, from NBC, New York, joins Worldvision Enterprises there as director of

domestic sales administration.

Jim Curtin, director of sales marketing, D.L. Taffner Ltd., joins Katz Television Group's programming department, New York, as associate director of programming.

Sonya Selby-Wright, producer, *Good Morning America*, New York, named director of casting.



Teach

Bob Teach, director of finance, Reeves Communications, New York, joins Multimedia Entertainment there as VP, finance.

Melinda Fishman, program executive, ABC Daytime, New York, joins Chelsea Communications there as VP, development.

Jeannie Yost, manager, music programming, MTV, New York, named director, music programming. **William Chardavoyne**, from Arthur Young & Co., New York, joins MTV Networks as VP, controller.

Richard Tripaldi, assistant controller, Metro-media Television, named vice president/controller, remaining based in Los Angeles.

Brad Samuels, account executive, WLYK(FM) Milford, Ohio, joins Pro Am Sports System, Troy, Mich., as affiliate representative.

Tom Bickle, director, WKYT-TV Lexington, Ky., named production manager.

Neal Kenagy, assistant production manager, KZKC-TV Kansas City, Mo., named production manager, succeeding Lisa Revare, named VP, operations manager (see "Media," above).

Bob Rossbach, senior producer, *Latenight America*, noncommercial WTVS(TV) Detroit, named executive producer, local programming.

Stephanie Campbell, program manager, Taft Broadcasting's WDCA-TV Washington, joins co-owned WCIX-TV Miami in same capacity.

Matthew Chan, producer, evening magazine, KPIX(TV) San Francisco, joins KCRA-TV Sacramento, Calif., as executive producer.

Ronn Lipkin, assistant production director, WYSP(FM) Bala Cynwyd, Pa., named production director.

Theresa Forbush, from BBC, London, joins WLNS-TV Lansing, Mich., as production assistant.

Willie Olmstead, associate producer, *MMLA*, mid-morning talk show, KHJ-TV Los Angeles, named producer, *MMLA*.

Taylor Biggs Lewis III, announcer and producer, WNRN(FM) Virginia Beach, Va., joins West Virginia Public Radio, Charleston, W. Va., in same capacity.

Mac Daniels, air personality, KPLX(FM) Fort Worth, named music director.

Michael Lee, from WHO(AM) Des Moines, Iowa, joins CRE/PR, Indianapolis, as public relations writer.

Faith Sidlow, assistant assignment editor, KSEE-TV Fresno, Calif., named producer-reporter.

Kevin Murphy, air personality, WSUN(AM) St. Petersburg, Fla., named music director. **Jack Russell**, air personality, WSUN, named production director.

Bob Stewart, from KKRQ(FM) Iowa City, Iowa, joins KRNA(FM) there as air personality.

Bill Hickok, air personality, WICC(AM) Bridgeport, Conn., joins WRC(AM) Washington in same capacity.

Tom Doyle, from WCOZ(FM) Boston, joins WHDH(AM) there as air personality.

News and Public Affairs



Roche

Kevin Roche, producer and political editor, NBC Radio, New York, named director, news, The Source radio network.

Luis Covarrubias, assistant editor and newscaster, *Nuestras Noticias*, New York, UPI's Spanish-language radio network, named news director.

Rick Read, producer-director, KTVL(TV) Medford, Ore., joins KVOS-TV Bellingham, Wash., as field producer, news.

Appointments, WAVY-TV Portsmouth, Va.: **Leslie Smith**, reporter, to weekend co-anchor, *The Daily News*; **Carol Hoffman**, weekend anchor and weekday producer, WBNY-TV Portsmouth, Va., to morning anchor and noon newscast producer; **David Klugh**, weekend anchor, KAMR-TV Amarillo, Tex., to reporter; **Hunter Hughes**, photographer-editor, to assignment editor; **Marny Stanier**, weekend weathercaster-reporter, KODE-TV Joplin, Mo., to same capacity, and **Susan Glauser**, photographer-editor, KOB-TV Albuquerque, to photographer-editor.

Appointments, WLKY-TV Louisville, Ky.: **Lisa Awrey**, freelance writer, to weekend assignment editor, early producer and weeknight editor; **Jane Hampden**, from WBBM-TV Chicago, to reporter, and **Ralph Merkel**, from WJCL-TV Savannah, Ga., to weekend photographer-reporter.

Meg LaVigne, programming coordinator-producer, WSBK-TV Boston, named community affairs director.

Appointments, KCBS-TV Los Angeles: **Paula Zahn**, weekend anchor and reporter, WNEV-TV Boston, to same capacity; **John Amato**, producer, *Newsbreaks* within *CBS Morning News*, to producer, entertainment news.

Donna Parker, consumer reporter, KSAT-TV San Antonio, Tex., named weekend co-anchor.

Frank Horecny, reporter, WLAP-AM-FM Lexington, Ky., named news and public affairs director.

Harry Porterfield, reporter-anchor, WBBM-TV Chicago, joins WLS-TV there as reporter and substitute anchor.

David Madden, reporter, WKBO(AM) Harrisburg, Pa., named news director. **Tony Romeo**, reporter, WGAL-TV Lancaster, Pa., succeeds

Madden.

Don Mills, managing editor, WDTN-TV Dayton, Ohio, named reporter.

Appointments, WPLG(TV) Miami: **Khambrel Marshall**, sports anchor, WFSB(TV) Hartford, Conn., to sports director and primary sports anchor; **Ileana Varela**, reporter, WTOG(TV) Tampa-St. Petersburg, Fla., to reporter; **James Hamilton**, assignment editor, WDM-TV Washington, to weekend assignment editor; **Jorge Pujol**, photographer-editor, WLTG(TV) Miami, to photographer-editor; **Rhonda Hasday**, producer, CNN, Atlanta, to special projects producer.

Marc Mooney, reporter, KTVU(TV) Oakland, Calif., joins WBAL-TV Baltimore as reporter.

Linda Breshears, planning editor, KCOP-TV Los Angeles, joins WVVA-TV Bluefield, W. Va., as reporter.

Pamela Mathis, from KMVT-TV Twin Falls, Idaho, joins KTNV-TV Las Vegas as weekend weather anchor.

Kent Ingle, coordinator of development relations, Southern California College, Costa Mesa, Calif., joins KOLR-TV Springfield, Mo., as weekend sports anchor.

Jon Hewett, part-time reporter, WLNS-TV Lansing, Mich., named reporter.

Patrick Flanagan, weather anchor, KATC(TV) Lafayette, La., joins KRBK-TV Sacramento, Calif., in same capacity.

John Gerard, weather anchor, WTVW-TV Evansville, Ind., joins WATE-TV Knoxville, Tenn., in same capacity.

Bryan Busby, weekend meteorologist, KTVI(TV) St. Louis, joins KMBC-TV Kansas City, Mo., as staff meteorologist and science reporter.

J.C. Corcoran, from KSHE(FM) Crestwood, Mo., joins KSDK(TV) St. Louis as entertainment reporter.

Trudy Yarnell, weekend anchor-reporter, WISH-TV Indianapolis, joins WUHQ-TV Battle Creek, Mich., as reporter.

Rebecca Reheis, meteorologist, KSNT-TV Topeka, Kan., joins KTVX(TV) Salt Lake City in same capacity.

Technology

S. Merrill Weiss, president, Imagex, Oakland, Calif.-based engineering firm, and former engineering manager, KPIX(TV), San Francisco, joins NBC New York as director, broadcast systems and engineering.

Kevin Hamburger, director, audio-video engineering, MTV Networks Inc., New York, named VP, audio-video engineering.

William O'Neil, independent consultant, joins Times Fiber Communications, Wallingford, Conn., as manager, fiber optic systems development.

Gregory Take, applications engineer, special cable division, Pirelli Cable Corp., Wallingford, Conn., joins electro-optical products division, ITT, St. Louis, as sales manager, Midwest district.

Charles Gentry Jr., plant manager, Tribune-United Cable Communications, Rochester,

Minn., joins managed investments division, Communications Equity Associates, as corporate engineer, responsible for engineering activities of firm's cable systems in Pasco and Pinellas counties, Fla., and Victorville, Calif.

Kinsley Jones, VP, marketing, Television Technology Corp., Broomfield, Colo., joins Fidelipac Corp., Moorestown, N.J., as marketing director.

Frank Ciangi, market development specialist, Zenith, Glenview, Ill., named director, market development.

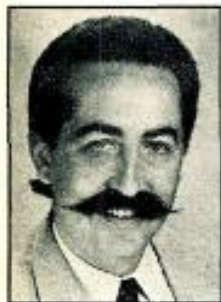
Mike Burton, audit manager, Coopers & Lybrand, Los Angeles, joins Compact Video there as controller.

Phillip Fraley, assistant chief operator, WLAP-AM-FM Lexington, Ky., named chief engineer.

Walter Rodman, chief engineer, WXON-TV Detroit, joins WDIV(TV) there as operations supervisor, engineering department.

Promotion and PR

Eleo Kaemmerer, senior producer, on-air promotion, VH-1, MTV Networks, New York, named director, on-air promotion-program services.



Firth

Richard Firth, director of publicity and promotion, *Rituals* and *Love Connection*, Telepictures, Los Angeles, joins Harmony Gold there as director of promotion and station relations.

Richard McKeown, director of personnel and community relations, Methodist Hos-

pital of Jonesboro, Ark., joins Cranford Johnson Robinson Associates, Little Rock, Ark., as public relations account executive.

Susan Harmon, manager, advertising and promotion, WLKY-TV Louisville, Ky., joins WTVF(TV) Nashville in same capacity.

Wendi Dunlap, promotion assistant, WKYT-TV Lexington, Ky., named promotion manager.

Andrea Duggan, from WNEV-TV Boston, joins WSBK-TV there as publicity coordinator.

David Devereaux, producer-director, video promotion, noncommercial WTVS(TV) Detroit, named manager of video promotion.

Jeremy Patey, promotion director, KDSC-TV Honolulu, joins KXTX-TV Dallas as manager, advertising and promotion.

Cyndie Reynolds, promotion manager, WTSP-TV Tampa-St. Petersburg, Fla., joins WFAA-TV Dallas in same capacity.

Sherri Tolar Rollison, promotion-marketing consultant, Farris Communications, San Francisco, joins KTVI(TV) St. Louis as promotion director.

Randy Keiser, creative services director, WOLO-TV Columbia, S.C., joins WBSP-TV Ocala, Fla., as promotion manager.

Ginger Warder, from WMAL(AM) Washington,

joins WZNE(FM) Clearwater, Fla., as promotion director.

Sharon Wood, promotion manager, WBAY-TV Green Bay, Wis., joins WXMI(TV) Grand Rapids, Mich., in same capacity. **Lisa Wilson**, promotion assistant, WZZM-TV Grand Rapids, Mich., joins WXMI in same capacity.

Val Nicholas, producer, *Look Who's Talking*, KCRA-TV Sacramento, Calif., named promotion manager.

Patrick Baldwin, from Hearst-owned WDTN(TV) Dayton, Ohio, joins co-owned WTAE-TV Pittsburgh as promotion manager.

Tom Kounelis, from WSB-TV Atlanta, joins WATL(TV) there as promotion manager.

Dan Martinsen, from *Newsday*, New York, joins NBC press there as sports publicity representative.

Judith Vance, promotion manager, WCGV-TV Milwaukee, joins KMBC-TV Kansas City, Mo., in same capacity.

Linda Bayley, director of creative services, KCRA-TV Sacramento, Calif., named promotion manager.

Devoe Slisher, promotion coordinator, WHOI(TV) Peoria, Ill., named promotion manager.

Allied Fields

Bonnie Foster, VP, consulting services, TeleStrategies, Washington-based telecommunications consulting firm, joins Coopers & Lybrand as manager of consulting practice of firm's Washington planning group.

Howard Rosenblum, manager of client services, advertising-agency television sales, Arbitron, New York, named account executive. **Susanne Barrett**, client service representative, television market development, Arbitron, succeeds Rosenblum.

Clark Wideman, general manager, WEAU-TV Eau Claire, Wis., elected chairman, sales advisory committee, Television Bureau of Advertising. **Lynn Fairbanks**, general manager, WAWS(TV) Jacksonville, Fla., elected co-chairman of committee.

Judith Marden, from Chemical Specialties Manufacturers Association, Washington, joins Abramson Associates there as senior account executive.

Larry Ceisler, producer, Group W Newsfeed Network, joins law firm of Dickstein & Scutti, Philadelphia, as attorney, specializing in representation of broadcast journalists.

Elected officers, New York State Associated Press Broadcasters, New York: **Mike Prelee**, WNEW-AM-FM New York, president; **Frank Brinka**, WALK-AM-FM Patchogue, first vice president; **John Corporon**, president, INN and VP, news, WPIX(TV) New York, second vice president, and **Lew Wheaton**, bureau chief, Associated Press, Albany, secretary.

Blair Radio has formed advisory board to answer station's questions about buying on unwired networks. Elected chairman of board was **Clarke Brown**, KSON-AM-FM San Diego. Blair representatives on board are **Bob Lion**, VP, GM, Blair Radio Networks, New York,

and **Bob Ferraro**, VP, regional manager, BRN, New York. Station general managers who are members of board: **Mickey Luckoff**, KGO(AM); **Tim Medland**, WIBC(AM)-WNAP(FM) Indianapolis; **Ray Quinn**, WMJJ(FM) Birmingham, Ala., and **Bruce Dodge**, WIMZ-AM-FM Knoxville, Tenn.

Elected officers, Pennsylvania Association of Broadcasters, Harrisburg, Pa.: **Fred Young**, Hearst Corp., Pittsburgh, president; **Harry Haas**, WFLN-FM Philadelphia, VP, radio; **Robert Eolin Jr.**, WLHY-TV Lancaster, VP, TV; **Brian Danzis**, WCMB(AM)-WSFM(FM) Harrisburg, treasurer; **William Saltzgiver**, WPGH-TV Pittsburgh, secretary, and **Robert Zimmerman**, WRSC(AM)-WQWK(FM) State College, past president.

Elected to three-year terms, sales advisory committee, Television Bureau of Advertising, New York: **Bruce Baker**, WFTV(TV) Orlando, Fla.; **David Boylan**, WKYC-TV Cleveland; **Paul Cassidy**, KOLD-TV Tucson, Ariz.; **William Katsafanas**, KSDK(TV) St. Louis; **Rick Keilty**, WVEC-TV Norfolk, Va.; **Jay Maxey**, KMTV(TV) Omaha; **Randy Oswald**, WNYT(TV) Albany, N.Y.; **Gary Plumlee**, KTNV-TV Las Vegas; **Jay Rabin**, manager, marketing and sales, KCNC-TV Denver; **David Sankovich**, KENS-TV San Antonio, Tex.; **Rick Spinner**, WPVI-TV Philadelphia, and **John Watkins**, WABC-TV New York.

Elected officers of North Carolina Association of Broadcasters, Raleigh: **Don Curtis**, Curtis Radio Group, Raleigh, president; **Vassie Balkcum**, WGBR(AM)-WEQR(FM) Goldsboro, president-elect; **Bud Abbott**, WWGP(AM)-WFJA(FM) Sanford, VP, radio; **John Greene**, WRAL-TV Raleigh, VP, television, and **Jack Starnes**, WZZU(FM) Burlington-Graham, secretary-treasurer.

John Morris, president, Nassau Broadcasting Co., elected president, New Jersey Broadcasters Association, New Brunswick, N.J. **Joe Knox Jr.**, WJRZ(FM) Manahawkin, elected VP of association.

Deaths

William J. Beaton, 80, president and chairman of board of Southern California Broadcasting Co., licensee of KIEV(AM) Glendale, Calif., and KNRY(AM) Monterey, Calif., died of cancer Oct. 4 at his home in Los Angeles. He is survived by his wife, Claire, two sons and two daughters.

Johnny Olson, 75, veteran game show announcer and host, known most recently as voice inviting contestants to "Come on down" on *The Price is Right*, died of stroke Oct. 12 in Santa Monica, Calif. In 1940's, he was host of radio quiz shows, including *Break the Bank*. His television credits included *Match Game*, *What's My Line* and *The Jackie Gleason Show*.

Kenny Baker, 72, radio and film actor on *The Jack Benny Show*, died of heart attack Aug. 10 in Solvang, Calif. He played role of slow-witted youth on Benny program, role eventually played by Dennis Day. Baker sang on comedian Fred Allen's radio series and performed on various religious programs. Survivors include his wife, Geraldine, two sons and one daughter.

RCA's Robert Frederick: making the right move

Robert Rice Frederick, by virtue of being president and chief executive officer of RCA Corp., oversees NBC and receives the extra attention that comes with membership in the Fifth Estate. He tries to deflect personal questions and instead steer the conversation to the changing role of RCA. But he will probably adapt to the demands of his new authority, as he has to the many previous positions that make up a 37-year career.

Frederick has been asked before what particular combination of qualities, skills and luck have put him in the driver's seat at RCA. "I don't think I am a particularly dedicated workaholic nor do I think I have a very great desire to win. But what I found at General Electric is that if you just do the job that you are on, the next job will take care of itself."

Of course he had to make an initial career decision. The one he made, to join General Electric, probably did not surprise those who knew the Frederick family—he grew up about 100 miles east of Chicago in Elkhart, Indiana, where his father had a small office-equipment business.

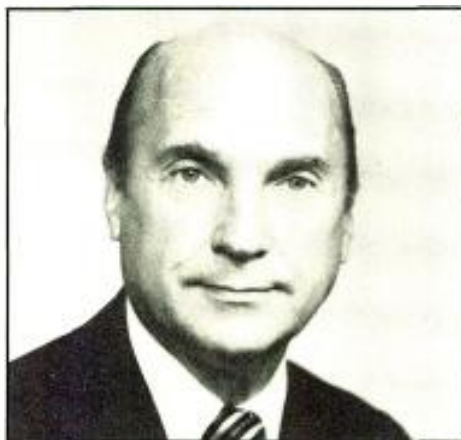
Frederick's uncle had worked at GE, as did his brother and cousin. Joining the company on the marketing side in 1948, he was soon wrestling with the question of whether to stay with the company or go into advertising: "I ended up staying 34 years."

Most of those years were spent on the consumer side of the diversified Fairfield, Conn.-based manufacturer (\$29 billion in sales last year). One of his early marketing assignments in the 1950's was as an advertising manager in Louisville, Ky., where he picked shows for the company to sponsor. During that time Frederick also became familiar with some of GE's major household products, including color television.

The early years he spent in GE's Consumer Products Group culminated in 1973 when he was appointed vice president and group executive. At that time the broadcasting group (which was later sold) and cable operations reported to him.

Frederick said that having headed both a major television advertiser and a broadcasting group he could see both sides: "When the consumer products side came to me and complained that television time costs were going up, I could smile and say: 'Yes, aren't they.' " The then group executive of GE's consumer products group also had under his purview a small production outfit, Tomorrow Entertainment (now an independent company headed by John Backe). It did not have a big budget or much in the way of memorable product, he said, one notable exception being the made-for-TV movie *The Autobiography of Miss Jane Pittman*.

The conglomeration of experience he amassed during his 34 years at GE is evi-



ROBERT RICE FREDERICK—president and chief executive officer, RCA Corp.; b. Jan. 12, 1926, Elkhart, Ind.; BA, economics, DePauw University, 1948; General Electric Corp., marketing assignments in company's housewares, refrigerator, home laundry and sales and distribution components, 1948; general manager of Hot Point Home Laundry department, 1956; general manager of consumer goods, Europe, 1967; general manager of color television department, 1969; VP and general manager of home laundry products division, 1970; manager of home appliance group's strategic planning division, 1973; VP and group executive of consumer products group, General Electric Corp., 1973; senior VP, corporate planning and development, 1977; executive VP and sector executive, international sector, 1979; president and chief operating officer, RCA Corp., September 1982; chief executive officer, March 1985. m. Carolyn Smith, March 5, 1949; children, Sara, 33; Jane, 29.

denced when the discussion turns to networks and production. Frederick was asked what the advantages would be for NBC and its parent company to purchase a film studio—recent reports had it negotiating for the library of MCA. "Assuming that the MCA rumor was at one time true...that is large-scale production. To be involved at a great level is a desirable end but not a necessary end. I think it is observed in any industry that vertical integration if properly done has its advantages, but you don't necessarily end up with some critical mass and you should probably let the person do it who can do it better. For instance there is probably not a reason that you should ever integrate into motors just because you make refrigerators."

In 1977 then GE Chairman Reginald Jones asked Frederick, then group executive of GE's Consumer Products Group, to help redesign the company, which resulted in six sectors replacing the nine previous operating groups. Two years later Jones gave Frederick the opportunity he was seeking to return to a line position, offering him the top post in one of the sectors he helped to formulate: "There

were only three that I was technically qualified for: medium tech, consumer and international. I had already done consumer and so I said international, which surprised him [Jones]."

"It is good to be willing to make moves when the company feels it is right, rather than stay," he said. At GE I spent most of the time not worrying about where I was going and was usually taken off a job before I thought I was ready to be taken off it." When the people at RCA were looking for a new president in 1982, he said, "they saw a lot of different areas that matched what they needed."

In the many articles featuring Frederick last March, when he was appointed RCA's chief executive officer, it was reported that he was on the verge of retiring when the RCA search committee asked him to become president of the company.

Not exactly true, said Frederick, who said that GE would have likely let somebody younger move into the top spot in International before he, Frederick, reached 65—he was then 57. He had personal reasons for considering moving out of the job: "There was no way I was going to spend nine more years with a third of my time out of the country...It's just not the sort of way I would have liked to finish out my career."

If Frederick were contemplating inactivity he has no time to do so now. Besides holding the reins at RCA he is on the boards of at least two other companies, Olin Corp. and Marine Midland Banks. He is chairman of the National Foreign Trade Council, a New York-based organization of over 500 U.S. companies, and a member of the board of governors of the Foreign Policy Association. He has been a trustee of DePauw since 1974; currently he chairs its special task force on investment policies and received its alumnus-of-the-year award in 1983.

Asked about the differences between General Electric, an electronics manufacturing company known for its systems and management, and RCA, where the lion's share of profits may soon come from broadcasting, an industry where personality and inspiration often seem to dominate, Frederick said: "Any industry is accommodating to a range of styles, and there is no style that fits broadcasting as distinct from electronics."

"The large, more diversified companies such as RCA and GE are certainly not one-man-decision companies, and if you find someone who is running a large diversified company who feels that he is omniscient, I think you have a dangerous situation. What I think you need is someone who understands what different kinds of business need. You may have a manager who is best led by a more demanding approach, or you may have someone who responds more to a collegial situation." Frederick said his personal tendency is toward the latter: "I would rather be brought in early on an issue rather than wait until it is too late to solve it."

ABC and CBS have made **changes in their prime time schedules.** *Fall Guy*, lowest rated show for week ending Oct. 13, will be taken from its Thursday 8-9 p.m. spot sometime in November. Replacement will be *Shadow Chasers*, adventure/comedy series. ABC spokesman said *Fall Guy* is officially "on hiatus," and may appear next summer, but source indicated show had been canceled. Effective Friday, Nov. 8, ABC will move Lorimar's *Our Family Honor* from Tuesday, 10-11 p.m., to Friday, 10-11 p.m., in time period occupied by *Spenser: For Hire*, which will move into *Honor*'s Tuesday slot. At request of Columbia Pictures Television, ABC has temporarily removed *Lime Street* from Saturday night schedule, with promise that series will return next year. Columbia asked that series be pulled because of number of pre-emptions it faced in remainder of fourth quarter due to World Series games and miniseries, *North and South*. Columbia will suspend filming of episodes until Nov. 11, although scripts will continue to be written. Putting *Lime Street* on hiatus, said ABC Entertainment President Lewis H. Erlicht, will allow network and producer to "re-direct the production to better focus" on talents of lead actor Robert Wagner. ABC announced no replacement for series. At CBS, network said

that *Stir Crazy* will have final broadcast on Oct. 23 and, effective Wednesday, Dec. 11, will be replaced by two new half-hour comedies, *Mary* (8-8:30 p.m.) and *Foley Square* (8:30-9 p.m.). *Mary* stars Mary Tyler Moore as columnist for small Chicago daily newspaper. *Foley Square* stars Margaret Colin as Midwest-born assistant Manhattan district attorney. CBS said plans for *Stir Crazy* will be announced later.

In first demographic report of season, covering Sept. 16-29, NBC had 10 of top 20 highest rated shows for women 18-49, and 12 of top 20 for men 18-49. According to Nielsen National Audience Composition (NAC) data, top five shows (with rating) for young women were ABC's *Dynasty* (27.9), NBC's *The Cosby Show* (24.6), NBC's *Amazing Stories* (23.1), NBC's *Family Ties* (22.9) and NBC's *Alfred Hitchcock* (21.6). For men, the top five were *Amazing Stories* (20.4), ABC's *Monday Night Football* (19.9), NBC's *Miami Vice* (19.6), *Alfred Hitchcock* (18.7) and *NBC Sunday Night Movie* (16.6).

Eight prime time **Major League Baseball playoff games** televised by NBC over last two weeks averaged 18.1/29, **up 5%** over five prime time games aired by ABC last year which averaged 17.3/29. NBC carried first best-of-seven playoffs in league's history. For first five prime time telecasts, it averaged 16.9/27, lower than ABC's five last year, but which did not include games deciding World Series contenders.

National Association of Broadcasters is hosting luncheon for House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.) and Representative Tony Coelho (D-Calif.), chairman of House Democratic Congressional Campaign Committee, in **New York** today (Oct. 21) at 21 restaurant. NAB has invited prominent group broadcasters to join congressmen for lunch. It's part of association's lobbying program to familiarize broadcasters with major players on Capitol Hill.

Wodlinger Broadcasting Co., which owns and operates low-power **K05HU(TV) Houston** (ch. 5) as commercial music video channel, has **filed suit against MTV and associated Warner Amex Cable** (which owns Houston cable system) **on antitrust and related grounds.** Suit alleges that MTV has unlawfully used its economic clout to force record companies into exclusive music video licensing agreements that deny competing outlets access to about half of available top-40 video product for up to six months. Wodlinger also charges that Warner Amex has denied K05HU access to Houston cable system it operates and that WA has also pressured other systems and channels to deny K05HU both access to systems and right to buy advertising time. Wodlinger asked Southern District Court of Texas where it filed suit to bar exclusive MTV pacts with record companies, to enjoin MTV and WA from anticompetitive activities and to award damages which it said could total more than \$200 million.

FCC administrative law hearings into RKO General Inc.'s qualifications to remain licensee are scheduled to resume Oct. 28. At issue in this phase will be whether RKO lacked candor concerning requests for documentation in proceeding. ALJ also has agreed to consider additional evidence on alleged falsification of clearance reports by RKO Radio Networks (BROADCASTING, July 15).

Final bids for United Press International are expected to be reviewed and narrowed to "one or two" by this Friday, said Porter Bibb, managing director of Ladenburg, Thalmann & Co., one of two investment banking firms handling bidding process. Bibb declined to comment on who current bidders are but Reuters and Tele-Communications Inc. recently talked with UPI creditors committee and it is believed each will submit bids. Those who have already made bids are reported to be Telecom Plus International, Florida-based telephone switching company; Bell Group, company headed by Robert Holmes a Court, and Beurt SerVaas, president of Curtis Publishing Co. Joe Russo is Houston-based real estate developer interested in UPI, as is David Amad, who heads

Lower earnings for ABC, RCA. Third-quarter results released last week for RCA and ABC were in line with most expectations, fortunately for the former and less fortunately for the latter. The big swing in prime time ratings—up for NBC, down for ABC—played a determining role in the broadcasting profits reported by the two companies.

RCA reported higher total revenue but lower operating profit, despite record sales and earnings at NBC. Net income rose, however, because of special nonrecurring circumstances, including the sale of Hertz and tax benefits arising from the company's recent restructuring ("Top of the Week," Oct. 7). RCA had third-quarter sales of \$2.18 billion, up 6%, and operating income of \$82.8 million, down 24%. Net income was \$93.9 million, or \$1.10 per share.

Last Thursday's RCA press release did not expand on the performance of the Entertainment Group, other than to say that "operating results" were better for both the NBC network and its owned stations. Until last year the stations had been bringing in more profit for NBC than the network, but with improved prime time ratings the profit order is now reversed.

At ABC, declining ratings and an Olympics-less year led to a sharp, but expected, falloff in both revenue and profit. Revenue dropped 35% to \$706.8 million, while operating profits declined 37% to \$66.1 million. Net income dropped 38% to \$28.9 million, or \$1.02 per share. The company noted that besides weak operating results for the largest part of its operations, the bottom line was also affected by severance costs associated with recent personnel layoffs.

For the Broadcasting Group, revenue dropped to \$591.6 million from the \$980.9 million registered in last year's third quarter, and was just \$22 million above that shown in 1983's third quarter. Operating profits also fell, from \$100.3 million to \$58.5 million, below the \$71.9 million registered in the third quarter of two years ago.

Both the television network and the owned stations were affected by the recent lackluster advertising marketplace, which hurt revenue particularly in prime time. In addition, lower ratings held down price increases and caused the network to make use of spots for makegoods. The company said that ABC Radio, however, achieved record third-quarter revenue and profits, with both the radio networks and stations reporting record earnings.

ABC Video Enterprises reported its first profitable quarter, earning \$1 million on revenue of \$31.3 million, a 37% increase over the previous quarter. The company said that ESPN was "the principal source of profit for the division," and that the other two cable programming services in which ABC has an interest, Lifetime and Arts & Entertainment, reduced their operating losses.

another group that has apparently made bid. One source speculated that Telecom Plus and Bell Group had highest bids at present.

□

The Wall Street Journal reported last Friday (Oct. 18) that **Westinghouse Electric has recently been rumored as possible suitor of MCA.** Previously, MCA has held talks with RCA, reportedly about sale of certain MCA assets or some type of combination between two companies. MCA spokesman declined to comment and official at Westinghouse responded, "we don't speculate on future business plans."

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ScanAmerica, audience testing service that **monitors television viewing and product purchases**, says it has now installed one fourth of total of **200 people meters** that will be operational by November in its Denver pilot study. Company has chosen Denver, 19th-largest U.S. market, because it says it is demographically representative of country. Denver also represents challenge for testing services because of mountainous terrain that often inhibits television reception. Arbitron Ratings, which owns ScanAmerica, and Burke Marketing Systems have been working on project together. ScanAmerica started in August 1984. Results of Denver study will be ready in mid-1986.

□

ABC, CBS and NBC have asked FCC to suspend and investigate occasional video service tariff revisions Comsat proposed Oct. 1. Networks said tariff provisions would make "substantial" changes in Comsat's booking and cancellation regulations. Networks also said proposals aren't cost justified.

□

FCC will accept **fresh applications for low-power television stations next year**, but it's not clear how it will go about doing that. That's what Barbara Kreisman, former chief of FCC LPTV branch (now chief of Mass Media Bureau's legal branch), said at brown-bag lunch sponsored by commission's consumer assistance and small business division last week. FCC had been contemplating accepting applications nationwide. But Kreisman said commission, concerned about limitations of its computer systems, may attempt to restrict number of applications it will be accepting. (There are still about 17,000 LPTV applications pending.) Kreisman also said she thought LPTV was "at a stage of having to win some respect." Richard Hutcheson, who has three LPTV stations on air, said elimination of must-carry rules had been good news for LPTV, which never had carriage right under those rules. Without rules, cable companies that drop duplicated broadcast signals will have more room to carry LPTV signals, Hutcheson said.

□

Sony Corp. announced last week it had "memorandum of understanding" to buy other half of compact disk manufacturing facility from CBS for undisclosed amount. Plant, up until present owned by CBS/Sony Inc., is based in Terre Haute, Ind., and manufactures about one million disks per month.

□

Fred Graham, CBS News's Supreme Court reporter for 13 years, will leave network on Jan. 25, at expiration of current contract. Despite Graham's long-term service and Peabody he won in 1975, network news executives communicated decision not to renew Graham's contract through his lawyer. But Graham is taking his impending departure as opportunity. He says he is considering number of options, both in journalism and in law. (He is graduate of Vanderbilt Law School and has diploma in law from Oxford, which he attended as Fulbright Scholar, in 1959-60.)

□

National Association of Broadcasters is asking its members to participate in **public service campaign** on dangers of administering aspirin to children who have flu or chicken pox. NAB has already distributed PSA's on **Reye's syndrome** disease to stations. "The evidence of linkage between aspirin and the dreaded Reye's Syndrome disease in children is mounting rapidly. And so is the concern of Congress—so much so that serious consideration is

being given to requiring that each broadcast ad for aspirin contain a 48-word warning about aspirin and Reye's Syndrome," wrote NAB President Eddie Fritts to NAB members. "But that's not the point. The reality is that there is a pressing need here for public education and broadcasters can most effectively address that need on a voluntary basis," Fritts said.

□

Jack W. Mitchell, producer of **National Public Radio's** award-winning news and public affairs program, *All Things Considered*, and station director at noncommercial WHA(AM) Madison, Wis., was **elected chairman** of public radio service by its board last week. Mitchell was first NPR employe, opening NPR's office three weeks before arrival of its first president in 1970. In early 1970's, he began NPR's activities in research and planning and was director of NPR's news and informational programming. Elected to board in 1982, he assisted in interim management of nearly bankrupt non-commercial network in 1983. Following his election (11 board



Mitchell



Chamberlin

members supported him, two voted against him, and two abstained), Mitchell thanked board and "state of Wisconsin" for allowing him to devote "a reasonable amount of time" to NPR. He said that with its new business plan, NPR had chance to "start afresh" and begin to work on making plan work. Those sentiments were also shared by board's newly elected vice chairman, Ward Chamberlin Jr., president and general manager of WETA-FM-TV Washington, who added that "NPR has more than turned the corner."

□

National Association of Broadcasters President Edward O. Fritts has urged State Department to engage in exchange of diplomatic notes "as soon as practicable" to permit implementation of terms of **U.S.-Mexican AM bilateral agreement** "pending whatever finalization and/or ratification procedures" are required.

□

Paramount Domestic Television announced last week that **Frank Kelly** has been **promoted** to executive VP, programming, and that **John E. Goldhammer** has been named co-executive producer of Paramount's show *America*. Goldhammer will work with Susan Winston, who remains as co-executive producer of show. Woody Fraser, originally executive producer for development and launch of *America*, will now act as consultant to show. Since debut on Sept. 16 through Oct. 15, show has averaged 4.2/12 in its five largest markets.

□

It appears veteran ABC news commentator **Paul Harvey will not be heard over CBS-owned KMOX(AM) St. Louis** ("Riding Gain," Oct. 14). CBS Radio President Bob Hosking said KMOX "investigated the possibility" of picking up Harvey's news and commentary programs with ABC but "opted not to do it." In order for KMOX to subscribe to Harvey, it would have had to affiliate with one of ABC's full-service networks and clear network spots.

Editorials

The price of admission

It is difficult for those brought up in the same professional generations as Bill Paley and Frank Stanton and Ed Murrow to view with equanimity the evolution of CBS from a company controlled and directed by "broadcasters" into one answering to corporate titans whose allegiance may be more to the world of business than to the business of broadcasting.

The phenomenon ranges far beyond CBS, of course. It's everywhere in the industry, from a Rupert Murdoch taking over Metro-media to a KKR taking over first KTLA-TV Los Angeles and then, after a quick \$265-million profit, going after control of Storer. Not only have the big gotten bigger but the bigger yet—in terms of such fiscal high rollers as the Laurence Tischs and Robert Basses and Carl Lindners—have begun to troll eagerly in electronic media waters. It's a topic of conversation, and a matter of concern, wherever broadcasters gather these days. As committed free enterprisers they don't know what to do about it, but at heart they remain uneasy.

There are real reasons for worry, of course. Many of the deals put together to take over broadcast empires—or to defend against such takeovers—are so burdened with borrowing that subsequent management may be forced to cut to the bone—or near it—just to meet the debt service. One of the first casualties is likely to be public service, or cultural programming, or any other category of broadcast operation that doesn't return more than it takes out, or that may take a while to do so. Couple that with a regulatory environment that puts no premium on such endeavors in the first place and one can see why some traditionalists fear the worst.

Broadcasting tradition won't erode overnight, of course, and the industry is replete with excellent owners and managers equipped not only to carry on the best of the past but to improve upon it with their own vision and talent. But the pace at which the Fifth Estate has been turned upside down, structurally speaking, in the past few years gives little comfort to those who fear tidal change is on the way. The entire industry is "at play," as the wheelers and dealers would say. It is also "at risk," as all are beginning to find out.

The optimistic view is that these new, and as yet unfamiliar, outsiders either will adopt positions as benign absentee owners or bring their own bursts of creativity and responsibility to industry affairs. Bill Paley himself was once an outsider, this view reminds us—albeit one who came to build an empire, not to cash in on one. And surely the present generation of Fifth Estaters has no corner on wisdom as to how best to run the industry.

As for the newcomers, the critical matter is whether they've come to participate in the business—and its betterment—or simply to make a withdrawal between their last fascination with high tech and their next with some other target of fiscal opportunity. We hope they join the ranks. There's room enough in broadcasting for all who would be broadcasters.

Case of cases

To the credit of responding organizations, the invitation extended by the FCC last August to challenge the fairness doctrine in the courts will be accepted. Major broadcasting interests, assembled by the Radio-Television News Directors Association, will ask the court of appeals to declare the doctrine to be unconstitutional. For the first time since the Supreme Court's regrettable affirmation of the doctrine's legality in the *Red Lion* decision of 1969, there is

reason to hope for a final judgment of the doctrine to be what it is, an instrument of repression by the government of freedom of the press.

The appellants' scenario has been all but written for them.

The FCC's report that concluded the agency's inquiry into the legality and effects of the fairness doctrine was, as appraised here at the time, a masterful summary of the doctrine's origin and applications and a persuasive argument for its repeal. The case history of the doctrine's chilling effect on the editorial process was laid out in frigid detail.

The report also described the advances in technology and enormous increase in media competition that have come about since the Supreme Court decided *Red Lion*. Thus the commission answered at length two questions that the Supreme Court said, in another case decided only last year, could persuade it to take a second look at *Red Lion*. In one footnote to a decision that declared unconstitutional a law prohibiting noncommercial broadcasters from editorializing (BROADCASTING, July 9, 1984), the high court said it would hear evidence, if such could be supplied, that the so-called "spectrum scarcity" that has been the "prevailing rationale for broadcast regulation" is nonexistent. In another footnote, it said it would reconsider *Red Lion* if shown that the fairness doctrine had inhibited the presentation of controversy on the air.

The FCC, in its report, left unanswered whether Congress, in amending Section 315 of the Communications Act in 1959, incorporated in the law a fairness doctrine that until then was only an FCC interpretation of the vague, public-interest obligation in the Communications Act. According to advance reports, the broadcasters' attack on the doctrine will assert that Congress merely recognized the existence of an FCC doctrine that the FCC has the power to repeal. The appellants will argue that the power should have been exercised.

This page pretends to no professional knowledge of the law, but logic suggests discretion in the emphasis to be put on the questioned status of the doctrine as law or mere FCC policy, lest that become the central issue in a case where the big question to be settled is: Does the fairness doctrine violate the First Amendment or doesn't it?

If the answer to that comes out "yes" at the end of the judicial journey, the work of generations to obtain editorial independence will all have been worthwhile.



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