

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 25



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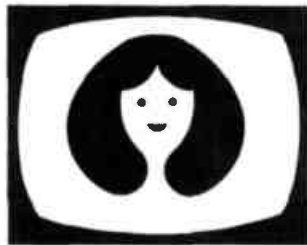


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Broadcasting **Nov 25**

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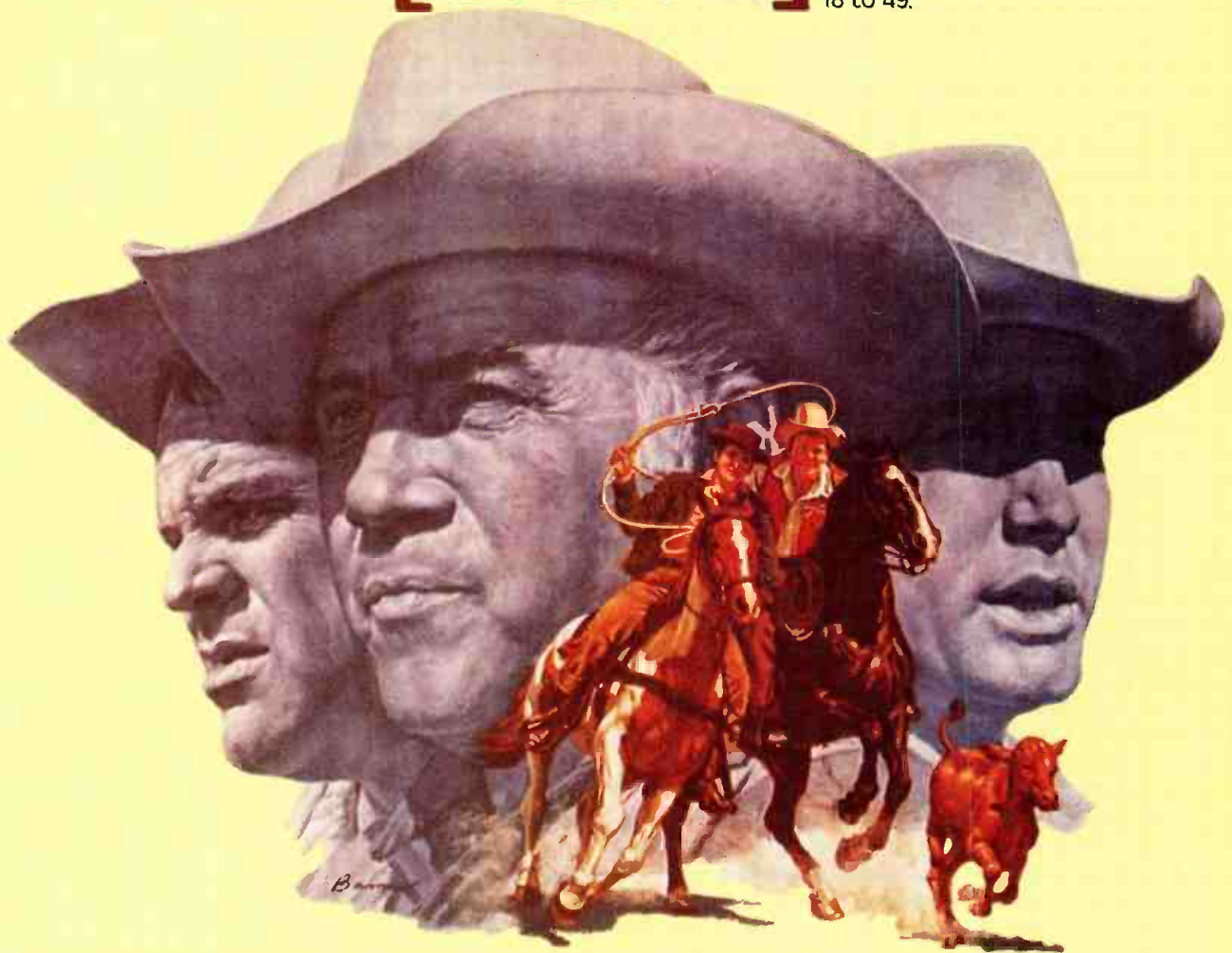
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*Source: Total Women/Audience Composition. NSI Report On Syndicated Programs 7/85.

Bonus

James McKinney, FCC Mass Media Bureau chief, is slated to receive \$20,000 presidential Award of Distinguished Executive. That's top award White House uses to honor senior executive service members for performance. Only about 35 of 6,000 eligible employees in federal service receive award each year. White House announcement is expected in December.

Twice shy

National Association of Broadcasters will reveal results of comprehensive research on trends in TV industry over past five years and projections for next five years at opening session of TV side of annual convention, April 13-16 in Dallas. Study is called "Great Expectations: Making It Happen" and is being conducted by Browne, Bortz & Coddington. It will also provide five-year business plan for TV broadcasters. Study will examine all aspects of industry, including financial, sales, technological and audience growth. NAB hasn't opened its TV meeting with research report since 1983, when release of study finding audience dissatisfaction caused uproar within industry (BROADCASTING, May 2, 1983). This time NAB research committee plans careful preview of study before it's turned loose at convention.

Soft spot

As anticipated by national radio rep executives, October sales were sluggish (BROADCASTING, Nov. 18). National spot expenditures for October 1985 rose only 4.2% over October 1984 to \$76,344,200, according to data being released by Larchmont, N.Y.-based Radio Expenditure Reports (RER). For year-to-date (January through October), national spot sales are up 8.1% over comparable period of year ago to \$736,009,600 (actual comparison). When RER adjusts 1984 figure to compensate for variance in number of standard broadcast weeks between 1984 and 1985, increase comes to 10.7%.

Space gainers

Several broadcast equipment manufacturers have turned up winners in planning for 1986 National Association of Broadcasters equipment exposition in

Dallas next April. Although across-board space cuts were said to affect most exhibitors, some have actually scored significant gains. For example, Grass Valley Group, acquiring some space vacated by now-defunct RCA Broadcast, got 6,000 square feet with subsidiary Dubner Computer Systems, 50% more than the two had in 1985, raising it to tie for third largest booth with Harris Corp. Ampex also benefits by RCA Broadcast absence, climbing to number-two spot with space increased to 9,000 square feet, from 7,800 last year. Largest booth, as expected, goes to Sony at 15,000 square feet. But that company and five more of top 10 suffered cuts in space ranging from 5% to 20%. Remainder of top 10, in descending order: Panasonic, Philips, 3M, Thomson, Hitachi and Bosch.

Easing descents

At time takeover gossip about John Blair & Co. was beginning to spread, company's board approved "golden parachute" for 18 executives, including all current officers. Agreement, dated Sept. 27, provides for those affected to receive severance equal to three years of compensation, as determined by specified formula. Parachute would open in next four years if executive were to be fired or if "his duties, responsibilities or employment conditions are diminished or curtailed" following change in control of company. In 1984, 14 executive officers of company received \$3.1 million in cash compensation.

Big time

King World, which has built its reputation (and fortune) on first-run syndication, is working to break into ranks of network program suppliers. ABC has taken fancy to King World's proposed first-run syndicated strip, *Nightlife Starring David Brenner*, and is talking to King World about licensing it for late-night time period after *Nightline*. *Nightlife* is half-hour talk/variety show that King World is producing with Motown Productions and will feature band headed by pop musician Billy Preston. Brenner, who has starred in several pilots for syndication, is no stranger to late-night TV scene: He subbed for Johnny Carson before Joan Rivers became "permanent guest host" of *Tonight Show Starring Johnny Carson*. King World has notified stations that it will let them know by next Jan. 15 whether *Nightlife* is going to network or into syndication.

More from Arbitron

Continuous measurement isn't only service being expanded to 75 top markets for radio stations next year by Arbitron Ratings (BROADCASTING, Oct. 28). Rhody Bosley, vice president/sales and marketing for Arbitron Radio, said company's one-year-old computer-delivered, monthly Arbitrends service will be extended from current base of 28 markets to same 75 top markets as continuous measurement beginning next November. Additionally, three new demographic break-outs for Arbitrends will be introduced next February: persons 18-34, 25-54 and 35-64. Arbitron now offers Arbitrends subscribers three-month rolling averages for four demographic categories: adults 12-plus, men 18-plus, women 18-plus and teen-agers.

Itchy

Four House Republicans, including two in leadership positions, are showing signs of impatience with failure of USIA Director Charles Z. Wick to find replacement for Voice of America Director Gene Pell, who resigned last month (BROADCASTING Oct. 7). They praised work of Pell and his immediate predecessor, Kenneth Tomlinson, said both enjoyed good relations with Congress and called on Wick to move soon in finding replacement in "tradition" of those former directors. Letter was written by Representative James A. Courter (R-N.J.) and also carried signatures of Representatives Trent Lott (R-Miss.), Republican whip; Jack Kemp (R-N.Y.), chairman of Republican conference, and Robert J. Lagomarsino (R-Calif.) With Wick out of country until Dec. 3, there was no indication when he would select new director—who would be VOA's fifth boss in five years.

Try again

Gannett Broadcasting and Group W Productions are discussing possibility of adapting Gannett's *USA Today* to television in 1987 as half-hour strip. Owen Simon, vice president, creative services, Group W Productions, said show would resemble newspaper, but that format, host and marketing plans were still to be determined. At 1983 NATPE, Gannett, teamed with Telepictures, introduced *Newscape*, half-hour news show fed by satellite for stations to format with local hosts. Show was canceled.

Valenti's pitch

Cable television's future depends on the quality and diversity of its programming, said Motion Picture Association of America President Jack Valenti last week in remarks honoring recipients of the industry's Awards for Cable Excellence.

"People don't buy technology, they buy programs," Valenti emphasized in his Beverly Hills hotel luncheon address. He urged operators not to take subscriber loyalty for granted in an era of intense video competition. He also said the compulsory copyright license is delivering programming to cable at a cost too low to encourage more expensive program innovation.

ACE Awards in craft competition were distributed at the event, with recipients in other categories to be announced next month during the Western Cable Show in Anaheim, Calif.

Valenti said that "there is plenty of talent" available to produce exceptional cable programming, but the 1.1% compulsory license fee mitigates against innovation. He estimated it costs cable operators only about 20 cents per subscriber per month for importation of distant signals. Yet program production is an "unbelievable expense," the MPAA executive continued, adding that an increase of the compulsory license fee would bring "a confluence of talent and money" into cable programming. Valenti said the average theatrical motion picture must earn at least \$24 million today in order to recoup production costs and that a typical two-hour network pilot now costs \$3-\$3.5 million to make. Costs of network series range from \$700,000 per half-hour sitcom and \$850,000 per half-hour drama to \$1.5 million per one-hour drama.

In response to a question, Valenti dubbed pay-per-view "an attractive and congenial possibility" for film distribution immediately after and in some cases just before theatrical release. While PPV "could be a fascinating new marketplace," Valenti said the rental and sale of videocassettes is seen as more of an influence on the motion picture industry.

The following is a list of the creative artist winners in the ACE awards:

Cinematography—Richard Ciupka, HBO, *The Blood of Others*, and Thomas Burstyn, HBO, *The Hitchhiker: Murderous Feelings*.

Lighting direction on videotape—George Riesenberger, Showtime, *Faerie Tale Theater: Thumbelina*.

Art direction on videotape—Michael Edwards, Arts & Entertainment, *Jane Eyre*.

Art direction on film—Denis Gordon-Orr, Cinemax, *Timeslip*.

Costume design—Gill Hardie, Arts & Entertainment, *Jane Eyre*, and Jane Greenwood, Showtime, *Heartbreak House*.

Musical score—David Sanborn and Michael Collins, HBO, *Finnegan Begin Again*.

Film editing—Edward Abrams, HBO, *The Guardian*.

Videotape editing—Danny White, HBO, *Not Necessarily the News*.

SDX/C-SPAN revisited

Officials of the Society of Professional Journalists, Sigma Delta Chi, touched off a flap at the society's annual convention in Phoenix two weeks ago when they banned C-SPAN's cameras from a roast of CBS corre-



Round the table. On hand for the presentation of the creative artists honors of the Awards for Cable Excellence were NCTA's Char Beales; ATC's Gary Bryson; Viacom's Ralph Baruch, chairman of the National Academy of Cable Programming, which bestows the ACEs; former Playboy executive Michael Brandman; keynote speaker Jack Valenti; Dave Bell of Dave Bell Associates; 20th Century Fox's Jonathan Dolgen; VH-1 host Jon Bauman, and *Parade Magazine's* Joyce Jillson.

spondent Walter Cronkite. The controversy subsided after the officials, reminded of the irony of a First Amendment advocate limiting coverage of one of its more-or-less public events, changed their minds and dropped the ban in time for C-SPAN to set up its cameras and tape the roast.

A week after the fact, C-SPAN and SDX appeared willing to put it all behind them. SDX executive officer Russ Tornabene admitted that it was a mistake to try to exclude C-SPAN cameras and praised C-SPAN's reaction to it. "They did the right thing," he said. "They got indignant."

But all is not forgiven. Andy Rooney, of CBS News's *60 Minutes*, one of the roasters whose objection to the C-SPAN cameras induced SDX to impose the short-lived ban, is still unhappy about what happened.

Rooney's feelings were apparent in his remarks during the roast, in which he participated, he said, only because Cronkite asked him to. "As you all know, I'm not particularly pleased to be here," he said. "When this whole mess about C-SPAN came up, I didn't know what to do, and I thought I couldn't say what I was going to say."

With C-SPAN cameras capturing every word for a delayed telecast, Rooney lightened up a bit in taking a couple of shots at the public affairs network. "I suspect that all you editors here are very pleased to see C-SPAN televising this event tonight, because I don't think that there is any news organization that makes more apparent how important editors are than C-SPAN," he said. Watching C-SPAN, he said, reminds him of what sports writer Red Smith once said

about watching the America's Cup races—"It's like watching paint dry."

In an interview with BROADCASTING last week, Rooney said he objected to participating in the roast in front of C-SPAN's cameras because he wasn't told of the cameras in advance and because they would force him to change the nature and content of his remarks. "It made a different thing of it to me," he said. "I don't say the same things in public as I do in private."

Rooney agrees with the general proposition that television cameras should be allowed to go wherever print reporters go. He said he would have had no objection to C-SPAN or any other news organization taping his speech and using brief excerpts for incorporation into newscasts. But C-SPAN wanted to televise the entire speech, he said. "I don't think it's a First Amendment issue," he said. "In essence, it's whether they had the right to make a money-making show [by taping] the whole thing." Despite C-SPAN's nonprofit status, Rooney said C-SPAN is a "commercial venture."

Rooney had at least one other reason for objecting to C-SPAN's blanket coverage. "I'm not a great speaker," he said. "It's embarrassing to have the whole thing taken down like that."

Carl Rutan, the C-SPAN producer on the scene in Phoenix, dismissed Rooney's objections. "It wasn't like this was a private meeting," he said. "It was an open meeting and we had every right to be there." If the C-SPAN cameras offended Rooney, he said, "it says more about Rooney than it does anything else."



Eden, William Sager, senior VP, programing, People's Choice, and Converse.

Choice viewing

The People's Choice (TPC), the Westport, Conn.-based pay-per-view service said last week it will launch on Jan. 3, 1986. TPC president Lee Eden said that seven cable systems with almost 150,000 basic subscribers had signed "letters of intent" to carry the service. Eden refused to name the systems, saying that his PPV competitors "would be all over them" if he disclosed the systems.

He said that one "major" studio, Paramount, and nine independent film companies had agreed to supply TPC with product, including Tri-Star Pictures, New World Pictures, ABC Motion Pictures, The Film Gallery, Cinecom, Troma Inc., Crown International, New Line Cinema and The Movie Store. In addition, he said, Warner Bros. has agreed to supply films on a trial basis in January. Eden indicated he was talking with other studios such as MGM/UA, Disney, Columbia and 20th Century Fox about deals.

Eden said that revenue splits among the principal parties—the studios, cable operators and TPC—would generally start at 40%-40%-20% respectively, but that the studios and operators would have opportunities to increase their share of the take based on the performance of the films.

TPC will scramble its service with M/A-Com's VideoCipher II system, Eden said. Affiliates will receive free headend decoders, he said. TPC's signal will be uplinked from the Central Florida Teleport in Ocala. Eden said TPC has acquired time on Satcom IV through Netcom International, which leases time to occasional users. Initially, TPC will transmit one film nightly Sunday-Thursday at 9 p.m., and two films nightly Friday and Saturday, also starting at 9 p.m.

Eden hopes eventually to have affiliates with a total of almost 1.5 million basic subscribers, and expects to break even by "early 1987."

TPC said last week that it tapped actor Frank Converse (*N.Y.P.D.*, *Coronet Blue*, *Movin' On*) to host an introductory segment that will be used to preview films and interview celebrities. TPC will use that segment as part of its promotional effort to get viewers to tune in. Eden said last week the nightly segment will not be scrambled as the films will be. Other marketing campaigns will include discounts, sweepstakes, trivia games and promotional tie-ins with retailers. "We think sales promotion is the key to the pay-

per-view business," said Eden. "It's going to take some very special marketing programs to maximize the penetration and revenue" for the business, he said.

By the numbers

The Nashville Network said last week it was the highest rated cable network in prime time in September with an average 1.6 rating. ESPN was a close second with an average 1.5, followed by three services that logged a 1.3, including MTV, USA Network and CNN-CNN Headline News (the latter two publish combined monthly ratings). On a 24-hour basis, however, the TNN analysis, based on Nielsen data, showed that CNN-CNNH was first with an average 1.0 rating followed by MTV with a .9, CBN and USA with .7 and ESPN with .6.

MTV Networks however, which sells on the basis of quarterly ratings reports, said it was tied for first with Nickelodeon on a 24-hour basis in the third quarter with a .9. But in arriving at that conclusion it also broke out the ratings between CNN and Headline, concluding that CNN averaged an .8 rating in the third quarter and Headline averaged a .5 rating in the third quarter. By MTV's third-quarter analysis, USA also averaged a .8 on a 24-hour basis, CBN and TNN a .7 and ESPN a .6. MTV refuses to reveal its prime-time numbers, claiming that it doesn't sell on that basis and that it's really nobody's business but its own. All of the cable networks are loath to be compared to WTBS(TV) Atlanta, the superstation. They argue that WTBS is a different animal. WTBS routinely has twice the rating of any cable network in prime time or on a 24-hour basis. In prime time in September, the superstation averaged a 2.6 rating and on a 24-hour basis it averaged a 1.7 rating. The cable networks with the highest demographic viewing profiles say those statistics are just as important as ratings, if not more important. MTV, for example, says that in the third quarter it had the highest percentage of viewing households with pay television, 78%, followed closely by associated service Nickelodeon, 75%. In that category, said MTV, TNN was dead last with 41% and WTBS and CBN were close with 47%. MTV also claimed that in the third quarter it was tied with ESPN for the highest percentage of viewing households with income of \$20,000 or more annually, 81%. In the same category, the percentage for WTBS was 55% and TNN was last with 41%.

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Philippe E. Boucher, assistant treasurer.

The Fifth Estate Broadcastings

1735 DeSales Street, N.W., Washington 20036
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Lawrence B. Talshoff, publisher

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Scott Fitzpatrick, Jeanne Omohundro,
staff writers.

Anthony Sanders, systems manager
Randall M. Sukow, research assistant
Todd F. Bowie, Cheryl L. Miller, production

Senior Editorial Consultants
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Corporate Relations
Patricia A. Vance, director

Bureaus

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

Stephen McClellan, associate editor.
Vincent M. Dittingo, senior editor: radio.
John Lippman, assistant editor.
Geoff Folsie, staff writer.
Scott Barrett, editorial assistant.
June Chauhan, advertising assistant.

Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.

Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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KNIGHT



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The series that never quits.



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Starring David Hasselhoff.

MCA TV

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Business Briefly

RADIO ONLY

International Star Registry □ Pre-Christmas promotion for astrological service begins in late November for four weeks in eight markets, including New York, Chicago, Los Angeles and Detroit. Commercials will be carried in all dayparts during weekdays. Target: adults, 25-49. Agency: Bentley, Barnes & Lynn, Chicago.

Just Pants □ Retail chain has scheduled one-week flight in about 50 markets on co-op advertising basis. Commercials will be placed in all dayparts. Target: adults, 18-54. Agency: Cohen & Greenbaum, Chicago.

L'Eggs □ Sheer Elegance brand of hosiery will be spotlighted in three-week flight set to start this week in about 12 markets. Commercials will be presented in all dayparts. Target: women, 18-49. Agency: Dancer Fitzgerald Sample, New York.

Independence Health Plan □ Two-week

flight is set to kick off in early December in three markets. Commercials will be broadcast in all time periods. Target: adults, 25-54. Agency: R.J. Baker Advertising, Troy, Mich.

Air Midwest □ First-quarter advertising plans spanning six weeks will run in about 15 markets, including Little Rock, Ark., and Des Moines, Iowa. Commercials will appear in all dayparts. Target: men, 25-54. Agency: Quillen Elsea & Associates, Wichita, Kan.

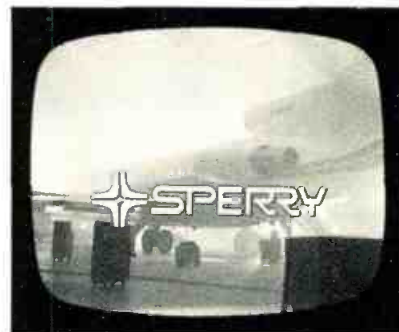
Hair Performers □ Hair salon franchise chain will launch eight-week flight in 24 markets on Dec. 26 as part of image-building effort. Commercials will be placed in all dayparts. Target: women, 25-49. Agency: (in-house) Media Services, Bridgeview, Ill.

TV ONLY

Colibri □ Cigarette lighters will be promoted in four-week flight to begin on Nov. 29 in 45 markets. Commercials will be placed in fringe times. Target: adults,

18-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Sperry Corp. □ Major corporate television campaign has been launched on network TV, supported by spot flight in major markets including Philadelphia, Washington, Minneapolis and New York.



Future plans call for radio advertising in principal markets. TV commercials feature actor Kirk Douglas in his first role as corporate spokesperson stressing Sperry's position as industry leader in electronics and computer systems. Commercials will run in all dayparts, particularly in news, sports and special programs. Target: upscale men, 25-64. Agency: Lewis Gilkman & Kynett, Philadelphia.

AT&T Consumer Products □ Co-op campaign is being planned for mid-December start for one week in more than 10 markets. Commercials will be aimed for fringe, daytime and prime

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

MUSICWATCH—This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles. It runs on Friday morning.

WHERE THERE'S LIFE—This regular, 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

COMING ATTRACTIONS—A Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

AIRCHECK: AP RADIO NETWORK

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

HOW TO BE A BETTER CONSUMER—Cynthia Hecht offers advice on everything from finding a sweet deal on a major appliance to avoiding a souring experience with a lawyer in her 60-second feature show entitled, Consumer-watch. Features are fed 7 days a week at 6:32 and 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

KHNL(TV) Honolulu and WQRF-TV Rockford, Ill.: To Independent Television Sales from Avery-Knodel.

KSPR-TV Springfield, Mo.: To Independent Television Sales from Sattel.

KBGT-TV Lincoln, Neb.: To Independent Television Sales from Katz Television.

WQXA(FM) Harrisburg-York-Lancaster, Pa.: To Katz Radio from Major Market Radio.

WTSO(AM)-WZEE(FM) Madison, Wis.: To Blair Radio from Torbet Radio.

KXLK(FM) Wichita, Kan.: To Blair Radio (no previous rep).

KQEO(AM)-KMGA(FM) Albuquerque, N.M.: To Katz Radio from Major Market Radio.

Warner Bros. commitment
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features continues with

TV3



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A Warner Communications Company

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ALBANY, NY
KNOXVILLE
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CAPE GIRARDEAU
HUNTSVILLE, AL
LAS VEGAS
COLUMBUS, GA

SILVER SPOONS

THE HOTTEST INVESTMENT FOR FALL '87

 EMBASSY

AdVantage

Onward and upward. Saatchi & Saatchi Compton, New York, is enjoying substantial new business streak, having acquired almost \$100 million in billings since beginning of 1985. Its most recent assignment came last week: Lavis mouthwash, from Jeffrey Martin, valued at \$8 million. Saatchi plucked its biggest plum last month when American Motors Corp. consolidated all of its advertising with S&SC for gain of \$40 million. In recent months, Saatchi has picked up U.S. Health Care Systems (\$10 million); Topol Smoker's Tooth Polish (\$8 million) and Luden's (\$3.5 million). In announcing \$100 million gained this year, Edward L. Wax, president of Saatchi, said: "But we won't stop here. We expect this momentum to continue as we move into 1986."

□

Slice cuts up. New television commercials for Slice, lemon-lime soft drink, are being rushed to local bottlers for their use in spot television in markets throughout country during period stretching from Thanksgiving to New Year's Day. Campaign reinforces brand's theme, "We've got the juice!" At one point it taunts rival brands with line: "We've got what Sprite and 7-Up have missed." Campaign is handled by J. Walter Thompson Co./New York.

□

NAD settles six. National Advertising Division of Council of Better Business Bureaus settled eight challenges to national advertising in October, including six on television. Reviewed and found substantiated were TV commercials for American Cyanamid (Combat Roach Control System) and Rust-Oleum Corp. (Autocare line). Modified or discontinued were commercials for Coleco Industries (Cabbage Patch Kids dolls), Ford Motor Co. (trucks), Lin Toys Ltd. (Motorized Voltron Giant Commander) and Lea & Perris (steak sauce).



The juice

periods. Target: women, 25-49. Agency: Goldfarb Hoff & Co., Southfield, Mich.

Ryland Homes □ First-quarter flight is scheduled to start in early January in nine markets, including Tampa and Orlando, both Florida. Commercials are slated for all dayparts. Target: adults, 25-49. Agency: Fredericks Kullberg Amato Pisacane, New York.

Take your vitamins. Action for Children's Television has asked the Federal Trade Commission to prohibit Westbury, N.Y.-based Pharmed Laboratories from promoting its Cabbage Patch Chewable Vitamins during TV shows having a "significant audience of young people." ACT urged in its complaint that the FTC prohibit Pharmed from "taking advantage of a vulnerable audience, least able to understand the exaggerations and ambiguities inherent in persuasive 30-second commercials."

ACT said that the FTC had issued a consent order in 1976, "effectively prohibiting" the advertising of vitamin pills to children. Said ACT President Peggy Charren: "This illegal practice is starting again because the FTC under Ronald Reagan has changed from a federal watchdog to an industry mascot. In this case, FTC's inaction is threatening the health of our nation's children. The commission must move in immediately to protect this vulnerable audience...."

THE UNIVERSITY OF CHICAGO ANNOUNCES THE William Benton Fellowships in Broadcast Journalism 1986-87

The William Benton Fellowship Program at The University of Chicago, now entering its fourth year, provides a unique opportunity for professionals—television and radio reporters, news executives, producers, writers—to expand their expertise on essential issues, free from deadline pressure. The Program is sponsored by the William Benton Foundation.

Each Fellow works with a faculty adviser to develop an individualized academic program of course work in such fields as law, economics, religion, and public policy. The Fellows participate in a weekly seminar dealing with such fundamentals as First Amendment issues. They also meet and exchange ideas with national and international leaders in media, government, business, education, and other fields of public policy.

Stipends are normally equivalent to full-time salary for the six-month period of the Fellowship. The Foundation covers tuition and travel costs. University personnel assist with local arrangements for Fellows and their families.

The application deadline is March 3. Fellows will be notified by June 2. The 1986-87 Program begins September 22, 1986.

To receive a brochure and application form, mail this coupon to: Director, William Benton Fellowships, The University of Chicago, 5737 University Ave., Chicago, IL 60637.

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NAME

TOTAL YEARS OF PROFESSIONAL EXPERIENCE

TITLE

STATION/NETWORK

ADDRESS

TELEPHONE

DC Live!

Your Best Connection In The Nation's Capital!

Now, live remotes from Washington, DC for your news, information, talk and entertainment shows. Available seven days a week, twenty-four hours a day!

One Call Does It All!

We'll provide you with a full crew, IFB, microwave connection, uplink, satellite time . . . all with one call. We eliminate the hassles that can make or break your program. DC Live! does it all for you!

All The Best Locations!

Unlike most other services, DC Live! takes you anywhere in Washington for live shots. All the classic locations: The White House, The Washington Monument and Capitol Hill. Wherever news breaks, DC Live! takes you there. And if you prefer a studio location, we can provide that as well!

Unbeatable Price!

Complete satellite remotes from Washington typically could cost you thousands of dollars! Not with DC Live! We do it better for less!

Get an edge on the competition! For the best in live remotes from Washington, call DC Live!—your best connection in the Nation's Capital! Mail the coupon below today or call us at (202) 293-6353 today. Make the DC Live! connection now!

Yes, we're interested in DC Live!

Rush me a rate card and more information now!

Name _____

Station _____ Title _____

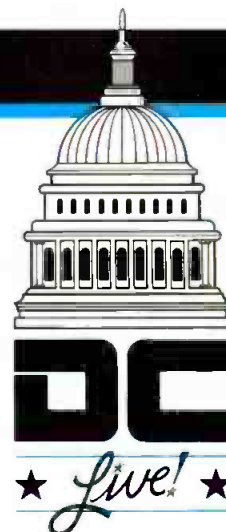
Street _____

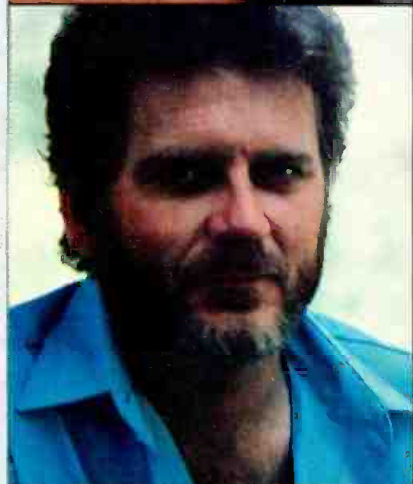
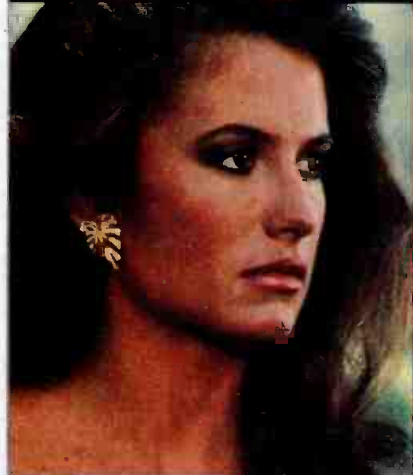
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Datebook 4

This week

Nov. 25—International Emmy Awards and gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Centre, N.Y.

Nov. 26—Presentation of winners of fourth annual World Hunger Media Awards, funded and sponsored by entertainers Kenny and Marianne Rogers. United Nations, New York.

Nov. 26—*International Radio and Television Society* newsmaker luncheon. Speaker: Pete Rozelle, commissioner, NFL, Waldorf-Astoria, New York.

Nov. 26—Eighth annual Frank E. Gannett Lecture, sponsored by *Washington Journalism Center* with grant from *Gannett Foundation*. Lecture to be delivered by Carl Rowan, syndicated columnist. Capital Hilton, Washington. Information: (202) 331-7977.

Dec. 1—Deadline for papers for Fifth International Conference on Television Drama, sponsored by *Michigan State University*. Information: Ellen Serien Uffen, MSU, (517) 355-4666.

Dec. 1—Deadline for entries in *Women in the Director's Chair* festival, to be held in Chicago in March. Information: (312) 477-1178.

Also in December

Dec. 1-3—Videotex and teletext conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif. Information: (617) 267-9425.

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—*American Advertising Federation's* ninth annual advertising law and public policy conference.

■ Indicates new entry

Loews L'Enfant Plaza hotel, Washington. Information: (202) 898-0089.

Dec. 3-6—*North American Telecommunications Association* annual convention and showcase. Infomart, 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—*Massachusetts Institute of Technology* communications forum on high-definition television. Bartos Theater, Wesner Building, MIT, Cambridge, Mass. Information: (617) 253-3144.

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—*Broadcast Pioneers*, Washington area chapter, sixth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 6—Deadline for entries in *Global Village's* 12th annual documentary festival. Information: (212) 966-7526.

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

Dec. 10-11—*NBC* promotion workshop. Doral Country Club, Miami.

Dec. 10-13—General assembly of *Unida-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. 12-13—"The New Telecommunications Era After the AT&T Divestiture: The Transition to Full Competition," seminar co-sponsored by *Practising Law Institute* and *Federal Communications Bar Association*. Capital Hilton, Washington. Information: (212) 765-5700.

■ **Dec. 13-14**—10th annual UCLA entertainment symposium on the future of the motion picture and television industries, sponsored by *UCLA School of Law and UCLA Entertainment symposium advisory committee*. Ralph Freud Playhouse of Macgowan Hall, Westwood campus, UCLA, Los Angeles.

Dec. 15—Deadline for entries in eighth annual Henny Penny Playwriting Contest for young people, ages 5 to 17, sponsored by *Children's Radio Theater*. Information: Children's Radio Theater, 1314 14th Street, N.W., 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 Associ-*

Dec. 4-6—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 5-9, 1986—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4, 1986—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5, 1986—*National Religious Broadcasters* 43d annual convention. Sheraton Washington.

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. 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.

Major Meetings

April 13-17, 1986—*National Public Radio* annual convention. Town and Country hotel, San Diego.

April 24-29, 1986—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

April 27-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

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.

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 meet-

ing. 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. Adams 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.

■ **Nov. 17-19, 1986**—*Television Bureau of Advertising* 31st annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.



*Chuck Velona, Vice President and General Manager
of Los Angeles' RKO station, KHJ-TV, Ch. 9.*

"Conus gives us a competitive edge in an intensely competitive market."

KHJ-TV in Los Angeles has become the thirtieth station in the country to join the Conus SNG™ system.

This is exciting news for both Conus and KHJ.

For Conus, it means that now 32% of the TV homes in America are reached by member stations. Up from zero less than two years ago.

And for KHJ, it's an important new element of local news leadership.

According to Chuck Velona, "We feel an independent station can definitely compete with the network stations in this market. And Conus gives us a competitive edge.

"It lets us exchange vital news materials with other Conus members. It gives us 24-hour-a-day access to Conus transponders. And access to international news through World Television News.

"Also, thanks to Conus Washington Direct, we have the most complete White House news coverage available in this market. Conus has four full-time crews and an SNG van stationed

at the White House around the clock, so we get unedited coverage of every single event open to cameras.

"In short, Conus extends our national reach and our ability to give KHJ viewers a complete picture of the day's events."

If you'd like to know how the Conus system can give you an edge in your market, call Charles H. Dutcher III, at 612/642-4645. Or write: Conus Communications, 3415 University Avenue, Minneapolis, MN 55414.

RKO  TELEVISION



©Conus Communications 1985

Conus means Continental United States

ation of Disability Communicators. Information: PCEH, suite 600, 1111 20th Street, N.W., Washington, D.C., 20036.

Dec. 15—Deadline for entries in 17th annual Abe Lincoln Awards for broadcasters, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, (817) 737-4011.

Dec. 19—*International Radio and Television Society* Christmas benefit. Entertainment: Ashford & Simpson. Waldorf-Astoria, New York.

January 1986

Jan. 5-8—*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, Netherland Antilles.

Jan. 14—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

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. 15—Deadline for entries in Champion-Tuck Awards, recognizing outstanding reporting that improves the public's understanding of business and economic issues. Awards are sponsored by *Dartmouth College, Amos Tuck School of Business Administration*. Information: (603) 643-5596.

Jan. 15—Deadline for entries in 11th annual national Commendation Awards, sponsored by *American Women in Radio and Television*, to recognize "excellence in programming and advertising that portrays women in a positive and realistic manner." Information: AWRT, 1101 Connecticut Avenue, N.W., suite 700, Washington, D.C., 20036; (202) 429-5102.

Jan. 17-21—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans.

Jan. 17-31—*Midem*, international radio program market. Palais des Festivals, Cannes, France. Information: (516) 364-3686.

Jan. 20—Deadline for entries in national student production awards competition, sponsored by *Alpha Epsilon Rho, National Broadcasting Society*. Information: David Smith, Ball State University, Muncie, Ind., (317) 285-1492.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

Jan. 26-28—*California Broadcasters Association* winter convention. Sheraton Plaza, Palm Springs, Calif.

Jan. 29—*National Association of Broadcasters* seminar on how to reduce business costs related to telephone service. NAB, Washington. Information: (202) 429-5380.

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—Deadline for entries in Gavel Awards, sponsored by *American Bar Association*, recognizing media contributions toward increasing public understanding and awareness of the legal system. Information: ABA, 750 North Lake Shore Drive, Chicago, 60611; (312) 988-6137.

Feb. 1—Deadline for entries in fifth annual advertising journalism awards competition, sponsored by *Saatchi & Saatchi Compton Inc.*, New York advertising agency. Information: (212) 350-7870.

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 and exposition. Sheraton Washington, Washington.

Feb. 4—*Broadcast Pioneers* Mike Award dinner. Pierre hotel, New York.

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Phoenix Hilton. Information: (602) 257-9338.

Feb. 7-8—*Society of Motion Picture and Television Engineers* 20th annual conference. Chicago Marriott.

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. 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

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.,

This announcement appears as a matter of record only.

\$4,300,000



The Corporation for Entertainment & Learning, Inc.

\$2,800,000 13 3/8% Senior Subordinated Convertible Notes

\$1,500,000 8% Convertible Preferred Stock

*Investor: Morgan Guaranty Trust Company
of New York as Trustee*

The Capital Markets Division
of the undersigned acted as financial advisor
to CEL and assisted in the structuring,
negotiation and placement of these securities.

THE BANK OF NEW YORK

48 Wall Street, New York, NY 10015

November 15, 1985

Thanks, AP! WNWK-FM, Newark appreciates the honor of your statewide award.

We just won an important award for Outstanding Public Service.

It was in the 1985 AP Broadcasters Competition held in our home state of New Jersey, and it was the first industry competition that WNWK-FM ever entered.

Our young station's first competitive effort was on behalf of our radio documentary on The Newark Student Leadership Program, a community project we created and funded as a horizon-broadening experience for young high school leaders-of-tomorrow.

Thanks, AP Broadcasters! We consider the award a real honor!

A Look Back

When Global Broadcasting took over WHBI-FM (now WNWK-FM) in 1983, we promised that we'd direct 80% or more of our net profits to public service in the Newark/New York metro area.

Some things we've done:

- We have made it possible for many Newark children to go to summer camp through The Newark Fresh Air Fund. At Essex Community College, we underwrite Communications scholarships. We were a spon-

sor of the U.S. Youth Games, held in 1985, for the first time, in Newark. And, we have instituted after-school speech classes in everyday English for high-school students.

- We've also aided three Greek philanthropic societies in New York City. And, we have raised funds to help the victims of earthquakes in Turkey as well as those of tidal waves in the Indian Ocean.

- We've assisted Hebrew education for young American Jews in Brooklyn, and contributed to a day-school program that teaches spoken Armenian to children of Armenian-American parents. We even donated a mobile home to the Parks Department of Newark for use as a motorized "command center" at special events.

- We have helped finance a Federation of Italian Societies plan that assists disabled children. And, when the Boy Scout Council in our metro area needed a large recreation tent for a camp which has special programs for handicapped Scouts we provided one. We've made donations to the Aspira program that helps Hispanic youth to move upward.



WNWK-FM at '85 U.S. Youth Games

A Look Ahead

Word gets around in the metro area, and not just by electronic means. It doesn't matter if the word is spreading in Greek or Italian or Spanish or Hebrew or Turkish. Or even English. The word is a potent force and we *listen* at WNWK-FM. We make a real effort to give back as much as we can to the ethnic communities of our metro area.

That's why, at WNWK-FM, Emil Antonoff and I, as President and Chairman, see ourselves as holding a public trust, rather than as traditional "station owners."

If anything, the *real* owners of WNWK-FM are our listeners.

Guy LeBow,
Chairman
WNWK-FM
Newark/New York



Chairman Guy LeBow (left), President Emil Antonoff of Board of Trustees, WNWK-FM, accepting AP award. Not shown: Trustee Raul Alarcon, Jr., WNWK-FM V.p. Award was the sole 'Honorable Mention' in contest's Public Service category.



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. 18-19—*Institute of Electrical and Electronics Engineers* annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn, San Jose, Calif. Information: (212) 705-7647.

Feb. 20—Presentation of Angel Awards, for excellence in the media and for "outstanding productions of moral and/or social impact." Ambassador hotel, Los Angeles. Information: (213) 387-7011.

Feb. 21-23—*Ohio Association of Broadcasters* annual winter meeting. Marriott hotel, Oklahoma City.

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.

■ **Feb. 25**—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

■ **Feb. 25**—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

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 Haladay, Seattle, 98109; (206) 282-1234.

March 4-5—*Ohio Association of Broadcasters* Ohio congressional salute. Hyatt on Capitol Hill, Washington.

March 4-7—*Audio Engineering Society* 80th conven-

tion. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

■ **March 5**—*International Radio and Television Society* anniversary dinner. Gold medal recipient: Grant Tinker, NBC. Waldorf-Astoria, New York. Information: (212) 867-6650.

March 6—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

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 7-9—*Women in the Director's Chair*, women's film and video festival. Chicago. Information: (312) 477-1178.

■ **March 9-11**—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Parkersburg, W. Va.

March 11—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

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) 775-3606.

March 17—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, 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.

March 28-29—8th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 1986

April 2-3—*Illinois Broadcasters Association* spring convention and awards banquet. Ramada Renaissance hotel, Springfield, Ill.

April 7-10—Infocom '86, sponsored by *Institute of Electrical and Electronic Engineers*. Sheraton Bq Harbour hotel, Miami.

April 9—"Radio: In Search of Excellence," session in "Women at the Top" series sponsored by *American Women in Radio and Television*, Washington chapter. National Association of Broadcasters, Washington. Information: (202) 347-5412.

April 9-13—*Alpha Epsilon Rho, National Broadcasting Society*, 44th annual convention. Sheraton Park Central hotel and towers, 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.

April 13-17—*National Public Radio* annual convention. Town and Country hotel, San Diego. Information: Carolyn Glover, (202) 822-2090.

April 15—*Broadcast Pioneers* annual breakfast, during National Association of Broadcasters convention. Dallas.

April 18-21—Presentation of fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Awards ceremony to be held during *National Council on Alcoholism* convention. St. Francis hotel, San Francisco. Information: (206) 282-1234.

April 18-20, 22-27—*Global Village* 12th annual documentary festival. Grants are made by *New York State Council on the Arts* and *National Endowment for the Arts*. Global Village is nonprofit video resource center. Public Theater, New York. Information: (212) 966-7526.

April 24-29—22nd annual *MIP-TV*, international television program market, Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

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

April 27-29—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Centre, New York.

April 27-30—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles.

May 1986

May 6-7—*Ohio Association of Broadcasters* spring convention. Stouffer Inn on the Square, Cleveland.

May 7—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Plaza hotel, New York.

May 7-14—26th *Golden Rose of Montreux Festival*, competition "open to light entertainment programs (music, comedy, variety)," which may be submitted by independent producers and national broadcasting organizations. Organized by *Swiss Broadcasting Corp.* and *City of Montreux*. Palais des Congres, Montreux, Switzerland. Information: (212) 223-0044.

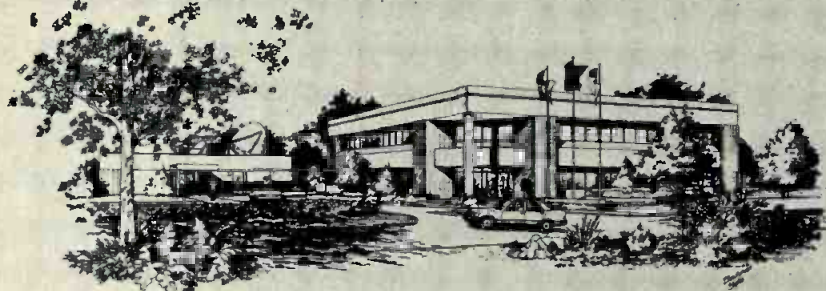
May 11-15—*National Computer Graphics Association* seventh annual conference and exposition. Anaheim Convention and Exposition Center, Anaheim, Calif. Information: (703) 698-9600.

May 14—Session on engineering, sponsored by *American Women in Radio and Television*, Washington chapter, as part of "Women at the Top" series. National Association of Broadcasters, Washington.

May 14-17—*American Association of Advertising Agencies* 68th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 16-18—*NBC* promotion executives conference.

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**While any representative can tell
you that they want your business,
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And we know what success takes:
Good ideas, hard work, and a
commitment to be the best.**



**Katz Television Group. Katz Stations.
The best.**

Sheraton Premiere hotel, Los Angeles.

May 17-21—*Fifth International Conference on Television Drama*, featuring presentations on drama, advertising, children's programming and international television, and presentation of Frederick I. Kaplan Prize. 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 4-12—*Prix Jeunesse International*, children's and youth programming competition. Radio house of Bayerischer Rundfunk, Munich. For information, Munich telephone: 59-00-20-58.

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

June 11—Session on sales and marketing, sponsored by *American Women in Radio and Television, Washington chapter*, as part of "Women at the Top" series. National Association of Broadcasters, Washington. Information: (202) 347-5412.

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 26-28—*Iowa Broadcasters Association annual convention*. New Inn, Okoboji, Iowa.

June 29-July 2—*Virginia Association of Broadcasters annual meeting and summer convention*. Cavalier, Virginia Beach, Va.

July 1986

July 13-16—*New York State Broadcasters Association 25th executive conference*. Sagamore Resort hotel. Lake George, New York.

July 15-17—*Community Antenna Television Association annual convention*. MGM Grand hotel, Reno. Information: (703) 691-8875.

July 18-20—*Ohio Association of Broadcasters annual summer meeting*. Shangri la, Afton, Okla.

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

August 1986

Aug. 26-29—*Radio-Television News Directors Associ-*

ation international conference. Salt Palace Convention Center, Salt Lake City.

September 1986

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Society of Motion Picture Engineers, Institution of Electronic and Radio Engineers and Royal Television Society*. Metropolitan conference and exhibition center, Brighton, England.

October 1986

Oct. 28-30—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J.

November 1986

Nov. 17-19—*Television Bureau of Advertising 32nd annual meeting*. Century Plaza, Los Angeles.



Clear picture

The purpose of this letter is to congratulate you on the Special Report, "Technology: State of the Art," in the Oct. 28 issue.

I was employed by RCA's broadcast equipment division from 1953 to 1976 and was general manager of the division from 1970 through 1976. The lead article analysis of the external factors that played an important role in RCA's loss of leadership in recent years was extremely good, and it showed an unusual insight into the state of the industry and the problems of large American manufacturers. Your reporter did his homework! The same quality of reporting continued throughout the report.

I have been reading BROADCASTING for 40 years and, very frankly, I have felt that its reporting of broadcast technology was not very good—particularly by comparison with its coverage of political, regulatory and business matters. But something has happened during the past year, and I have been pleased to see a number of outstanding articles on technology. Keep it up!—*Andrew Inglis, consultant, Moorestown, N.J.*

Way back when

Lest anyone be led to believe the *Washington Post's* donation of an FM station to Howard University in the early 1970's (BROADCASTING, Nov. 11) was a "first," allow me a word for the record.

In 1959, I negotiated the donation of WBAI-FM, then as now holder of a commercial license in New York, to the Pacifica Foundation.

WBAI's owner, the late Louis Schweitzer, had purchased the station in 1957 for \$60,000. (It was losing money at the rate of about \$40,000 a year, and Schweitzer, a multimillionaire, felt he could indulge his love for high-fidelity music and talk radio at that rate of loss. He had long been interested in radio; his "ham" call was WIBE which, I believe, goes back to World War I days or earlier.)

By 1959, from a net loss of \$40,000 annu-

This announcement appears as a matter of record only

\$3,300,000

KSTS-TV 48

San Jose, California

Senior financing provided by
AETNA LIFE INSURANCE COMPANY

Subordinated financing provided by
Alliance Enterprise Corporation
Opportunity Capital Corporation
SYNCOM Capital Corporation
\$2,547,700

The private placement of this financing
has been arranged by the undersigned.

SYNDICATED COMMUNICATIONS, INC.
Washington, D.C.

October, 1985

A NEW KIND OF TELEVISION IS COMING FROM KING WORLD!
COMING SEPTEMBER 1986—
TV'S FIRST NEW
LATE-FRIDGE FRANCHISE!



Now there's a reason for your viewers to stay up after your late news. It's "NIGHT LIFE," starring veteran comedian David Brenner with the legendary Billy Preston fronting the "NIGHT LIFE" band. Brenner, who has guest-hosted and appeared on "The Tonight Show" over 150 times, promises to bring your audience a fresh approach to late-fringe entertainment. Each fast-paced hour is packed with the best in music, comedy and variety. King World and the Emmy Award-winning Motown Productions have teamed up to deliver a first-class production—full of the kind of energy and excitement guaranteed to create a late-fringe franchise for your station!

- Timely, topical and satellite delivered!
- 5 day a week strip.
- Full promotional support!
- 9 Million dollar production budget!

**FRANCHISE
POWER!**



Call your King World representative now to see a private screening of "NIGHT LIFE"!

Produced by Motown Productions in association with

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NEW YORK (212) 315-4000	LOS ANGELES (213) 826-1108	CHICAGO (312) 337-6765	NASHVILLE (615) 373-1500	SUMMIT (201) 522-0100
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National Advertising by **CAMELOT** A King World Company

ally, our music and conversation format was earning a gross in excess of \$300,000—a net in excess of \$100,000. The station no longer represented a tax loss, and Schweitzer donated it to Pacifica on the assumption they would preserve a format similar to ours.

Prior to this donation, I, as vice president and general manager, was given the opportu-

nity to sell the station (the number-one FM in New York) to a seller who would agree to contract my services to continue as general manager. The asking price was \$300,000. I was given, though, a very limited time in which to close a deal.

I offered it first to Westinghouse Broadcasting, since I knew that one of its vice

presidents was an ardent, letter-writing fan.

The prospect was turned down at the highest level of the company since everyone "knew" FM would never be a commercial success. Banks and others to whom I went to seek financing for a buyout were all equally sure of themselves.

I'm not quite sure what point to make of the failure of those with money to recognize what was obvious to me and were reasons I'd gone into FM in the first place.—Bert Cowlan, consultant, New York.

Stay Tuned

A professional's guide to the intermedia week (Nov. 25-Dec. 1)

Network television □ **ABC:** *American Bandstand's 33½ Celebration* (music special), Sunday 8-11 p.m. **CBS:** *Doubletake* (two-part drama), concluding Tuesday 9-11 p.m.; "Airplane II: The Sequel" (comedy), Wednesday 9-11 p.m.; *CBS All-American Thanksgiving Day Parade*, Thursday 9 a.m.-noon.; "High Road to China" (action-adventure), Thursday 8-10 p.m.; *Copacabana* (musical comedy), Saturday 9-11 p.m. **NBC:** *Mussolini: The Untold Story* (three-part mini-series), continuing Monday and Tuesday, 9-11 p.m.; *David Letterman's Holiday Film Festival* (comedy special), Saturday 11:30 p.m.-1 a.m. **PBS** (check local times): *Comet Halley* (documentary), Tuesday 9-10 p.m.; *On Stage at Wolf Trap* (jazz concert), Tuesday 10-11 p.m.; *God's Country* (documentary), Wednesday 9-10:30 p.m.; *Sister Adrian, The Mother Teresa of Scranton* (portrait), Wednesday 10:30-11 p.m.; *The Importance of Being Earnest* (play), Friday 9-11 p.m.; *Tennessee Ernie Ford's America* (music special), Saturday 8-10 p.m.; *Bleak House* (eight-part novel adaptation), Sunday 9-10 p.m.

Network radio □ **NBC Radio:** *The Billy Joel Story* (two-hour autobiography), Thursday-Sunday (check local times).

Cable □ **Bravo:** *The Red Shoes* (fairy tale ballet), Friday 5-7:15 p.m. **Cinemax:** "Johnny Dangerously" (comedy), Sunday 10 p.m.-midnight. **The Disney Channel:** "Oliver!" (musical), Thursday 6-9 p.m. **EWTN:** *The Stableboy's Christmas* (fable), Friday 8-8:30 p.m. **MTV:** *Music Television: We Are the World: A Year of Giving* (documentary), Thursday 10-11 p.m. **WTBS(TV) Atlanta:** *Greatest Heroes of the Bible* (four-part mini-series), Sunday and following three Sundays, 8:05-10:05 p.m.

Play It Again □ **CBS:** *A Charlie Brown Thanksgiving* (animated special), Tuesday 8-8:30 p.m.; *The Homecoming* (drama), Friday 12:30-2 p.m.



"The Red Shoes" on Bravo.



The "Importance of Being Earnest" on PBS.

First amendment

As a long-time listener to Group W's KYW(AM) Philadelphia, I feel compelled to correct a reference to the station in the Nov. 11, 1985, issue of BROADCASTING ("Top of the Week").

BROADCASTING listed KYW as among Group W's full-service MOR's rather than as an all-news station. In fact, along with sister station WINS (New York), KYW celebrated its 20th anniversary this year of broadcasting all news, all the time.

I take time to make this correction because I truly believe that the all-news format is a tremendous asset to the people of any large city. I have never found another format that can keep a city in touch with itself as truthfully, consistently and reliably as all-news radio. I think many Philadelphians feel the same way about KYW.

On an even more personal level, KYW stands out in my mind as the station I huddled with as a schoolboy on a snowy morning, knowing that inside of 10 minutes they would tell me whether or not I had to go to school that day. That's the kind of reliability that all-news thrives on and that keeps me tuning in day after day despite the occasional monotony of the format. Ultimately, I think listening to KYW helped breed in me a deeper sense of responsibility toward my community, and sent me toward a career in broadcasting, which I am presently pursuing at Syracuse University. Long live AM and all-news radio.—Alfred Ironside, Syracuse University, Syracuse, N.Y.

Bio feedback

Thank you for your Fifth Estater piece on WTTW [Chicago]'s Bill McCarter (Nov. 11). Back in 1975-76, Bill taught a course at Northwestern University's Medill School of Journalism on public broadcasting that was truly engrossing from start to finish. Indeed, based partly on the inspiration of that class, I went on to law school at Northwestern and now practice communications law in Washington. Thus, I felt a real sense of pride seeing Bill's picture in the pages of BROADCASTING.

I would, however, like to add one thing to the biographical data on Bill. Aside from his brilliant leadership at WTTW and his deep commitment to public broadcasting, Bill is also one of the most gracious, soft-spoken and downright likable people I have ever met.

Thanks again for recognizing a great broadcaster and a great human being.—David M. Silverman, attorney, Cole, Raywid & Braverman, Washington.

"TOO CLOSE FOR COMFORT" STRIP IS FIRST IN BOTH OF AMERICA'S BIGGEST MARKETS

October ARB confirms:
TOO CLOSE FOR COMFORT
tops every competitor in the
tough 6:30-7 PM time period,
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It's Number One in both rating and
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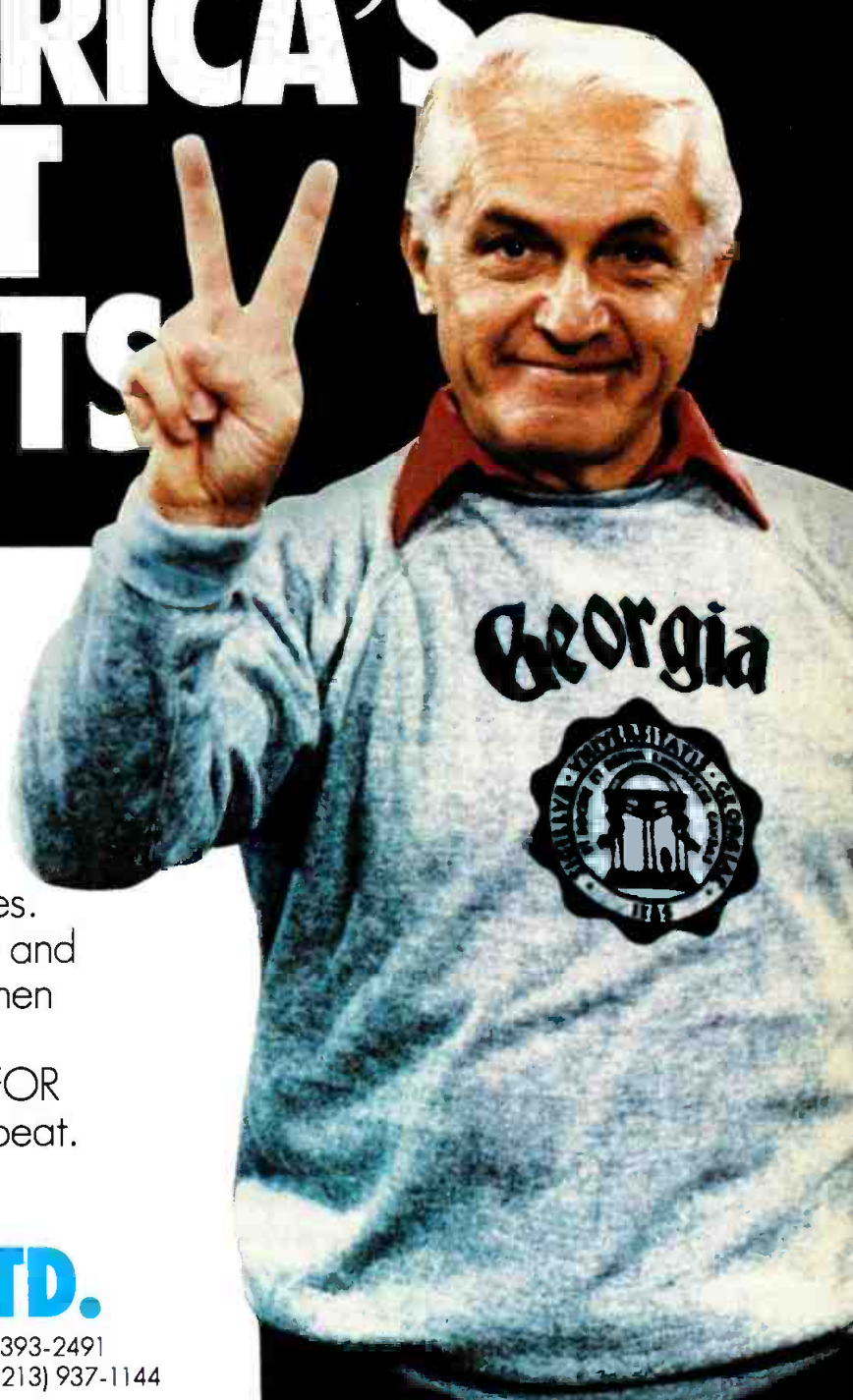
Coast to coast, TOO CLOSE FOR
COMFORT is the sitcom strip to beat.

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Monday Memo

A syndicated programing commentary from Howard Kamin, VP, INTV, Washington

Can quality of TV be quantified?

In broadcasting, the desire for program quality is universal. Networks and their affiliates, independent stations and cable services all clamor for quality programing. Syndicators sing about it. Most advertisers and their agencies talk about it constantly and often make it a condition of purchase. But what exactly is program quality? The Association of Independent Television Stations (INTV) decided that it was time that program quality was defined so we could evaluate it more objectively.

We conducted a phone study of the top planning and buying executives in 24 of the top 25 advertising agencies, 36 of the top 50. Sixty-five top agency planners and spot TV executives—media directors, associate directors, directors of spot buying or supervisors—were interviewed.

Our first question was, "Assuming you are developing a TV program buying philosophy for your biggest client and the strategy calls for the placement of your client's brand commercial on programs that provide a high degree of program quality, in as few words as possible, what is the one key factor that you would use to define program quality?" This was an unaided attempt to get a top-of-the-mind definition.

Almost half the respondents—42%—were unable to offer a clear definition of program quality. They said that question was "overly complex." They observed that program quality "depended on the client." Thirty-five percent defined it as being based on subjective program/production values. Quality for them depended upon the content of the program, the production values and the talent it offered. Less than one quarter of the media executives gave specific quantitative measurements. Seventeen percent said that program quality meant high ratings. Only 6% defined program quality by demographics, that is, programs that reached upscale viewers or desirable prospects.

The top-of-the-mind definition of program quality did not vary by function. More than 50% of the spot buying executives hedged or could not define program quality. They gave the same response as the media planners: The question was "overly complex." It "depended on the client." These responses suggest the unaided top-of-the-mind "one-key" definition is difficult to elicit.

We realized that there might be another way to arrive at the definition we were seeking. Suppose we could define quality the way it's defined in the diamond industry—by cut, clarity, color and carat. In combination, those four factors are used to judge overall quality and the prices charged for diamonds.



Howard Kamin has been vice president, marketing, the Association of Independent Television Stations, since 1981. Previously he was senior vice president, media, Geers Gross Advertising, and was also with J. Walter Thompson and Grey Advertising.

There are, of course, similar factors that relate to program quality when agencies and advertisers speak about quality. We decided to ask a series of aided questions based on specific factors that we felt were involved in making a judgment. The factors were:

Audience demographics, audience involvement (attentiveness), audience loyalty (frequency of viewing), commercial environment (degree of clutter), life-style measurements (VAL, Clutterplus, Prizm), network, station or cable presentation, product user selectivity (viewers using product), original versus repeat programing, program content, and rating delivery. We asked the respondents whether they used any of these specific factors, "Always, most of the time, some of the time" or "never."

We found that of the 11 listed approaches, the top five were program content, 89%; audience demographics, 75%; rating delivery, 60%; commercial environment, 57%, and audience involvement, 46%. While buying executives and media planners agreed on the top four factors, they disagreed as to the fifth, audience involvement. It was ranked seventh by buying executives and was preceded by product user selectivity and original versus repeat programing, both 52%. Also to be noted is that some very useful measurements are not employed by media planners and buyers—life-style measurements, audience loyalty, communications potential and product user selectivity—probably because of their lack of general availability.

What do we conclude from this research? We agree with Gordon Link of McCann-Erickson that the question of quality is tricky because it is in the beholder's eye. We discovered that program quality is most often

defined by variables such as program content, audience demographics, rating delivery and commercial environment. Among those factors, both program content and program appeal are defined subjectively, but some potentially useful quantitative measurements are not being used to help in evaluating program quality.

To illustrate, audience involvement ranked seventh with spot supervisors and fifth with media planners. Yet there is research done by Television Audience Assessment that indicates that the high-appeal programs generate substantial levels of retention that is related to audience involvement. Perhaps even more should be done to quantify audience involvement so it can become a better tool.

The third most important variable reported to define program quality is rating levels. High ratings are, of course, preferred. It is our belief that high ratings are measures of popularity not program quality. Research shows that commercial recall is not affected by household ratings. A program rating of five and one of 15 generate virtually identical Burke Research related recall scores.

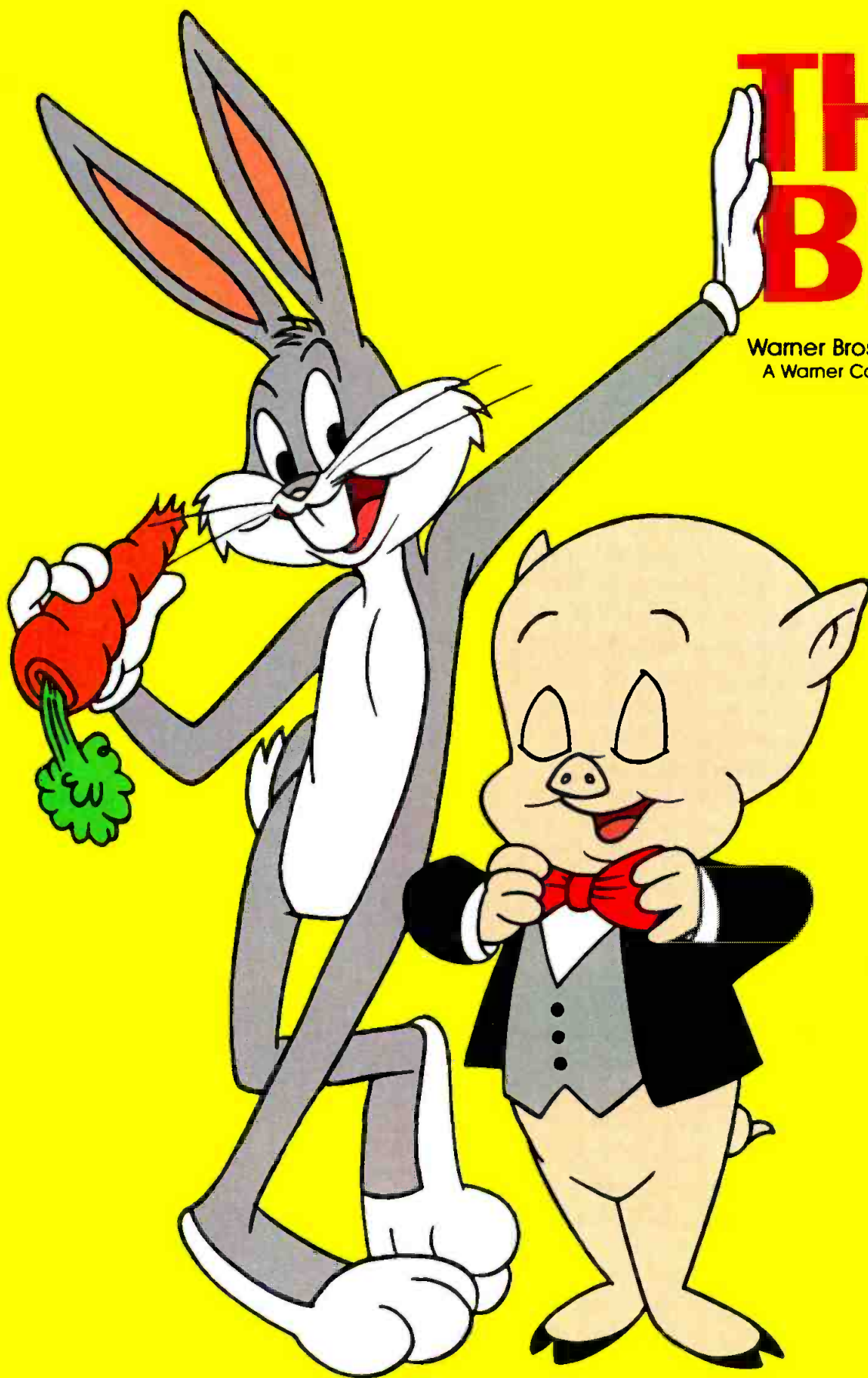
The most striking instance of a program with high ratings that failed to sell the advertiser's product was *I Love Lucy*. It was a top TV program for many years, but regardless of the impressive ratings Philip Morris quit as a sponsor in the 1950's. We conclude that with respect to ratings in a personal medium in which communications is one-on-one, there is ample evidence that ratings do not relate to recall or effectiveness. Everyone would agree that a live performance of "Aida" from the Metropolitan Opera would qualify as a program of quality. Yet this program rated only a 2.1 Nielsen. High ratings no more than low ratings indicate quality.

We were surprised to find that product usage that testifies to a product user's propensity to consume the advertiser's product was ranked seventh (42%) by planners and buyers. Advertisers and agencies should do more with product usage if they wish to make more productive use of the media.

How can we improve our attempts to define program quality? Don't define program quality by using one variable. Quality is more than subjective program content or high ratings. The factors cited most often by agency planners and buying executives in order of importance are program content, audience demographics, rating delivery, and commercial environment.

Yet there is available research that provides additional insight on program content, demographic delivery and environment.

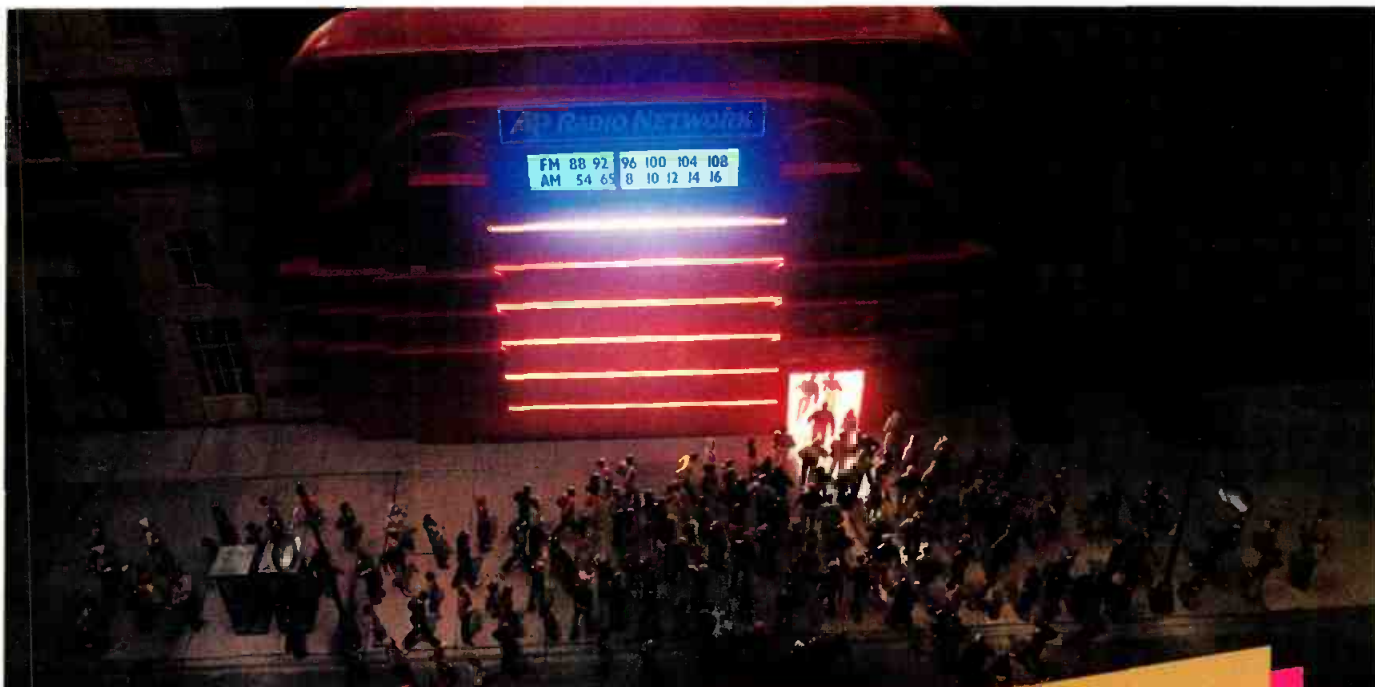
We are not against judgment. But, as professionals, we have a responsibility to develop and set standards so that buyers and sellers can communicate more effectively. Once that is done, TV advertising will be the better for it.



THE BEST

Warner Bros. Television Distribution
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ELEVEN YEARS, PLAYING TO SELLOUT CROWDS.

The AP Network is, without a doubt, the hottest ticket in radio today.

Because we deliver more listeners than any other radio network in the country. And we serve the leaders in nearly all of the top 100 markets. Including top-rated stations in New York, Philadelphia, Boston, Houston, Dallas, Minneapolis, San Diego, Phoenix and Seattle.

Why?

Because we've got the largest, most pervasive news staff in the world.

Because we give you more

programming options than anybody else.

Because we give you absolute flexibility and control over your programming mix.

And because when it comes to avals, you run the show. AP never requires any commercial clearances.

So when local advertisers line up to sponsor AP reports, you're the one who cleans up at the box office.

For more information about the AP Network, call Jim Williams at 800-821-4747, or your local AP Broadcast Executive.

**AP Associated Press Broadcast Services
Without A Doubt.**

Broadcasting Nov 25

Vol. 109 No. 22

NBC TV: first in ratings—and revenue?

Some people expect NBC to finish the 1984-1985 prime time season in first place (BROADCASTING, Nov. 11), but no one has been talking about the network ending the 1985 calendar year with more revenue than either ABC or CBS. Out-billing the other two networks now seems at least within reach for NBC despite the fact that for the first three quarters of this year, much of its inventory had already been sold to advertisers at a time when NBC was still regarded as the number-three network.

The improvement in NBC's relative standing, however, may not be as surprising as the news issued two weeks ago by CBS: that revenue for the three networks is expected to decline between 3% and 4%. It was only six weeks prior to that Nov. 13 announcement when CBS/Broadcast Group President Gene Jankowski told representatives of the financial community that three-network 1985 revenue would be gaining "2% to 3%."

Framing the projection as full-year percentages obscures the fact that this revision represents a 45-day swing in opinion of between \$340 million and \$480 million—if one accepts reported estimates that 1984 revenue for the ABC, CBS and NBC television networks was about \$6.85 billion.

Assuming that all but about a billion dollars of 1985's total was already spent or committed at the time of the initial CBS projection, it was in fact off between one-third to one-half. Jankowski did qualify that earlier projection by saying it depended on the fourth-quarter scatter market "picking up steam."

However phrased, a significant amount of money which CBS

thought might or should have come in apparently will not. So what happened? CBS TV Network President Tony Malara told BROADCASTING: "As you can expect, we have gone back to the numbers [used for the initial projection] to see if they were incorrect... but they were not." He explained that when CBS made its initial projection, advertisers had yet to say they would definitely not be spending money which was budgeted at the beginning of 1985: "We thought at the time [of the initial projection] that their holding back money could have been part of their marketing strategy, or a desire to load up on opportunistic buys in the scatter market." But in the next six weeks, Malara said, the true picture emerged as advertisers tried to bolster yearend profits.

Mark Riely, a securities analyst with Eberstadt Fleming, added that CBS's initial opinion could also have been influenced by the subsequent release of third-quarter revenue by ABC, which showed its broadcast group down \$472.5 million. And one ABC official said CBS had not been discounting sufficiently for the absence of Olympic advertising dollars. However, even ABC, according to the official, was previously predicting a half-percent increase in three-network revenue and is now projecting a 3% decline.

All that points to the fourth-quarter scatter market as the prime cause of the revenue revision. The size of the shortfall suggests that the average three-network broadcast hour in the fourth quarter is now delivering at least \$200,000 less revenue than was initially expected.

Must-carry spotlight shifts to cable

NCTA board gives Mooney enough rope to maneuver but no open mandate to negotiate; viewing standard elemental; broadcasters' first draft far too high to be considered, and constitutionality remains most vital part of deal; scrambling plan shelved; other news out of board's meeting

National Cable Television Association President Jim Mooney returned from a two-day meeting of the association's board of directors in Phoenix last week with a mandate to "talk" to broadcasting representatives about coming up with a "mutually tolerable" alternative to the FCC's must-carry rules, which were outlawed by a federal court last July as a violation of the First Amendment rights of cable operators and programmers.

But before the talk can turn into negotiation, Mooney said at a press briefing in Washington last Thursday, the broadcasters must come up with an initial proposal that neither requires cable systems to carry duplicative or little-watched stations nor treads too heavily upon cable operators' First Amendment rights. Only then, he said, would he be willing to get down to the serious business of negotiation—that is, as he

put it, the "flipping of proposals back and forth across the table."

"I'm not in the position... where I can bargain away either the cable operators' ability to meet subscribers' interests or to bargain away the industry's First Amendment rights and I don't think anybody should expect the contrary," Mooney said. "If, within those parameters, we can work something out with the broadcasters, then all the better. If we can't, we can't." Mooney said he planned to call William Schwartz, president and chief operating officer, Cox Enterprises, and the Television Operators Caucus's point man on must carry, to get the talks started.

At the press conference, Mooney was fairly explicit about what the NCTA board was looking for in new must-carry rules, but vague on why it was willing to deal with the broadcasters on the issue. At one point, he said, "We don't like the idea of being at war with anybody just for the sake of being at war." Asked to elaborate, he said, "The board doesn't believe in creating controversy where it can be avoided."

Although Mooney's mandate gives some

hope to broadcasters seeking to resurrect the must-carry rules in some form, his remarks last week gave the back of his hand to a proposal broadcasting leaders dropped off at NCTA headquarters last month (BROADCASTING, Oct. 28). Under that proposal, cable systems with 13 or more channels would be required to carry all local broadcast signals within 50 miles. However, they would not have to carry any duplicative network or public broadcasting signals and, in any event, would not have to use more than 40% of their channels for the carriage of local signals. Systems with fewer than 13 channels would have no must-carry obligation.

The proposal addresses the problem of duplicative signals, Mooney said, but not the problem of cable systems' having to carry signals that "nobody in the cable area watches." Channels used to transmit such signals, he said, could be used to offer cable services that could attract a "genuine viewership."

Mooney said the 40% cap on how much of a cable system's channel capacity would have to be set aside for local carriage was too high. The broadcasters "set the cap where it wouldn't do them any damage," he said. "They are going to have to take some pain here."

Cable operators have said they will insist

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on a viewing standard to determine which stations might be carried under a new agreement. Under such a standard, a station would have to capture a specific share of the television audience in the market to qualify for must-carry status. Mooney reiterated that demand last week but, when asked whether cable might trade off a viewing standard for a lower cap on channel capacity, said that was "an interesting question."

Moreover, Mooney said, the broadcasters "did not pay any attention whatsoever to the constitutional problems." Any new must-carry proposal must address the First Amendment concerns spelled out by the court of appeals when it threw out the old rules, he said, and it must be "sensitive to and friendly to" the cable industry's ongoing effort to expand its First Amendment rights. "All I can get out of the [broadcasters] is, 'Our lawyers think it is OK,'" he said. "They are going to have to do better than that."

"Broadcasters don't want to address the First Amendment implications of must-carry because they believe it is disadvantageous to their immediate prospects of getting what they want and because it is intellectually tough," Mooney said.

Mooney said broadcasters should examine whatever must-carry rules they propose for possible implications on their own efforts to strengthen their First Amendment rights. "There is a relationship between the First Amendment rights that ultimately accrue to cable operators and the First Amendment rights that ultimately accrue to broadcasters," he said.

Mooney offered another piece of advice to broadcasters coming to NCTA with must-carry proposals: Forget about trying to win must-carry for such services transmitted in the vertical blanking interval as teletext, multichannel television sound and data communications. "They are extraneous to broadcasters' central interests," he said. "They just fog things up."

At the same time Mooney is talking to the broadcasters, he will be trying to stop the FCC from adopting a rule that would condition the cable operators' use of the compulsory copyright license, which facilitates the importation of distant broadcast signals, on their carrying all local stations. The proposal, advanced by the Association of Independent Television Stations and received favorably by FCC Chairman Mark Fowler and Commissioner Mimi Dawson, is the subject of a rulemaking proceeding (BROADCASTING, Nov. 18).

Mooney could not or would not say precisely how he plans to stop the proposal from being incorporated into the FCC rules. "I guess we are going to have to urge the FCC not to proceed with an excess of speed," he said. The Fowler FCC has been philosophically opposed to both must carry and the compulsory license, Mooney said. "I think it would be ironic... if the FCC came up with a solution that reinforced both."

At first glance, the INTV proposal might appear to assuage the appeals court's First Amendment concerns, Mooney said. But a second look suggests that it might not pass muster, he said. The old must-carry rules



NCTA's Mooney

dictated carriage of local signals, he said. An FCC rule based on the INTV proposal would not do that, but it would cause economic harm to whatever cable system chose not to provide local carriage. "Now, is the court of appeals going to buy that distinction, is it going to say, 'This is just a transparent attempt to get around what we said the First Amendment required'?"

According to Mooney, many broadcasters, including many of those represented by the Television Operators Caucus, are not enthralled by the INTV approach, and are, in fact, "cool" to it. "I don't know that it does the TOC any good to condition must-carry obligations on the importation of distant signals," Mooney said. The TOC members are not concerned about being assured of carriage "right now or next week or next month," he said. "They are trying to protect the long-term value of their stations," he said. "They are looking five or 10 years out when they see cable penetration going up and... cable operators occupying a much stronger position in major markets."

In other actions:

The board voted to put "in cold storage"

NCTA's plans to form a consortium of cable operators to facilitate the scrambling of cable programming services, Mooney said. It was felt the NCTA consortium, whose principal functions were to pick a scrambling system and to build and operate a control facility that would authorize or deauthorize reception of the scrambled services by backyard dish owners, was no longer necessary, he said. There is an "obvious trend" toward the industrywide adoption of M/A-Com's Videocipher II scrambling system, he said, and M/A-Com has promised to build the control facility needed to serve the home satellite market.

NCTA put a lot of work into its consortium plans, Mooney said, and it plans to keep them handy—just in case. If a "hitch" develops in M/A-Com's willingness or ability to deliver its control facility, Mooney said, "we could always bring our own plan out of cold storage."

The cable industry wants the programming services scrambled so that everyone from pirating SMATV operators to backyard dish owners is forced to pay the services just like the operators and their subscribers. According to Mooney, the board is pleased with the progress the industry has so far taken toward scrambling: "There remains the same high level of enthusiasm that scrambling will become a fact."

There have been reports that the cable operators are working not only to scramble cable services, but also to control the distribution of those services, once scrambled, in the home satellite market. It's up to the programmers, not the NCTA, to determine who will distribute their services, Mooney said. And, he said, "I think the programmers are going to do whatever is in their own economic interest and there is no law against that."

The board approved an operating budget for NCTA's fiscal 1986 of around \$6.6 million, which, Mooney said, "is a little bit less than that budgeted for 1985 and a little bit more than was spent in 1985." The fiscal year begins Feb. 1, 1986.

The association is in "good shape" financially, he said. Fiscal 1985 is the second year since 1980 for which NCTA will be able to report an operating surplus, he said. (NCTA also reported a surplus in 1984, he said, but

Bryant's must-carry measure. A bill that would condition cable's compulsory copyright license on local carriage of television signals was introduced in the House last week. The measure, offered by Representative John Bryant (D-Tex.), is modeled on the must-carry proposal presented to the FCC by the Association of Independent Television Stations (BROADCASTING, Nov. 18). Senators Slade Gorton (R-Wash.) and Paul Trible (R-Va.) were scheduled to introduce similar legislation in the Senate last Friday, Nov. 22.

According to the legislation, if a cable operator with 13 or more channels "fails to carry, on a nondiscriminatory basis, the local primary television broadcast stations (commercial and noncommercial) within whose local service area such cable system is located, such system shall not be entitled to any compulsory license." Also, cable systems would not have to carry duplicative network signals, and systems with 12 or fewer channels would be exempt from any must-carry obligation. Under the bill, a station would be considered local if a cable system is within 50 miles of the station's city of license. The measure is co-sponsored by Representatives Al Swift (D-Wash.), Thomas Luken (D-Ohio) and Gerry Sikorski (D-Minn.).

"My bill does not simply restore the status quo prior to the July 19, 1985 decision," Bryant said. "Must carry would be changed to a quid pro quo system in which the cable operator could not take advantage of free or inexpensive programming through compulsory license without assuming the obligation of carrying local stations' broadcasts, and the definition of what is a local station has been limited."

only because of a special assessment necessitated by a shortfall in convention revenues that year and extraordinary lobbying expenses in connection with efforts to pass the Cable Communications Policy Act of 1984.)

Mooney also confirmed that the NCTA and the Motion Picture Association of America are in the midst of ongoing negotiations that involve "proposals going back and forth across the table" on agreement to replace existing formulas for calculating cable operators' copyright royalties with flat per-subscriber fees (BROADCASTING, Nov. 18). "It's complicated and I don't think a deal is imminent," Mooney said, suggesting that NCTA Chairman Ed Allen's September prediction of a flat-fee deal by the end of the year was overly optimistic. □

Supreme Court's taking of 'Preferred' case buoys hopes of broadcasters for 'Quincy' review

FCC-Solicitor General memorandum advising court not to review must-carry case is blow to broadcasters, but tempered by court's decision to hear other cable First Amendment case

Anticipating a decision by the Supreme Court as to whether it will review a case is always chancy—but that seems to be particularly true in connection with the National Association of Broadcasters' petition for review of the appeals court decision declaring the FCC's must-carry rules unconstitutional. The odds against the court taking the case lengthened on Friday, when the U.S. Solicitor General filed a memorandum—in which the FCC joined—urging the court not to grant review. But, then, there was the court's surprise decision two weeks ago to grant review in the *Preferred* case, another one in which the cable industry's First Amendment rights are at issue. That had shortened the odds.

Ordinarily, the Solicitor General's memorandum would have been regarded as the *coup de grace*. After all, the appeal of the decision issued by the U.S. Court of Appeals in Washington was filed by the NAB, not the government, as would have been the normal course. A majority of the commission, in fact, welcomed the court's decision as a step in the direction of recognizing First Amendment protection for all electronic media. And it has undertaken a combined notice of inquiry/notice of proposed rulemaking exploring the question of whether the must-carry rules can be recrafted in a way to meet the concerns of the appeals court, as that court had suggested.

But some communications lawyers following the case are struck by the Supreme Court's decision to take *Preferred*. Henry Geller, a former FCC general counsel who is

now director of the Washington Center for Public Policy Research, said that the high court "shouldn't have taken the case—the factual record is terrible"; he noted that what is involved is only a district court's dismissal of a cable company's suit against a city that denied it a franchise. To Geller, the decision to grant review indicates the court is "anxious" to take up the question of "the cable industry's status under the First Amendment." And if the court is sufficiently interested in that issue to take *Preferred*, "terrible record" and all, he and other lawyers say, perhaps *Quincy* would catch its fancy as well.

Certainly that is what the broadcasters are hoping. Until they heard about the court's decision to review *Preferred*, they thought it unlikely that review would be granted in *Quincy*. Last week, however, NAB's outside counsel, Michael Horne, said he was "encouraged" by the Supreme Court's decision to review *Preferred*. "One never knows," he said, "but it indicates they think the issues involved are important." And Henry (Jeff) Baumann, NAB general counsel, said "it seems" that the court has indicated it will take *Quincy* as well as *Preferred*: "They're both First Amendment cases dealing with cable." Some lawyers cite another option beyond a prompt decision on granting or denying review: The court could, one lawyer said, defer a decision until it had issued an opinion in the *Preferred* case, probably late next spring, after it had sorted out its views

on the question of cable's First Amendment rights.

Attorneys on the other side read the tea leaves differently. Robert W. Ross, counsel for Turner Broadcasting System, which initiated and won the Quincy appeal, rejects the premise of those who see the decision to review *Preferred* as an indication that the court would also be interested in *Quincy*. He does not believe the court is interested in performing "an overall analysis of cable's First Amendment rights." Rather, he believes the court is interested in examining a city's "franchising rights." He said *Preferred* "is not a good case to use for an analysis of cable's First Amendment rights." He noted it is not a case affecting speech directly—"it is not a matter of a city barring news broadcasts." Still, he thinks the court's decision to review *Preferred* may have increased the chances it will review *Quincy*—but only slightly, from 10% to 30%.

In *Preferred*, which involves a dispute between the City of Los Angeles and Preferred Communications Inc., the U.S. Court of Appeals for the Ninth Circuit held that the First Amendment prohibits cities from requiring cable systems to engage in a bidding contest for a franchise. The court said that as long as the public utility involved can accommodate additional systems on its poles and in its ducts, a city may not limit access to any part of the city to a single system. In *Quincy*, which involves a case brought by Quincy Cable TV Inc. and Turner Broad-



Taishoff award winner. The third annual Sol Taishoff Award for Excellence in Broadcast Journalism will be presented to Don Hewitt, executive producer of CBS News's *60 Minutes*, during the National Press Foundation's black-tie awards dinner in Washington Feb. 25, 1986, it was announced last week by NPF Chairman Robert E. Farrell (Washington bureau chief of McGraw-Hill). Hewitt, whose CBS career as director and producer has spanned 37 years, will be honored for his "innovations in broadcasting and network news" and for his part as the guiding editorial spirit behind *60 Minutes*. Said NPF President Joseph Slevin of the honoree (who will receive a \$5,000 cash prize and a plaque): Hewitt "is among the pioneers of television news and his career has been marked by consistent quality."

Now 62, Hewitt began his journalism career as head copy boy for the *New York Herald Tribune* and was an overseas correspondent during World War II. He joined CBS in 1948 as an associate director of *Douglas Edwards with the News*, subsequently becoming its producer-director. He was later executive producer of *CBS Evening News with Walter Cronkite* and in 1960 produced and directed the first John F. Kennedy-Richard Nixon debate. Hewitt had a major role in CBS's coverage of every Republican and Democratic national convention since 1948, NPF said. His numerous television awards include seven Emmys, and in 1980 he was selected as "Broadcaster of the Year" by the International Radio and Television Society.

Past winners of the Taishoff Award, named after the late founder and editor-in-chief of BROADCASTING, were Ted Koppel of ABC's *Nightline* and John Chancellor, NBC news commentator and former evening news anchor. Also to be honored at the NPF dinner, for print media excellence, will be John Quinn of *USA Today*, cited as editor of the year.

casting, the U.S. Court of Appeals in Washington held that the FCC's rules requiring cable systems, on demand, to carry the signals of all local stations are "fundamentally at odds with the First Amendment."

Regardless of whether the Supreme Court, in deciding to review *Preferred*, was interested in a city's franchise rights or a cable system's First Amendment rights, the government gave it a number of reasons for denying review in *Quincy*. The Solicitor General's memorandum, which was signed by FCC General Counsel Jack Smith, said it is "both unnecessary and inappropriate" for the court to review the constitutional issues that were raised since the commission had already said it does not wish to retain the rules involved and is, in fact, already considering a replacement for them in its NOI/

RM. If the commission issues new must-carry rules, the memorandum said, their constitutionality would be addressed, initially, by the appeals court. Then, the memorandum added, the Supreme Court "would have an opportunity to consider the issues raised by petitioners in the context of rules that the FCC considers necessary to further the public interest."

Some lawyers who say the best, if not only, chance of persuading the Supreme Court to review *Quincy* vanished when the commission greeted the appeals court decision with relief and said it would not appeal, also say *Preferred* could still affect the must-carry rules saga. But the road to that conclusion involves more than a bit of speculation. Assume, say, that the court issues a decision supporting the position of the City of Los

Angeles and making it clear it does not accept the analytical approach to the First Amendment issue that was taken by the appeals court in *Quincy*. Most likely, the court would act after the commission has concluded its must-carry proceeding which the agency has said it would do expeditiously. Still, the NAB would be armed with arguments for the new court case that Baumann says it would file in the event it is not satisfied with the commission's action.

Speculation or not, broadcasters, who have had little good news about must carry since the appeals court decision last July, appear to have reason to feel better as they follow the *Preferred* case. They would agree with Geller, who said, "The court didn't take it because it wants to affirm the lower court." □



NBC



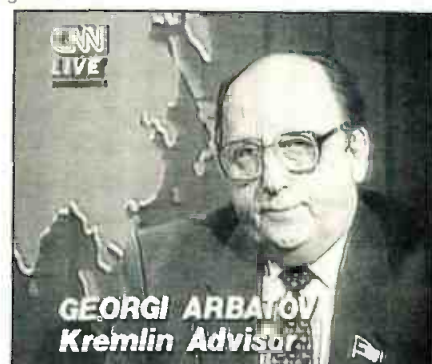
ABC's Nightline



CBS



CNN



CNN

Mum's the word at Geneva summit

Press blackout forces assembled multitudes to find other stories to report, among them stories on the ban itself

Despite the news blackout on the substance of last week's summit talks between Soviet leader Mikhail Gorbachev and President Reagan, the electronic media spent hours of time and millions of dollars providing viewers with lots of speculation, analysis, background stories and sidebars—in addition to covering the pomp and circumstance surrounding the talks.

There was some debate within the press corps over whether last week's meeting in Geneva was largely a media event or something more. *New York Times* reporter Leslie Gelb told *Nightline*'s Ted Koppel last week he thought the news blackout imposed dur-

ing the talks by both the Russians and the Americans helped to transform the meeting into "much more" than it otherwise would have been. Lane Vernardos, executive producer of *The CBS Evening News with Dan Rather*, argued that the summit meeting, and its results, would have occurred with or without an international press corps, 3,000 strong, on hand.

But media event or not, television news executives vigorously defended their coverage of last week's talks—both the quality and quantity—as valuable to viewers with an interest in current events. The background stories, both last week and in the weeks leading up to the summit, they said, gave viewers some context by which to assess the Reagan-Gorbachev meeting.

"I think [viewers] were anxious to see the reactions of the two men to each other," said

David Burke, an ABC News vice president. CNN Executive Vice President Ed Turner said he felt the cable network's 53 hours of coverage (about four times what the broadcast networks could provide in their news programs) were all justified. "How could you not do anything but put that [story] on?" he asked rhetorically. "It's in the top handful of important stories of the year, maybe even going back longer than that, with so much at stake and the comings and goings of the superpowers. It was interesting, exciting and important, if you're interested in current affairs." And, he added, "it was our job to deliver it" and the viewer's choice to decide whether to tune in. Added CBS's Vernardos: "It gave us another very good look at Gorbachev," letting the viewer "see and hear" the Soviet leader. That is not an insignificant service for television to provide the Ameri-

can public, said Vernardos, because it may have provided greater insight about a leader and a country that many Americans distrust almost out of instinct, but with little hard information to base that judgment on.

While it didn't come as a total surprise, most of the news organizations covering the story were not prepared for the news blackout—or at least that both governments would be so successful in carrying it off. "I don't think anyone was prepared for it or with the seriousness with which it was imposed," said Burke of ABC. "When we sat down to plan our coverage," added Vernardos, "we did not have a blackout in mind." On the other hand, he added, "most summits have some version of a blackout." For that reason there was little protest from the press corps. In fact many saw it as simply another angle to the story. "I didn't have a great problem with it," said Burke. "We know that serious negotiations [of any kind] usually do better, not in a blackout, but certainly in a situation where some privacy is maintained." Most of those contacted last week contended the blackout did not alter their coverage plans dramatically.

Some saw the blackout as a major sidebar worthy of coverage, while others did not. *Nightline* devoted a whole program to it last Wednesday, featuring Gelb of *The New York Times*, former presidential press secretaries Jody Powell (Jimmy Carter) and ABC chief foreign correspondent Pierre Salinger (John Kennedy). *ABC World News Tonight* also did a piece quoting veteran news correspondent Daniel Schorr as saying, "As a reporter I guess I should be for instant information, but somehow I've reached the age where I can wait a day." NBC and CNN also addressed the blackout in several stories. NBC commentator John Chancellor, one of the stars within the NBC talent pool covering the summit, endorsed the blackout as the proper way to conduct serious negotiations. "The important thing," he said of the Reagan-Gorbachev talks, "is to give them as much flexibility as possible... Let the great men have their arguments in private." Although there may have been more background coverage than hard-news coverage of the talks, said Chancellor, "in the long run, if it makes the summit conference work better, the news blackout is worth it."

Vernardos said CBS did not pursue the blackout issue as a story in itself. "I thought that was inside baseball stuff that you use when you don't have anything to say," he said. "We had a lot to say."

Many of the reporters covering the summit did their best to chip away at the silence imposed by both sides, but in fact they had to wait two days until the talks had concluded and Reagan briefed the nation on national television Thursday (Nov. 21) as to what went on. And that was despite the fact that all the networks had a handful of their strongest reporters on the story, including the evening network news anchors, Dan Rather of CBS, Peter Jennings of ABC and Tom Brokaw of NBC.

Just how effective the news blackout was may be indicated by the fact that the public relations arms of all the networks did not

Prime time cargo. The three network news anchors made some news of their own last Thursday afternoon as they were flying back to Washington out of London, all on the same Concorde jet. A light on the jet's instrument panel indicated trouble with one of the engines about an hour into the flight. It turned out to be a faulty indicator light and not engine trouble, but the pilot, not knowing that at the time, dumped some 30,000 pounds of fuel over the Atlantic and returned to London's Heathrow airport. The upshot was a little more than a three-hour delay. Passengers were put back on the plane which then flew without further incident to Washington, landing in plenty of time for the three anchors to do their evening newscasts. NBC's Brokaw was quoted by the *Washington Post* as saying "Trust me, it was no big deal."

engage in their usual battle of one-upmanship—claiming scoops over the competition by so many seconds or minutes. There weren't any scoops to be claimed. Just how subdued the news divisions were in promoting their own stories was reflected in one release last week from NBC listing the quantities of foodstuffs needed to feed its press corps on hand in Geneva: 25 hams, 20 sides of beef, 2,000 croissants, 35 kilos of bacon, 12,000 cups of coffee... and so on. □

Quello refloats trial balloon on spectrum fees

He proposes usage fee in exchange for elimination of Sections 312 and 315

FCC Commissioner James H. Quello called for the implementation of "a practical spectrum usage fee" on broadcasters last week, in return for "clean, decisive legislative surgery" to remove First Amendment and regulatory constraints from the Communications Act, i.e., eliminating comparative renewal and assigning licenses without expiration

dates. Quello said that broadcasters should be subject to the same freedoms as their "closest cousin" in the media, newspapers. In speaking before a Hofstra University television conference in Hempstead, N.Y., Quello also reiterated his call to broadcasters and the Radio-Television News Directors Association for a more emphatic lobbying effort before Congress for their First Amendment rights. (For other Hofstra coverage, see page 77.)

Quello's call for spectrum fees and further deregulation was not a first for him. He said he raised the subject before the House Subcommittee on Communication on Sept. 13, 1978, and presented it to the Senate in 1979. He was reintroducing the proposal, which specifically calls for the imposition of spectrum fees as the price for repeal of portions of Sections 312 and 315 of the Communications Act (imposing politicians' access to broadcast time, equal opportunities for rival candidates and the fairness doctrine), along with the imposition of spectrum fees, because "the time has never been more propitious." Quello said that his ideas did not represent official FCC policy, and he granted that "court interpretations and a continuing variety of adversary viewpoints" still have to be considered. But he said that he was "proposing substantial revision from the unique perspective of years of FCC service and over 25 years in broadcasting."

The mention of charging broadcasters fees for use of their frequencies was almost a corollary to the thrust of his speech, which dealt with the need for regulatory independence and vigilance in asserting broadcasting's First Amendment rights. By scrapping broadcasters' public trustee image, "outdated" given "today's competitive technological, economic and journalistic climate in communications," the perception of the industry as a business would be restored. Deregulation of the business should include licenses without expiration dates, allowing an "enormous savings in time and money [that] could be used for more constructive purposes in programming and news," Quello said. Existing laws are sufficient to handle the broadcasting business without the burdensome FCC rules, he said.

Quello singled out the fairness doctrine as particularly in need of elimination. He re-

Total AM-FM program sharing proposed. The FCC last week proposed to eliminate all restrictions on duplication of programming by AM-FM radio combinations.

Under the current rule, AM-FM combinations—in which either station is located in a community with fewer than 25,000 persons—may duplicate as much programming as they like; in larger communities, the FM may not devote more than 25% of the average program week to duplicated programming.

In a press release last week, the FCC, however, said that now that FM is "fully competitive," it is no longer necessary to "foster separate programming of FM stations through program duplication limits." The FCC said it didn't appear that increased program duplication would result in an inefficient use of spectrum because the service areas of "many" combinations don't overlap. In addition, it said the proposal might lead to expanded radio service, particularly at night, when it may not make economic sense to program both stations separately. It also said program duplication "might benefit many heretofore profitable AM stations that now are experiencing financial distress due to the growth of the FM service."

The FCC said it was particularly interested in comment on what impact the proposal would have on spectrum efficiency, expansion of radio service and the viability of AM stations.

Comments will be due 30 days after the notice of proposed rulemaking is published in the *Federal Register*.

newed a call he said he has made at three broadcast conventions for broadcasters to "get off their seats, and sell something more important than broadcast time." He also singled out RTNDA as sometimes appearing to be in need of help in its lobbying efforts. "The scarcity argument justifying government intervention in broadcasting seems

more specious today than when it first crept into court decisions that limited First Amendment guarantees for broadcasters," he said, noting that more television and radio stations than newspapers exist in major markets. Television and radio would have been "prime recipients of the constitutional guarantees of freedom of the press and free-

dom of speech" had they existed at the time the Constitution was framed, he said. Fears that removal of public interest standards would spur the elimination of such programming are "specious" since "it would be contrary to all industry trends." The "major impact" of television and radio today is not in entertainment programming but in news. □

Waiver concern: is FCC going too far?

Some in House say yes, and hope that the FCC majority gets their message as commission prepares for Storer/KKR case this week

In accommodating the desires of Capital Cities Communications Inc. and Rupert Murdoch for relief from FCC ownership restrictions (BROADCASTING, Nov. 18), the FCC has, according to some observers, broken new ground.

But some of those same observers suggest that Capcities, which, in its \$3.5-billion acquisition of ABC was granted a permanent waiver of the FCC's duopoly rule to retain its WPVI-TV Philadelphia and ABC's WABC-TV New York, and Murdoch, who, in his \$1.5-billion acquisition of six Metromedia television stations was given the full two years he had requested to sell his daily newspapers in Chicago and New York, where Metromedia's WFLD-TV and WNEW-TV, respectively, are located, were recipients of commission largess that may be politically difficult to surpass, or perhaps even match, soon. That's because of the ill will the commission's handling of Murdoch's waiver request has fomented on Capitol Hill, at least among some House Democrats.

The first casualty is likely to become apparent today (Nov. 25). That's when the FCC has scheduled a special meeting to consider Kohlberg Kravis Roberts & Co.'s \$1.9-billion merger/leveraged buyout of MSO and group owner Storer Communications Inc.

Storer has announced its intention to retain WJKW-TV Cleveland. That station's signal and the signals of two of Storer's other six television stations—WTVG(TV) Toledo, Ohio, and WJBK-TV Detroit—overlap. (Storer's ownership of the three stations was grandfathered when the duopoly rule was adopted in 1964.) Storer is asking for 18 months to dispose of either the Toledo or Detroit station; it's also asking for a permanent waiver of the duopoly rule to retain whichever of those two stations it opts to keep with WJKW-TV.

Word had it last week, however, that the FCC staff, hoping to demonstrate just how "tough" it really is on waiver requests, is planning to recommend that Storer be directed to divest the Toledo station within 18 months. (The Toledo station's overlap with Cleveland is said to encompass about 128,000 persons.) Storer would be permitted to retain the Detroit station, whose overlap with Cleveland falls primarily over Lake Erie. But Storer wouldn't be given a choice in the matter.

It's not certain that the commissioners will accept the recommendation of the staff. But some sort of accommodation with Congress in the offing was at least suggested by Tom Rogers, senior counsel of the House Telecommunications Subcommittee. "Watch the commission Monday [on its handling of the Storer transaction] to see whether they [the FCC] got the message loud and clear that Congress will not tolerate liberal treatment of waivers of the ownership rules," Rogers said.

There were also some indications that the climate may now augur poorly for Westinghouse's Group W, which has announced its interest in bidding for RKO General Inc.'s WOR-TV Secaucus, N.J. (New York) which is up for sale (BROADCASTING, Nov. 11). Group W also owns KYW-AM-TV Philadelphia and, to acquire WOR-TV, would need the same sort of duopoly relief granted Capcities. The FCC couched approval of the Capcities waiver largely on Section 331 of the Communications Act, which enabled RKO to receive an unencumbered renewal for WOR-TV by agreeing to move the station from New York to New Jersey. (The law provided for renewal for any commercial VHF that moved to Delaware or New Jersey, the two states that at the time of passage had no commercial VHF stations of their own.) Capcities, by pledging to increase service to Delaware and New Jersey, was said to have addressed the service concerns expressed in Section 331. But a waiver for Group W on the same grounds may run into objections. "Since WOR-TV has already moved to New Jersey, the incremental justification for a similar waiver for Group W decreases," said Andrew Schwartzman, executive director of the Media Access Project. "If GenCorp [RKO's parent company] is intent on getting swiftly out of the broadcast business, as they appear to be, and in view of the fact that there will be no dearth of bidders for WOR-TV, I would think Westinghouse's bid would have to be a whole lot higher than anyone else's to justify the extra time" a Group W purchase could take. Another source was more sanguine about Group W's prospects, however. Group W's lawyers may have to construct a different argument for why a Group W waiver would be in the public interest, this source said, but "this commission has demonstrated it will be responsive to situations that might strike some as being novel."

It was the FCC's allegedly "casual attitude" toward granting temporary waivers of the commission's ownership rules that

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) says has rankled him. And sources said the decision that telegraphed to the industry that the commission had adopted a fresh attitude toward temporary waivers was the FCC's approval of Taft Broadcasting's \$755-million acquisition of Gulf Broadcasting's broadcast properties last summer (BROADCASTING, June 3). In that decision, the FCC gave Taft a temporary waiver of the one-to-a-market rule to retain Gulf's WTSP-TV (ch. 10) Tampa-St. Petersburg, Fla., and Taft's WSUN(AM)-WYNF(FM) in the same market on the condition that Taft divest itself of the radio stations within one year. That's believed to be the first time the commission has given a buyer extra time to break up a broadcast combination that included a VHF solely because the licensee asked for additional time without giving additional reasons. (In a letter to the FCC, Taft said only that it wanted the one-year waiver "to permit an orderly divestiture.")

Before that, the FCC, in approving Gulf's acquisition of UHF's KTXA(TV) Dallas-Fort Worth and KTXH(TV) Houston, had given Gulf 18 months to divest itself of its radio properties in each of those markets (BROADCASTING, Dec. 17, 1984). It also, in approving Scripps-Howard Broadcasting's acquisition of UHF KNXV-TV Phoenix, gave Scripps-Howard 18 months to divest of its radio stations there (BROADCASTING, Jan. 14). But in both of those cases, the broadcasters had originally been seeking permission to keep their radio stations under an exception for UHF's to the one-to-a-market rule, and former Commissioner Henry Rivera dissented to the provisions giving the broadcasters 18 months to divest. Indeed, industry observers said parties making acquisitions that would lead to conflicts with FCC ownership rules generally lined up buyers for problem properties in advance and arranged for simultaneous closings to avoid the need for waivers, because those weren't believed to be available. "The ownership rules were considered to be sacrosanct," said one former FCC official.

In the wake of Taft's waiver request, Tribune Broadcasting Co., in its \$510-million acquisition of KTLA(TV) Los Angeles, was given 18 months to divest itself of its cable systems in the area and the Van Nuys, Calif., *Daily News* (BROADCASTING, Oct. 7). Capcities received the permanent waiver of the duopoly rules to own TV stations in Philadelphia and New York. It also received a 18-month waiver from the one-to-a-market

rule to break up ABC's grandfathered radio-TV combinations in New York, Los Angeles, Chicago and San Francisco. Murdoch received a two-year waiver to sell off his daily newspapers in Chicago and New York. And the Gannett Co., in its \$717-million acquisition of the Evening News Association, asked for a year to sell ENA's WALA-TV Mobile, Ala., and KOLD-TV Tucson, Ariz., whose signals overlap communities where Gannett owns other media properties. (Gannett has announced that those stations and KTVY-TV Oklahoma City have been sold to Knight-Ridder Broadcasting Inc. for \$160 million, upon FCC approval of its purchase of ENA [BROADCASTING, Nov. 18].)

The Capcities waiver of the duopoly rules is unprecedented because of its magnitude. FCC officials said the overlap of WPVI-TV and WABC-TV covered 2,813 square miles, an area with 2.2 million people. In granting the waiver, the FCC cited a host of considerations. The most decisive, according to FCC officials, was the Section 331 rationale. (At the FCC's meeting, Commissioner Mimi Dawson also stressed her belief in the importance of the argument that New York and Philadelphia are separate markets [BROADCASTING, Nov. 18].)

Perhaps partly because Capcities is perceived as a "white hat" corporation, opposition to the waiver was muted. But Henry Geller, former FCC general counsel and later head of the National Telecommunications and Information Administration, offered an

additional explanation. Geller said that the reliance on the Section 331 rationale suggested that the Capcities waiver couldn't be duplicated elsewhere. Geller, however, said Dawson's suggestion that the waiver also was justified because New York and Philadelphia are separate markets—a rationalization that would appear to lay the groundwork for a Group W/WOR-TV duopoly waiver—struck "terror into my heart." Geller said that's because the argument that duopoly waivers were warranted because stations are located in separate markets would essentially eliminate the duopoly rule. Geller added that if the FCC subsequently granted a duopoly waiver on that rationale, he would challenge that decision in court, throwing "back into the FCC's face" the argument that the commission used last year to eliminate its regional concentration rule: that is, that local diversity would still be insured by the FCC's one-to-a-market and duopoly rules (BROADCASTING, April 16, 1984).

Wirth surprised some observers by all but endorsing the Capcities duopoly waiver in a letter to FCC Chairman Mark Fowler (BROADCASTING, Oct. 7). But Wirth, citing Section 331, also suggested that the Capcities case presented a "unique situation." (One industry source insisted that the Section 331 rationale is so weak to begin with that it "stinks" and that the grant of the waiver could only be rationally explained as a "political decision.") In the same letter, Wirth also stressed his concern about the

"casual attitude" he alleged the commission was developing toward granting temporary waivers.

In another letter the day before the FCC voted on the Capcities and Murdoch transactions (BROADCASTING, Nov. 18), Wirth and Representatives Ed Markey (D-Mass.), Henry Waxman (D-Calif.), John Bryant (D-Tex.) and James Scheuer (D-N.Y.), stressed their concern about the commission's "apparent attitude" that temporary waivers are justified solely upon "mere allegations" that possible financial hardship or distress sales might result. "Clearly, this attitude is nothing more than an open invitation for parties to seek temporary waivers with an expectation that they be routinely, if not automatically, granted," the congressmen said. "We firmly believe that the crossownership rules are vitally important in protecting competition and diversity in the marketplace of ideas and that waivers to those rules should be viewed as an extraordinary, not an ordinary, action."

MAP's Schwartzman said the Murdoch waiver was precedential, both because of the length of time it permits for divestiture and because it involves two cities. An FCC official countered by noting that the commission in 1975 gave Joe Allbritton three years to take care of the crossownership difficulties attending his acquisition of then WMAL-AM-FM-TV Washington and the now-defunct *Washington Star* (BROADCASTING, Dec. 22, 1975). Schwartzman, however, said the Murdoch and Allbritton situations presented different situations.

For starters, Schwartzman said Allbritton—who backed off from his original request to be permitted to take over the grandfathered combination without any divestitures after the commission designated that request for an evidentiary hearing—made a financial showing that WMAL-TV was subsidizing the *Star*. Allbritton, according to Schwartzman, also made the argument that the waiver was necessary to keep the newspaper from going under. Murdoch, according to Schwartzman, was not buying a grandfathered combination and had not even claimed that his newspapers were losing money. "There was a distress situation [in Allbritton] that's not present in Murdoch," Schwartzman said.

The FCC official, however, said the Allbritton decision had also been based on the notion that a newcomer might be able to breathe life into a struggling newspaper that might otherwise be shut down. In addition, the Allbritton decision had been based on the notion that approving the transaction would lead to the breakup of grandfathered combinations, which is also the case in the Murdoch transaction, where Metromedia's grandfathered radio-television combinations in four markets will be severed.

Geller said he didn't think Murdoch warranted the two years. "But the sky isn't falling," said Geller, as long as Murdoch is forced to divest. The fear, however, said Geller, is that Murdoch will return to the FCC and request a permanent waiver to retain the newspapers and that the FCC will grant that request. (Both Fowler and Com-

Fussin' and feudin'

On Capitol Hill last week, tempers were still hot when it came to the subject of FCC Chairman Mark Fowler. His comments concerning congressional interest in the FCC's decision to grant Rupert Murdoch's request for a temporary waiver (BROADCASTING, Nov. 18) angered House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) and others enough that the relationship between the two may have soured permanently. Fowler's actions "have not been forgotten," said one House source. "We'll be watching him like a hawk."

Wirth and other subcommittee members (Ed Markey [D-Mass.], Henry Waxman [D-Calif.], John Bryant [D-Tex.] and James Scheuer [D-N.Y.]) wrote the FCC chairman two weeks ago stating their concern about the commission's attitude toward temporary waivers. Fowler responded by calling their interest "disingenuous." He said: "Rupert Murdoch, the News America principal, is a frank, outspoken entrepreneur with a well-known personal philosophy. I suggest that if this is really what the din of congressional and so-called consumer group concern is all about, it's a vivid reaffirmation of the electronic press's need for full First Amendment protection from the government."

Fowler's remarks were viewed by one Hill observer as "intemperate and irresponsible." They resulted, said the observer, in a new contest between Wirth and Fowler. Wirth, in reaction to the statement, promised that the next time the FCC chairman comes before the subcommittee, he will be put under oath.

In the Senate, however, Fowler's remarks aroused little response. Although an aide said Senator Ernest Hollings (D-S.C.), ranking minority member on the Energy and Commerce Committee, is concerned about the FCC's decision on waivers, he had no comment on Fowler. Senator Thomas Eagleton (D-Mo.), who earlier had expressed concern about waivers, "was not pleased" with the FCC's action, said a spokesman. But Eagleton had no specific reaction.

"Fowler hasn't seen the end of this issue," said one House aide. "He's worked his way back to where he was three years ago," the aide said, referring to the strained relationship between Fowler and Congress then. Another House staffer questioned Fowler's motives and timing. "It wasn't a wise move. He calls the members' concern political. He's the one guilty of politics." And the staffer warned that Fowler is likely to become the target of the often used aphorism: "Don't get mad. Get even."

missioner James Quello have indicated their sympathy toward such waivers.)

In a statement, Fowler said it was his philosophy that it was in the public interest to grant waivers when doing so better served the goal of a rule than would strict enforcement. In the Capcities and Murdoch cases, Fowler said the goal of the rules was diversity. "In both these cases, that goal is better served by the waivers being granted," Fowler said. "Moreover, as a general matter, the purposes of diversity are not served by forcing quick sales of media properties which may well cut out all buyers except those with deep pockets and ready cash. With all the attempts the commission has made to help expand the pool of those competing for media properties, it would be unwise here to reverse course and automatically exclude new entrants, such as minorities and others, who may need time to put to-

gether financing or who can't afford to tie up funds in commitment fees contingent upon FCC approval, which may take six months or longer. And strict rules might prevent qualified buyers with other media holdings from bidding at all, out of concerns about the hardship strict divestiture may require. Such narrowing of the pool of potential licensees is antithetical to the diversity goal. That's exhorting the goal and glorifying the rule."

Wirth has gone on record as asserting that the purpose of any waiver should be to further the public interest, not to give a licensee the opportunity to get as much money as possible for a media property. "The mere claim, without more, of a 'distress sale' resulting from voluntarily entering into the acquisition of a media property should never be a sufficient basis for the commission to grant a temporary waiver of even a few months," Wirth said. "Not only should the

party requesting the waiver have the burden of demonstrating in great detail the necessity of such a waiver, with the commission subjecting such requests to exacting scrutiny, but the duration of any such waiver should be sharply limited to the minimum time necessary to assure that the public interest is protected, without regard to the time period the party desiring the waiver has requested."

With the rhetoric that hot, the debate over waivers isn't likely to cool soon. Fowler has guaranteed that the dialogue will continue at least through his next appearance before Wirth's subcommittee. Fowler accomplished that by suggesting obliquely, yet publicly, that Wirth's real concern was not waivers but Murdoch's personal philosophy (see box, page 37). It is clear that Wirth's next hearing featuring Fowler will be heavily attended. "I want to be there for that one," said MAP's Schwartzman. □

Networks regroup at midseason

Programs weak in ratings are replaced by backups; most activity at CBS and ABC

With the 1985-86 season less than two months old, all three commercial networks began rearranging their prime time lineups last week in attempts to shore up soft spots in their schedules. Most of the activity, as expected, was occurring at CBS-TV and ABC-TV, which are ranked second and third, respectively, in the national Nielsen ratings.

ABC last Wednesday (Nov. 20) added *The Colbys*, a *Dynasty* spin-off from Aaron Spelling Productions. The serial drama is airing at 10-11 p.m. NYT, but will move to its regular time of Thursdays, 9-10 p.m., NYT beginning Nov. 28. Observers see earlier time slots on Thursday, as well as most of Saturday and Friday nights, as the most likely targets of ABC revamping. The network premiered *Shadow Chasers* Thursday (Nov. 14) in a two-hour episode (8-10 p.m.). It scored a disappointing 6.9 rating and 10 share in the national Nielsen report.

Later in the week, ABC announced it is returning *The Fall Guy* from a brief hiatus to replace *Hollywood Beat* at 8-9 p.m. Saturdays, beginning Nov. 30. The latter series will continue in production and may be back later in the season.

Other backup series for ABC prime time—all previously announced—include *Mr. Sunshine* and *He's the Mayor*.

Midseason pilots ordered from Universal Television include *Roadies*, a one-hour action-adventure series about a private security firm, starring Pat Harrington, and *Pros and Cons*, featuring an all-female group of police detectives. From producer Danny Arnold (*Barney Miller*), ABC has ordered *Joe Bash*, a half-hour police comedy tentatively scheduled to debut in March. Arnold reportedly has two other series in early stages of development for the network. In development for ABC from Orion Television are five possible series: *Dog House* (with JayGee Productions), a one-hour drama about an animal hospital and obedience school; *Tiger Tales*,

a one-hour drama focusing on the Flying Tigers air freight company; *Hazard's Game*, a one-hour action-adventure; *Dr. Plastic*, a one-hour drama about a plastic surgeon, and *Daytime*, a one-hour drama about the behind-the-scenes world of soap operas. In development at Group W Productions is a sitcom tentatively titled *The Way We Were*, about the misadventures of two middle-aged women, one a former movie actress.

CBS last week announced it has canceled production of the comedy anthology series, *George Burns Comedy Week*, a Universal Television production airing Wednesday nights opposite ABC's highly rated *Dynasty*. CBS has reportedly ordered from 40 Share Productions six episodes of an untitled midseason replacement series based on a segment titled "The Couch" from *Comedy Week*. The family-oriented comedy would star Valerie Perrine, Harvey Korman and Michael J. Pollard.

CBS is adding *Mary*, a new half-hour situation comedy starring Mary Tyler Moore. The MTM Enterprises production premieres at 8 p.m. Wednesday, Dec. 11. The series, which also stars John Astin and James Farentino, concerns a divorced magazine writer who takes up an advice column. CBS has ordered an unspecified number of additional episodes of *Charlie & Company* from 20th Century Fox Television. The series, airing Thursdays at 9 p.m., stars Flip Wilson and Gladys Knight. *Mary* will be half of the network's replacement of the one-hour series, *Stir Crazy*, followed at 8:30 p.m. NYT by the previously announced midseason sitcom, *Foley Square*.

Analysts predict most of CBS's midseason changes will focus on Tuesday and Wednesday nights, along with the 8-9 p.m. NYT blocks on Friday and Saturday.

CBS has purchased an untitled one-hour drama from Lorimar Productions as a midseason entry. The family-oriented series, expected to air next spring, will focus on a group of orphans. Fred Silverman and Earl Hammer are executive producers. CBS is also developing *Crazy House*, the tentative

title of a comedy series from George Schlatter (*Laugh-In*, *Real People*). In development from Group W Productions is *The Thirteenth Ward*, a half-hour sitcom about a Chicago alderman and his friends. Universal Television is producing a midseason pilot for the network called *Fast Times at Ridgemont High*, a spin-off of the theatrical film.

Also in development is *Bishop Pawns*, a one-hour drama pilot from Spinner Productions in association with Orion Television, about a chess champion and weapons specialist who work for a secret government agency. JayGee Productions, also in association with Orion, is developing a half-hour situation comedy pilot, *Just Desserts*, about a woman and her children who suddenly become wealthy because of the mother's successful cookie business. Orion is also developing *Eat, Drink and Be Merry*, a half-hour sitcom about a food critic for a major newspaper.

As in the past, NBC has expressed a commitment to stick with some of its weaker shows this season, although some programs on Wednesday and Friday nights are expected to be shuffled soon for midseason entries. For example, the network has not announced a replacement for *Hell Town*.

In development at NBC is *Doyle*, an action-adventure pilot executive produced by Bill Cosby and Robert Culp with Columbia Pictures Television. Cosby and Culp starred in the mid-1960's in the NBC action drama *I Spy*. Doyle features Culp as the owner of a marine salvage company. Orion Television is developing *Summer Camp for Adults* for NBC, a two-hour comedy pilot.

NBC has ordered production of *The Last Precinct*, a 90-minute pilot from Stephen J. Cannell Productions for a mid-season replacement series. The action-adventure concerns "outrageous but effective police officers in a run-down, big-city precinct."

Carsey-Warner Productions is developing two new shows for NBC in association with Bill Cosby, star of its *Cosby Show* sitcom, but neither is expected to air before next September. □



America

#1 WITH WOMEN

San Francisco	Washington DC	Dallas-Ft. Worth	Minneapolis-St. Paul	Indianapolis	Hartford	New Orleans
KGO 3-4 pm	WJLA 4-5 pm	WFAA 4-5 pm	KSTP 4-5 pm	WRTV 4-5 pm	WFSB 4-5 pm	WWL 4-5 pm
#1 WOMEN 18-49	#1 WOMEN 18-49	#1 WOMEN 18-49	#1 WOMEN 18-49	#1 WOMEN 18-49	#1 WOMEN 18-49	#1 WOMEN 18-49
#1 WOMEN 25-54 And #1 in Household Rating & Share!	#1 WOMEN 25-54 And #2 in Household Rating & Share!	#1 WOMEN 25-54 Up 20% in Share of Women 18-34 vs. October '84!	#1 WOMEN 25-54 Up 13% in Share W 18-49 & 65% W 25-54 vs. October '84!	#1 WOMEN 25-54 Up 50% in Share W 18-49 & 41% W 25-54 vs. October '84!	#1 WOMEN 25-54 And #1 in Household Rating & Share!	#1 WOMEN 25-54 And #1 in Household Rating & Share!

America is discovering

America



DOMESTIC TELEVISION
AND VIDEO PROGRAMMING

POST-NEWSWEEK
STATIONS INC.

Donald Trump unveils plans for TV towers

New York complex would house production facilities and offices; NBC in position to consider new home

New York developer Donald J. Trump announced plans last week to build "Television City"—a residential, commercial and recreational complex on the outskirts of Manhattan's West Side, designed to anchor the TV and film industries in New York. The project includes plans for the world's tallest building and 3.6 million square feet of television and motion picture production studios.

As Trump, 39, sees it, with the creation of the TV and film production complex, and its studios, technical centers and offices, "New York will be catapulted into the preeminent position in the television industry for decades to come, and migration of the industry to California and other competing states will be deterred.

"The world's tallest building belongs in New York, and the center of the nation's television and film industries belongs in New York," Trump said. "Television City will achieve both these goals and more... [It] will mark the beginning of 21st century development in New York."

In a prepared statement, Trump said that negotiations are under way with "several television networks" and independent production companies about moving into Television City. (ABC and CBS now have some studio and technical facilities on the West Side near the site.)

NBC would seem the most likely candidate for a move. The network has said it will be looking for new facilities when its lease at the RCA Building at 30 Rockefeller Plaza expires in the late 1990's. The network, which has some 3,500 employees in the New York area (3,000 of whom are at 30 Rockefeller Plaza), has made a commitment to move its studio and production facilities, and possibly its office space, said Bud Rukeyser, executive vice president for corporate communications.

Olympic funding. Representative Guy Vander Jagt (R-Mich.) has introduced legislation (H.R. 3770) that would levy a 10% excise tax on the sale of rights to broadcast Olympic events in the U.S. "The tax would be contributed to a special Olympic trust fund. The amounts in this fund would be used to provide training facilities, coaches and other specialists for the summer and winter Olympic games," explained Vander Jagt. The tax would apply to the 1988 Olympics.

Vander Jagt feels a tax will allow sponsors of the Olympics to "recoup" a portion of the "windfall" created by the competition among networks for the rights to game. "This seems only fair in view of the fact that the most significant component of the competitive bidding accrues to the sponsors of the Olympic games," he said. Vander Jagt believes that the tax would not "significantly" raise the costs of acquiring rights.



Architectural model of Television City

To upgrade NBC's present facilities (originally built as radio studios) to "something approaching state-of-the-art, would be an investment of literally hundreds of millions of dollars," Rukeyser said.

NBC has decided to "explore other possibilities," Rukeyser said, adding that that means finding new space that would be built from scratch to the network's specifications. NBC, which has about a million square feet now, has been "having conversations with developers in New York City and surrounding areas," Rukeyser said. Television City is "a live possibility, as are about half a dozen other possibilities." NBC will have additional meetings with Trump and with all of the others, Rukeyser said, adding: "We're not in a position in which we're about to make a deal with anybody." Also, NBC currently "has a very long-term lease," and was not under any pressure to "make a decision at any particular time," he said.

Julie Hoover, ABC vice president, corporate projects, said that the network and The Trump Organization had "been in touch with each other," but ABC has "no plans to participate in his development. We have no current need for studios. Our current capacities

are adequate for our needs," she said, adding that the network currently has two "state-of-the-art, newly constructed studios" off West End Avenue and 66th Street, close to Trump's site.

George Schweitzer, vice president of communications, CBS/Broadcast Group, said that CBS was currently completing its "long-range plan of updating [its] facilities, having just finished a nine-story building" at its Broadcast Center. So while the network "would certainly listen to a proposal, [it] really is not in the market right now of looking for space," Schweitzer said. The network will have even more studio space available to it when Procter & Gamble moves its daytime serial drama, *As the World Turns*, out of CBS's Broadcast Center into the new Manhattan Television Center in the Pleasant Village area of East Harlem in Manhattan (BROADCASTING, Feb. 18), he said.

As Trump envisions the complex, the former Penn Central Railroad yards—100 vacant acres stretching along the Hudson river from 59th Street to 72d Street—would house 20,000 people in 8,000 units and include 5.3 million square feet of studio, office and retail space, complete with glass-enclosed atriums, cascading waterfalls and walkways connecting the different levels of the complex.

The centerpiece of the project would be a 1,670-foot, 150-story tower, the tallest building in the world, rising 216 feet higher than Chicago's Sears Tower. It would be surrounded by eight other buildings.

The architect for the project is Helmut Jahn, of the New York-based Murphy/Jahn. The groundbreaking for the project is expected in early 1987. □

■ **MCA-TV** last week announced the release of *Knight Rider* into syndication by throwing a party in New York attended by station reps, station groups and program directors from around the country. The series, which is the fourth action/adventure hour MCA-TV has released into syndication in the past 24 months, will be made available in the fall of 1986. In its sales pitch, MCA-TV unveiled a wealth of research data to indicate the series could withstand the bruises of syndication. MCA-TV said *Knight Rider* pulled in more women, 18-49, per thousand television households than *Dallas* when the two played opposite each



Surrounding Hasselhoff (center) are MCA-TV executives Shelly Schwab, senior vice president of marketing; Lou Friedland, chairman; Carl A. Russell, senior vice president and sales manager, and Don Menchel, president.

other during *Knight Rider's* 1982-83 premiere season, and also was the only series among 33 on both ABC and NBC that held up for one full season against *Dallas*. In addition, MCA-TV said that 62% of *Knight Rider's* homes on network television are composed solely of adults. In the viewers-per-thousand category (a barometer of family viewing levels), MCA-TV said the series outranks *The Cosby Show* and has been first or second in that category every season it has been on the air. Don Menchel, MCA-TV president, said that cash license fees would be negotiated on a market-by-market basis with the national rollout beginning in the next couple of weeks. ■ **Viacom Enterprises** has signed an agreement with producer Alexander Salkind for the domestic distribution of "Santa Claus—The Movie," starring Dudley Moore, John Lithgow, Donald Sutherland and David Huddleston. The film will become available in the 1990's. The film premieres in 1,600 theaters this week and is the second largest theatrical release in movie history. The agreement also includes the Canadian rights to "Supergirl," and domestic rights to *The Making of Supergirl*, *The Making of Santa Claus*, *The Making of Superman III*, plus the domestic rights to one of Orson Welles' last films, "Where is the Parsifal?" Viacom earlier signed an agreement with Salkind for the domestic rights to "Superman III" and "Supergirl." ■ **Embassy Telecommunications** says that it has now cleared *Silver Spoons* in 26 markets covering 30% of the country, for a sales total of \$70 million. There will be 116 episodes of the series available for 1987. Clearances include KTLA(TV) Los Angeles, WFLD-TV Chicago, KTVU(TV) San Francisco, WXNE-TV Boston, KTXA(TV) Dallas, KTXH(TV) Houston and WOIO(TV) Shaker Heights, Ohio (Cleveland). Embassy also said it had record sales in September and October of \$35 million and \$45 million, respectively. Embassy said the monthly records were principally attributed to the off-network syndication of *Silver Spoons* and *Facts of Life*, and the renewals for other product in the Embassy library. ■ **Excel Media** has obtained the distribution rights to *The Jarvis Collection*, five one-hour programs produced by Lucy Jarvis. The programs have won seven Emmys and two Peabodys, among other awards. The group consists of "The Louvre," hosted by Charles Boyer; "Scotland Yard," hosted by David Niven; "The Kremlin;" "The Incas Remembered," and "Forbidden City," a tour of Peking. ■ **Bingo USA**, a new first-run syndicated game strip, is being produced and syndicated by **Lee Productions**, based in Honolulu. The series, based on KGMB-TV's \$9,000 *Jackpot Bingo*, includes merchant tie-ins, viewer participation and cash giveaways. Phil Arone is producer-director, while Kirk Matthews and Karen Keawehawaii co-host. The series has been sold to KOIN-TV Portland, Ore.; KOHA(TV) Quincy-Hannibal, Mo., and WSAZ-TV Huntington, W.Va. ■ Stations cleared for **Telepictures'** \$1 Million *Dollar Chance of a Lifetime* include WOR-TV New York, KHJ-TV Los Angeles, WPLG-TV Miami and WJBK-TV Detroit. ■ Gannett Broadcasting's syndication arm, **SPR/News Source**, has cleared *D.W.I.: Deadliest Weapon in America* in 13 markets. (Sales started at the beginning of November.) The one-hour documentary is available for two runs over two years on a cash basis.

Colin Seidor produced and narrated the program, which examines drunk driving. Among clearances are KGO-TV San Francisco, WLVI-TV Boston, WTVJ(TV) Miami, WXIA-TV Atlanta and WUSA-TV Minneapolis-St. Paul. ■ **Ideamasters**, a subsidiary of Cunningham & Walsh, has cleared the *Mother/Daughter Pageant 1986* in over 100 markets covering 86% of the country. The pageant will take place on Dec. 6. Howard Nass, senior vice president, said that the two-hour program, which aired in syndication in the 1970's, has changed its format and now combines elements of a traditional beauty pageant with a game show. During a preliminary competition, contestants will be judged by a celebrity panel on poise, personality and charisma, among other categories. In addition to other beauty contest elements, contestants will only be identified by their first name, allowing viewers to match up mothers and daughters. The contest will be staged in Fort Lauderdale, Fla., and hosted by Bert Parks. Sales are on a barter basis, with stations and Ideamasters splitting ad time evenly. Clearances include WOR-TV New York, KTLA(TV) Los Angeles, WLS-TV Chicago, KTVU(TV) San Francisco and WXYZ-TV Detroit. ■ **Syndicast** says that it has cleared *The 1985 R&B Countdown*, a two-hour special featuring live and video performances of 30 of the most popular rhythm and blues hits of the year, in 40 markets covering 50% of the country. The program will be hosted by Whitney Houston and will feature performances by Freddie Jackson, Jeffrey Osborne, DeBarge, New Edition, Jesse Johnson and Luther Vandross, and videos from Diana Ross, Aretha Franklin, Philip Bailey and Phil Collins, and USA for Africa. Distribution is on a barter basis with stations and Syndicast each getting 11 minutes of advertising time. Among clearances are WCBN-TV New York, KTTV(TV) Los Angeles, WFLD-TV Chicago, KTVU(TV) San Francisco, WJBK-TV Detroit, WRC-TV Washington, KXAS-TV Dallas and WWSW(TV) Cleveland. ■ **Worldvision** has begun renewals, for six runs, of *Little House on the Prairie*, and says that it has cleared the show on 187 stations. The show was originally sold for six-run deals beginning in 1981. Specific arrangements of the all-cash deals are negotiable. Among the first stations to renew the series are KTLA(TV) Los Angeles, KPLR-TV St. Louis and KMSP-TV Minneapolis. Recent additions to the lineup include WRAL-TV Raleigh, N.C.; KIDQ(TV) Idaho Falls; WMDT(TV) Salisbury, Md.; KTVF(TV) Fairbanks, Alaska, and WSMW-TV Worcester, Mass. ■ **Orbis Communications** will offer four more *Geo...a Ticket to the World* specials in 1986 on a quarterly basis. Stations will get seven minutes and the programs' sponsor five minutes. Orbis will hold a promotional drawing for two round-trip tickets "to the world." The first special, airing from March 23-April 13, will trace the history of the music and dance of Argentina; the second, airing from June 3-June 15, will focus on Europe; the third, airing from Sept. 20 to Oct. 5, will look at the Mediterranean coast, and the fourth will air from Dec. 26-Jan. 4. Orbis has also reached an agreement with HBO for distribution of five films under the title of *HBO Premiere Movies*, which begin airing the second quarter of 1986 and will run one per quarter through the first quarter of 1987. More titles are to be added. Each film will have a 45-day window. The package will be sold on a barter basis with 10 minutes for national advertisers and 12 minutes for local. Titles include "Gulag," "Forbidden," "The Glitterdome," "Finnegan, Begin Again" and "Fortress." ■ **Tribune Entertainment** has signed rock star Kenny Loggins as host and Ken Erlich as producer of *Rockin' '85*, a two-hour, end-of-the-year-review special. Erlich has produced the Grammy Awards, as well as specials for Showtime and MTV. ■ **Blair Entertainment** says that it has now cleared the *Road to the Super Bowl '86* on 160 stations covering 90% of the country. The program features season highlights and an up-to-the-minute preview of the two teams playing in the Super Bowl. Along with the five NBC O&O's, the program has been cleared on KDFI-TV Dallas, WPXI(TV) Pittsburgh, WXIA-TV Atlanta, KING-TV Seattle and WSVN(TV) Miami. Distribution of the one-hour program is on a barter basis with stations and Blair each getting six minutes. ■ **On the Air** says that it has cleared *1985...A Year to Remember*, a two-hour entertainment special saluting the year's top music hits, movies, videos and fashions, in 82 markets covering 72% of the country. Top performers such as Madonna, Bruce Springsteen, Sting, Tina Turner, David Lee Roth and Mick Jagger will be featured. There will also be highlights of Farm Aid, Live Aid, the year's top concerts and the best in television. Terms of distribution are barter, with On the Air retaining 10 minutes and stations 14. Clearances include WOR-TV New York, KHJ-TV Los Angeles, WTAF-TV Philadelphia, WLVI-TV Boston and WXON(TV) Detroit.

Playboy tries revitalization

Shareholders hear of plans for weekend service; Rainbow may go as service's distributor

The Playboy Channel, in a bid to reverse declining subscribership and one of the industry's highest churn rates, is test marketing a new weekend mini-pay service under

the guidance of new programming executives. The plan was among topics discussed by Playboy Enterprises president and chief operating officer, Christie Hefner, at the company's annual shareholders meeting Nov. 13 in Los Angeles.

Playboy Enterprises reported a loss of \$1.95 million for the three months ended

Sept. 30, attributed primarily to the video division's operating loss of \$2.1 million for the quarter. Earnings for the same period in 1984 were \$1.27 million, including a division profit of \$900,000. The number of Playboy Cable Channel subscribers declined from 753,000 on June 30 to 719,000 at the end of September. The company reported net income of \$6.7 million for fiscal 1985, compared with \$27.3 million during 1984.

Overall responsibility for the channel is

Movies, Thursday and Saturday schedules give NBC week eight

NBC regained the lead in the November sweeps in the eighth week of the season, fueled by strong performances from its two movie nights and its best performances this season on Thursday and Saturday. According to Nielsen's National Television Index for the week of Nov. 11-17, NBC had an 18.7 average rating and a 28.4 average share, followed by CBS (17.2/26) and ABC (14.3/21). By week's end, NBC had a 17.8/27, CBS a 17/26 and ABC a 16.4/25 in Nielsen sweep ratings for Oct. 31-Nov. 17.

NBC had its best Thursday and Saturday nights of the season (24.5/37 and 19.6/32, respectively), and two of its movies appeared in the top 12 shows—the sixth-ranked *Monday Night Movie* (23.3/33), "An Early Frost," and the 12th-ranked *NBC Sunday Night Movie* (21.5), "Hostage Flight." NBC's *Miami Vice* (22.1/36), with its highest numbers since its premiere, also finished in the top 10.

Just as ABC received a boost from *North and South* in week seven, the first part of CBS's *Kane and Abel* finished eighth last week (23.2/34), boding well for that mini-series' final two nights in week nine of the season. On ABC, the two-hour premiere of *Shadow Chasers*, on Thursday, a replacement for the canceled *Fall Guy*, scored a 6.9/10, to rank 67th out of the week's 68 programs. On Wednesday, a two-hour *Dynasty*, which introduced the characters for spin-off *Dynasty II: The Colbys*, scored a 24.2/37, to rank fifth.

HUT levels for the week were up 4%, from last year's 63.3 to 65.9. Ratings were up 1%, from 49.7 to 50.2, while shares were down, from 78.2 to 75.9.

NBC had nightly wins on Monday, Thursday and Saturday, while CBS took Friday and Sunday. ABC won on Tuesday and Wednesday. NBC had six of the week's top 10, CBS three and ABC one.

■ "An Early Frost" delivered every half-hour in its 9-11 time period for NBC on Monday. From 8 to 9, CBS won with *Scarecrow and Mrs. King* (18/25) and its 9-to-10 schedule of *Kate and Allie* (20/27) and *Newhart* (20/27) placed second. From 10 to 11, the second prime time hour of *NFL Monday Night Football* (19.9/32) was second.

■ ABC won Tuesday on the strength of its regular schedule, which included the 14th-ranked *Who's the Boss*. The week's replacement for

the canceled *Hometown* on CBS, *Northbeach* and *Rawhide, Part I*, scored a (9.6/14). (Part II ran on Wednesday.) ABC also won from 9 to 10 with *Moonlighting* (17.7/26). From 10 to 11, the *CBS Tuesday Night Movie* (16.7/26) placed first. In its second performance at 10 on ABC, *Spenser: For Hire* scored a 13.8/23, falling from its premiere of 15/25 in its new time period but still better than in its earlier ratings. *Remington Steele* was second from 10 to 11 with a 15.1/25.

■ Wednesday was also an ABC win, powered by *Dynasty* from 9 to 11, and the strongest of *The Insiders*' (15.5/23) seven airings. The show placed second behind *Highway to Heaven* (19.5/29) on NBC. On CBS, *Northbeach* and *Rawhide*, part two, the week's replacement for the canceled *Stir Crazy*, did an 11.4/17.

■ Prime time schedules on Thursday were delayed 20 minutes for a presidential address. CBS managed to gain ground on NBC's two-hour comedy block (which contributed the first-, second-, fourth- and 11th-ranked shows of the week) with the second half-hour of 23d-ranked *Simon and Simon* (19/29). But *Simon and Simon*'s second half-hour ratings scored a 21.1/32, opposite NBC's *Night Court*'s 21.8/34. *Knot's Landing* on CBS (21.3/36) took the final hour on Thursday.

■ Each network won one hour on Friday, but CBS took the night on the strength of ninth-ranked *Dallas* (23.1/35) from 9 to 10. ABC won from 8 to 9 with *Webster* (16.2/27), as *Twilight Zone* (12.7/20) fell from its season-to-date average of 14.7/25 to post its lowest numbers of the season. NBC took 10 to 11 with *Miami Vice*.

■ On Saturday, NBC's win featured season highs for the 15th-ranked *Facts of Life* (20.8/33), the seventh-ranked *Golden Girls* (23.2/36) and the 20th-ranked *227* (19.7/31), in NBC's 8:30 to 10 comedy block. The *CBS Saturday Night Movie*, "Rocky III," scored a 14.5/23.

■ *Kane and Abel, Part I* delivered Sunday night for CBS, as it won every half-hour from 8 to 11. The mini-series also enjoyed help from its third-ranked lead-in, *60 Minutes* (25.3/38). An *ABC Theater* live presentation, "The Execution of Raymond Garver" posted a disappointing 10.8/16 from 9 to 11, as NBC's "Hostage Flight" came close to the second hour of *Kane*. For the night, CBS had a 23.7/35 and NBC had a 17.9/27.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.7/47	24.	Falcon Crest	CBS	18.9/31	47.	Spenser: For Hire	ABC	13.8/23
2.	Family Ties	NBC	29.5/43	25.	Gimme a Break	NBC	18.9/31	48.	Equalizer	CBS	13.5/21
3.	60 Minutes	CBS	25.3/38	26.	Growing Pains	ABC	18.6/27	49.	Misfits of Science	NBC	13.3/20
4.	Cheers	NBC	24.7/37	27.	Scarecrow & Mrs. King	CBS	18.0/25	50.	St. Elsewhere	NBC	13.2/21
5.	Dynasty	ABC	24.2/37	28.	Moonlighting	ABC	17.7/26	51.	Diff'rent Strokes	ABC	13.2/20
6.	An Early Frost	NBC	23.3/33	29.	Hunter	NBC	17.5/29	52.	Love Boat	ABC	12.9/21
7.	Golden Girls	NBC	23.2/36	30.	Hill Street Blues	NBC	16.8/29	53.	Twilight Zone	CBS	12.7/20
8.	Kane & Abel, Part 1	CBS	23.2/34	31.	Wild Horses	CBS	16.7/26	54.	Airwolf	CBS	12.4/20
9.	Dallas	CBS	23.1/35	32.	TV Bloopers & Prac. Jokes	NBC	16.7/23	55.	20/20	ABC	11.9/20
10.	Miami Vice	NBC	22.1/36	33.	Amazing Stories	NBC	16.6/24	56.	Charlie & Company	CBS	11.9/17
11.	Night Court	NBC	21.7/33	34.	Webster	ABC	16.2/27	57.	Benson	ABC	11.7/18
12.	Hostage Flight	NBC	21.5/32	35.	Alfred Hitchcock Presents	NBC	15.9/22	58.	Lady Blue	ABC	11.5/18
13.	Knots Landing	CBS	21.3/36	36.	McGyver	ABC	15.8/22	59.	North Beach & Rawhide, pt. 2	CBS	11.4/17
14.	Who's the Boss	ABC	21.2/31	37.	Mr. Belvedere	ABC	15.6/25	60.	George Burns Comedy	CBS	11.1/16
15.	Facts of Life	NBC	20.8/33	38.	Magnum, P.I.	CBS	15.5/23	61.	Execution/R. Graham	ABC	10.8/16
16.	A Team	NBC	20.1/30	39.	The Insiders	ABC	15.5/23	62.	Ripley's Believe It Or Not	ABC	10.7/16
17.	Newhart	CBS	20.0/27	40.	Knight Rider	NBC	15.4/25	63.	Silver Spoons	NBC	10.5/15
18.	Kate & Allie	CBS	20.0/27	41.	Remington Steele	NBC	15.1/25	64.	North Beach & Rawhide, pt. 1	CBS	9.6/14
19.	Football, S.F.-Denver	ABC	19.9/32	42.	Cagney & Lacey	CBS	15.1/23	65.	Punky Brewster	NBC	9.3/14
20.	227	NBC	19.7/31	43.	Hardcastle & McCormick	ABC	14.6/21	66.	Hollywood Beat	ABC	8.8/14
21.	Highway to Heaven	NBC	19.5/29	44.	Rocky III	CBS	14.5/23	67.	Shadow Chasers	ABC	6.9/10
22.	Football, Sun. 7 p.m.	NBC	19.1/31	45.	Riptide	NBC	14.3/21	68.	Our Family Honor	ABC	6.4/10
23.	Simon & Simon	CBS	19.0/29	46.	Hell Town	NBC	14.2/21				

*indicates premiere episode

now held by the Playboy Video Corp. president, Richard Sowa, formerly its executive vice president. Playboy Programs Inc. President Michael Brandman has been succeeded by a former consultant and independent producer, Edward Rissien. Brandman, now an independent producer, continues as a consultant to the pay service.

Hefner told BROADCASTING The Playboy Channel's biggest programing error under Brandman was the scheduling of "mainstream" theatrical films, which were overwhelmingly rejected by both viewers and cable operators. The movie slate was added last spring in a short-lived attempt to diversify offerings of the otherwise sexually oriented service. The new Playboy focus will be on original productions, including comedy, news and variety programing. According to Hefner, "Playboy will not return to the sex-on-demand philosophy." She said operators "need original programing at lower prices," conceding that The Playboy Channel has run into a "price sensitivity" problem in the multipay environment.

She said about 10 cable systems are testing a weekend service (Thursday night through Sunday) containing the most popular Playboy Channel programs and priced at \$4.95 per month. The Playboy Weekend marketing effort is aimed at cutting down the service's high disconnect rate. Hefner declined to speculate on whether The Playboy

Grand honors. *Harvest of Despair*, a production about the Stalinist purge of Ukranian peasants in the 1930's, produced by UFRP Production, Montreal, and an *ABC News Close-up*, "The Fire Unleashed," an examination of antinuclear protest, won two of the five grand awards presented by the International Film and TV Festival.

The festival also presented 68 gold medals to television programs, music videos and promotional spots. *Harvest* won for best entertainment special, while "Fire" was judged best news program.

The other three grand winners were: *The Joy That Kills* (Cypress Films), for best entertainment program; *Rape: An Act of Hate* (WBZ-TV Boston), for best public service program, and WFLD-TV Chicago's (Metromedia) promotional campaign, "Seven O'Clock News," prepared by Fallon, McElligott & Rice, Minneapolis, for best promotional announcement.

Channel's full-time programing might eventually be condensed into a weekend-only service, explaining: "We will need to carefully analyze market response. We will assess our options next year." Playboy Video has also been offering a pay-per-view service, Private Ticket, since last June.

Hefner said Playboy is currently negotiating with Rainbow Programing Services for amicable dissolution of the current agreement whereby Rainbow acts as distributor of the channel. "We did not get the marketing support [from Rainbow] that we sought," Hefner contended. She said Playboy hopes to improve marketing of the video division's pay offerings as it gains control over their distribution and said its original programing will be more widely available to home video, pay per view and hotel venues.

Hefner estimated The Playboy Channel had about 800,000 subscribers last January, and does not expect major losses in the video division's future in the wake of increased production and overhead cost controls.

The Playboy Channel continues to face difficulty winning operator or franchise authority support in some areas. In Raleigh, N.C., for example, the pay service is being dropped at the end of this year by Cablevision of Raleigh after the operator reported a churn rate of more than 100% in the face of this year's two major format changes. Although business reasons were cited for the phase-out, a new North Carolina obscenity law went into effect Oct. 1. It reportedly characterizes as "obscene" any touching, either clothed or unclothed, by minors or actors appearing as minors. □

Journalism

International court upholds press freedom

Inter-American Court of Human Rights finds Costa Rican law requiring license to practice journalism violates rights

Last year, the courts of Costa Rica, generally regarded as one of the more congenial countries of South America, convicted an American, Stephen Schmidt, and sentenced him to three months in jail, suspended, for the crime of practicing journalism without a license. The case sent tremors through journalists already concerned about third world countries' support of a New World Information Order, which endorses licensing of journalists. But last week, in the first international court test of such licensing, the Inter-American Court of Human Rights unanimously held that it violates the American Convention of Human Rights.

The court acted in response to a request from the government of Costa Rica for an advisory opinion on the issue. But the court used language sure to be used by press-freedom forces in an effort to turn back a rising tide of interest in the licensing of journalists beyond Costa Rica's borders. It said that "freedom of expression is a cornerstone

NewsBeat

Neighboring complaint. Producers of television special about political events in Central America filed complaint last week with FCC, alleging that KPIX-TV San Francisco has refused to sell them time to broadcast program. Neighbor to Neighbor, San Francisco-based production organization affiliated with Institute for Food and Development Policy, claimed in news conference last Wednesday (Nov. 20) that KPIX had sold time "for advocates of U.S. military intervention in Central America, while refusing to sell time for *Faces of War*, which opposes U.S. intervention in region. Channel 44 [KPIX] regularly sells time to televangelists Jerry Falwell and Jimmy Swaggart. Both frequently preach in favor of a U.S. military solution to problems in Central America." In announcing action, Neighbor to Neighbor Executive Director Nick Allen repeated organization's offer to pay full price for half-hour to broadcast *Faces of War* on KPIX. □

Lending support. Seventy members of House of Representatives have added their voices to those urging South African government to lift its restrictions on media coverage of country's racial discord. Restrictions, they said, are "an affront to western notions of democracy and freedom." Representative Mel Levine (D-Calif.) wrote letter to South African President Pieter Botha and circulated it among his colleagues for their signatures. Letter asks Botha to rescind news media restrictions and to end attacks on press. Letter complained that newspaper reporters are required to have police escorts to enter South African areas under emergency decree and that television crews, radio correspondents and still photographers are barred from covering unrest in those areas. Media are not causing South Africa's problems, letter said, adding, "Blaming the media for causing unrest is not the answer, nor is preventing them from reporting the facts." □

First headquarters. First Amendment Congress, coalition of news organizations devoted to broadening public support for First Amendment, will open headquarters in early 1986 at campus of University of Colorado in Boulder. Jean Otto, editorial page editor of *Rocky Mountain News* in Denver and former president of congress's board of directors, will oversee opening of headquarters.

When we say America We mean America

These are just some of the quality pictures

REBECCA—LAURENCE OLIVIER, JOAN FONTAINE ★ THE SPIRAL STAIRCASE—YUL BRYNNER ★ CAROUSEL—GORDON MACRAE, SHIRLEY JONES ★ DAY OF THE TERRACE—PAUL NEWMAN, JOANNE WOODWARD ★ I WAKE UP SCREAMING—FONDA ★ BYE BYE BIRDIE—JANET LEIGH, DICK VAN DYKE ★ FUNNY ON THE WATERFRONT—MARLON BRANDO, EVA MARIE SAINT ★ SUMMERTIME—BALL OF FIRE—GARY COOPER, BARBARA STANWYCK ★ THE BEST OF TIMES—LAURENCE OLIVIER, MERLE OBERON, DAVID NIVEN ★ BACK TO BACK—HEPBURN, CARY GRANT ★ CITIZEN KANE—ORSON WELLES, JOSEPH COTLER ★ JOAN FONTAINE ★ NOTORIOUS—CARY GRANT, INGRID BERGMAN ★ SPELLBOUND—JONES, GREGORY PECK ★ RUBY GENTRY—JENNIFER JONES, CHARLTON HESTON ★ OF ST. LOUIS—JAMES STEWART ★ FIVE FINGERS—JAMES MASON ★ THE HEAVENLY CREW—GEORGE SANDERS ★ NO HIGHWAY IN THE SKY—JAMES STEWART, MARILYN MONROE ★ BERNADETTE—JENNIFER JONES ★ THE THREE MUSKETEERS—DON AMES ★ ANIMAL CRACKERS—THE MARX BROS. ★ SCARFACE—PAUL MUNI, GEORGE STANWYCK ★ DETECTIVE—ALEC GUINNESS ★ LOST HORIZON—RONALD REAGAN ★ MAN—ORSON WELLES ★ THESE THREE—JOEL McCREA, MERLE OBERON ★ SNATCHER—BORIS KARLOFF, BELA LUGOSI ★ FIVE CAME BACK—LUCILLE BALL ★ DIN—CARY GRANT, DOUGLAS FAIRBANKS, JR. ★ KING KONG—FAY WRAY, BOB HOPE ★ THE LOST PATROL—VICTOR McLAGLEN, BORIS KARLOFF ★ STAGE DOOR—GARY PECK, CHARLES LAUGHTON ★ INTERMEZZO—LESLIE HOWARD, INGRID BORGIN ★ ALLAH—MARLENE DIETRICH, CHARLES BOYER ★ SINCE YOU WENT AWAY—ROGERS, SHIRLEY TEMPLE ★ PORTRAIT OF JENNIE—JENNIFER JONES, JAMES STEWART ★ LITTLE LORD FAUNTLEROY—MICKEY ROONEY, FREDDIE BARRYMORE ★ THE WILD HEART—JENNIFER JONES ★ BILL OF DIVORCE—JONES ★ AMERICAN WIFE—JENNIFER JONES, MONTGOMERY CLIFT ★ NEVER TO RETURN—HANGING TREE—GARY COOPER, GEORGE C. SCOTT ★ RIO BRAVO—JOHN WEAVER ★ AFRAID OF VIRGINIA WOOLF?—ELIZABETH TAYLOR, RICHARD BURTON ★ MCCABE AND MRS. MILLER—WARREN BEATTY, JULIE CHRISTIE ★ SCARED TO DEATH—REDGRAVE ★ THERE WAS A CROOKED MAN—KIRK DOUGLAS, HENRY FONDA ★ THE GROOM—BING CROSBY, JANE WYMAN ★ FOREVER FEMALE—GINGER TRACY ★ TURNING POINT—WILLIAM HOLDEN, ALEXIS SMITH ★ CAN CAN—FRANK SINATRA ★ JONES ★ DREAMBOAT—GINGER ROGERS, CLIFTON WEBB ★ ESCAPE—REAGAN ★ MEN AND A PRAYER—LORETTA YOUNG ★ HOLLYWOOD CAVALCADE—ALICE BRIDGES ★ HIGHEST MOUNTAIN—SUSAN HAYWARD, WILLIAM LUNDIGAN ★ INN OF THE SEVEN VILLAGES—COLMAN ★ MAGNIFICENT DOPE—HENRY FONDA ★ MARGIE—JEANNE CROOK ★ VACATION—JAMES STEWART, MAUREEN O'HARA ★ MR. SCOUTMASTER

can Movie Classics...

n Movie Classics.

ve've played in 1985 or will play in 1986:

DOROTHY MCGUIRE, RHONDA FLEMING ★ ANASTASIA—INGRID BERGMAN,
E EARTH STOOD STILL—MICHAEL RENNIE, PATRICIA NEAL ★ FROM THE
ETTY GRABLE, VICTOR MATURE ★ JESSE JAMES—TYRONE POWER, HENRY
ADY—BARBRA STREISAND, JAMES CAAN, OMAR SHARIFF ★ ON THE
HARINE HEPBURN ★ OKLAHOMA!—GORDON MacRAE, SHIRLEY JONES ★
ARS OF OUR LIVES—FREDRIC MARCH, MYRNA LOY ★ WUTHERING
AAN—JOHN WAYNE, ANTHONY QUINN ★ BRINGING UP BABY—KATHARINE
★ CORNERED—DICK POWELL ★ HITCHCOCK'S SUSPICION—CARY GRANT,
UND—INGRID BERGMAN, GREGORY PECK ★ DUEL IN THE SUN—JENNIFER
TON ★ THE MUSIC MAN—ROBERT PRESTON, SHIRLEY JONES ★ THE SPIRIT
LER—PAUL NEWMAN, JACKIE GLEASON ★ THE LODGER—MERLE OBERON,
E DIETRICH ★ RAWHIDE—TYRONE POWER, SUSAN HAYWARD ★ SONG OF
E, RITZ BROS. ★ YOUNG LIONS—MARLON BRANDO, MONTGOMERY CLIFT ★
E RAFT, BORIS KARLOFF ★ BITTER TEA OF GENERAL YEN—BARBARA
MAN, JANE WYATT ★ THE LADY KILLERS—PETER SELLERS ★ THE THIRD
★ ALICE ADAMS—KATHARINE HEPBURN, FRED MacMURRAY ★ BODY
ALL ★ FLYING DOWN TO RIO—FRED ASTAIRE, GINGER ROGERS ★ GUNGA
E CABOT ★ LAST DAYS OF POMPEII—PRESTON FOSTER, BASIL RATHBONE ★
KATHARINE HEPBURN, GINGER ROGERS ★ THE PARADINE CASE—GREGORY
MAN ★ ADVENTURES OF TOM SAWYER—WALTER BRENNAN ★ GARDEN OF
CLAUDETTE COLBERT, JOSEPH COTTEN ★ I'LL BE SEEING YOU—GINGER
IEL BARRYMORE ★ MADE FOR EACH OTHER—CAROLE LOMBARD, JAMES
RTHOLOMEW ★ THE FARMER'S DAUGHTER—LORETTA YOUNG, ETHEL
NT—JOHN BARRYMORE, KATHARINE HEPBURN ★ INDISCRETION OF AN
E—MAUREEN O'HARA ★ TOPAZE—JOHN BARRYMORE, MYRNA LOY ★ THE
YNE, DEAN MARTIN ★ RACHEL, RACHEL—JOANNE WOODWARD ★ WHO'S
E LONELINESS OF THE LONG DISTANCE RUNNER—MICHAEL REDGRAVE ★
V—GENE HACKMAN, AL PACINO ★ CAMELOT—RICHARD HARRIS, VANESSA
THE BAD NEWS BEARS—WALTER MATTHAU, TATUM O'NEAL ★ HERE COMES
D GERS, WILLIAM HOLDEN ★ HAROLD AND MAUDE—RUTH GORDON ★ THE
ITRA, SHIRLEY MacLAINE ★ CLUNY BROWN—CHARLES BOYER, JENNIFER
RISON ★ FARMERTAKES A WIFE—HENRY FONDA, JANET GAYNOR ★ FOUR
YE, DON AMECHE ★ HOLY MATRIMONY—MONTY WOOLLEY ★ I'D CLIMB THE
SIXTH HAPPINESS—INGRID BERGMAN ★ LATE GEORGE APLEY—RONALD
I ★ MEANEST MAN IN THE WORLD—JACK BENNY ★ MR. HOBBS TAKES A
LIFTON WEBB ★ MY COUSIN RACHEL—OLIVIA DE HAVILLAND, RICHARD

(over...)

ictures, Universal, Samuel Goldwyn, David O. Selznick and Columbia.

American Movie Classics continued...

BURTON ★ NIGHT AND THE CITY—RICHARD WIDMARK, GENE TIERNE
MILLION—SONJA HENIE ★ PEOPLE WILL TALK—CARY GRANT ★ PRIS
JAMES—HENRY FONDA, GENETIERNEY ★ SEVENTHIEVES—EDWARD G. R
SWEET ROSIE O'GRADY—BETTY GRABLE, ROBERT YOUNG ★ TAMPICO—
ROBARDS, JR. ★ THIEVES HIGHWAY—RICHARD CONTE ★ THE THREE FACES
SONG—JAMES CAAN, BILLY DEE WILLIAMS ★ BRIDGE ON THE R
MADNESS—WALTER HUSTON, PAT O'BRIEN ★ FROM HERE TO ETERNITY—
DONNA REED ★ THE FRONT—WOODY ALLEN, ZERO MOSTEL ★ OLIVER—
CAN'T TAKE IT WITH YOU—JEAN ARTHUR, LIONEL BARRYMORE ★ GREEK
TREVOR HOWARD ★ I WAS MONTY'S DOUBLE—JOHN MILLS ★ LEAGUE OF
MASON, CLAIRE BLOOM ★ THE NIGHT MY NUMBER CAME UP—MICHAEL
WINNER—VALERIE HOBSON, JOHN MILLS ★ SO LONG AT THE FAIR—JEAN
MILLS, HALEY MILLS ★ THE WOMEN IN QUESTION—DIRK BOGARDE ★ I
HOBSON'S CHOICE—CHARLES LAUGHTON ★ DOCTOR AT SEA—BRIGETT
KERR ★ SOUTH PACIFIC—ROSSANO BRAZZI, MITZI GAYNOR ★ STELLA DA
KAYE, VIRGINIA MAYO ★ A SONG IS BORN—DANNY KAYE, VIRGINIA MA
WIFE—CARY GRANT, LORETTA YOUNG ★ HANS CHRISTIAN ANDERSON—D
& THE LADY—GARY COOPER, MERLE OBERON ★ DODSWORTH—WALTER
BAKER ★ ABE LINCOLN IN ILLINOIS—RAYMOND MASSEY ★ ADVENTURE
MATURE, JEAN SIMMONS ★ ALLEGHENY UPRISING—JOHN WAYNE, CL
OAKLEY—BARBARA STANWYCK ★ BACHELOR AND THE BOBBY SOXER—
NIVEN ★ BADMAN'S TERRITORY—RANDOLPH SCOTT ★ BERLIN EXPLO
STEAL—ROBERT MITCHUM, WILLIAM BENDIX ★ BLACKBEARD, THE PIRATE
MITCHUM ★ CAREFREE—FRED ASTAIRE, GINGER ROGERS ★ CHRISTOPHER
TREVOR ★ CROSSFIRE—ROBERT YOUNG, ROBERT MITCHUM ★ DEADLINE
SINATRA, JANE RUSSELL, GROUCHO MARX ★ ENCHANTED COTTAGE—ROBERT
GRANT ★ EX-MRS. BRADFORD—WILLIAM POWELL, JEAN ARTHUR ★ EX-
TOM CONWAY ★ FALLEN SPARROW—JOHN GARFIELD, MAUREEN O'HARA
ASTAIRE, GINGER ROGERS ★ FORT APACHE—JOHN WAYNE, HENRY FONDA
ROGERS ★ GREAT MAN VOTES—JOHN BARRYMORE ★ HOLIDAY AFFAIR—
LAUGHTON, MAUREEN O'HARA ★ THE INFORMER—VICTOR McLAGLEN ★ ILL
DUNNE, BARBARA BEL GEDDES ★ IRENE—RAY MILLAND ★ ISLE OF THE
FEAR—ORSON WELLES ★ JUDGE STEPS OUT—ANN SOTHERN ★ KITTY FORT
LOCKET—ROBERT MITCHUM ★ LUCKY PARTNERS—GINGER ROGERS, FRED
MANTON—BARBARA STANWYCK, HENRY FONDA ★ MAGNIFICENT AMBER
MOORE ★ MR. & MRS. SMITH—CAROLE LOMBARD, ROBERT MONTGOMERY
MR. LUCKY—CARY GRANT ★ MURDER MY SWEET—DICK POWELL ★ MY
NONE BUT THE LONELY HEART—CARY GRANT ★ ONCE UPON A HONEYMOON
KIRK DOUGLAS ★ QUALITY STREET—KATHARINE HEPBURN ★ RACHEL
ROOM SERVICE—THE MARX BROS. ★ SET-UP—ROBERT RYAN ★ SHA
RIBBON—JOHN WAYNE ★ SINBAD THE SAILOR—DOUGLAS FAIRBANKS
WEST—DICK POWELL ★ STORY OF VERNON AND IRENE CASTLE—FRED

Sooner or later, just about every memorable Hollywood film, from the past 50 years, v

NORTH TO ALASKA—JOHN WAYNE, STEWART GRANGER ★ ONE IN A
 ER OF SHARK ISLAND—WARNER BAXTER ★ THE RETURN OF FRANK
 ISON, ROD STEIGER ★ SLAVE SHIP—WARNER BAXTER, WALLACE BEERY ★
 VARD G. ROBINSON ★ TENDER IS THE NIGHT—JENNIFER JONES, JASON
 EVE—JOANNE WOODWARD ★ LIFE OF REILLY—WILLIAM BENDIX ★ BRIAN'S
 K WAI—WILLIAM HOLDEN, ALEC GUINNESS ★ CAPRA'S AMERICAN
 ANK SINATRA, BURT LANCASTER, MONTGOMERY CLIFT, DEBORAH KERR,
 ER REED ★ PLATINUM BLONDE—JEAN HARLOW, LORETTA YOUNG ★ YOU
 R DANGER—ALASTAIR SIM ★ I SEE A DARK STRANGER—DEBORAH KERR,
 TLEMEN—JACK HAWKINS, NIGEL PATRICK ★ THE MAN BETWEEN—JAMES
 EDGRAVE ★ THE OCTOBER MAN—JOHN MILLS ★ THE ROCKING HORSE
 IMONS ★ THE STRANGER'S HAND—TREVOR HOWARD ★ TIGER BAY—JOHN
 ENDER HILL MOB—ALEC GUINNESS ★ ODD MAN OUT—JAMES MASON ★
 ARDOT ★ HAMLET—LAURENCE OLIVIER ★ BLACK NARCISSUS—DEBORAH
 S—BARBARA STANWYCK ★ THE SECRET LIFE OF WALTER MITTY—DANNY
 ★ THE ADVENTURES OF MARCO POLO—GARY COOPER ★ THE BISHOP'S
 Y KAYE, FARLEY GRANGER ★ THE LITTLE FOXES—BETTE DAVIS ★ COWBOY
 JSTON, DAVID NIVEN ★ KAZAN'S BABY DOLL—KARL MALDEN, CARROLL
 I BALTIMORE—SHIRLEY TEMPLE ★ AFFAIR WITH A STRANGER—VICTOR
 TREVOR ★ ANGEL FACE—ROBERT MITCHUM, JEAN SIMMONS ★ ANNIE
 Y GRANT, MYRNA LOY ★ BACHELOR MOTHER—GINGER ROGERS, DAVID
 —MERLE OBERON, ROBERT RYAN ★ BIG SKY—KIRK DOUGLAS ★ BIG
 —MAUREEN O'HARA, WILLIAM BENDIX ★ BLOOD ON THE MOON—ROBERT
 R STRONG—KATHARINE HEPBURN ★ CRACK-UP—PAT O'BRIEN, CLAIRE
 T DAWN—SUSAN HAYWARD, PAUL LUKAS ★ DOUBLE DYNAMITE—FRANK
 T YOUNG, DOROTHY McGUIRE ★ EVERY GIRL SHOULD BE MARRIED—CARY
 MENT PERILOUS—HEDY LAMARR ★ FALCON SERIES—GEORGE SANDERS,
 ★ FLYING LEATHERNECKS—JOHN WAYNE ★ FOLLOW THE FLEET—FRED
 THE FUGITIVE—HENRY FONDA ★ GAY DIVORCEE—FRED ASTAIRE, GINGER
 BERT MITCHUM, JANET LEIGH ★ HUNCHBACK OF NOTRE DAME—CHARLES
 ME ONLY—CAROLE LOMBARD, CARY GRANT ★ I REMEMBER MAMA—IRENE
 D—BORIS KARLOFF ★ JOHNNY ANGEL—GEORGE RAFT ★ JOURNEY INTO
 —GINGER ROGERS ★ THE LITTLE MINISTER—KATHARINE HEPBURN ★ THE
 LD COLMAN ★ MACAO—ROBERT MITCHUM, JANE RUSSELL ★ MAD MISS
 S—JOSEPH COTTEN ★ MIGHTY JOE YOUNG—ROBERT ARMSTRONG, TERRY
 MR. BLANDINGS BUILDS HIS DREAM HOUSE—CARY GRANT, MYRNA LOY ★
 RITE WIFE—CARY GRANT, IRENE DUNNE ★ NOCTURNE—GEORGE RAFT ★
 —CARY GRANT, GINGER ROGERS ★ OUT OF THE PAST—ROBERT MITCHUM,
 HE STRANGER—WILLIAM HOLDEN, ROBERT MITCHUM, LORETTA YOUNG ★
 VE DANCE—FRED ASTAIRE, GINGER ROGERS ★ SHE WORE A YELLOW
 , MAUREEN O'HARA ★ SISTER KENNY—ROSALIND RUSSELL ★ STATION
 IRE, GINGER ROGERS ★ SWING TIME—FRED ASTAIRE, GINGER ROGERS ★

to be continued...

appear on American Movie Classics.



upon which the very existence of a democratic society rests." And the court said it does not believe compulsory licensing of journalists is compatible with such freedom.

Leonard Marks, the Washington communications attorney and official of the World Press Freedom Committee, argued the case for the Inter-American Press Association, in San Jose. And last week he hailed the opinion as one of major importance for press freedom. "It affects every country that subscribes to the Universal Declaration of Human Rights," he said. That declaration, signed in 1948, the American Convention, the European Convention for the Protection of Human Rights and Fundamental Freedoms, the International Covenant on Civil and Political Rights, and the Helsinki Accords—documents that in sum have been signed by many of the world's countries—all have similar language asserting that freedom of thought and expression is fundamental. As stated in the American Convention, the right "includes freedom to seek, receive, and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing, in print, in the form of art, or through any medium of one's choice."

The Inter-American court maintained that the language—in Article 13 of the Convention—"establishes that those to whom the Convention applies not only have the right and freedom to express their own thoughts but also the right and freedom to seek, receive and impart information of all kinds," and added, "Hence, when an individual's freedom of expression is unlawfully restricted, it is not only the right of that individual that is being violated, but also the right of all others to 'receive' information and ideas."

Armed with the opinion, Marks said the IAFPA will seek to persuade governments of 10 other countries in Latin America—the Dominican Republic, Haiti, Ecuador, Panama, Brazil, Bolivia, Honduras, Guatemala, Peru and Venezuela—to repeal laws providing for restrictions on journalists. He also expressed the view the opinion "will have a bearing in Africa and Asia," where governments have demonstrated support for the New World Information Order. "We're on a campaign." None of those activities will help Schmidt. He had been working on the *Tico Times*, an English-language newspaper in San Jose, when he was arrested and charged with working illegally as a journalist without a license. He had not had been a member of the journalists *colegio*, or trade association, as required by the licensing law, and he was convicted. But his three-month jail sentence was suspended on condition he not practice journalism, and he was placed on probation. He took his case to the Inter-American Commission on Human Rights, primarily a regulatory agency, and lost. The commission said the licensing law did not violate the Inter-American Convention on Human Rights. Finally, he left the country and is now working in New York.

But if Schmidt was gone, the issue wasn't. The IAFPA, which lacks standing to appeal to the Inter-American court, petitioned the government of Costa Rica to seek an advisory opinion on the issue. It did, but its officials defended the principle of licensing of journalists. The government and oth-

ers, including the association of journalists in the country, maintain that such licensing—like that of other professions—is designed to assure the ethical and responsible behavior of the practitioners and thus benefits the public.

Costa Rica's law permits only those who are members of The Journalists' Association of Costa Rica to work as journalists. And membership is restricted to those who hold a degree in journalism "from the University of Costa Rica or from comparable universities or institutions abroad, admitted to membership in the Association in accordance with laws and treaties." Columnists and commentators may work without being members of an association. But the law says "they shall not be permitted to work as specialized or nonspecialized reporters."

The court was faced with two questions. One was whether compulsory licensing of journalists generally violates the Inter-American convention. The other was whether Costa Rica's law on the subject violates the convention. To both, the court answered

in the affirmative, unanimously. The rationale in both answers was the same—some individuals are denied the full use of the mass media "as a means of expressing themselves or imparting information." The court also said a law licensing journalists "which does not allow those who are not members of the 'colegio' to practice journalism and limits access to the 'colegio' to university graduates who have specialized in certain fields" violates, as well, the right of the public "to receive information without any interference."

Marks is hopeful the opinion will lead to increased protection for journalistic freedom in countries throughout the world, but the initial test of the opinion's impact will come in Costa Rica. For although the court's opinion is only advisory, the Costa Rican government has accepted the jurisdiction in the matter. On the question of whether the government will, as a result of the court's opinion, treat its law licensing journalists as a dead letter, Marks said the IAFPA believes it will. □

A news exchange between peers

In the names of the nation's leading journalists, those of Walter Cronkite and James (Scotty) Reston are among the most prominent. Over the decades, Cronkite, who for almost 19 years was the anchor of the CBS Evening News, and Reston, a one-time sports reporter for the Springfield (Ohio) Daily News who went on to become an editor and columnist for The New York Times, have set the standards for those in television and print journalism. The other day, they sat down before television cameras, talked about their careers and made some judgments on journalism. It was part of a Times project of putting together a history of the newspaper. A portion of it ran on the CBS Morning News, on Nov. 17. An edited version of the exchange follows, with Reston's remarks printed in bold:

Isn't the picture of television taking the mind of America away from the word?

Of course.

Are they not satisfied with what you do on television news?

I think they are satisfied, and I think that's the problem. I don't think there's any call out there for more, or for a more serious approach to the news. I think there has been a trivialization on the evening news broadcasts. There are too many feature stories, to my mind. They've got only 24 minutes. You ought to be trying to get nearly everything that people have to know, at least as a guide to their day, in that period of time.

I'm overstating it, but I have to tell you, quite frankly, that the influence of television on politics has really shaken my faith in democracy. And what I mean by that is that if you, as you say, merely do the headline news—the fire in the night, the consequences of conflict and not the causes of conflict—I don't think there's any doubt that the people are listening to the television and to the consequences and not to the causes; and, therefore, the politician has caught on to that and is paying—I think—very little attention to print press at the present time.

Well, that's exactly my concern. I don't think television is reporting the causes a great deal of the time. We, in television, are frequently far behind the issue. Only when the consequences are there to report do we focus on the story at all.

And yet, Walter, when you do the great takeouts, when television really decides to look seriously at a great social or political problem, the wallop of television is terrific, but it's not popular with the people who run the television networks, is it?

No, because, comparatively, it's not popular with the people.

Well, that's my point.

I mean, it reaches millions of people; a documentary may reach six, seven, eight, nine, 10 million people, but those aren't the numbers that satisfy the management of commercial television networks and stations.

Sure.

They want numbers in the 20 millions and the 30 millions, which the entertainment programs achieve. And I can understand that. It's a commercial venture. I think, as a matter of fact, we're lucky that we've had, up to this point at any rate, publicly responsible people in charge of our networks. It could have been, over these years, far, far worse. It has been, as a matter of fact, far, far better than we really have almost any right to expect.

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Fifth Estate Quarterly Earnings

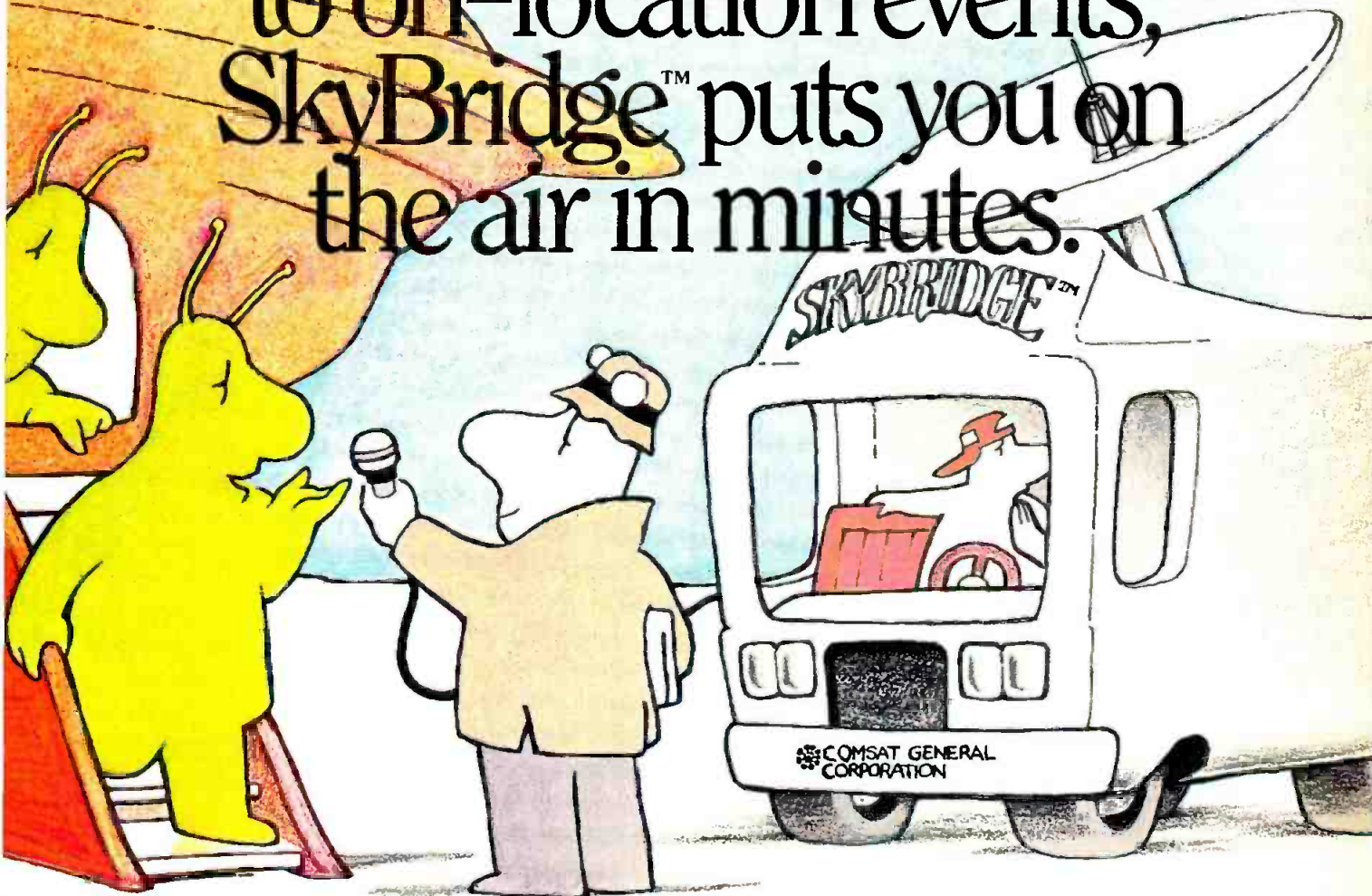
■ For details of CBS results, see (BROADCASTING, Nov. 18). ■ Effective July 1, **Chyron Corp.** adopted new ruling by Financial Accounting Standards board allowing it to capitalize certain software development costs. Company said move "had the effect of increasing net income by \$120,000, or 12 cents per share." Chyron Chairman Alfred O.P. Leubert said: "Suppliers to the broadcast and broadcast-related industries have been experiencing a weak order booking rate for the past five months." He added that deliveries of Chyron products should lead to improved sales in later quarters. ■ **Comcast Corp.** said accounting charge resulting from its unsuccessful bid to acquire Storer Communications was \$5 million in third quarter, decreasing net earnings by \$2.5 million, or 12 cents per share, and "cash generated from operations" by same amount, to \$5.5 million, down 27%. Shares outstanding of Bala-Cynwyd, Pa.-based multiple system operator increased from 19 million to 20.5 million, due to bond conversion. ■ **Compact Video** had net loss of \$1.1 million in previous first quarter. ■ **Financial News Network** had net losses of \$2.4 million in previous fourth quarter and \$7.1 million in previous year. Business and sports news cable service attributed improved results to advertising revenue from expanded 24-hour format and "implementation of a fee to cable systems carrying FNN." Additionally, costs were reduced by 34% and 18% in just-completed fourth quarter and fiscal 1985, respectively. ■ **Fries Entertainment** attributed improved results "primarily... to the delivery of *Tough Love*," made-for-TV movie. ■ **Josephson** had net income of \$391,000 in first quarter of previous year. Included in results of just-completed quarter was pre-tax profit of \$14.3 million from sale of WNIC-AM-FM Dearborn (Detroit), Mich. Also included was "extraordinary tax credit from fiscal 1985's carryforward of approximately \$4.5 million." Excluding sale of stations, pre-tax profit for first quarter was \$1.6 million, compared to \$1.7 million in prior first quarter. ■ Income from operations for **King World Productions** jumped 137% to \$10.1 million for fourth quarter, and 195% for full year to \$20 million. ■ **MCA** operating income for third quarter soared 183% to \$101.6 million. Revenue from television operations was up 78% to \$156.5 million, while revenue for whole filmed entertainment division jumped 67% to \$381.2 million. Operating income for division tripled to \$85.7 million. MCA's net income nearly doubled despite effective tax rate of 31%, compared to 5% in previous year's third quarter. ■ **MGM/UA Entertainment Co.** had net income in fourth quarter and full year of fiscal 1984 of \$2.1 million and \$34.7 million, respectively. Just completed fiscal results incorporate \$32.5-million charge against earnings due to settlement of dispute with Rainbow Programming Services—remaining \$17.5 million of \$50 million paid to Rainbow will come from Turner Broadcasting System. Not counting charge, pre-tax losses would have been \$13 million in fourth quarter and \$106.4 million for year. Revenue from television programs were \$100.2 million for fiscal year, up 50%, and \$34.3 million in fourth quarter. ■ **Metromedia Broadcasting Corp.** has no publicly-traded stock outstanding. In previous third quarter, it registered net loss of \$17.7 million. Company had operating income (after depreciation and amortization but before interest expense) in most recent quarter of \$20.1 million, up 26%. For nine months ending Sept. 29, revenue of KTTV-TV Los Angeles was \$61 million, up 14.7%; revenue for WNEW-TV New York was \$66.4 million, up 12%; revenue for WTTG-TV Washington was \$32.4 million, up 21%, while KRLD-TV Dallas had nine-month revenue of \$5 million, up 230%. No figures were supplied for WCVB-TV Boston, WFLD-TV Chicago or KRIV-TV Houston. ■ **Movie-lab** had net income of \$108,000 in previous second quarter. ■ **Oak Industries** had net loss of \$7.4 million in previous second quarter. ■ One-time charge against earnings of \$2.2 million, pre-tax, was made

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Ally & Gargano	Year	\$183,282	19	\$2,318	172	\$1.04
CBS	Third	\$1,117,100	4	(\$114,100)	NM	(\$4.55)
Chyron	First	\$7,968	49	\$474	-49	\$0.47
Comcast	Third	\$29,983	14	\$1,093	-65	\$0.05
Compact Video	First	\$8,350	-11	(\$348)	NM	(\$0.08)
FNN	Fourth	\$3,008	58	\$123	NM	\$0.01
	Year	\$10,570	55	(\$849)	NM	(\$0.09)
Fries Entertainment	First	\$4,570	86	\$205	95	\$0.06
Gencorp	Third	\$752,317	3	\$33,718	126	\$1.53
Jones Intercable	Year	\$13,393	20	\$2,232	-16	\$0.24
Josephson	First	\$62,000	20	\$15,750	NM	\$3.28
King World	Fourth	\$37,821	121	\$5,247	156	\$0.52
	Year	\$81,280	180	\$9,842	192	\$1.02
MCA	Third	\$626,708	52	\$67,546	91	\$0.91
MGM/UA	Fourth	\$177,215	28	(\$49,519)	NM	(\$1.00)
	Year	\$655,170	-7	(\$115,759)	NM	(\$2.33)
Metromedia	Third	\$102,370	15	(\$28,893)	NM	NM
Movielab	Second	\$1,124	3	(\$755)	NM	(\$0.49)
Oak Industries	Second	\$72,833	-22	(\$3,545)	NM	(\$0.22)
Regency Electronics	Year	\$114,396	5	\$4,309	113	\$0.40
SSS	Third	\$7,900	23	\$100	-92	\$0.02
Satori Entertainment	First	\$811	19	\$49	NM	\$0.02
SFN Companies	Third	\$212,446	12	\$73,821	162	NM
Storer	Third	\$142,881	7	\$5,568	NM	\$0.29
Tele-Communications	Third	\$146,313	29	\$619	-88	\$0.01
Tektronix	First	\$392,484	-1	\$3,474	-79	\$0.17
Telepictures	Third	\$37,877	40	\$3,908	25	\$0.27
Texscan	Year	\$75,594	-11	(\$50,906)	NM	(\$7.43)
United Television	Third	\$18,987	3	\$1,883	9	\$0.17

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

by **Satellite Syndicated Systems** following settlement of two lawsuits. Company said cable service, Satellite Program Network, accounted for one-third of \$22.8 million revenue during first nine months. ■ **Satori Entertainment** had net loss of \$28,008 in previous year's first quarter. Company attributed improved revenue, "primarily to increased broadcast syndication sales." ■ **SFN Companies** had 12% increase in operating income, to \$70.8 million. Company has no publicly-traded shares outstanding. In most recent quarter, SFN reported \$69-million, pre-tax gain on sale of WFTV-TV Orlando, Fla., and The New York Law Publishing Co. ■ **Storer Communications** reported net loss of \$7.4 million in previous third quarter. Operating income for just completed quarter was up 67%, to \$23.3 million. Cable division revenue increased 6%, to \$96.8 million, with operating income for division \$36.9 million, up 14%. Television division revenue increased 9%, to \$47.1 million, with operating income up 24%, to \$14.9 million, and cash flow margin was up from 28.5% to 32.4%. Conversion of debentures reduced interest expense by 27%. Company had \$4-million charge in quarter related to recent "merger, proxy and recapitalization activities." Storer shareholders met late last week (see "Top of the Week") to vote on the proposed merger with Kohlberg Kravis Roberts & Co. Shareholders who were of record Oct. 4 were eligible to vote. As of record date, there were 18,954,775 shares outstanding. ■ **Telepictures** said increased revenue was "primarily attributable to the licensing of telecast and merchandising rights" to *ThunderCats* and *SilverHawks* animated series, and to increased product sales in international markets. Shares outstanding increased from 13.7 million in previous third quarter to current 18.7 million, due to debenture conversion and private placement. ■ Operating cash flow for **Tele-Communications Inc.** jumped 25%, to \$60.2 million, for third quarter ending Sept. 30. ■ **Texscan** had net income of \$4.8 million in previous year. ■ **United TV** attributed improvement in net earnings to company's equity position in Warner Communications, which itself reported 40% jump in net earnings previous week. Operating income for United declined 9% in third quarter, to \$3.7 million.

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	Closing Wed Nov 20	Closing Wed Nov 13	Net Change	Percent Change	P/E Ratio	Capital- ization (000,000)
BROADCASTING						
N ABC	119 5/8	119 1/8	1/2	41	18	3,427
N Capital Cities	213 3/4	213	3/4	35	19	2,776
N CBS	115 3/8	120	- 4 5/8	- 3.85	20	2,700
O Clear Channel	17 3/4	18	- 1/4	- 1.38	26	52
O Gulf Broadcasting	13/16	13/16				579
O Jacor Commun.	3 3/8	3 5/16	1/16	1.88		19
O LIN	37 1/8	35 1/2	1 5/8	4.57	25	979
O Mairite	12	11 7/8	1/8	1.05	14	100
O Mairite 'A'	10 3/4	10 1/2	1/4	2.38	13	45
O Orion Broadcast	1/32	1/32				2
O Price Commun.	8	8 5/8	- 5/8	- 7.24		47
O Scripps Howard	43 3/4	44 1/4	- 1/2	- 1.12	26	452
N Storer	93	91 5/8	1 3/8	1.50		1,762
O SunGroup Inc.	4 5/8	3 1/8	1 1/2	48.00		6
N Taft	80	80 3/4	- 3/4	- 0.92	15	721
O TVX Broadcast Group	12 1/8	12 1/8			50	71
O United Television	24 1/4	24 3/4	- 1/2	- 2.02	73	265

BROADCASTING WITH OTHER MAJOR INTERESTS						
N A.H. Belo	48 5/8	49 3/8	- 3/4	- 1.51	21	562
A Adams Russell	27 1/4	27 3/8	- 1/8	- 0.45	17	167
A Affiliated Pubs	51 1/2	49 1/2	2	4.04	21	630
N American Family	28	28 1/4	- 1/4	- 0.88	14	836
O Assoc. Commun.	29 3/4	29 1/4	1/2	1.70		141
N Chris-Craft	53 1/2	55	- 1 1/2	- 2.72	38	341
N Gannett Co.	58	59	- 1	- 1.69	18	4,653
N GenCorp	64 3/8	61 7/8	2 1/2	4.04	36	1,408
O Gray Commun.	104	104			18	51
N Jefferson-Pilot	52 1/8	49 7/8	2 1/4	4.51	8	1,533
N John Blair	22 1/2	20	2 1/2	12.50		180
O Josephson Intl.	8 7/8	7 3/8	1 1/2	20.33		41
N Knight-Ridder	37 3/4	38	- 1/4	- 0.65	17	2,114
N Lee Enterprises	42 1/2	42	1/2	1.19	19	546
N Liberty	32 3/8	32 3/4	- 3/8	- 1.14	14	328
N McGraw-Hill	44 7/8	44 1/2	3/8	.84	15	2,261
A Media General	84 3/4	83 1/2	1 1/4	1.49	17	596
N Meredith Corp.	66 5/8	68 3/4	- 2 1/8	- 3.09	13	630
O Multimedia	27	27 3/8	- 3/8	- 1.36		297
A New York Times	47 3/4	46 5/8	1 1/8	2.41	16	1,912
O Park Commun.	22 3/4	21 1/2	1 1/4	5.81	20	313
N Rollins	26 3/8	26	3/8	1.44	31	385
T Selkirk	20 5/8	20 1/2	1/8	.60	44	167
O Stauffer Commun.	121	110	11	10.00	19	121
A Tech Operations	70	62 3/8	7 5/8	12.22	9	54
N Times Mirror	50 1/8	48 1/2	1 5/8	3.35	13	3,236
N Tribune	50 1/4	50	1/4	.50	17	2,036
A Turner Bcstg.	16 3/4	16	3/4	4.68	34	364
A Washington Post	113 3/4	120 1/2	- 6 3/4	- 5.60	13	1,458

CABLE						
A Acton Corp.	1 3/8	1 1/2	- 1/8	- 8.33		8
O AM Cable TV	1 3/4	1 3/4				6
N American Express	48 1/8	47 7/8	1/4	.52	15	10,667
N Anixter Brothers	17 3/8	18	- 5/8	- 3.47	18	316
O Burnup & Sims	6 5/8	6 7/8	- 1/4	- 3.63	4	59
O Cardiff Commun.	1 1/8	1 1/16	1/16	5.88	3	2
N Centel Corp.	44 7/8	44	7/8	1.98	9	1,240
O Comcast	19 3/4	19 7/8	- 1/8	- 0.62	28	392
N Gen. Instrument	16 3/8	16	3/8	2.34		528
N Heritage Commun.	20	20 3/8	- 3/8	- 1.84	39	291
O Jones Intercable	6 3/8	6 3/8			26	66
T Maclean Hunter X	15	14	1	7.14	20	552
A Pico Products	3	2 3/8	5/8	26.31		10
O Rogers Cable	10 5/8	10 3/8	1/4	2.40		242
O TCA Cable TV	25 1/2	25 3/4	- 1/4	- 0.97	32	170
O Tele-Commun.	35 3/4	35 1/8	5/8	1.77	397	1,681
N Time Inc.	60 7/8	60 3/8	1/2	.82	17	3,812
O United Artists Commun.	24 3/4	24 3/4			32	507
N United Cable TV	32 7/8	32 1/2	3/8	1.15	52	496
N Viacom	58 1/4	54 5/8	3 5/8	6.63	22	933

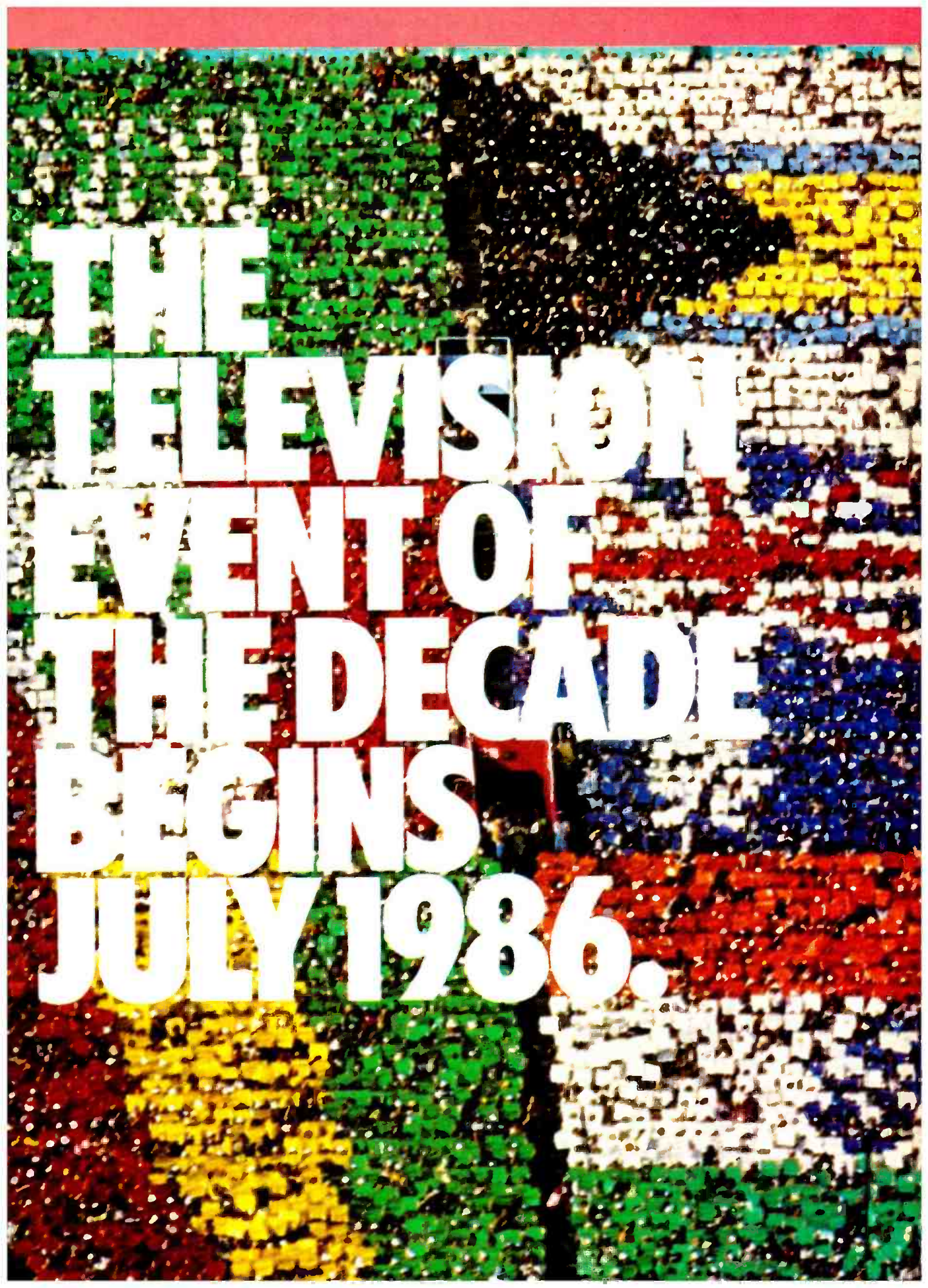
	Closing Wed Nov 20	Closing Wed Nov 13	Net Change	Percent change	P/E Ratio	Capital- ization (000,000)
SERVICE						
O BBDO Inc.	49 1/2	48	1 1/2	3.12	17	317
O Compact Video	7 1/8	7	1/8	1.78		30
N Comsat	30 3/8	31 3/4	- 1 3/8	- 4.33	9	549
O Doyle Dane B.	20	21 1/4	- 1 1/4	- 5.88	13	105
N Foote Cone & B.	52 1/8	53 1/2	- 1 3/8	- 2.57	10	196
O Grey Advertising	196	185 3/4	10 1/4	5.51	11	113
N Interpublic Group	40 1/8	43	- 2 7/8	- 6.68	13	436
N JWT Group	30 1/2	31	- 1/2	- 1.61	17	275
A MovieLab	7	7 1/8	- 1/8	- 1.75	2	11
O Ogilvy & Mather	40 1/4	39 7/8	3/8	.94	13	366
O Sat. Syn. Syst.	6 1/4	6	1/4	4.16	13	35
O Telemation	5 3/4	5 1/2	1/4	4.54	5	6
O TPC Commun.	1/2	1/2				5
A Unitel Video	7	7 1/8	- 1/8	- 1.75	20	15
N Western Union	14 3/8	12 7/8	1 1/2	11.65		350

PROGRAMING						
O American Nat. Ent	115/16	2 3/16	- 1/4	- 11.42	9	4
O Barris Indus	18 3/8	17 1/2	7/8	5.00	48	160
N Coca-Cola	80	77 3/8	2 5/8	3.39	15	10,482
N Disney	96 1/4	95 5/8	5/8	.65	53	3,150
N Dow Jones & Co.	41 7/8	42	- 1/8	- 0.29	20	2,699
O Financial News	6 1/16	6 1/16				64
O Four Star	6	5 1/4	3/4	14.28	6	4
A Fries Entertain.	9 3/4	10 1/4	- 1/2	- 4.87	16	33
N Gulf + Western	45 1/2	43	2 1/2	5.81	13	2,887
O King World	25 1/2	23 3/4	1 3/4	7.36	31	259
A Lorimar	41 1/8	36 7/8	4 1/4	11.52	10	315
N MCA	52 3/4	53 1/8	- 3/8	- 0.70	45	3,919
N MGM/UA	25 7/8	25 7/8				1,285
N Orion	10 1/4	10 1/8	1/8	1.23	31	96
N Playboy Ent.	8 1/8	8 1/8			18	76
O Reeves Commun.	12	11	1	9.09		149
O Republic Pictures 'A'	7 1/2	7 1/2			53	21
O Republic Pictures 'B'	6 1/4	6 1/4			44	4
O Robert Halmi	2 5/16	2 5/16			46	39
O Sat. Music Net.	21 1/4	18 1/4	3	16.43		144
O Telepictures	19 7/8	17 3/8	2 1/2	14.38	26	262
N Warner	34 5/8	35	- 3/8	- 1.07		2,108
O Westwood One	35 1/2	35 1/2			33	117
A Wrather	18	18 3/4	- 3/4	- 4.00		127

ELECTRONICS/MANUFACTURING						
N 3M	80 3/4	81 1/4	- 1/2	- 0.61	13	9,234
N Allied-Signal	44 3/4	44 3/4			9	7,162
N Arvin Industries	27 3/4	27	3/4	2.77	10	324
O C-Cor Electronics	5	5 1/4	- 1/4	- 4.76	15	15
O Cable TV Indus.	3	2 5/8	3/8	14.28	30	9
A Cetec	7 1/4	6 3/4	1/2	7.40	12	15
N Chyron	6 7/8	7 3/4	- 7/8	- 11.29	19	69
A CMX Corp.	1 1/4	1 1/4			1	4
A Cohu	9 3/8	9	3/8	4.16	9	16
N Conrac	15	14 3/8	5/8	4.34	17	90
N Eastman Kodak	47 5/8	45 3/4	1 7/8	4.09	13	10,756
O Elec. Mis. & Comm.	3 1/4	3 1/4			13	
N General Electric	65 5/8	63 3/8	2 1/4	3.55	12	29,899
O Geotel-Telemet	1 1/2	1 1/2			25	5
N Harris Corp.	25 7/8	26 1/8	- 1/4	- 0.95	15	1,041
N M/A Com. Inc.	13 1/4	13	1/4	1.92	13	576
O Microdyne	5 1/8	5 7/8	- 3/4	- 12.76	64	23
N Motorola	35 1/4	33 3/4	1 1/2	4.44	35	4,195
N N.A. Phillips	36 1/2	35 3/4	3/4	2.09	9	1,053
N Oak Industries	2 1/8	2 3/8	- 1/4	- 10.52		55
N RCA	48	47 1/2	1/2	1.05	12	4,305
N Rockwell Intl.	34 1/4	36 3/8	- 2 1/8	- 5.84	8	5,108
N Sci-Atlanta	11 1/8	11	1/8	1.13	15	258
N Sony Corp.	19 1/4	17 7/8	1 3/8	7.69	14	4,445
N Tektronix	50 1/2	53 3/8	- 2 7/8	- 5.38	13	1,032
A Texscan	7/8	1 1/4	- 3/8	30.00		6
N Varian Assoc.	27 1/4	26 7/8	3/8	1.39	22	585
N Westinghouse	44 5/8	43 1/4	1 3/8	3.17	13	7,794
N Zenith	18 1/8	17 3/4	3/8	2.11	906	418
Standard & Poor's	221.24	218.65	2.59	1.18		

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

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



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Imagine an international multi-sport competition featuring 5000 of the world's greatest athletes, including



Americans and Soviets, in 180 gold medal events. It sounds like something you've seen before, but it's not. It's the inaugural Goodwill Games.



A USA/USSR sports spectacular organized to promote world-wide harmony and goodwill. And give the greatest athletes from around the globe another chance for glory. The first Goodwill Games will begin in Moscow on July 5, 1986.



In 1990, the Games



will be held in America, establishing a new tradition of competition and cooperation between the two greatest powers on earth. The Goodwill Games is the result of months of planning and preparation

by the Turner Broadcasting System, Soyuzsport, and Gosteleradio - the Soviet ministries for sports and television. The Goodwill Games.



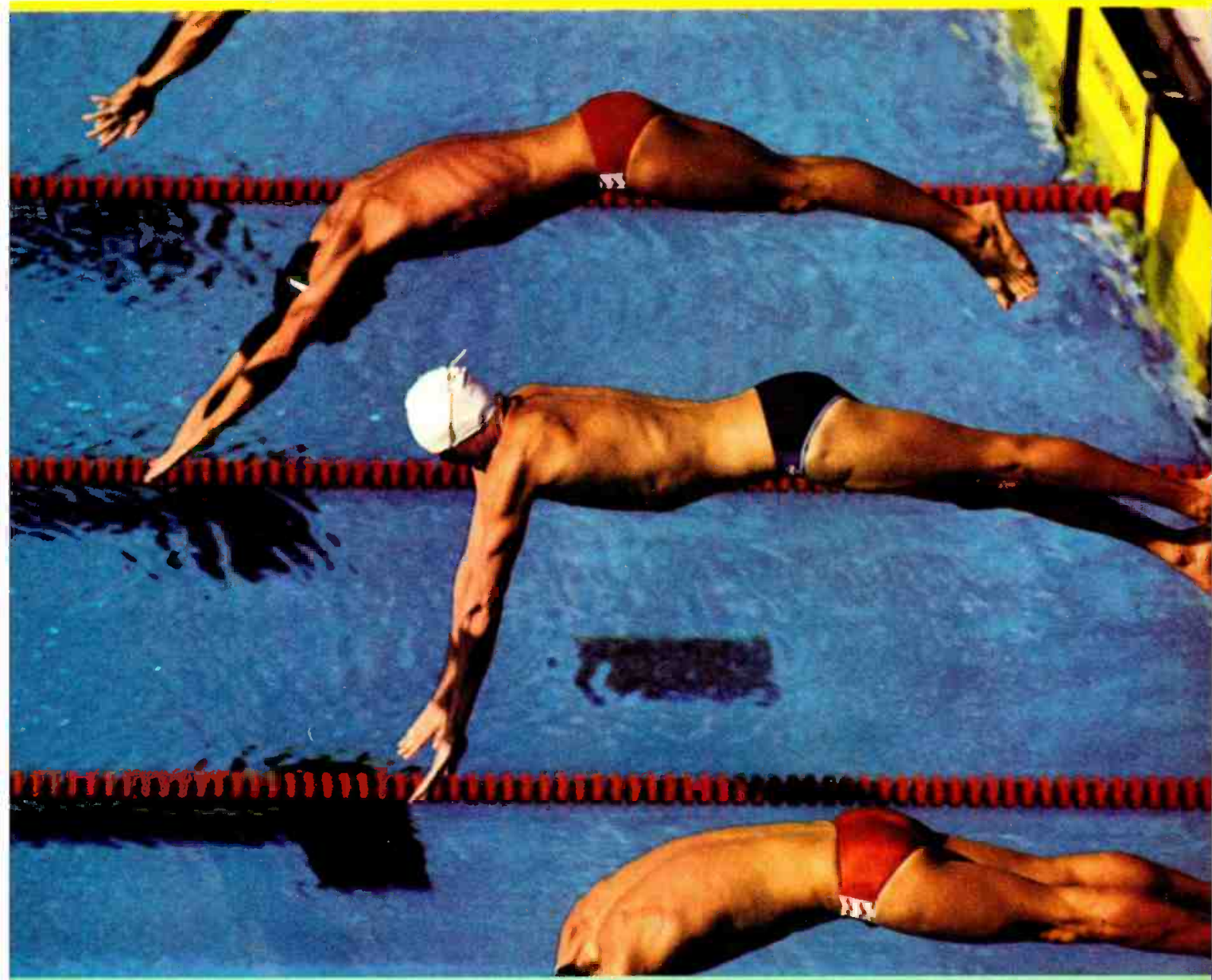
There's little doubt this will be the sporting event of the decade.

Direct from Moscow. July 5-20, 1986.

From Turner Network Television.

'86 Goodwill

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Games



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potential for huge audiences, pre-

results. The Games will attract an

demographic, turning every viewer

answer to the question, who's really

and U.S.S.R. in a major multi-sport summer event, the Goodwill Games have



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audience spanning *every major*

into a sportsfan hungering for an

the best? By reuniting the U.S.A.



moved international competition into a new era. An era that will

offer stations and advertisers the rare opportunity to be identified

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An historic television event that is sure to bring you the gold.



Direct from Moscow. July 5-20, 1986.

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'86 Goodwill



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U Games



SPACE takes its case to Kastenmeier

Congressman expresses interest, saying copyright issues are raised

The home satellite industry went to Capitol Hill last week with its campaign to insure that satellite feeds of cable services, if scrambled, are made available at "fair and reasonable" prices to backyard dish owners. At a House Copyright Subcommittee hearing on copyright and the new technologies, the Satellite Television Industry Association (SPACE, which represents manufacturers, distributors and retailers of backyard dishes) asked the subcommittee to consider legislation that would condition cable's compulsory license on "fair access" to satellite programming if the signals are scrambled.

SPACE is concerned that cable's scrambling plans will harm the growth of its industry. It fears that once cable services are scrambled, a dish owner will be unable to buy or lease a single decoder or subscribe to services at reasonable rates. SPACE's worries appear to have attracted the attention of House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who said he will hold further hearings on the issue. Kastenmeier, who believes the scrambling debate has copyright ramifications, later indicated he may seek a legislative solution.

Until now, most of the activity concerning backyard dishes has occurred in the House Telecommunications Subcommittee. Kastenmeier said the Cable Communications Policy Act of 1984, which emerged from that subcommittee and legalizes the ownership and use of earth stations, did not affect copyright law. "Nonetheless, questions concerning the copyright implications of earth



Brown



Hutcheson



Oman



Kastenmeier

stations, including their impact on the cable compulsory license, have been raised," Kastenmeier said.

"If, as a policy matter, Congress decides to grant a compulsory license, it ought to be in the context of copyright law and not be left to regulation by the FCC," he said. Kastenmeier was referring to H.R. 1840, introduced by Telecommunications Subcommittee member Billy Tauzin (D-La.), that would prohibit discrimination against dish owners in the marketing and pricing of programming and, under certain circumstances, require the FCC to step in and set the prices for such programming. Another measure (H.R. 1769), offered by Representative Judd Gregg (R-N.H.), would impose a two-year moratorium on scrambling. Senator Al Gore's (D-Tenn.) bill, S. 1618, is a companion to the Tauzin legislation.

"Cable has benefitted substantially from the compulsory license," argued SPACE attorney Rick Brown. "Cable operators pay only a fraction of their revenues for this privilege as compared to broadcast stations." If cable operators, through their satellite programming suppliers, abuse that privilege by "taking anticompetitive actions against home earth station owners, then the privilege should be withdrawn," he said.

"Cable's scramble to protect its industry is not surprising—but its modus operandi is to protect its investment through anticompeti-

tive actions and ultimately it is the consumer that must bear the burden of cable's actions, through increased and inflated prices for subscription programming," Brown said.

He noted that SPACE agrees copyright holders should be compensated. And, he added, the home satellite industry, in the past, has offered to negotiate "a point-of-sale license by which a negotiated fee would be placed on the sale of home satellite antennas and the proceeds derived from that fee would be used to compensate copyright holders."

Brown suggested that any legislation emerging from the subcommittee should:

- Deny a compulsory license to cable operators where an operator obtains an exclusive right to distribute satellite programming to home earth station owners.

- Deny a compulsory license to operators that are related to a program service that does not sell to noncable distributors.

- Deny a license if a cable company, or a related entity, engages in refusals to deal or other anticompetitive acts that have the effect of restricting competition in the distribution of programming by satellite in the community.

Register of Copyrights Ralph Oman, in testimony before the subcommittee, agreed with Kastenmeier that any attempts to "establish a mechanism to control or review rates set for program reception in this context raise important copyright concerns with respect to the protected works embodied in satellite cable programming."

Oman said that the Copyright Office has not taken a position on the matter and is "still looking at it." He said the office was "sympathetic to homeowners having access," but, "there are certain problems with technical measures that may need congressional assistance." Oman also said he viewed the establishment of a compulsory license as the "last resort." He suggested there might be a way to protect copyrighted works other than scrambling, by licensing backyard dishes with an annual maintenance fee.

In addition to his testimony on scrambling, Oman discussed H.R. 3108, a bill that would decree that low-power television is not subject to copyright royalty fees when retransmitted by cable. The measure was introduced by Kastenmeier and Representative Frederick (Rick) Boucher (D-Va.). Oman

Un-scrambling request. Representative Ron Wyden (D-Ore.) sent a letter to the three television networks last week, urging them not to scramble their news programming. "I believe there is an overwhelming public interest in access to news programming," said Wyden, a member of the Energy and Commerce Committee, who is concerned about backyard satellite dish owners who would no longer be able to pick up the news. All three networks—ABC, NBC and CBS—have stated an intention to scramble their signals.

Wyden said the "networks and other programmers are within their legal rights to scramble their signals," but that "the exercise of those rights would hurt the public." He also said he is seeking a voluntary solution rather than legislative.

"The fruits of the telecommunications revolution have made important news programming available to many Americans who would not be able to get national television news otherwise," Wyden wrote. "Scrambling the news would forfeit one of the gains technology has brought to Americans."

CBS, which has announced plans to scramble its signal by late 1986, said it is "sensitive" to Wyden's concern. "We are not unmindful or insensitive to the needs of people who can't receive our signal over the air. We're currently discussing how to solve that problem," said CBS spokesman George Schweitzer. NBC has been investigating the idea. ABC, said spokesman Jeff Tolvin, is "seriously considering scrambling," but is still looking for the right methodology. Tolvin said ABC had not yet responded to Wyden's letter.



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endorsed the legislation and urged its passage. "It's very important to clarify the law," he told the subcommittee, because of current ambiguity.

Adoption of the measure would "contribute enormously to the low power television industry's prospects for fulfilling its potential as a valuable new communications service available to television consumers," said Richard Hutcheson III, secretary-treasurer of the Community Broadcasters Association, the trade association representing LPTV.

If the bill is enacted, Hutcheson said, cable systems will know "precisely the geographical area where they may carry LPTV stations without fear of copyright liability." Cable companies, he continued, "will be able to decide whether or not to carry LPTV stations based on their assessment of what is best for their subscribers." □

FCC's political editorializing rule challenged

OMB tells commission to amend or eliminate it, asserting that it's burdens make rule suspect under Paperwork Reduction Act

The White House Office of Management and Budget has concluded that the information collected under the FCC's political editorializing rule runs counter to the Paperwork Reduction Act and has directed the commission to take steps to amend or eliminate the rule.

The political editorializing rule requires a broadcaster who opposes or endorses a candidate to notify the opposed candidate or the endorsed candidate's opponents of the editorial within 24 hours, to provide scripts or tapes of editorials and to offer a reasonable opportunity to respond.

In a letter to the FCC, OMB said it had concluded that the information collected according to the rule "does not appear to have practical utility that justifies the burden imposed." David Reed, an OMB economist, said the FCC had been granted permission to continue requiring the information through April 30. OMB also will extend that deadline if the FCC takes steps to amend or rescind the rule, Reed said.

FCC officials said the commission had not yet determined whether to override OMB, as the agency can do by a majority vote of the commissioners. But James McKinney, Mass Media Bureau chief, reportedly told his fellow bureau chiefs at a meeting last week that he will recommend that the commissioners tell OMB to "stuff it." (McKinney told BROADCASTING he was "not going to comment on what happened at a bureau chief's meeting.")

Still pending at the FCC is a rulemaking launched two years ago proposing to eliminate the political editorializing and personal attack rules (BROADCASTING, May 16, 1983). That proposal has been lying dormant

Distress sales. The FCC's proposal to change its distress sale policy has received additional support. Under the current policy, a broadcaster whose license is designated for an FCC hearing may sell to a minority-controlled firm. But the price of the property cannot exceed 75% of the station's fair-market value. The licensee also must sell before the hearing actually starts. With the changes proposed, the broadcaster would have the leeway to sell until the proposed findings of fact and conclusions of law have been filed with the administrative law judge, but the price could not exceed 50% of fair market value (BROADCASTING, Oct. 14).

In separate comments at the FCC, the National Association of Broadcasters, the National Radio Broadcasters Association and the National Black Media Coalition gave their support to the proposal (BROADCASTING, Nov. 18). In a joint filing, the American Women in Radio and Television and the NOW Legal Defense and Education Fund asked the FCC to expand the distress sale "and other minority business assistance policies to include women." The law firm of Gordon & Healy asked the FCC to clarify its proposal to insure that it wouldn't apply in comparative renewal proceedings. Radio Broadcasters Limited Partnership, which identified itself as a minority-controlled competing applicant for RKO General Inc.'s WRKO(AM)-WROR(FM) Boston, said it would support extending the policy to renewal hearings if "such an extension of the policy provided that any such distress sale could only be made to an applicant in the consolidated hearing competing with the renewal applicant or some merged entity representing more than one competing applicant; that any such rule would have to include a settlement with all competing applicants... and that the total price under which any such distress sale could be approved would be no more than 75% or 50% of the fair market value, as applicable, including the cost of any expenses related to settlement with competing applicants which were not included in the proposed assignee."

Astroline Communications Co., which bought WHCT-TV Hartford, Conn., in a distress sale, also supported the policy because, it said, there "remains a dearth [sic] of minority-owned broadcast stations." But it recommended a couple of modifications. First, it said that when a distress sale is used after a hearing has started, appraisals of fair market value should be made when the hearing began, with the commission using half of the smaller figure as the distress sale price. Second, the commission, it said, should "strictly enforce the distress sale policy by rejecting noncompliant attempts to transfer license ownership while a revocation or renewal hearing is pending."

since Congress expressed its strong opposition to it. In reports accompanying appropriations for the FCC, Congress has even directed the commission not to tamper with either rule.

Also under the Paperwork Reduction Act, the OMB four years ago directed the FCC to stop requiring the routine filing of equal employment opportunity model program forms at renewal time (BROADCASTING, Nov. 30, 1981). The FCC was granted extensions to continue using that filing requirement through the end of this month. But the FCC voted two weeks ago to reject the OMB's directive in a rulemaking aimed at easing the EEO reporting burdens of broadcasters (BROADCASTING, Nov. 18). □

Media Institute says cable can't have it both ways

New white-paper thesis: Cable can't have full First Amendment rights and protected status with franchise agreements

If cable television is to become an "electronic publisher" with full First Amendment rights, the Media Institute said in a just-issued white paper, it must give up municipal franchises and the de facto monopolies that go with them. The franchise, the paper said, is "both the symbol and the mechanism of cable's regulated status."

"At bottom, the cable industry must decide what it wants to become: an unregulated 'electronic publisher' with full First Amendment rights, free to compete in the market-

place, or a government-regulated string of monopolies," the paper said. "We believe that the public interest (and, in the long run, the self-interest of the cable industry) demands that it opt for the former."

That cable is now controlled by government to "an extraordinary degree" is, to a great extent, the fault of operators who have been "slow to assert the primacy of the First Amendment in dealings with the industry's regulators," the paper said. "This is perhaps understandable because the cable industry has from the start had to cope with the reality of the need for a franchise to operate, and cable operators have seen obvious advantages in operating as a government-enfranchised monopolies, whatever the abuse of their own First Amendment rights."

"How else can one understand their general quiescence over the years to the speech-coercing must-carry, public-access and institutional-loop requirements?"

The Media Institute urged cable operators, programmers, legal experts and First Amendment advocates of every stripe to stand up for the First Amendment rights of cable. If they don't, "cable TV may become a kind of Trojan Horse of government intervention and control of the media, with a potentially devastating effect on the First Amendment," the institute said.

"There is... every reason to believe that, unless First Amendment concerns begin to find forceful expression... cable systems will continue to be controlled by local governments, operating through their franchise authority and that these governmental bodies will continue to decide not only who shall own and control the cable systems, but the very mix and nature of the programming to be offered by them."

The Washington-based Media Institute is

**The Sultanate of Oman
in conjunction with
Worldwide Television News Productions
announces transmission of
a special TV half hour entitled
"Oman: A Promise Fulfilled"**

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Transmission will take place Wednesday, November 27, 1985
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with audio on 6.2 and 6.8

For information concerning FCC slating requirements
please contact WTN Productions at 212-362-4440

a nonprofit media research and policy analysis organization, funded by individuals, foundations and media and nonmedia corporations. □

Appeals court agrees that WTBS doesn't incur copyright liability

Decision supports district court opinion; rejects Hubbard complaint

Southern Satellite Systems may continue to distribute Turner Broadcasting System superstation WTBS(TV) Atlanta—replete with national spots substituted for local ones—to cable systems without Southern Satellite or Turner incurring copyright liability. What's more, the some 10,000 systems that receive the superstation may continue to do so under the compulsory copyright license.

The U.S. Appeals Court in St. Louis has sanctioned the practices, upholding a year-old district court opinion and rejecting the complaint of Hubbard Broadcasting.

"We believe [the Copyright Act of 1976] contains no provision under which Southern Satellite or Turner is liable for copyright infringement," the court said in its 23-page decision. "We conclude that the policies underlying the Copyright Act, including compensating copyright holders fairly for the retransmission of their programs, are not adversely affected by Turner's commercial substitution process."

Turner's "commercial substitution process" was at the heart of the case.

As long as they keep to certain guidelines spelled out by the Copyright Act, common carriers like Southern Satellite are permitted to transmit the signals of broadcast stations like WTBS to distant cable systems without incurring copyright liability for the stations' programming. And cable systems that receive the signals may meet their copyright obligations through payments for the compulsory license, which covers the carriage of all distant broadcast signals.

In its original complaint and in its appeal, Hubbard Broadcasting argued that Southern Satellite's common carrier exemption and the compulsory license are inapplicable when it comes to WTBS because the WTBS signal distributed by Southern Satellite is not WTBS at all, but a variation of it containing national spots in place of many of the local ones.

The practice of substituting commercials in the national feed of WTBS is a lucrative one for Turner. At the time, facts were being assembled for the district court trial, said Turner's general counsel, Bob Ross, it was established that Turner replaced 40% of the local commercials with national ones, garnering between \$13 million and \$15 million a year in additional revenue.

Hubbard alleged that Southern Satellite and Turner, having forfeited their exemption from copyright liability, infringed upon

Hubbard's copyright for some programming broadcast by Hubbard stations in three markets—Minneapolis-St. Paul, Albuquerque, N.M., and Tampa-St. Petersburg, Fla.—by distributing WTBS with the same programming in those markets.

According to the established facts of the case, Turner's has, in effect, created two distinct versions of WTBS. One is broadcast via a UHF transmitter in the Atlanta market; the second, with national spots substituted for many of the local ones, is transmitted via point-to-point microwave to Southern Satellite's satellite earth station in suburban Atlanta, where it is uplinked to a satellite for distribution to cable systems.

But, according to the court, that Southern Satellite distributes a different signal than is broadcast locally has no effect on how the copyright laws are applied. The practice doesn't harm copyright holders, the court said. "These individuals or companies, when contracting with Turner, know that the WTBS signals will be available nationwide as well as locally and are entirely free to take those steps necessary to assure that they are compensated accordingly," it said.

The court found that the point-to-point microwave transmission between WTBS's studio and the Southern Satellite uplink is, as required by the act, a "primary transmission...made for reception by the public at large." "Here, Turner's microwave signal, although not available over the air, is in no way controlled or limited by Turner to specific, identifiable recipients," the court said. "In fact, Turner has no desire to limit the eventual reception of its signal and intends the signal to be available to the general public as a whole."

The court also concluded that Southern Satellite meets all tests needed to earn an exemption from copyright liability, including not exercising control over the content of WTBS. "To the extent that commercial substitution does occur," the court said, "Turner...is entirely responsible for deciding what will be substituted and for making the actual substitution."

Finally, the court said that cable systems do not forfeit the compulsory license for carrying WTBS with the substitute commercials. They would lose it only if they substituted commercials, it said, but "there has been no assertion on the part of Hubbard that either Southern or any cable system carrying the TBS signals has ever substituted or in fact ever attempted to substitute commercials originally placed on the WTBS signal by Turner."

It may not yet be time to close the book on the case. Sidney Barrows, Hubbard's attorney in the case, said Hubbard has two options to petition the appellate court for rehearing or petition the Supreme Court for certiorari. "We will probably be pursuing one or both of these alternatives," Barrows said.

"We think the court is in error," said Barrows. "The predicate of the decision is not correct. The court seems to believe that the new technology [Turner's microwave feed] affords some basis for it to rewrite the copyright act...First of all, the technology is not all that new and, second, the copyright act was carefully drawn." □

Court wars over Star Wars

Lucasfilms sues special interest groups over use of title in 'Peace Shield' TV spots

The Committee for a Strong, Peaceful America and the Coalition for the Strategic Initiative differ fundamentally on the value of the President's Strategic Defense Initiative. But in a U.S. District Court in Washington today (Monday), they are, in a sense, united. They are defendants in two suits brought by Lucasfilms Ltd. seeking to bar them from using the term that producer George Lucas created and popularized with his enormously successful 1977 film—"Star Wars"—in the television spots they are running on stations around the country.

That is not the only irony associated with the spots those groups are sponsoring—the committee, to oppose, and the coalition, to



support, the SDI. The suits, claiming the commercials infringe Lucasfilms Ltd.'s trademark, developed on the eve of the Reagan-Gorbachev summit, when use of the term "Star Wars" became almost epidemic in the press's advance coverage of the event. Then, too, there is the possibility the coalition is said to be considering suing the committee for—get this—copyright infringement.

A possibly contributing factor in the spate of conflicting commercials and the resulting law suits was the work of the Union of Concerned Scientists. Last year, it created a seven-minute film that is very much anti-Star Wars and makes its point, in part, through the voice of the narrator, James Earl Jones, who provided the voice of Darth Vader in the "Star Wars" film. The film is rented to anti-nuclear groups. Later, the union produced three 30-second television spots—running one in May and two more earlier this month. The one in May was another antistar wars spot. The two that ran in November, including one that referred to "Star Wars," were intended to raise expectations of positive accomplishments in Geneva by portraying the summit as having the potential to produce agreements that would bar nuclear war.

The union's activities did not become targets of Lucasfilm Ltd.'s process servers, according to attorneys for the company, because the union's last spot mentioning "Star Wars" finished its run, in Washington, on

Nov. 8, before the first suit seeking to block any of the "Star Wars" spots was filed. But it was the union's activities that helped inspire the Coalition for the SDI—an arm of High Frontiers, which has long backed a space-based defense system—to produce and run its spots in a campaign on which it expects to spend \$1.7 million. Retired Lieutenant General Daniel O. Graham, chairman of the coalition, said other reasons were to counter what the coalition saw as a major Soviet public relations effort to scuttle SDI at the summit meeting as well as to defeat efforts of "antidéfense lobbies" on Capitol Hill to cut SDI funds. And that spot, in turn, prompted the committee, a coalition of eight arms-control groups, to commission and run its anti-Star Wars piece.

Both the coalition's and the committee's spots seem aimed at children. The coalition's piece (BROADCASTING, Oct. 28), which has run in the South, Midwest and West, as well as in Washington, features a crayon drawing of a house, car, and a large sun, and stick figures. A little girl is heard to say that her "daddy"—in answer to her question about "what this 'Star Wars' stuff is all about"—says that "the President wants to build a 'peace shield'" as protection against nuclear weapons the country now lacks. The shield "would stop missiles in outer space so they couldn't hit our house," the girl says. A domelike shield is drawn over the scene, and incoming missiles are shown being destroyed by a satellite, and the shield becomes a rainbow, as the sun and the people smile. "My daddy's smart," the girl says.

The committee's ad, which thus far has run only in Washington, at a cost of \$15,000, takes off from the coalition's, showing a little boy watching the crayola ad and playing with toy blocks that spell out "Star Wars" and "peace shield." A narrator's voice-over says, "Matthew has the same problem the White House does. He's trying to turn 'Star Wars' into something called the 'peace shield.' But it doesn't fit. Because Matthew's learning what adults already know. When someone tries to mislead you, they try to change the name, but it's still the same old thing." When the little boy puts his blocks together, they spell another phrase, and he exclaims, "I got it: Space Wars."

Lucasfilms Ltd. lost the first round in its effort to prevent use of "Star Wars" in the political spots. U.S. Judge Gerhard A. Gesell on Nov. 13 rejected the company's request for a temporary restraining order to bar use of the phrase in the coalition's spot. Gesell said the spot "does not appear to be a commercial use" of Lucasfilms' trademark. And during the argument on the issue, he suggested the phrase has entered the language. "Can you enjoin the President or [presidential spokesman Larry] Speakes when they use 'Star Wars'?" But he scheduled arguments on a preliminary injunction for today, and when Lucasfilms last week filed a motion seeking to stop use of the phrase in the committee's spot, he set arguments in that case for the same time.

Coalition officials find the suit brought against it by Lucasfilms somewhat odd. "Our ad strives to change the nomenclature from the derogatory trade name to a more

accurate description—'peace shield,'" a spokeswoman said. Although the coalition had scheduled its spot primarily with the summit in mind and does not have plans to run it in the future, Graham does not rule out future buys. Thus far, he said the organization has spent \$300,000 on time, and is continuing to raise money for possible future use of the spot.

The second suit was filed not only against the committee but also against the Committee for National Security, under whose auspices the spot has been aired; Robert Squires' Communications Co., which produced the spot, and Richard Pollack Associates Inc., a public relations firm that supervised the project. Pollack last week said the spot, which ended its run in Washington on Nov. 17, is to run in eight other markets. He also indicated he could not understand the basis of the Lucasfilms suit. "We'll state that 'Star Wars' has been in the public domain for two and a half years, since Reagan announced his space-based defense program," Pollack said. "To remove the phrase from the public dialogue would stifle debate."

But to Lucasfilms Ltd., according to its

Washington counsel, Arthur J. Levine, the use of "Star Wars" in the spots—the first such political use he says has been made of the term—"is a trademark infringement. . . . There are valuable intellectual property rights involved, and we're hoping people will recognize this is a film trademark, and will respect it." He also said the spots were "harmful" to young children, since they would cause children "to confuse fantasy with reality."

However, the anti-"Star Wars" group fares in its court fight with Lucasfilms, it has been notified Graham's group is considering suing it for its use of the material it lifted from the commercial backing the President's proposal. Graham said it was "infringement of copyright, using material we paid money to produce." A spokesperson for the Committee for National Security, Anne H. Cahn, its director, called it "a shame that, rather than promote debate on the issue," the Graham group "is trying to stifle it." In any case, she said the groups she represents feel their use of the coalition's material is "within the fair use guidelines" the Supreme Court has held are permissible. □

Washington Watch

Fees plea. National Association of Broadcasters is lobbying Congress to add report language to accompany reconciliation bill that establishes cost-of-regulation fees for FCC licensees and applicants (BROADCASTING, Nov. 18). NAB wants to make sure that once fees are enacted by Congress, FCC will lose its authority to adopt fees under 1952 Independent Office Appropriations Act.

□

Where there's smoke... Senate Labor and Human Resources Committee last week adopted legislation that would require warning language in advertisements for smokeless tobacco products. National Association of Broadcasters is working to reduce impact of Senate bill and has asked Committee Chairman Orrin Hatch (R-Utah), who is author of legislation, to add report language that would insure warning requirement does not extend to other product categories. NAB does not support Hatch bill, but feels it is preferable to House version of legislation, prohibiting smokeless tobacco advertisements on air. During markup, Senator Howard Metzenbaum (D-Ohio) indicated he will offer amendment to bill on floor to ban smokeless tobacco ads. NAB also hopes measure will be referred to Senate Commerce Committee, where broadcasters feel chances are better to tone it down still more.

□

BIB's Madsen. Arch L. Madsen, president of Bonneville International Corp., Salt Lake City, has been nominated for seat on Board for International Broadcasting.

Intelsat maintains pricing position

Responding to comments from Markey, Fowler, Joyce, satellite organization says agreement only requires charges that recover capital and operating costs

The International Telecommunications Satellite Organization is continuing to insist it does not regard itself as barred from pricing below cost. The issue is a matter of considerable importance to the U.S., concerned as it is about the ability of the separate satellite systems the FCC has conditionally approved to compete with Intelsat. Furthermore, Intelsat suggested that the U.S. appears isolated on the issue within the organization.

Intelsat made those points last week in responding to comments by David Markey, who has since left his post as assistant secretary of commerce for communications and

information, and by FCC Chairman Mark Fowler (BROADCASTING Nov. 18), as well as to less formal remarks by Rodney Joyce, the acting assistant secretary, who is expected to be named to succeed Markey. Intelsat said Joyce's remarks, which were more sharply edged, seemed to indicate a departure from what it said were the "constructive relations" that have developed between the U.S. and Intelsat.

Joyce last week indicated he was prepared to follow a more conciliatory line—while making it clear he is fully committed to initiation of service by American separate systems.

Intelsat, which said it was surprised by "the tone and substance" of Markey's letter, contended that his expression of concern regarding Intelsat's reaction to the U.S. pro-

posal at the Assembly of Parties meeting, in September, that the global system's charges be cost-based "may leave an erroneous impression regarding the nature and extent of opposition to that proposal." Markey said his concern was "heightened" by Director General Richard Colino's statements that Intelsat "need not be bound" by such pricing. But Intelsat said in its statement that the record is clear—the member governments "by consensus in the Assembly refused to accept the U.S. proposal." It added that individual governments' statements "were quite strong," stating that the Intelsat Agreements require only that charges be sufficient to recover capital and operating expenses "and that cost-based pricing is only one alternative" that could be employed for that purpose.

Markey had also expressed concern about Intelsat's new "planned domestic services" and the organization's "continued failure" to promptly provide parties and signatories with documents on decisional matters. As for the first matter, Intelsat said none of the U.S. concerns expressed at the Assembly of Parties meeting "was related to cross-subsidization..." Intelsat added that documents it provided at the time "made it clear that no such subsidization would take place," that transponder sales will be cost based "to recover sunk capital investments." As for the other matter, Intelsat said its documents are provided to the U.S. government by the U.S. signatory—the Communications Satellite Corp.—"which receives all information and documentation in a timely and complete fashion."

Joyce got Intelsat's attention as a result of published stories quoting him as stating he shares Markey's concerns, that "it's time to start playing hardball with Intelsat" and that the opponents have "dilly-dallied long enough." Intelsat said such statements "seem to signal an abrupt and radical departure from the constructive relations that have evolved between U.S. government officials and Intelsat in recent months."

Intelsat noted that Colino, for instance, was quoted as stating on Aug. 19, in connection with the legislation on separate systems that was signed into law by President Reagan, that the U.S. policy was "constructive" and "representative of the types of actions necessary to establish a positive environment for the introduction by the United States of major changes in policy in the field of international satellite communications." And Intelsat quoted U.S. officials—FCC Chairman Mark Fowler and the State Department's Ambassador Diana Lady Dougan—as making it clear that the U.S. is committed to a viable Intelsat.

In a final paragraph calling attention to Joyce's newness on the job, Intelsat said, "Despite the confusion that Mr. Joyce's remarks have produced, we are certain that, given time to read the record and consider all information, all parties will once again establish a constructive dialogue that will reassure the 109 partners of the United States in Intelsat, that the U.S. is committed to Intelsat's continued viability."

For his part, Joyce last week said "there should be no doubt about U.S. policy"—both the administration and the Congress

have gone on record "in support of expeditious initiation of separate satellite systems in a manner that preserves the viability of Intelsat." And although Colino—in the remark Intelsat attributed to him—said he was not addressing the desirability of authorizing additional satellite systems, Joyce said he is "glad to hear that Intelsat management wants to work constructively with the U.S. government to get new satellite systems in operation." Given that commitment, he said, "I look forward to cooperating" with Intelsat.

End of that bit of dialogue, so far. □

Intelsat competitors see FCC restrictions as protectionist

Networks and others petition FCC to reconsider some terms of its separate systems grant

Some of the restrictions the FCC has imposed on the companies the commission has authorized to offer international satellite services in competition with Intelsat are too severe.

That's what the television networks and the companies that have received conditional approval to offer those separate services said in filings at the FCC last week.

Comsat, Intelsat's U.S. signatory, however, said additional restrictions on the activities of the separate systems are needed.

In a joint petition, ABC, CBS and NBC urged the commission to reconsider parts of its decision authorizing separate systems. The networks said that, as it stands, separate systems may not operate as common carriers and must lease capacity on their systems for minimum periods of one year. "In applying these operational restrictions, the commission did not distinguish between television transmission services, which are not a substitute for Intelsat's protected switched services, and other services that may be provided over the separate systems," the networks said. "By extending these restrictions to television services, the commission has prevented separate satellite system operators or their customers from providing occasional television service and has, in effect, protected a substantial portion of Intelsat's television service business from any competition."

The networks said the FCC should permit separate system operators and their customers to provide occasional TV service. "Specifically, the commission should exclude television services from the one-year minimum lease term requirement," the networks said. "In addition, the satellite system operators themselves should be permitted to offer television service on a common carrier basis if they wish to do so."

In a separate filing, RCA Communications also asked the FCC to permit short-term occasional-use video service to be carried on the separate systems. "Prohibition of occasional-use video service on separate systems will deprive smaller video users of

flexible, cheap alternative video offerings," RCA said. "Intelsat has conceded that it has not met the demand for occasional-use video service in the past, and provision of such service by the separate systems will generate increased demand for these services, rather than diverting substantial existing traffic from Intelsat."

International Satellite Inc. urged the FCC to eliminate the requirement calling for a minimum one-year long-term lease. "Such a limitation is not required to protect Intelsat from competition for the switched public telephone service which is the bulk of its revenues, and could sharply curtail the marketplace appeal of long-term leases," ISI said. "At the very least, the one-year minimum requirement should be restricted to the licensee itself, allowing common carrier lessees or customers to resell or otherwise market the capacity in blocks of time of less than one year. The impracticality of the one-year minimum period is especially true in the video distribution market, whose product is not closely related to or substitutable for public switched services, is not generally sold on the basis of one-year leases, and whose economics are incompatible with such a limitation."

ISI also said the enforcement "machinery" adopted by the commission was "excessive, inappropriate and unnecessary." In addition, the commission, according to ISI, should address how long restrictions should remain in place. "While the commission may not deem it appropriate to establish, on its own, a termination date or the circumstances under which the restrictions could be terminated, it would be both appropriate and desirable for the commission to express its view on such an important matter," ISI said.

Pan American Satellite Corp. urged the commission to find that the long-term lease restriction did not apply to occasional video service. It also requested that the FCC eliminate the prohibition against the interconnection of separate system data circuits with computers that have the capacity to store, process and retransmit data over the public-switched network. "The potential dangers identified by the commission are too speculative to justify the restriction imposed," PanAmSat said.

Comsat, however, urged the commission to reconsider the aspects of its decision permitting separate systems to provide intercorporate communications and shared use of separate systems facilities with no minimum unit requirements. "The restrictions actually imposed do not limit separate systems to point-to-point private lines; instead, they merely preclude interconnection with the public switched network and therefore would allow creation and interconnection of private switched networks, which are multipoint-to-multipoint," Comsat said. "As a result, the report and order would permit substantial replication of the public switched network—an outcome totally at odds with the goal of protecting Intelsat's core business. The U.S. commitment to Intelsat is derived from binding international obligations. To insure that these obligations are met, the commission should limit separate systems to the 'customized' services contemplated by the executive branch." □



TELECASTINGS



Relief effort

Independent Spanish-language WNJU-TV Newark, N.J., hit the streets of New York and dispatched a fleet of vans to collect contributions for the victims of the flood in Amero, Colombia. WNJU-TV asked viewers to donate life-support materials (blankets, non-



perishable food, clothes, medical supplies) and viewers responded by donating more than 75 tons of material over a three-day period. WNJU-TV news crews and reporters also interviewed donors—the tape was then taken back to the station and edited into 90-second public service spots. After WNJU-TV's vans collected the donations, the goods were unloaded at the Brooklyn Naval Yard and shipped via air and sea to Colombia.

Back on the air

WHCT-TV Hartford, Conn., has returned to the air after an absence of several months. Astroline Communications, WHCT-TV's new owner, shut down the station in January and in the following months spent about \$20 million to strengthen its signal, purchase new equipment and move into new studios in downtown Hartford. The station returned on channel 18 as an independent with sports, movies and syndicated programs.

Fund-raising practices of the previous owners of WHCT-TV, Glendale, Calif.-based Faith Center church, were the subject of an investigation by the FCC before the station was transferred to Astroline.

'Local' expansion

The Local Program Network says it will expand its two current TV news services, *Story Source* and *1 on 1 Exclusive*, and will launch a new one, *Cover Story*, which officials say will be custom-produced for member stations immediately following major news events. In the process, LPN is expanding and realigning staff, expanding station marketing operations and, effective immediately, will handle all sales in-house at the LPN Minneapolis headquarters, according

to Jim Hayden, LPN president.

Hayden said LPN's participating stations number 51, with more than half added since the premiere of the *1 on 1 Exclusive* last Feb. 5. In that time, he said, *1 on 1* has delivered more than 100 interviews, all done live-by-satellite by reporters from their studios. *Story Source*, now in its third year, delivers to member stations via satellite an average of 14 news/feature stories, each from one to seven minutes in length, each week. *Cover Story*, which was scheduled for launch last Wednesday, Nov. 20, is to be coordinated by a special LPN news team, drawing on member stations' contributions and feeding finished stories back to members for local touches and airing when timely.

Among the staff changes, Linda Peinovich, former production manager for Midwest Cable Satellite, has been named LPN assistant director and put in charge of all day-to-day management of the company, Hayden said. Other new LPN assignments were said to include increased involvement by Ken Rees, director of program services, WCCO-TV Minneapolis-St. Paul. Russ Stanton, former executive editor, has been named executive producer of *Story Source* and the new *Cover Story* service. Russ John-

videotape editor for WCCO-TV, will be videotape editor of *Story Source*; Caryn Schall, former LPN associate producer, will be in charge of LPN's office administration, and Karen Peterson has joined LPN to be in charge of interstation communications and servicing of *Story Source* programming and promotion materials.

"All of these changes represent the formation of an all-star ad hoc news networking team," Hayden said. "They are LPN's answer to both heightened competition and also increased opportunity."

Before being taken over as an in-house function, distribution of LPN news services was handled by Fox/Lorber Associates and All-American Television.

Training ride

The Corporation for Public Broadcasting has awarded 29 in-service training grants totaling \$29,850 to public broadcasting organizations for the training of up to 460 people. The money provides partial funding for short-term "career enhancement" and "training opportunities in management, technical and professional areas," CPB said.



Winners list. Eleven noncommercial television stations received 1985 Corporation for Public Broadcasting television local program awards at the PBS Program Fair in Philadelphia. The awards recognized programs produced for a local or regional audience and broadcast between July 1, 1984, and June 30, 1985.

Winning programs were: children's programming: *Science Shorts*, WHYY-TV Philadelphia, produced by Alan Goldberg; *New Image Teen Theatre*, KPBS-TV San Diego, produced by Sarah M. Luft; cultural documentary: *The Crossing*, KTCA-TV Minneapolis, produced by Hope Atterbury; informational programming: *Adirondack Outdoors: Shanty town*, WCFE-TV Plattsburgh, N.Y., produced by Tomas Howie; instructional programming: *Genetics*, Wisconsin ETV Network and the University of Wisconsin-Stout Teleproduction Center; news: *Capitol View: The Washington Trip*, KUON-TV Lincoln, Neb., produced by Marty Buchsbaum; performance programming: *The Illinois Young Performers Competition*, WPTV-TV Chicago, produced by John Davies; *Scheherazade*, KTCA-TV Minneapolis, produced by Catherine Allen; public affairs programming: *Agua Negras: Black Water Time Bomb*, KPBS-TV San Diego, produced by Matthew Eisen; *Justice*, KERA-TV Dallas, produced by Sylvia Komatsu; target audience programming: *The Road to Las Vegas: A Black Perspective*, KLVX-TV Las Vegas. Pictured above is CPB Chairman Sonia Landau presenting an award to Fred Flaxman of WTTW.

RIDING GAIN

O N R A D I O

Too much blanket?

The All-Industry Radio Music License Committee has held its first meeting with Broadcast Music Inc. (BMI) to discuss terms of new music licenses that would take effect in January. According to Carl Munson, attorney for Weil, Gotshal & Manges, New York, legal counsel for the all-industry group, the committee told BMI that its present blanket license rate is "too high and should be rolled back to at least the level of the pre-1984 license."

In August 1984, the committee negotiated an amendment to BMI's then newly issued blanket license that raised rates in 1985 by approximately 8.8%—down from an originally estimated increase of 15%-18% ("Top of the Week," Aug. 13, 1984). "It's the committee's position that BMI was never entitled to that increase," said Munson. The BMI contract was retroactive to January 1984, but stations last year were paying the rate of the previous BMI blanket license. If new radio licenses are not agreed upon by Dec. 31, said Munson, radio stations will

receive an extension of the current BMI agreement "for as long as it's necessary" through 1986. The committee also asked for a substantial reduction in the rate of BMI's per-program license.

Additionally, the committee and BMI are asking the Department of Justice to amend BMI's consent decree, issued in late 1966, to include a rate court that would be empowered to determine fees if the radio industry and music license organization cannot agree on terms for new licenses. The Department of Justice's 1950 consent decree for ASCAP provides for such a rate court. (That provision is currently being employed by the committee and ASCAP to arrive at a new contract [BROADCASTING, April 8].) The industry has been operating with an interim ASCAP agreement since the last contract expired on Dec. 31, 1982.

In honor of Welles

The Radio Advertising Bureau has established an annual, national radio creativity award program in memory of the late Orson Welles that will "identify and recognize creativity and innovation in the writing and production of radio commercials by radio station personnel." The program, titled "The Orson Welles Creativity Advertising Award," will focus on 12 retail business categories. RAB said entrants will be eligible to win cash prizes and statues, called "Orsons," for 30- or 60-second spots written, produced and aired at stations during 1985.

"Orson Welles is often thought of for his film work, yet he creatively transformed radio at a crucial period in the development of our medium," said RAB President Bill Stake- lin. Deadline for entries is March 1, 1986.

Awards, designated by market size, will be presented at the Association of National Advertisers/Radio Advertising Bureau's annual Radio Workshop Day in New York next June.

In another development, RAB said its newly formed small-market advisory panel of sales and general managers will hold its first "fly-in" meeting at the St. Louis Marriott hotel the weekend of Dec. 7-8. The meeting, said Stake- lin, will address specific sales and marketing needs of radio professionals in unrated markets.

Crystal Christmas

NBC Radio Entertainment is planning a major holiday special for next month titled *Billy Crystal's Countdown to Christmas*. The program package comprises 15 one-hour segments. Each will feature an "actual" side of a noted rock album and a "fantasy" side highlighting a selection of the artist's or group's hits. Among the artists in the special: the Beatles, David Bowie, the Cars, Elton John, Fleetwood Mac, Hall and Oates, Led Zep- plin, the Police, Bruce Springsteen and the Rolling Stones. According to NBC, stations would have to air 12 of the 15 offerings from Dec. 13 to Dec. 24. The special can be aired in one 12-hour sweep, as two, six-hour programs, or as individual one-hour shows on each of the 12 days before Christmas. *Billy Crystal's Countdown to Christmas* is produced by Denny Somach Productions.

Changing format

WBBF(AM) Rochester, N.Y., has switched from news/talk to an oldies format consulted by Houston-based Shane Media Services.

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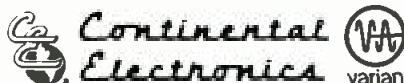
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Another Reagan on radio. Michael Reagan, son of President Reagan, has begun a Sunday afternoon talk show over KABC(AM) Los Angeles. Reagan's program, according to station officials, includes discussions with newsmakers of the week's top news stories. Reagan, who is a frequent guest host during KABC's Michael Jackson show, also narrates *All About Us*, a nationally syndicated television series.



BLAIR RADIO/BLAIR RAR

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1985 STRATEGIC PLANNER

AUGUST -

- ✓ 8/2 BRN TOLL-FREE HOTLINE STARTS: 1-800-2424-BRN
- ✓ RAR TO SIGN KKCY, SAN FRANCISCO/WBMW, WASHINGTON, DC
- ✓ PLAN NRBA MEETINGS & RECEPTION 9/13
- ✓ CONGRATULATIONS TO BLAIR RADIO'S:

RANDY HARRIS, DALLAS / LYNNE KELLER, PORTLAND

SEPTEMBER -

- ✓ 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 W/MAS 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 ANNOUNCEMENT

The format features rock 'n' roll from 1964 to 1972. "We identified a group of dissatisfied listeners in Rochester who do not enjoy contemporary hits, yet are not ready to leave their rock roots behind," said consultant Ed Shane. The station plans to continue carrying NBC Radio's Talknet service.

Feeding time

ABC Talkradio host Owen Spann has returned to the schedule of news/talk KGO(AM) San Francisco by satellite—feeding a one-hour show for the company-owned station from the network's broadcast center in New York. The KGO program is in addition to Spann's national show, which is heard each weekday from noon to 2 p.m. NYT over the Talkradio network.

Spann, who had anchored a show for talk-formatted WABC(AM) New York until recently, was a staple at KGO for 22 years before his departure for New York last year. His new KGO show, which began last week, airs each weekday from 11 a.m. to noon (Pacific time). According to Jack Swanson, KGO's director of operations, listeners in the Bay Area can call the regular station talk numbers and the calls are relayed to the New York studios.

October increase

Network radio expenditures for October rose 9% over October 1984, to \$83,551,377, according to the Radio Network Association, which relies on monthly data Ernst & Whinney collects confidentially from nine network companies. For the year to date (January through October), business is up 13%, to \$272,803,726.

Games over

After seven months on the air, the "game zone" format—game shows and contests programmed from 9 a.m. to 3 p.m. each weekday ("Riding Gain," Apr. 15)—adopted by RKO's KFRC(AM) San Francisco has been abandoned. The station will play its contemporary rock format throughout most of the day.

The "game zone" format was considered a new alternative to traditional AM programming. But KFRC vice president and general manager, Jim Smith, said the games aired during the midday time period delivered a lower audience than contempo-

rary music. "In order for the games to be a good investment, we needed a significant ratings plus," he said. Smith noted that, because of contest rules, one of the games, *The \$61,000 Challenge*, will run until the end of the year at 9 p.m. each night. In addition, KFRC's new nighttime dating call-in/music show, *Affair on the Air*, will remain part of the station's programming lineup.

Fuentes speaks

Latin American author and scholar Carlos Fuentes is the featured speaker in a five-part lecture series on the turmoil in Latin America, to be broadcast over American Public Radio in January. *The Massey Lectures: Latin America at War with the Past* is produced by the Canadian Broadcasting Corp. Each one-hour program includes a half-hour presentation by Fuentes, with the remaining 30 minutes devoted to newly produced documentary material on the history of Latin America from the 16th century. Fuentes discusses present-day problems of the area in relation to its historical beginnings, looking at the region from the standpoint of a scholar, a diplomat and a native Latin American, APR said.

Technology

ATSC: looking at the better picture

Technology group searching beyond satellite to new types of terrestrial transmission

Terrestrial broadcasting of enhanced television is nearing the top of the agenda for an Advanced Television Systems Committee technology group, but before that body can turn its attention fully to the topic, some members are suggesting it conclude considerations of a previous concern—enhanced TV broadcast by satellite.

The possibility of broadcasting enhanced video and sound through new means of terrestrial transmission has, in recent months, reestablished itself as a major topic of the ATSC enhanced 525-line TV technology group chaired by Comsat's Dan Wells. The group has already developed an experimental test plan and is now actively seeking system proposals from interested parties in the industry.

Enhanced satellite broadcasting, however, does not appear quite ready to be relegated to the ATSC back burner. The issue has been the constant subject of discussion since the group first met in the fall of 1983, and as long ago as June 1984, the group had already tentatively selected a "straw man" candidate for a satellite transmission standard based on multiplexed analog component (MAC) systems developed by Scientific-Atlanta and CBS Technology Center.

The debate over satellite delivery methods has been highly charged throughout the in-

dustry because of the current marketplace battle between proponents of B-NTSC (NTSC with digital audio and no subcarriers) and MAC systems for use in cable distribution and direct broadcast satellite applications (BROADCASTING, Nov. 11 and Sept. 2).

The issue emerged at a three-hour gathering of the ATSC group Nov. 14, after CBS revealed it was willing to withdraw its own TMC component system from consideration and back Scientific-Atlanta's B-MAC system as an industry standard for component satellite broadcasting ("In Brief," Nov. 18). The two MAC formats carry essentially the same video, audio, sync and data information, but diverge in their approach to time compression.

CBS was apparently not willing to undertake the financial commitment to fully develop the TMC system, but indicated that it does want an industry component standard on which to base its related and ongoing research on two-channel high-definition transmission methods.

Several attendees suggested that, given the group's previous backing of a component "straw man" standard, and the withdrawal of the CBS system, the only remaining alternative component system, B-MAC, should be selected as a voluntary national standard for those satellite systems using component delivery. Others countered that no adequate scientific studies had been conducted to allow ATSC to adopt a system.

Although the question was not resolved, it will be the lead topic of the group's next meeting, expected during the week of Jan. 20.

(Likely to be important to ATSC considerations is a review of satellite systems conducted by the Direct Broadcast Satellite Association and nearing completion. DBSA, as part of its effort to recommend a voluntary national standard for direct broadcast satellite delivery systems, undertook with input from Wells's group a 15-week scientific comparison of B-MAC and a B-NTSC system developed by General Instrument. The tests have essentially been completed and DBSA began meeting last week to select a system. A final recommendation is expected in December.)

The ATSC group's efforts on the terrestrial transmission front are also expected to be a topic at its January meeting, particularly since ATSC has made a general appeal to companies that are working on enhanced technologies to bring their proposals to the ATSC by the end of this year for possible testing. A subcommittee of the enhanced 525-line group, chaired by engineering consultant Jules Cohen, has outlined system characteristics to be reviewed in a test, as well as facility and equipment needs.

Hoping to help ATSC bring proposed systems out of the woodwork was a joint announcement Nov. 14 by the National Association of Broadcasters and the Association of Maximum Service Telecasters that the two

were considering fostering sponsorship of a series of demonstrations of advanced TV systems.

Although still in its early planning stage, the NAB-MST proposal would be geared to demonstrating the feasibility of improved



Wells

broadcast TV to government and the public. The groups are contacting manufacturers of broadcast equipment and other organizations with television laboratories to see whether they are "interested in putting their techniques on the line," according to spokesman Tom Keller of the NAB and Greg DePriest of MST, and already several unnamed organizations have indicated a readiness to participate in the work. NAB and MST are themselves willing to fund demonstrations, said

DePriest, although to what degree has not yet been determined.

The NAB-MST effort, if successful, may also aid the stalled work of a second ATSC technology group, on improved NTSC-compatible systems. The group, chaired by Kerns Powers of RCA Laboratories, has been largely dormant over the past year after plans for a series of technology demonstrations fell through due to a lack of manufacturer support. The demonstrations, scheduled for 1984 and early 1985, were to have shown compatible improvements possible using higher-definition cameras and TV receivers using frame combs, progressive scan or higher line rates.

The group, at a Nov. 13 meeting, held a lengthy discussion of new directions the group could take, with suggestions such as exploration of a new color encoding method under development by Faroudja Laboratories (BROADCASTING, Nov. 4), investigation of B-NTSC-type transmission systems, and the formulation of a comprehensive tutorial on NTSC improvements.

A subcommittee was formed by the group to further review the technology group's goals. Powers will be chairman, with members including Wells, Cohen, Keller, Bernie Dickens of CBS and Tom Kohler of North American Philips Corp. No meeting of the subgroup has yet been set, but it was expected they would report back to the full technology group by its next meeting, set tentatively for March. □

RCA hopes K-2 will be start of something big

New Ku-band service has built-in audience through dish give-away; Hubbard will take four transponders for Conus and new ad hoc programing service; NBC to use six slots

When RCA Americom launches Satcom K-2, its first Ku-band satellite, into space aboard the space shuttle Atlantis tomorrow (Nov. 26), it may also launch the broadcasting industry into a new era of Ku-band satellite communications.

Satcom K-2 will not be the first Ku-band satellite in orbit, but it will be the first capable of transmitting programing to most commercial broadcast stations through dedicated earth stations. What's more, it will be the most powerful satellite of any kind, C-band or Ku-band, to be made available for the support of commercial broadcasting.

The satellite's 16 transponders are all taken. NBC will use six, or perhaps, eight, to distribute its programing to affiliates and to implement its Ku-band news exchange among affiliates. Hubbard Broadcasting holds leases on four. It plans to turn one over to its Conus Communications, a growing satellite news gathering (SNG) exchange, and the other three to a new company, still in its formative stages and yet unnamed, that will procure and distribute first-run programing to ad hoc networks of network affiliates and independent stations.

RCA Americom has retained two slots on the satellite, which it intends to sell piece-

meal to syndicators and other program distributors. It claims to have several customers for the service but refuses to identify them, saying it's up to the customers to identify themselves. So far, only the United States Football League has done so. AT&T has reserved two transponders on the bird, but it's unlikely it will use them for anything connected with broadcasting.

That Satcom K-2 will have hundreds of dishes looking at it when it becomes operational in January is no accident. To make the bird attractive to distributors of broadcast programing, marketers at RCA Americom offered free earth stations (and \$1,000 to cover installation costs) to all full-power commercial stations, with one string attached—the dish must be pointed at Satcom K-2 at all times. So far, 558 stations, well over half of the more than 900 commercial stations, have asked for the dishes. RCA expects more than 700 stations to take advantage of the offer, at least one in every television market.

The RF output of C-band transponders in commercial use is less than 10 watts and that of most Ku-band transponders is 20 or less. But the K-2 transponders are, at least on paper, 45 watts. That extra power translates to better signal quality, less susceptibility to interference from rain and the use of smaller dishes for both uplinking (important in satellite news gathering) and downlinking.

M/A-Com, under a contract with RCA, is supplying the Ku-band dishes to stations that

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ask for them. According to Guy Lewis, RCA Americom manager, broadcast services, about half the stations are being shipped 3.7-meter dishes, but others, in weaker parts of the satellite footprints, are getting either 4.6-meter or 6.1-meter dishes.

Since last April, NBC has been distributing its primary programming feeds to affiliates over four full-time transponders on SBS III, one of Satellite Business Systems' four Ku-band satellites. When Satcom K-2 becomes operational, said Jack Weir, NBC's vice president, broadcast operations, the network will shift the feeds from SBS III to four transponders on Satcom K-2.

NBC plans to use a fifth transponder on Satcom K-2 to put affiliates in the mountain time zone on an equal basis with those in the rest of the country by providing them with their own feed, Weir said. And it will use a sixth for the new exchange service, for which it is installing portable Ku-band uplinks, dubbed PUPS, at 50 stations, he said. NBC has an option, which it must exercise by the end of the year, for two more transponders on the bird, but, according to Weir, it has no definite plans for them.

(The four transponders set aside for NBC's primary feeds on SBS III and Satcom K-2 are not leased by NBC, but by Comsat General, which holds a contract with NBC to build and operate its satellite network. According to Weir, under its contract with NBC, Comsat will continue to lease one full-time transponder on SBS III for NBC's occasional use and up to five additional transponders on the SBS systems each fall weekend for the network's distribution of football games.)

Weir expects the reliability and the quality of NBC's Ku-band network to improve "measurably" with the move to the Satcom K-2. Not only does the satellite deliver a more powerful signal, but it also delivers a footprint that is more evenly spread over the continental United States. That means affiliates in the fringe areas, especially in the Northwest and the Southeast, will see better pictures and experience fewer outages, he said.

Stanley Hubbard, president of Hubbard Broadcasting, is trying to convince broad-

casters, rep firms and, perhaps, a production company or two to join Hubbard in forming a new company to procure programming and distribute it over the Satcom K-2 network.

The new company, which is being formed under what Hubbard calls "the K-2 Project," would acquire programming from various sources, including production companies, sports leagues, broadcasters and advertisers, Hubbard said. The company may cut separate deals to clear and distribute each program or series, he said, but in all cases, it will try to obtain an interest in the programming. "This is every broadcaster's dream—to be able to be involved somehow in a national programming venture," said Hubbard.

For example, Hubbard said, the company may agree to clear and distribute programming produced by an advertiser or group of advertisers in exchange for a large share of the advertising time, which it would share with the stations that broadcast the programming. Hubbard pointed to Red Oak Production Co., formed by five large advertisers with the intent of producing prime time specials for broadcast beginning in the fall of 1986 (BROADCASTING, Oct. 28). Red Oak has the know-how and resources to produce the programming, he said, but it needs an efficient way of getting it to the stations. The company emerging from the K-2 Project could be that vehicle, he said.

Hubbard feels the new venture is made possible by the special attributes of Satcom K-2 and its extensive network of fixed earth stations. "The thing that K-2 offers goes far beyond being just another delivery system," he said. "It's a 24-hour-a-day direct line into all of the stations that have the receiving dish," he said. "It gives you the same kind of access that the broadcast networks have to their stations. The things you are going to be able to do with it are wonderful."

It's possible to do the same thing with existing C-band satellites and earth stations, but it takes a "heroic effort" to make sure all the stations' C-band dishes are facing the right satellite at the right time, Hubbard said. "It takes a lot of planning and a lot of coordination."

Hubbard said at least two group broadcasters and two television rep firms have

agreed to join Hubbard Broadcasting in the venture. Although those who wish to join must come up with cash to cover capital expenses and initial operating costs, he said, there is little risk. "The downside is that you end up with some transponders and you go into the rental business."

One of the broadcasting groups is Chronicle Broadcasting, owner of four network-affiliated television stations including KRON-TV San Francisco. Chronicle President Francis Martin said Chronicle is prepared to take a position as prominent as Hubbard in the new venture, perhaps as much as a 20% interest. "The venture will open up a new programming source, and that's what will be exciting and compelling for the stations."

Conus, a news cooperative in which participating stations are interconnected by Ku-band satellite technology, has grown steadily since Hubbard founded it in the spring of 1984. With the addition of KHJ-TV Los Angeles to the Conus family, there are 31 participating stations ("In Sync," Nov. 18).

While a station with a K-2 dish is downlinking programming from the new Hubbard venture and news feeds from Conus Communications, it could also receive programming over the two transponders reserved by RCA Americom for its new distribution service. For a fee, said RCA's Lewis, RCA Americom, RCA will provide satellite time to the syndicators and to other program distributors.

Considering the power of the satellites, the size of the dishes RCA is offering stations is relatively large. And, according to RCA's Lewis, that's the result of a calculated decision. The large dishes along with the high power and wide bandwidth (54 mhz) of the transponder will enable RCA to transmit two television signals over each transponder, he said. In other words, it will be able to beam four different programs at the same time.

By offering its distribution service, RCA is putting itself in direct competition with satellite transmission companies like Robert Wold Co., which now distributes the lion's share of satellite-delivered syndicated programming via its C-band transponders (Wold transmits 130 hours of programming a week for 25 different customers). Wold President Robert Wold recognizes the competition RCA's K-2 service represents. "It just adds more competition to the field," he said. "You are always concerned about more competition and the infighting in pricing it brings."

Wold said RCA's dish give-away program has made Satcom K-2's transponders "attractive," but no more so than any of a host of C-band transponders. It is just as easy to reach the stations via C-band as it will be via Ku-band, he said. Virtually every station has a C-band dish, he said, and many have two or three. What's more, he added, the industry has 10 years of experience with C-band technology.

Because of the unusual attributes of Satcom K-2 and its extensive network of dedicated earth stations, the users of the satellite are confident it will have a major impact on the broadcasting business. Said Hubbard: "The Ku-band technology will do to broadcasting what deregulation did to the airline and trucking industries." □

Billion bits. Sony Corp. has developed an experimental digital television tape recorder with a data recording capability in excess of one billion bits per second. The eight-channel unit, developed for digital high-definition TV applications in the 1990's, has twice the bit rate of a HDTV digital VTR shown at the end of 1984 by Hitachi Denshi.

In a Nov. 18 announcement from Sony Corp.'s Tokyo headquarters, the company said it had opted for the ultra high-speed, 1.037 gigabits per second recording technology without any bit rate reduction in order to cover the full frequency range of HDTV, which has a signal range five times wider than those of conventional TV systems.

The system allows simultaneous recording of a 25 mhz luminance signal and two color difference signals at 12.5 mhz, with eight bit per sample quantization and a 58.8 dB signal-to-noise ratio. A one-inch metal coated videotape is used, with specially developed heads and a tape speed of 805 millimeters per second. The unit will allow up to a one-and-a-half hour record and playback time and would have its most probable application as a studio master VTR, the company said.

Sampling frequency is 64.8 mhz for luminance and 32.4 mhz for each of two color difference signals (the same as NHK's MUSE bandwidth compression system), but for the final implementation, according to Sony, it will consider adjusting the sampling frequency to conform with world digital video standards expected to be developed for HDTV by 1990.

A digital HDTV recorder was first displayed by Hitachi in the U.S. last December, although it was a five-channel system with a 460 megabits per second rate, a 20 mhz luminance video bandwidth and 5.5 mhz line sequential chrominance signals.

TVB sizes up competition for ad dollars

New and old media compete for revenue in new environment in which TV is 'no longer the only kid on the block'

Participants in the Television Bureau of Advertising's 31st annual meeting in Dallas last week pointed with pride to the medium's growth in viewership and revenues over the years, but at the same time they raised questions about growing competition from new and older media.

The meeting, at Loew's Anatole last Wednesday through Friday (Nov. 20-22), sought to reinforce the theme, "Winning: Marketing In the New Environment." In speeches to a record-breaking audience of about 1,200 (including spouses and guests), speakers and panelists offered suggestions on ways to consolidate broadcasters' gains in an era of tough competition.

The importance of marketing was underlined in the keynote address by TVB Chairman William G. Moll, president of broadcasting and entertainment, Harte-Hanks. He noted that although TV's share of advertising continues to grow, while the shares of other major media are declining, he said that television's rate of growth has decelerated. He cited competition from emerging media and from new uses of older media. "We are no longer the only kid on the block," Moll said. "I think we all sense this plateau in our growth and I know we don't like it. . . . We have discovered new ways to market our availabilities, to attract new customers, new categories of advertising. We are using our air as our own marketing tool—just as our advertisers do."

"Our managers are now responsible for larger businesses than those we started, dealing in hundreds of millions of dollars and more. Our salesmen are being switched from those who only know television to those who know television and the businesses of our clients. We are becoming marketing experts as well as television experts."

Roger Rice, president of TVB, echoed some of Moll's remarks when he discussed commercial television advertising revenues for 1985. He said TVB's projections show that in 1985, revenues for national spot will be up 8%, local up 13% and network up 2%. "This report could be bad news compared with the past," Rice acknowledged. "But in the new uncharted water that's good news. Today, compare television to magazines, which show declines in the number of pages sold, and, to compensate, are now raising their rates again."

Rice said *People* magazine is down 4.3% in pages; *Time*, down 6.1%; *Newsweek*, down 9%, and *Business Week*, down 12.2%.

In the "good news" category, Rice cited TV audience trends. He said Nielsen figures show prime time ratings for the new season



are up 1%; for working women up 14%, and for women, 18 and older, up 7%.

Rice told the meeting the TV industry must prepare for changes in TV's future. He said the TVB board had asked him to create training programs for general managers. The project is called "Marketing Your Station For Success." According to Rice, the first two sessions have been held and three more will be scheduled in 1985. Rice envisions that

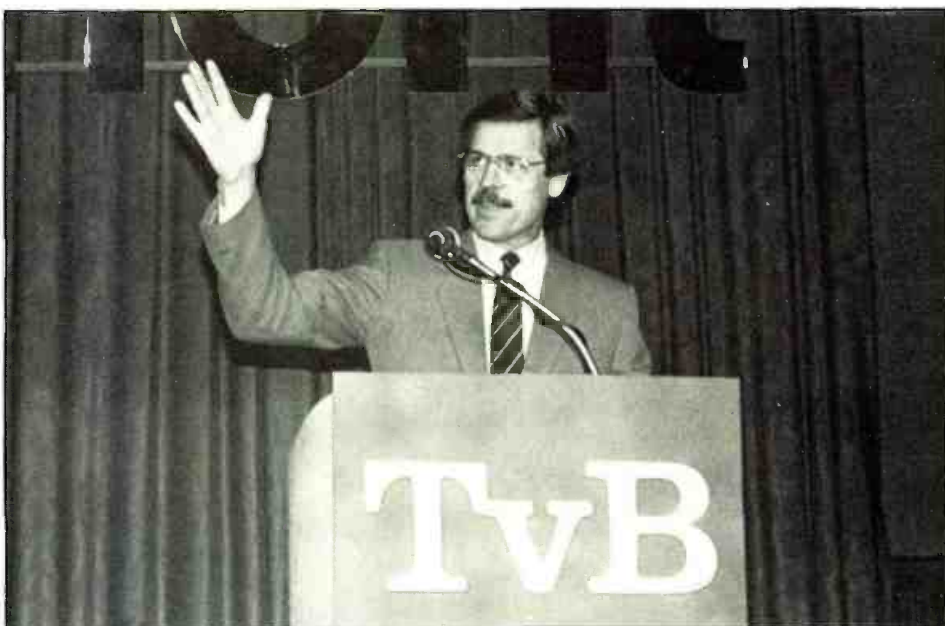
spot television will not grow at the rates the industry has come to expect of the medium. He points to such factors as increased inventory created by the networks, expansion in barter syndication and the drain of dollars to national satellite/cable networks. He voiced the view that it would be the end of the decade before spot TV increases yearly in double digits.

Rice exhorted station officials to bolster their efforts in local advertising. He urged stations to concentrate on bringing in new dollars and told them not to be satisfied with negotiating a larger share of existing TV dollars.

Despite some of his misgivings, Rice offered a TV prediction for 1986 that was reasonably buoyant. He estimated that spot TV would grow 8%-10%, local TV 11%-13% and network TV 7%-9%.

The bureau's major sales presentation for 1986 was screened for the meeting. It is a half-hour videotape titled "Television: The Growth Medium." The presentation is narrated by actor Christopher Plummer and was produced by George Huntington, executive vice president, operations, TVB. The taped report emphasizes that while the audiences of such media as magazines, newspapers and radio have declined since 1970, TV's audience has grown from 81% of adults to 90%.

Paul Bortz, managing director of Browne, Bortz & Coddington, Denver, an economic consulting firm, indicated the changes in television in the future "contain a high degree of uncertainty." He said factors contributing to this uncertainty are the decline in the rate of household growth, the steady television audience levels and the increase in new



TVB Chairman William Moll



TVB's Rice: targeting growth opportunities

Eleven years ago, Roger Rice started working for the Television Bureau of Advertising (TVB) two weeks before the New York-based organization's annual convention. Three hundred people were attending and there was no speaker, Rice said, so he got on the phone and "called a friend who came on one week's notice and talked at our luncheon about his political ambitions." Enjoying the story, Rice continues, "Since then he has gone onto another job... it was Ronald Reagan." At TVB's annual meeting last week, there was no Ronald Reagan, but there were four times as many people attending as attended that 1974 gathering. On the eve of that convention, Rice talked to BROADCASTING about TVB today and the revenue side of the TV industry.

Assuming modest economic growth and modest inflation, what is the outlook for television industry revenue?

The inventory available to the national advertiser has increased. Network inventory has increased, barter syndication has become a factor, and national advertisers are spending 1% to 5% of their national dollars on the cable networks. Because of this added inventory, we see national spot not growing in double-digit numbers through the end of the decade. Any station that wants to control its own destiny will have to concentrate on local. That is the area it can do something about.

Sales managers that we talk with say the lead time for buying spots is short... becoming like radio. Is there anything that can be done about that?

When inventory increases it means there is not the demand to buy time long in advance. Right now, for instance, the networks are feeling the same thing in the scatter market that spot has been feeling for the past two years. It is a fact of the law of supply and demand.

Your office overlooks the headquarters of Capital Cities Communications, a company that made big broadcasting headlines this year with its purchase/merger of ABC. What do the mergers and leveraged buyouts of recent years mean for the industry?

One of the things that we talk about, with all the mergers and the going-private moves and the acquisitions, is that there is a greater concern over revenues. Working to make the interest payments, that is what is really going to change the business we are in. With those companies that have had mergers and takeovers, where they have been restructured, top group management is getting more and more into the pricing of their stations rather than leaving it just to the general sales managers. They are personally becoming interested.

What about the effect of mergers in the

packaged goods and consumer products industry?

These larger companies are going to try to use more efficiencies in their buying. R.J. Reynolds Industries, having already acquired Heublein, which had previously acquired Kentucky Fried Chicken and four other companies, has acquired Nabisco Brands, which itself had acquired Standard Brands, now representing 108 brands in 30 products groups and 22 advertising agencies. It now has more brands to marry and put into split 30's, both in network and in spot.

What specific advertiser categories has TVB worked on this year, trying to get them to advertise on television? And what categories have you targeted for next year?

We have developed legal this year. We did a major presentation with the American Bar Association... with Howard Cosell as the spokesperson. That is a category that's been developed over the past four years, and we have seen it jump 35% in the first six months of this year.

There is a category right now that is the last in the personal service area, and that is certified public accountants (CPA), who are very conservative people. We are making progress on getting them to use television, to become competitive. Everybody is getting into the financial consulting business, which really belongs to the CPAs. But since they are not aggressive, they are going to end up not being considered.

Is there any way you can exert an influence over the supply of advertising time by the networks and stations?

No. At every one of our meetings we have an antitrust attorney sitting in, we have competitors in the same room and there is no way you can do that. Pricing has to be on an individual basis.

Is there any chance that TVB might merge

with the Cabletelevision Advertising Bureau to represent television in general?

I don't think so. Television next year will have revenue of \$22.5 billion and cable is about \$700 million. That's hardly equal partners. I have nothing to say about it, but our constituency, the television broadcasters, don't want them as a partner. I'd like to think that we really understand our constituency and all of our goals really point to one thing, to increase the amount of dollars coming into television. We don't do any lobbying in Washington, we don't appear before the FCC.

TVB has traditionally relied on Broadcast Advertisers Reports for its information on television advertising. There are some new systems now being developed to track commercials. Will they be used as well?

There are really two kinds of systems. One is monitoring advertising, such as Nielsen's Monitor Plus, which uses computers, and BAR. Both of them report back competitive brand information. The other kind of systems are tattle-tale methods—that would be Adcom, Tele-Scan—those that are being sold to the advertisers, who are being told: "You know there are so many errors that the makegoods you will get will more than pay for the service." But the advertisers will discover, as they did with International Digisonics, that there really aren't that many errors and it is just an additional expense. Concerning Monitor Plus, we have been told that they are right now measuring Tampa, Fla., and Chicago, and that by the end of the year they will be measuring Los Angeles and New York. By the end of June they will be measuring the top-75 markets, stepping in at various phases.

Will you be running information from both BAR and Monitor Plus?

We will probably just be running from one just because of the expense, and we have not seen Monitor Plus so we have not decided what we will be doing.

independents, larger station groups and aspiring networks.

Bortz said the course of television in the coming decade will be much less subject to analysis than the cable explosion of the last 10 years. He said there will be continued innovation in programing, sales, promotion and technology.

The marketing of a television station was described during a workshop session by general managers and sales manager of nine stations. Dick Groat, sales manager, WOTV(TV) Grand Rapids, Mich., said stations today can no longer just fight for a share of the market, but must develop new business. "The key is marketing," he said. "By 1989, local will pass spot TV."

Discussing marketing activities in Phoenix was Tony Twibell, general sales manager, KTSP-TV there. Twibell said Phoenix is a growing market, both in population and advertising. He said TV and radio executives have joined together to sponsor research on the market "and we are all surprised to find out that even we didn't realize how large the market had grown and how large the projected growth was." He said that from the research, participating stations produced a videotape and a report for client presentations.

David Boylan, director of sales, WKYC-TV Cleveland, reported that in his market, TVB member stations underwrote a Starch study of Cleveland television audiences, which is now a research tool for presentations. Boylan also praised the role of promotional spots carried on the station. He said "on new business calls, our sales force found that prospects mentioned seeing the spots and acknowledged the power of television."

Participants praised the role of TVB for making it possible for TV stations to exchange promotional formulas with one another.

In another workshop dealing with vendor programs and market research, Bill Scaffide, general sales manager, WUAB-TV Cleveland, outlined the station's efforts to obtain vendor dollars. The key element in securing vendor funds for a small discount store chain from suppliers included background data about stores, their market position, their sales volume and the anticipated growth of the retailer.

John Sudder, vice president and general manager, KWGN-TV Denver, said the formula for success in vendor sales includes a detailed plan by the sales department, involvement of the general manager, nonduplication of efforts of existing vendor programs and consistent monitoring and study of the market potential.

Bill Jenkins, vice president and general manager, WXIX-TV Cincinnati, estimated that the total cost of generating vendor dollars amounted to 15% to 18% of advertising developed. He asked: "Is it worth 15% to 18% to get money that never existed before? We think so."

Jenkins said the station had made little headway until four or five years ago when it hired a market development director.

The value of market research was underscored by Bill Beindorf, vice president and general manager, WVEC-TV Norfolk, Va. He cited the ability of market research to help

divert budgets from other media, its usefulness in helping to develop nontraditional advertisers or additional budgets from existing clients and its supply of psychographic data.

Monty D. Grau, vice president and general manager, KOMO-TV Seattle, said the station's marketing department provides an array of consumer-based marketing services. He pointed out that in 1979, 25 companies were identified from a large number of retail categories and have been tracked since that time. For the five-year period ending in 1984, he said, the average annual increase was 18%, growing from \$3.2 million in rev-

enues to nearly \$7.2 million.

Exhibition space during the annual meeting was occupied by 12 companies active in research, marketing, computer software and sales training: Broadcast Advertisers Reports, New York; Broadcast Management Plus Inc., Auburn, Calif.; Columbine Systems, Golden, Colo.; CompuMatch Inc., Los Altos, Calif.; Marshall Marketing & Communications, Pittsburgh; A.C. Nielsen Co., New York; Data Communications Corp., Memphis; SoftPedal Inc., Atlanta; Tapscan, Hoover, Ala.; Productivity Inc., Atlanta, and Szabo Associates, Atlanta. □

Face-lift. The National Association of Broadcasters has retitled and expanded its in-house publication, *Highlights*, and will introduce it as a newsletter, *NAB Today*, this week. As part of an effort to improve communication with members (as recommended by Guttenberg Associates Inc. which the NAB hired to conduct a public affairs audit), NAB divided *High-*

Television



lights, into two newsletters, one for radio and one for TV. Shaun Sheehan, the NAB's senior vice president for public affairs, said a readership survey turned up an interest in more hard news. A series of inserts will be included every week covering legal, technical and other subjects. Richard Larsen, former reporter with the *Kansas City Star*, Kansas City, Mo., has joined NAB as editor of the publication.



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Getting used to change in new merger climate

Seminar held in New York on mergers and acquisitions debates new environment, from Wall Street to FCC

Those who have been caught off guard by the media merger trend of the past year will have to continue adjusting to changes in the economy and regulatory environment, according to panelists at a New York seminar, "Mergers and Acquisitions in the Communications Industry," sponsored by Law & Business Inc., a subsidiary of Harcourt Brace Jovanovich. Serving as co-chairmen of the day-and-a-half meeting were Richard Wiley, of the Washington law firm of Wiley & Rein and former chairman of the FCC; Stephen Sharp, also a former FCC commissioner, now with Skadden Arps Slate Meagher & Flom, and Sharp's colleague, Peter A. Atkins, of the same law firm.

One subject of uncertainty is whether the near-term prospects for the broadcasting industry would support future mergers/takeovers or would even support some of those that have already occurred.

Despite the current slowdown in advertising, the afterglow of previous broadcasting

revenue gains has affected evaluations of the price to pay for acquisitions, warned David J. Londoner, special partner and entertainment securities analyst at Wertheim & Co. He noted that those previous revenue gains were achieved, in part, because of a high rate of inflation that is no longer present. "I think that people justifying today's multiples are imposing previous growth rates of 11% to 12% on today's interest rate." He said for the near term, growth of 7% to 8% would be more likely.

Although Londoner said he thought the basic health of the industry had not changed, "there will be increased competition in the business... it is a more mature business."

Companies rarely disagree greatly on the price of an acquisition but they often disagree about the value to be obtained from that acquisition, said Rand L. Rosenberg, executive director, corporate development, Pacific Telesis. "Synergy is important and it is probably the most often quoted thing that companies say they look at, but it tends to be one of the most difficult things to realize. We are now seeing a lot of companies selling off after realizing that the pieces are worth more

than the whole."

Just as economic developments will exert unknown changes on mergers and acquisitions, so, too, will developments emanating from Washington. Linda C. Quinn, executive assistant to the chairman of the Securities and Exchange Commission, said the SEC is considering changes in the law affecting publicly held companies that could "substantially change the way the game is played." Among the questions to be considered at meetings in the next few months, Quinn said, are whether a tender offer has to be made to all shareholders of a given class of stock; whether all shareholders have to receive the best price paid for any of the stock; whether the purchase of shares on the open market can constitute a tender offer, and whether federal law should only regulate the behavior of those outside the company, leaving management's behavior in a takeover situation largely to state law.

At the FCC, too, there may be changes in policies regarding tender offers and hostile takeovers, according to those commenting. Sharp noted the FCC has ruled on the trustee question—the holding of a company's stock by a trustee pending the resolution of a conflict between management and an outsider—in both a proxy contest and a tender offer, in a change of ownership and a change of board. Said the former FCC commissioner: "Essentially, the issue is surrounded."

Wiley said his conversations with FCC commissioners indicated they were still wrestling with the question of the trusteeship: "Suppose the commission decides in the long-term process not to approve the transfer licenses from the trustee to the acquirer. What does the trustee do? He can't return the company to the stockholders because they are no longer there."

A preview of the intense debate likely to take place between those defending current FCC policy and those who say it favors hostile takeovers in the Fifth Estate was given in a free-wheeling exchange between Jerald Fritz, chief of staff to FCC Chairman Mark Fowler, and William Lilley III, senior vice president of corporate affairs for CBS.

Lilley said that by approving the trusteeship plans—as the FCC did in cases involving both Multimedia and Storer—the agency appeared to be giving its stamp of approval to those who wanted to take over the company: "Those people then have a stronger argument that they can take to the SEC, the courts and investors."

Fritz said the commission's action removed barriers that previously protected management and kept the securities market from operating properly.

The result of the most recent FCC policy, said Lilley, was to force media companies to undertake various defensive measures, some of which damaged the companies, "perhaps

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irreparably... The capital base of the industry has shifted from equity to debt."

He presented some figures on 16 major publicly held media companies that, he said, had recently undertaken debt as part of de-

fensive measures. The figures showed total long-term borrowings increasing three-and-a-half times and the ability of cash flow to cover debt payments dropping by about 40%. □

to be for sale. WPBR is on 1340 khz with 1 kw day and 250 w night. *Broker: Chapman Associates.*

KXJX(FM) Pella, Iowa □ Sold by Tulip City Broadcasting to Allen Shaw and George Beasley for \$1,555,000, comprising \$400,000 cash, \$100,000 noncompete agreement and remainder note. **Seller** is subsidiary of Linder Radio Group, Willmar, Minn.-based station group of four AM's and two FM's, principally owned by brothers, Don and John Linder. **Buyer** is owned by George G. Beasley (50%), Allen B. Shaw (40%) and Bruce T. Simel (10%). Beasley owns, and others are officers of, Beasley Broadcast Group, Goldsboro, N.C.-based station group of six AM's and nine FM's. KXJX is on 103.3 mhz with 100 kw and an-

Changing Hands

PROPOSED

WYEN(FM) Des Plaines, Ill. □ Sold by Walt-West Enterprises Inc. to Flint Metro Mass Media Inc. for \$8 million, comprising \$4 million cash and remainder note at 9% over five years. **Seller** is owned by Edward W. Walters, president. It also owns Wauk(WA) Waukesha, Wis. **Buyer** is owned by Vernon Merritt, who also owns WFDF(AM)-WDZZ(FM) Flint, Mich. WYEN is on 106.7 mhz with 50 kw and antenna 328 feet above average terrain.

KTON(AM)-KTQN(FM) Belton, Tex. □ Sold by Center City Communications Inc. to Joe Abernathy for \$2,630,000. **Seller** is owned by Ken Williams, who has no other broadcast interests. **Buyer** owns KERV(AM)-KRVL(FM) Kerrville, Tex. KTON is daytimer on 940 khz with 1 kw. KTQN is on 106.3 mhz with 3 kw and antenna 490 feet above average terrain. *Broker: Riley Representatives.*

KMGO(FM) Goleta, Calif. □ Sold by Goleta Communications Corp. to Radio Santa Barbara Inc. for \$2,350,000 cash. **Seller** is principally owned by Emmett W. Shipman, who has no other broadcast interests. **Buyer** is equally owned by Alex Sheftell, J. Pat Wardlaw, James L. Olerich and Burle Kaplan. Sheftell formerly had interest in WAVA(AM) Washington, D.C. Others own KIST(AM) Santa Barbara. KMGO is on 106.3 mhz with 365 w and antenna 879 feet above average terrain. *Broker for seller: Blackburn & Co. For buyer: Chapman Associates.*

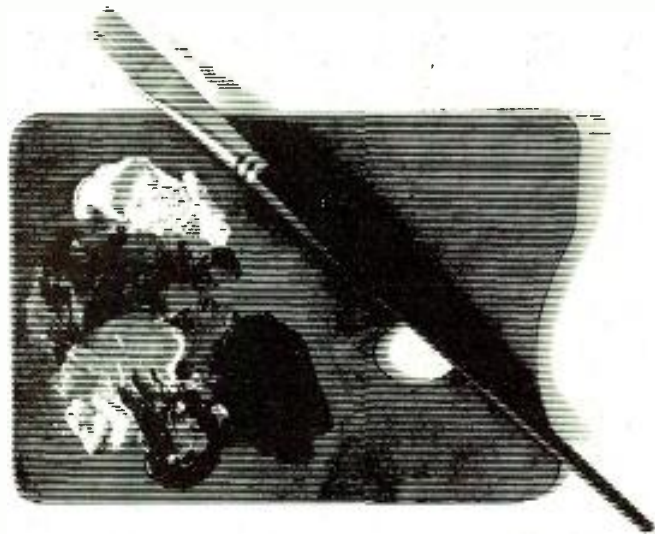
WYLF(FM) South Bristol Township, N.Y. □ Sold by Empire Media Corp. to The Great Lakes Wireless Talking Machine Co. for \$2.1 million cash. **Seller** is principally owned by Elton Spitzer and Daniel Blume, who also have interest in WWCL-FM New Kensington, Pa. **Buyer** is principally owned by Arnold S. Lerner and Ronald R. Frizzell. It owns WLAM(AM) Lewiston and WKZS(FM) Auburn, both Maine; WLLH(AM)-WSSH(FM) Lowell and WORC(AM) Worcester, both Massachusetts, and WKSZ(FM) Media Pa. WYLF is on 95.1 mhz with 50 kw and antenna 990 feet above average terrain. *Broker: Kozacko-Horton Co.*

KMLB(AM)-KWEZ(FM) Monroe, La. □ Sold by Cyrene Broadcasting Corp. to Northeast Communications Inc. for \$1.7 million, comprising \$500,000 cash and remainder note at 10% over 10 years. **Seller** is owned by Robert E. Powell, who has no other broadcast interests. **Buyer**, owned by Frank E. Holladay, owns WALT(AM)-WOKK(FM) Meridian and WYMI(AM)-WQID(FM) Biloxi, both Mississippi, and WYGC(FM) Gainesville, Fla. KMLB is on 1440 khz with 5 kw day and 1 kw night. KWEZ is on 104.1 mhz with 100 kw and antenna 900 feet above average terrain. *Broker: Chapman Associates.*

WPBR(AM) Palm Beach, Fla. □ Sold by WPBR Inc. to Gary L. Portmess and his wife, Ju-

dith, for \$1,550,000, comprising \$835,000 cash, \$550,000 note and remainder noncompete agreement. **Seller** is owned by Everett R. Aspenwald and his wife, Valerie. They are former producers with ABC Television and Public Broadcasting System. They have no other broadcast interests. **Buyers** own WHAG(AM) Hagerstown and WNTR(AM) Silver Spring, both Maryland. Latter reported

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Citizens celebration. The Citizens Communications Center is alive and well. That was the upshot of a fund raiser held last week in Washington celebrating the center's 15th anniversary. Among those honored at a reception held in the atrium of the offices of Steptoe & Johnson were House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), Citizens' founder and first executive director, Albert H. Kramer, and board member Henry Geller (Geller was board chairman in 1973-77). Pictured above on left is Kramer, who received a silver chalice in recognition of his work with the center. At right is Geller, who also was presented with a chalice by Wilhelmina Reuben Cooke, currently executive director of CCC.

Last spring, it appeared that the center's financing was running out. But fund-raising effort led by former Citizens, alumni, many who are now members of the Federal Communications Bar Association, appears to be a success. "We're well over \$30,000," announced former executive director (1973-77), Frank Lloyd who, with Kramer, is spearheading the Committee for Citizens. In May, the committee persuaded Georgetown University Law School and its Institute for Public Representation to contribute the \$40,000 needed to continue the center's operation until January (BROADCASTING, May 20).

"We're off to a great start," Kramer told the crowd that had gathered for the celebration. "We want to send a message to Georgetown University, the press, the corporations, the foundations and the regulators, that Citizens is still out there, that it's alive, it's doing well, it's doing good things," Kramer said. "Therefore the commission, the regulators, are going to have to recognize it and cope with the causes and the pleadings that Citizens brings before it," he added. "Citizens," Kramer continued, "has played a major role in bringing women and minorities into the mainstream of American radio, television and telecommunications. . . . It's played a major educational role and it will continue to do its work because the work has to be done."

Wirth, an honorary sponsor of the center, praised the organization for its contributions. Wirth cited a number of the center's accomplishments and goals. . . . "the fairness doctrine and insuring it does not go away, despite the ideology of this administration," Minority programming, minority portrayal and minority ownership, he continued, are areas in which Citizens has been active. "Children's television, eliminated by this administration, pursued by Citizens and again pursued because it is the right thing to do. Early election returns, an issue that Citizens was out there earlier on despite all the protestations of many of the net-



works that suggested this was an abridgement of the First Amendment. On EEO, in which we have made some progress, the cable bill last year was a tribute again to how hard Citizens pushed on that front. Women's issues, diversity of ownership, public broadcasting, a whole series of areas in which I think most of us can sit down and look in the mirror and say those are the right things to do. Citizens has done that, not fashionable to do so in this day and age, not fashionable at FCC's that advocate unregulation, whatever that means," Wirth said.

Among those who contributed to the Citizens fund raiser:

Sponsors contributing \$1,000: The Charles Benton Foundation, Capital Cities Communications, CBS, law offices of David E. Honig, Albert Kramer, MCI, NBC, Piper & Marbury, Philip M. Stern and Westinghouse Broadcasting & Cable.

Patrons donating \$500: Susan Dillon; Fleischman & Walsh; Thomas A. Hart Jr.; Frank W. Lloyd and Elizabeth L. Athey; LeBoeuf, Lamb, Leiby & MacRae; Mintz, Levin, Cohn, Ferris, Glovsky & Popeo; Motion Picture Association of America; Reverend and Mrs. Everett C. Parker; Stuart Rabinowitz; Joel Rosenbloom, and Wexler, Reynolds, Harrison & Schule.

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tenna 370 feet above average terrain.

KVAN(AM) Vancouver, Wash., KRGL(AM)-KXIQ(FM) Bend, Ore. □ Control (60.32%) sold by Capp Broadcasting Group Inc., which will retain 39.68%, to Gentry Development Corp. for \$1,289,964 comprising \$300,000 cash and remainder note at 10%. Seller is owned by Gary Capps and family. It is Bend, Ore.-based station group of four AM's and three FM's. Buyer is principally owned by William G. Williamson and Bruce L. Engel. Williamson is certified public accountant from Roseburg, Ore., and is applicant for new FM's in La Grande, Ore., and Hilo, Hawaii. Engel owns WTD Industries Inc., forest products firm based in Portland, Ore. KVAN is on 1550 khz full time with 10 kw. KRGL is daytimer on 940 khz with 10 kw. KXIQ is on 94.1 mhz with 50 kw and



The wives have it. The National Association of Broadcasters' latest public service venture was celebrated at a Washington reception last week, starring the congressional wives who in turn star in a series of public service announcements designed to combat drug and alcohol abuse. The campaign is the brainchild of Martha Dale Fritts, wife of NAB President Eddie Fritts, and grew out of a conversation she had with Carolyn Mattingly, wife of Senator Mack Mattingly (R-Ga.) and president of the Congressional Families for Drug-Free Use. The wives of six senators and 21 representatives, along with the president of the



National Federation of Parents for Drug-Free Youth (NFPDFY), appear in spots taped in front of the Lincoln Memorial; each of the spots is being distributed to television and radio stations in the legislators' districts or states.

Pictured at left: Fritts and Joyce Nalepka, president of NFPDFY (whose spot is being given national distribution), by a poster headlining all the starring wives. At right: Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and his wife Debbie watch a monitor as her PSA was played back.

tenna 590 feet above average terrain.

KEIN(AM)-KLFM(FM) Great Falls, Mont. □ Sold by Shirley Seman, receiver, to M&M Holding Co. for \$1,250,000. Seller is receiver for Sundance Communications, which has no other broadcast interests. Buyer is principally owned by Matt Mills, executive vice president/radio at Adams Communications, Wyzata, Minn.-based station group of three AM's, three FM's and five TV's. KEIN is on 1310 khz with 5 kw day and 1 kw night. KLFM is on 92.9 mhz with 100 kw and antenna 450 feet above average terrain.

WHCC(AM)-WQNS(FM) Waynesville, N.C. □ Sold by Waynesville Broadcasting Co. to Ellek B. Seymour for \$900,000, comprising \$261,000 cash and remainder note at 10% over 10 years, with interest only payments for first year. Seller is owned by Allen W. Askins, who has no other broadcast interests. Buyer owns Richmond, Va.-based station group of eight AM's and seven FM's. He is also purchasing WRJY(AM) Richmond, Va. (see below). WHCC is on 1400 khz with 1 kw day and 250 w night. WQNS is on 104.9 mhz with 100 kw and antenna 1,640 feet above average terrain. Broker: Media Marketing Associates Inc.

WQLS(AM) Painesville, Ohio □ Sold by WPVL Associates to Dale Broadcasting for \$750,000 cash. Seller is principally owned by Anthony S. Oceppek, who also has interest in WQAL(FM) Cleveland. Buyer is selling WBKC(AM) Chardon, Ohio (see below). WQLS is on 1460 khz with 1 kw day and 500 w night.

KSOK(AM) Arkansas City and KWKS(FM) Winfield, both Kansas □ Sold by RJ Communications Inc. to Van Dyke Broadcasting Inc. for \$749,000, \$449,000 for KSOK and \$300,000 for KWKS. Price comprises \$349,000 cash and remainder note. Seller is principally owned by Richard T. Wartell and his wife, Janet, who have no other broadcast interests. Buyer is principally owned by John Van Dyke, banker in Sioux City, Iowa, with no other broadcast interests. KSOK is on 1280 khz with 1 kw day and 100 w night. KWKS is on 105.5 mhz with 3 kw and antenna 183 feet above average terrain. It holds CP for 1.65 kw with antenna 396 feet above

average terrain. Broker: Blackburn & Co.

WYAI(AM) Ridgeland and WZXQ(FM) Gluckstad, both Mississippi □ Sold by Jackson Radio Inc. to Exchequer Communications Inc. for \$700,000 cash. Seller is owned by Matthew Wiggins, who has no other broadcast interests. Buyer is owned by William Neville, owner of men's clothing store in Jackson, Miss. WYAI is daytimer on 780 khz with 5 kw. WZXQ is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain.

WMPA(AM)-WHAY(FM) Aberdeen, Miss. □ 90% sold by Radio Monroe Inc. to Tenn-Tom Broadcasting Group Inc. for \$400,000, comprising \$75,000 cash and remainder note at 10% over 10 years. Seller is owned by J.W. Furr, who also owns WFOR(AM)-WHER(FM) Hattiesburg and WMBC(AM)-WJWF(FM) Columbus, both Mississippi. Buyer is owned by J.D. Buffington, stations' general manager, who already owns other 10% of stations. WMPA is on 1240 khz with 1 kw day and antenna 250 w night. WHAY is on

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105.5 mhz with 3 kw and antenna 300 feet above average terrain.

WBKC(AM) Chardon, Ohio □ Sold by Dale Broadcasting Co. to Kendee Broadcasting Co. for \$350,000 cash. **Seller** is owned by Donald D. Smith. He also owns WTIG(FM) Massilon, Ohio, and is spinning off WBKC to purchase WQLS(AM) Painesville, Ohio (see above). **Buyer** is owned by Smith's daughter, Deanna Baker, and her husband, Kenneth. WBKC is daytimer on 1560 khz with 1 kw.

WRJY(AM) Richmond, Va. □ Sold by WEET Radio Broadcasting Inc. to Ellek Seymour for \$400,000. **Seller** is owned by E.J. Bell, who has no other broadcast interests. **Buyer** is owner of Resort Broadcasters, Richmond, Va.-based station group of eight AM's and eight FM's. **Buyer** is also purchasing WHCC(AM)-WQNS(FM) Waynesville, N.C. (see above). WRJY is daytimer on 1320 khz with 5 kw. **Broker: Media Marketing Associates.**

WRAM(AM) Monmouth, Ill. □ Sold by Coleman Broadcasting Co. to KCB Enterprises Inc. for \$325,000, comprising \$265,000 cash and remainder note. **Seller** is owned by Roger Coleman and his wife, Marylin, who have no other broadcast interests. **Buyer** is owned by Kevin Potter and his wife, Dore. It owns WMOI(FM) Monmouth, Ill. WRAM is daytimer on 1330 khz with 1 kw. **Broker: Ralph E. Meador.**

KZEA(FM) Healdton, Okla. □ Sold by TAP Communications Inc. to Jimmy Dean Williams and Bradley M. Fenton for \$295,000 cash. **Seller** is principally owned by Richard

C. Parrish and family. It also has interest in KNFB-FM Nowata and KMUS(AM)-KRLQ(FM) Muskogee, both Oklahoma. **Buyers** are automobile dealers in McAlester, Okla., with no other broadcast interests. KZEA is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales, see "For the Record," page 81.

Hofstra unveils new TV center

University holds conference at dedication to discuss future of Fifth Estate; Geller, Chaseman, Rosenfield and Christensen among speakers

Broadcasting industry leaders and scholars converged on Long Island, N.Y., last week for a conference at Hofstra University to mark the opening of the school's multimillion-dollar Television Institute. The institute includes a complete down-link satellite facility, television equipment and broadcast studios. The conference, "Television 1985-86: Issues for the Industry and the Audience," brought together industry leaders and government officials from both the past and present (see also "Top of the Week") for a discussion of broadcasting's future.

Joel Chaseman, president, Post-Newsweek Stations, told the conference that even though television is "in the midst of turbulence" it is enjoying "vitality and robust

good health." As dour predictions in the past year have been wrong, so too would the naysayers of today be proved wrong, he said. But Chaseman said broadcasting of the future will be different from that of today, "across the board in every category."

At a session concerning deregulation titled "Have We Already Gone Too Far?" Henry Geller, of the Washington Center for Public Policy Research, said that broadcasting is currently governed by "a regulatory system that sucks," and that it has been since it was created. Given the ease with which licenses



Hofstra's new TV studio

are renewed, the dearth of public records and the lack of quality children's programming, Geller said that the FCC should require radio and television owners to give the government a percentage of their revenues, which would then be turned over to National Public Radio and the Public Broadcasting Service. Thomas Krattenmaker, of the Georgetown University Law Center, said problems in regulation could be solved through "dismantling barriers to entry," getting government off the backs of broadcasters, and by charging broadcasters spectrum fees. According to Michael Botein, of the New York Law School, the question of whether deregulation has opened up new technologies, could only be given fair consideration after the systematic collection of data.

At a session on domestic and international broadcasting, moderated by Michael Gardner, attorney with Akin, Gump & Strauss, FCC Commissioner Mimi Dawson said that the present FCC policy course "disallows us from stopping." She said the FCC will soon be moving into "more content deregulation" in programing.

CBS's Rosenfield speaks on worldwide opportunities for television: the primacy of programing and advertising

James H. Rosenfield, senior executive vice president of the CBS/Broadcast Group, but now preparing to take early retirement (BROADCASTING, Nov. 18), traced the growth of "television's age of abundance" since the development of communications satellites and other new technologies. This new age, he said, offers "enormous opportunities" for media companies, "increasingly on a worldwide basis," if they get their strategies straight.

Rosenfield stressed "the primacy of programing" and said "the key strategy here for media companies is to produce or co-produce programing that can succeed in as many worldwide outlets as possible." Al-

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most equally important, he added, is access to the best available channels, particularly satellites; in all national markets. He noted that CBS-TV is trying to create more of its programming in-house, for subsequent sale overseas; is producing for new outlets, such as videocassette recorders, and recently gained access to an Intelsat satellite covering "an enormously large segment of the earth's surface," which will "give us a competitive edge in gathering news overseas" and "provides us with a great opportunity to deliver programming to a large number of markets, with such sensitive material as news and sports."

New cable and broadcast outlets in many major European countries are showing increased interest in importing news and entertainment programming, Rosenfield said, and "as these opportunities grow, those media companies best positioned to distribute and gather news worldwide will be more strongly positioned than those who only offer entertainment programming in television markets in various nations."

He noted that CBS, for example, has arranged to distribute *CBS Evening News With Dan Rather* to a pay-TV service in France. He added the hope that by the first of the year, late-night viewers in France will be able to see the broadcast on the same night it is shown in the U.S. "We plan to support the effort through advertisers who will be able to reach a unique audience," Rosenfield said.

He called advertising "the largest single economic force propelling television into this age of abundance, domestically and worldwide," and said CBS is forecasting three-network revenues of \$15 billion to \$20 billion in 1990, compared with \$5.6 billion in 1981, plus "robust growth" for local station and basic cable revenues as well.

But the outlook for advertising growth in this country "is only part of the story," Rosenfield continued. "The largest opportunities for growth will clearly take place in Europe and the Far East, where restraints on advertising have created much pent-up demand that is being unleashed by changes in regulatory policy in many nations."

Mergers and acquisitions good for the industry and the public, says Chaseman of Post-Newsweek; he predicts major networks and broadcasters will survive the new order

Joel Chaseman, president of Post-Newsweek Stations, scoffed at any who contend "the current wave of acquisitions and mergers will smother the system they've come to love [and] that new financial pressures will overwhelm managements and end the magic."

"I do believe, however," he said, "that some managements will be overwhelmed; that some investors will bid too high; that there will be buyers too late on the wave because they project unrealistic growth rates based too much on an exciting past and not enough, if at all, on a very different kind of future."

The future will indeed be different, Chaseman said, "in every category—man-

agement, programming, marketing and technology."

The new "democracy of distribution," Chaseman said, will inevitably lead to new national networks and new competition, a growing array of program choices and "further erosion in total audience for the three old-time networks." He said he had no doubt that ABC, CBS and NBC, although forced to "evolve and change," will be among "the major survivors," or that "the well-run local station affiliated with one of the big three will continue to prosper in the '90's."

The new era, he said, will also bring changes for the advertiser, who will be forced "to find as many new ways to spread existing budgets as there will be new programs to watch."

Chaseman said, "I happen to believe that most of this turmoil and transition will be very good for broadcasting and for the public, if not for each individual broadcaster."

He also called for "a national communications policy" establishing priorities to "save the broadcast spectrum for the most responsible long-term use by our national and international information and communications systems."

"Leaving these fundamental public priorities to the invisible hand of the marketplace is clearly wrong in principle and dangerous in practice. It is not in the public interest for limited available spectrum to be assigned to potential use or user on the basis of the highest bid, without regard for the nature or importance of the use itself." □

PBS President Bruce Christensen makes case for noncommercial television as highest quality product; praises local control

"Why does public television exist when America has the wealthiest and most powerful commercial television system in the world?" asked Public Broadcasting Service President Bruce Christensen of his Hofstra University audience. "Why should people donate their time and money, as well as their tax dollars, to support this institution?" His answer: The noncommercial medium exists "to offer the highest quality television possible, to serve audiences ignored in the commercial marketplace and to place [TV] in the hands of local communities."

Christensen said that advertising has shaped the way commercial television has developed, while "public service, not profit, drives [public television] forward." The latter attempts to serve audience needs that are "unserved or underserved by commercial television. We think more about content than ratings. And while it may seem arrogant in a contemporary marketing sense, we still have the 'chutzpah' to say: 'Well, what does the public need?,' and not so much: 'What does the public want?'"

The PBS president said that American public television is also distinguished by the amount of local input each station has. "No other television communications system provides for local policy control," he said. "The great untold story of public television

**The Baltimore
Radio Show, Inc.
Harry R. Shriver,
President, has acquired
WKHI-FM Ocean City, Maryland
for \$3 million from
Atlantic Broadcasting
William E. Esham, Senior, President,
Klein G. Leister, Wayne A. Powell,
and James D. Layton, all of
Eastern Shore,
Maryland***

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is the fact that it really is the public's television system." Public TV stations have local citizen boards who decide the viewing priorities for their station and help to raise the money to meet those needs, he explained.

One way Christensen would like to see funds raised is by requiring one federal dol-

lar for every two dollars raised from nonfederal sources. He sees that as a way to prevent any single revenue source from "exerting dominant influence" over program decisions. It would also give public television "a solid base upon which to build other means of continued support," he said, add-

ing that, "more importantly, it would make a statement to everyone about the value of public television as the 'national treasure' it has been called." □



Bilateral blitz. The National Association of Broadcasters wasted no time in Mexico when it came to conveying to top government officials NAB's interest in seeing the U.S.-Mexican AM bilateral agreement formally ratified. Seated clockwise: NAB Joint Board Chairman Ted Snider; NAB international consultant Bill Haratunian; NAB President Eddie Fritts, and Mexican President Miguel de la Madrid Huertago. They met to discuss the agreement, which has been approved in principle. NAB reminded the president that the FCC has offered to provide Mexico with copies of the bilateral documents lost in a building destroyed by the earthquake in Mexico City. Madrid instructed an aide to pursue the offer. During the half-hour meeting, the president also praised American broadcasters for their coverage of the earthquake and commended a resolution ratified by NAB and Mexican broadcasters at a meeting earlier that week (BROADCASTING, Nov.18) calling for a unified effort by all broadcasters to combat alcohol and drug abuse.

This notice appears as a matter of record only.
November 1985

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To Russia with hope: Ted Turner tackles Cold War with TV

Through his Better World Society's goal of improving U.S.-Soviet relations by programing swaps, and Goodwill Games, TBS head is doing his part for world peace

Through the power of television, Ted Turner believes he can do what the politicians and diplomats have been unable to do over the past four decades: bridge the gap between the U.S. and the Soviet Union and reduce the chances of the Cold War escalating into a hot and final one.

Unlike the wide-eyed idealist and like the hard-nosed businessman he is, the chairman



and president of Turner Broadcasting System is putting his belief to the test. Over the past year, he has launched at least three initiatives involving television and aimed at improving East-West relations.

Turner founded the Better World Society, a nonprofit organization with the hefty mandate to produce programing that not only eases world tensions and the threat of nuclear war but also helps to solve the interrelated problems of overpopulation and a deteriorating environment. In partnership with the Soviet Union, he created the Goodwill Games, an international athletic contest that will be televised throughout the world next summer and every four years thereafter. And he began efforts to swap news and other programing between his Cable News Network and Soviet bloc countries.

Turner has been talking about television as a tool for improving the world ever since he rose to prominence in the television industry in the late 1970's and early 1980's as the owner-operator of superstation WTBS(TV) Atlanta and CNN. In a May 1980 interview with BROADCASTING, Turner said his push to become a major force in the television busi-

ness was not motivated by a desire for money or power. "I'm doing it as a crusade, primarily," he said. "I think that strong actions need to take place. I'm not doing it for myself. I'm doing it for the children and their children and for the people in the world who are getting ripped off—the people who want to live in peace and harmony and want to see our problems solved before we destroy the planet."

The Better World Society, said Stephen Coleman, director of program development, was founded on the belief that television can "educate millions of people and show them that there are alternatives—that a continued arms race is not an inevitable thing.... 'The 'global village' of Marshall McLuhan is here, but is not to be taken advantage of. There is a real feeling that television can make a difference."

BWS's first programing effort, *Challenge of the Caucasus*, is a one-hour documentary about how 20 young people from the U.S. and the Soviet Union teamed up last summer to scale Europe's highest peak, Mount Elbrus in the Soviet Union's Caucasus mountain range. With an extensive preview on the *MacNeil/Lehrer NewsHour*, it premiered on superstation WTBS last week and is scheduled for two repeat airings.

In the works: a history of the Cuban missile crisis, now in post-production, and a documentary profiling "citizen diplomats," which should be ready by next summer. Coleman described the latter as a "look at what a few people are doing to reach out and surmount the obstacles between the U.S. and the Soviet Union." Among those being profiled, he said, are Dr. Bernard Lown and Yevgeniy Chazov, co-presidents of the International Physicians for the Prevention of Nuclear War and co-winners of the Nobel peace prize.

Despite the presence of Soviet Central Committee member Georgiy Arbatov on the BWS board, there is no guarantee that BWS will be seen on Soviet television. According to Coleman, Soviet television, Gosteleradio, has not yet promised to air *Challenge* in the Soviet Union. "We expect it will be aired," said Coleman. "It's just a matter of going through the right channels."

BWS hopes to keep alive any positive momentum toward arms control generated at last week's Reagan-Gorbachev summit. With that goal in mind, BWS Vice Chairman Russell Petersen, a former governor of Delaware and an active conservationist, has scheduled a meeting of government officials and arms control experts to discuss ways that BWS can further arms control in the wake of the summit. "We don't want to see the summit ending as just so much talk," said Coleman.

In addition to being its founder, Turner is BWS's chairman and principal benefactor. According to Coleman, Turner has contributed one-third of BWS's first-year operating budget of \$1.5 million. What's more, he is providing free air time for BWS productions on the superstation and other in-kind help. He is also providing office space within Turner's Washington headquarters.

A good candidate for the BWS's feature on "citizen diplomats" would be Robert Wussler, executive vice president of Turner

Broadcasting. He has made more than a dozen trips to the Soviet Union this year arranging the Goodwill Games, which will be held for the first time in Moscow over two weeks next summer (July 5-20, 1986).

According to Wussler, the games are being sponsored by a partnership comprising Turner Broadcasting, Gosteleradio and the Soviet Ministry for Sports and Physical Culture. They're sharing equally the estimated \$80 million cost of staging the games and they're all hopeful of recovering the cost and then some through the sale of television rights in the U.S. and in other countries. Under their agreement, Turner is responsible for marketing the television rights throughout the world.

Turner hopes that the comradery among the athletes of the various countries will work toward lessening world tensions. "We can best achieve global peace by letting the peoples of the world get to know each other better and learn to work together toward a common goal," Turner said. "Not only will the participants compete together in the spirit of good sportsmanship, but audiences worldwide will be able to see the harmony that can be fostered among nations."

Turner thinks the partnership between Turner and the Soviet agencies is an important vehicle for improving East-West relations. He believes people in the U.S. and Soviet Union have to do business together, Wussler said. "We've got to be more important to each other from a business standpoint. If we can do that, he believes, we will neutralize the nuclear threat."

Another goal of the games, Wussler concedes, is to make a buck. And, he said, "when the cash register rings here, it will also ring over there."

Forty-six countries have already promised to send athletes to the games, said Wussler. By the time of the opening ceremonies on July 5, as many as 75 may be represented. With Turner's backing, the Athletic Con-

gress in Indianapolis is putting together a U.S. team of 550 athletes.

Turner and his Soviet partners plan to televise between 180 and 190 hours of the games, comprising 160 events and including everything from basketball to yachting. Turner will assemble a 129-hour package, which it will broadcast on superstation WTBS and syndicate to other television stations in the U.S. So far, Wussler said, several stations, including Metromedia's WNEW-TV New York, have signed up for the package. "We expect to clear 90% of the country," he said.

Last May, Turner and Gosteleradio signed a two-year "agreement of cooperation," setting the stage for exchange of news, entertainment and sports programing and, perhaps, news personnel. Turner would like to put a representative of Gosteleradio in the CNN newsroom to go on the air occasionally and comment on world events, Wussler said. He would also like to put a CNN representative inside Gosteleradio to serve in a similar capacity. "I think that perhaps as early as 1986 we will get something like that done."

The first initiative under the agreement is a news exchange. CNN plans to downlink Intervision to downlink Intervision, the Eastern bloc's news service, and an evening newscast from the Soviet Ghorizont-7 satellite and incorporate portions of them in its news reports. In exchange, Turner is allowing news agencies in the Eastern bloc and in the Soviet Union to receive and use portions of CNN, which is now available throughout Europe on an Intelsat satellite. "That signal goes out beyond Moscow," Wussler said. "They need to go and get themselves a dish, put it up and start monitoring."

The obstacles to the news exchange were not technical, but regulatory and political. To receive programing direct from the Ghorizont-7, CNN had to get permission from Intelsat, the State Department and the FCC. □



First chair. Former Association of Independent Television Stations President Herman Land was honored as the first occupant of the Lionel Van Deerlin Endowed Chair of Communications at San Diego State University, named after the former House Telecommunications Subcommittee chairman. At a reception at the studios of noncommercial KPBS-FM-TV San Diego last week, Land praised Van Deerlin as someone who "grasped the growing importance of communications in national and international life." Land added that "we are experiencing a transition to a new set of social, political and economic values as they relate to communications; we have entered into the global era. Henceforth, much of our consideration of communication matters must be planetary in scale." Said Van Deerlin of Land's appointment: The position was not "a haven for someone on his way to retirement," and Land was someone who could "dispel that notion." Picutred (l-r): Van Deerlin; Albert W. Johnson, vice president of academic affairs, SDSU; and Land.

For the Record

As compiled by BROADCASTING, Nov. 13 through Nov. 20, 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

■ **KFRE(AM)-KFRY(FM)** Fresno, Calif. (AM: 940 khz; 50 kw-U; FM: 101.9 mhz; 1.8 kw; HAAT: 1,870 ft.)—Seeks assignment of license from KFRE Broadcasting Inc. to Chester Radio Corp. for \$2.5 million, comprising \$1 million cash and remainder note with payments of \$312,500 at each anniversary plus \$1,050,000 noncompete agreement. Seller is owned by Walter B. Lake and his wife, Dorothy, who have no other broadcast interests. Buyer is owned by Ralph C. Guild, president of Interep National Radio Sales Inc. (formerly McGavren Guild Inc.), New York-based radio repre-

sentative. He has interest in WNDR(AM)-WNTQ(FM) Syracuse, N.Y., and owns KFAC-AM-FM Los Angeles. Filed Nov. 8.

■ **KMGO(FM)** Goleta, Calif. (106.3 mhz; 365 w; HAAT: 879 ft.)—Seeks assignment of license from Goleta Communications Corp. to Radio Santa Barbara Inc. for \$2,350,000 cash. Seller is principally owned by Emmett W. Shipman, who has no other broadcast interests. Buyer is equally owned by Alex Sheftell, J. Pat Wardlaw, James L. Olerich and Burle Kaplan. Sheftell is former owner of WAVA(AM) Washington. Others own KIST(AM) Santa Barbara. Filed Nov. 12.

■ **KJOI(FM)** Los Angeles (98.7 mhz; 75 kw; HAAT: 1,180 ft.)—Seeks assignment of license from Noble Communications to Regency Broadcast Co. for \$44 million. Seller is owned by estate of Edward Noble, which also owns XETRA-AM-FM Tijuana, Mexico. Buyer is owned by Carl Hirsch, former president of Malrite Communications Corp. Filed Nov. 8.

■ **KTYD(FM)** Santa Barbara, Calif. (99.9 mhz; 34 kw; HAAT: 550 ft.)—Seeks assignment of license from KTYD Inc. to Home News Publishing Co. for \$3.1 million. Seller is principally owned by Robert J. Liggett and Larry Benston, who have no other broadcast interests. Buyer is New Brunswick, N.J.-based publisher and station group of four AM's, three FM's and two TV's, principally owned by William Boyd. It publishes New Brunswick *Home News* and five other weekly newspapers. Filed Nov. 4.

■ **KHOW(AM)** Denver (630 khz; 5 kw-U)—Seeks assignment of license from Metromedia Inc. to Sillerman Broadcast to KHOW Acquisition Corp. for \$11 million. Seller is Secaucus, N.J.-based station group of five AM's and six FM's principally owned by John Kluge. Buyer is also purchasing four Doubleday Broadcasting stations (see below). Filed Nov. 12.

■ **KPKE-FM** Denver, WLLZ-FM Detroit and KDWB-

AM-FM St. Paul, Minn. (KPKE: 95.7 mhz; 100 kw; HAAT: 725 ft.; WLLZ: 98.7 mhz; 50 kw; HAAT: 480 ft. KDWB(AM): 630 khz; 5 kw-D; KDWB-FM: 101.3 mhz; 100 kw; HAAT: 820 ft.)—Seeks assignment of license from Doubleday Broadcasting Co. to Sillerman Communications Group for \$27 million. Seller is subsidiary of publicly owned, New York-based station group of two AM's and five FM's headed by Gary Stevens, president (BROADCASTING, Nov. 4). Buyer is owned by Robert F.X. Sillerman. It also owns WHMP-AM-FM Northampton, Mass. He is former principal of Sillerman-Morrow Broadcasting Group, which sold its nine stations earlier this year. Filed Nov. 14.

■ **WWAM(AM)** Savannah, Ga. and **KEZD(AM)** Las Vegas (WWAM: 1450 khz; 1 kw-D; 250 w-N; KEZD: 1230 khz; 1 kw-U)—Seeks transfer of control of Frontier Broadcasters Inc. from Alvin L. Korngold (60.6 before; none after) to Joyce Korngold and Ben Korngold for no consideration. Seller is, respectively, husband and father of buyers, who already own remaining shares. Filed Nov. 12.

■ **WYEN(FM)** Des Plaines, Ill. (106.7 mhz; 50 kw; HAAT: 328 ft.)—Seeks assignment of license from Walt West Enterprises Inc. to Flint Metro Mass Media Inc. for \$8 million, comprising \$4 million cash and remainder note at 9% over 5 years. Seller is owned by Edward W. Walters, president. It also owns WAUK(AM) Waukesha, Wis. Buyer is owned by Vernon Merritt, who also owns WFDF(AM)-WDZZ(FM) Flint, Mich. Filed Nov. 12.

■ **WEVV-TV** Evansville, Ind. (ch. 44; ERP vis. 1,250 kw; aur. 125 kw; HAAT: 1,000 ft.; ant. height above ground: 1,000 ft.)—Seeks assignment of license from Ohio Valley Television Inc. to Ralph C. Wilson Industries Inc. for \$3.1 million. Seller is principally owned by ALVIN Dauble, who has no other broadcast interests. Buyer is owned by Ralph C. Wilson, who also owns KICU-TV San Jose, Calif.; WWTW(TV) Cadillac, Mich.; KJTV(TV) Amarillo, Tex. Filed Nov. 13.

■ **KXJX(FM)** Pella, Iowa (103.3 mhz; 100 kw; HAAT: 370 ft.)—Seeks assignment of license from Tulip City Broadcasting to Allen Shaw and George Beasley for \$1,555,000, comprising \$400,000 cash, \$100,000 noncompete agreement and remainder note. Seller is subsidiary of Linder Radio Group, Willmar, Minn.-based station group of four AM's and two FM's, principally owned by brothers Don and John Linder. Buyer is owned by George G. Beasley (50%), Allen B. Shaw (40%) and Bruce T. Simel (10%). Beasley owns and others are officers of Beasley Broadcast Group, Goldsboro, N.C.-based station group of six AM's and nine FM's. Filed Nov. 12.

■ **KSOK(AM)** Arkansas City and **KWKS(FM)** Winfield, both Kansas (AM: 1280 khz; 1 kw-D; 100 w-N; FM: 105.5 mhz; 3 kw; HAAT: 183 ft. [CP: 1.65 kw; HAAT: 396 ft.])—Seeks assignment of license from RJ Communications Inc. to Van Dyke Broadcasting Inc. for \$749,000 cash, with \$449,000 for KSOK(AM) and \$300,000 for KWKS(FM). Seller is principally owned by Richard T. Wartell and his wife, Janet, who have no other broadcast interests. Buyer is owned by John Van Dyke, banker in Sioux City, Iowa, who has no other broadcast interests. Filed Nov. 8.

■ **WOZW(AM)** Monticello, Me. (710 kw; 5 kw-D)—Seeks assignment of license from Weiner Broadcasting Co. to Dr. Benito B. Rish for assumption of liabilities. This is minority distress sale. Seller is owned by Allan H. Weiner, who also owns WOZI(FM) Presque Isle, Me., which is also being sold (see below). Buyer has no other broadcast interests. Filed Nov. 7.

■ **WOZI(FM)** Presque Isle, Me. (101.7 mhz; 3 kw; HAAT: 420 ft.)—Seeks assignment of license from Weiner Broadcasting Co. to Carlos-Franklin Communications Inc. for \$178,944 cash. Seller is also selling WOZW(AM) (see above). Buyer is owned by Michael N. Carlos (55%) and Jeffrey Franklin (45%). They have no other broadcast interests. Filed Nov. 7.

■ **WIVQ(TV)** [CP] Cumberland, Md. (ch. 52; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,500 ft.; ant. height above ground: 232 ft.)—Seeks assignment of license from Contemporary Communications Inc. to Beacon Broadcasting Inc. for \$20,000 cash. Seller is owned by Larry G. Fuss, who is also app. for two new FM's. Buyer is owned by William J. Kitchen and family. It owns KBQN(AM) Pago Pago, American Samoa. Filed Nov. 14.

■ **WMPA(AM)-WHAY(FM)** Aberdeen, Miss. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 105.5 mhz; 3 kw; HAAT: 300

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ft.)—Seeks assignment of license from Radio Monroe Inc. to Tenn-Tom Broadcasting Group Inc. for \$400,000, comprising \$75,000 cash and remainder note at 10% over ten years. Seller is owned by J.W. Furr, who also owns WFOR(AM)-WHER(FM) Hattiesburg and WMBC(AM)-WJWF(FM) Columbus, both Mississippi. Buyer is owned by J.D. Buffington, stations' general manager, who already owns 10% of stations. Filed Nov. 8.

■ WYAI(AM) Ridgeland and WZXQ(FM) Gluckstad, both Mississippi (AM: 780 khz; 5 kw-D; FM: 101.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Jackson Radio Inc. to Exchequer Communications Inc. for \$700,000 cash. Seller is owned by Matthew Wiggins, who has no other broadcast interests. Buyer is owned by William Neville, owner of men's clothing store in Jackson, Miss. Filed Nov. 6.

■ KEIN(AM)-KLFM(FM) Great Falls, Mont. (AM: 1310 khz; 5 kw-D; 1 kw-N; FM: 92.9 mhz; 100 kw; HAAT: 450 ft.)—Seeks assignment of license from Shirley Seman, receiver to M&M Holding Co. for \$1,250,000. Seller is receiver for Sundance Communications. It has no other broadcast interests. Buyer is principally owned by Matt Mills (85%). Mills is executive vice president/radio at Adams Communications, Wyzata, Minn.-based station group of three AM's, three FM's and five TV's. Filed Nov. 8.

■ KATQ-AM-FM Plentywood, Mont. (AM: 1070 khz; 5 kw-D; FM: 100.1 mhz; 3 kw; HAAT: 34 ft.)—Seeks assignment of license from Stallard Broadcasting Inc. to William S. Boswell for \$5,000 cash. Seller is owned by Bill E. Stallard and his wife, Cheryl. It also owns KATQ-AM-FM Plentywood, Mont. Bill Stallard also owns KNFL(AM) Laurel, Mont. Cheryl Stallard is app. for new FM in Wamego, Kan. Buyer has no other broadcast interests. Filed Nov. 12.

■ WRGB(TV) Schenectady, N.Y. (ch. 6; CBS; ERP vis. 93.3 kw; ant. 11 kw; HAAT: 1,020 ft.; ant. height above ground: 314 ft.)—Seeks assignment of license from WRGB Inc. to WRGB Broadcasting Inc. for \$56 million. Seller is owned by Universal Communications, joint venture of John D. Backe, former CBS president and Scott Forstman Little & Co., Backe also owns Astoria, N.Y.-based station group of two TV's. Buyer is broadcast subsidiary of four TV's owned by Santa Ana, Calif.-based publisher of 31 daily newspapers. Filed Nov. 14.

■ WYLF(FM) South Bristol Township, N.Y. (95.1 mhz; 50 kw; HAAT: 990 ft.)—Seeks assignment of license from Empire Media Corp. for The Great Lakes Wireless Talking Machine Co. for \$2.1 million. Seller is principally owned by Elton Spitzer and Daniel Blume, who also have interest in WWCL-FM, New Kensington, Pa. Buyer is principally owned by Arnold S. Lerner and Ronald R. Frizzell. It owns WLAM(AM) Lewiston and WKZS(FM) Auburn, both Me.; WLLH(AM)-WSSH(FM) Lowell, Mass. and WORC(AM) Worcester, Mass. and WKSZ(FM) Media Pa. Filed Nov. 12.

■ WKIT(FM) Hendersonville, N.C. (102.5 mhz; 100 kw; HAAT: 332 ft.)—Seeks assignment of license from Radio Hendersonville Inc. to AmCom of the Carolinas Inc. for \$2.2 million. Seller is owned by Art Cooley, who also owns co-located WHKP(AM). Buyer is subsidiary of AmCom General Corp., Winston-Salem, N.C.-based station group of two AM's and two FM's owned by George Francis. Filed Nov. 8.

■ WHCC(AM)-WQNS(FM) Waynesville, N.C. (AM: 1400 khz; 1 kw-D; 250 w-N; FM: 104.9 mhz; 100 kw; HAAT: 1,640 ft.)—Seeks assignment of license from Waynesville Broadcasting Co. to Ellek B. Seymour for \$900,000, comprising \$261,000 cash and remainder note at 10% over 10 years, with interest-only payments for first year. Seller is owned by Allen W. Askins, who has no other broadcast interests. Buyer is owner of Richmond, Va.-based station group of eight AM's and seven FM's. Filed Nov. 8.

■ WBKC(AM) Chardon, Ohio (1560 khz; 1 kw-D)—Seeks assignment of license from Dale Broadcasting Co. to Kendee Broadcasting Co. for \$350,000 cash. Seller is Donald D. Smith. It also owns WTIG(FM) Massillon, Ohio. It is spinning off station to seller's children in order to purchase WQLS(AM) Painesville, Ohio (see below). Buyer is owned by Smith's daughter, Deanna Baker, and her husband, Kenneth. Filed Nov. 12.

■ WQLS(AM) Painesville, Ohio (1460 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from WPVL Associates to Dale Broadcasting for \$750,000 cash. Seller is principally owned by Anthony S. Oceppek. Oceppek has interest in WQAL(FM) Cleveland. Buyer is selling WBKC(AM) Chardon, Ohio (see above). Filed Nov. 5.

■ KZEA(FM) Healdton, Okla. (105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from TAP Communications Inc. to Jimmy Dean Williams and Bradley M. Fenton for \$295,000 cash. Seller is principally owned by Richard C. Parrish and family. It also has interest in KNFB-FM Nowata; KMUS(AM)-KRLQ(FM) Muskogee, all Oklahoma. Buyers have no other broadcast interests. Filed Nov. 14.

■ WPOT(FM) Colonial Beach, Va. (CP)—Seeks assign-

ment of license from Colonial Beach Broadcasting Inc. to Potomac Broadcasting Inc. for \$9,750 cash. Seller is owned by S. Dorsey Edwards, Edgar L. Nevins and Robert G. Rhodes. It has no other broadcast interests. Buyer is owned by Robert E. Johnson and his wife, Sharon. Johnson owns 33.3% and is general manager of WKIK(AM) Leonardtown, Md. Filed Nov. 5.

■ KVAN(AM) Vancouver, Wash., KRGL(AM)-KXIQ(FM) Bend, Ore. (KVAN: 1550 khz; 10 kw-U; KRGL: 940 khz; 10 kw-D; FM: 94.1 mhz; 50 kw; HAAT: 590 kw)—Seeks transfer of control of KVAN Inc. from Capp Broadcasting Group Inc. (100% before; 39.68% after) to Gentry Development Corp. for \$1,289,964 comprising \$300,000 cash and remainder note at 10%. Seller is owned by Gary Capps and family. It is Bend, Ore.-based station group of four AM's and three FM's. Buyer is principally owned by William G. Williamson and Bruce L. Engel. Williamson is CPA from Roseburg, Ore., and is applicant for new FM's in La Grande, Ore. and Hilo, Hawaii. Engel owns WTD Industries Inc. Filed Nov. 14.

New Stations

AM's

■ Frazier Park, Calif.—Linda Ross seeks 1050 khz; 2.5 kw-D. Address: 13352 Beach Terrace, Garden Grove, Calif. 92644. Principal has no other broadcast interests. Filed Nov. 8.

■ East Helena, Mont.—Big Sky Communications Inc. seeks 680 khz; 5 kw-D. Address: 1528 D Cannon, Helena, Mont. 59601. Principal is owned by Dale A. Owens (33.4%) and brothers, Steven, Joseph and Werner Nistler (22.5% each). It has interest in new AM in Windsor, Calif. and new FM in East Helena. Filed Nov. 12.

FM's

■ Mobile, Ala.—Evangel Christian School Inc. seeks 88.5 mhz; 50 kw; HAAT: 138 ft. Address: 1350 East Main St., Lakeland, Fla. 33801. Principal is nonprofit corporation headed by Karl D. Strader, president. It has no other broadcast interests. Filed Oct. 29.

■ Barstow, Calif.—Jean Bates seeks 95.9 mhz; 1.5 kw; HAAT: 437.6 ft. Address: 4670 Don Lorenzo Dr., Los Angeles 90008. Principal has no other broadcast interests. Filed Oct. 29.

■ Barstow, Calif.—B&B Broadcasting Inc. seeks 95.9 mhz; 560 w; HAAT: 738 ft. Address: 29561 West Highway 58; 92311. Principal is owned by Walter C. Tucker and his wife, Margaret. It also owns KIOT(AM) Barstow. Filed Oct. 30.

■ Barstow, Calif.—Bruce W. Gary seeks 95.9 mhz; 562 w; HAAT: 225.6 ft. Address: 44830 N. Elm St., Lancaster, Pa. 93534. Principal has no other broadcast interests. Filed Oct. 29.

■ Grass Valley, Calif.—David R. Hall seeks 99.3 mhz; 1.2 kw; HAAT: 501 ft. Address: 15514 Wet Hill Rd., Nevada City, Calif. 95959. Principal has no other broadcast interests. Filed Oct. 29.

■ Grass Valley, Calif.—Lynda Straus seeks 99.3 mhz; 290 w; HAAT: 983 ft. Address: 12530A Old French Rd., Nevada

City, Calif. 95959. Principal has no other broadcast interests. Filed Oct. 30.

■ Grass Valley, Calif.—Bernadita Paulino San Nicholas Obenauf seeks 99.3 mhz; 670 w; HAAT: 670.6 ft. Address: 2799 Summerfield Dr., West Sacramento, Calif. 95691. Principal has no other broadcast interests. Filed Oct. 30.

■ Grass Valley, Calif.—Grass Valley Community Broadcasting Inc. seeks 99.3 mhz; 250 w; HAAT: 339.2 m. Principal is owned by Eric Hilding and Claudia W. Bartosiewicz. It has no other broadcast interests. Filed Oct. 30.

■ Grass Valley, Calif.—Waide Axell seeks 99.3 mhz; 1.02 kw; HAAT: 551.3 ft. Address: 126 W. Berryhill Dr., #123, 95945. Principal has no other broadcast interests. Filed Oct. 30.

■ *Greenacres, Calif.—Greenacres Educational Broadcasting Foundation seeks 88.3 mhz; 357 w; HAAT: 136 ft. Address: 10130 Rosedale Highway, 93308. Principal is nonprofit corporation headed by Guy P. Hoss, pastor. It has no other broadcast interests. Filed Nov. 4.

■ Indio, Calif.—Radio Indio Corp. seeks 102.3 mhz; 668 w; HAAT: 175 m. Address: 10445 Scenario Lane, Los Angeles, Calif. 90024. Principal is principally owned by Lynn A. Christian, president. Filed Oct. 30.

■ Palm Desert, Calif.—University of Southern California seeks 91.7 mhz; 670 w; HAAT: 172.6 ft. Address: P.O. Box 77913, Los Angeles 90007. Principal is educational institution, headed by board of trustees. Filed Oct. 28.

■ Palm Desert, Calif.—Prairie Avenue Gospel Center seeks 91.7 mhz; 3 kw; HAAT: 328 ft. Address: 13600 S. Prairie Ave., Hawthorne, Calif. 90250. Principal is nonprofit corporation headed by Carl Pike, president. Filed Oct. 28.

■ Scotts Valley, Calif.—Scotts Valley Educational Broadcasting Foundation seeks 90.5 mhz; 100 w; 63.3 m. Address: P.O. Box 66535, 95066. Principal is nonprofit corporation headed by Ray C. Webster. It has no other broadcast interests. Filed Nov. 4.

■ Fort Myers, Fla.—Southwest Florida Community Radio Inc. seeks 88.7 mhz; 50 kw; HAAT: 122 m. Address: 12645 5th St., Fort Myers, Fla. 33905. Principal is equally owned by Robert D. Augsburg, president and 11 others. It has no other broadcast interests. Filed Nov. 4.

■ Kittery, Me.—Kittery Associates seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 3015 Cody Rd., Columbus, Ga. 31907. Principal is owned by Jesse J. Taylor. It has no other broadcast interests. Filed Oct. 30.

■ Kittery, Me.—Margaret O. Nighswander seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 246, Gilmanston, N.H. 03237. Principal has no other broadcast interests. Filed Oct. 30.

■ Kittery, Me.—Stuart Moore seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 9308 Cherry Hill Rd. #514, College Park, Md. 20704. Principal has no other broadcast interests. Filed Oct. 30.

■ Kittery, Me.—Edward P. Ockenden seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: RFD #2 Pendexter Rd., Durham, N.H. 03824. Principal has no other broadcast interests. Filed Oct. 29.

■ Kittery, Me.—Michael M. Colby seeks 105.3 mhz; 3 kw; HAAT: 215.2 ft. Address: 4 Louisburg Sq., Apt. 9, Nashua, N.H. 03060. Principal owns 1/3 of WJYY(FM) Concord, N.H. Filed Oct. 30.

■ Kittery, Me.—James A. Moyer seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 35 Bogart Ave., Port Washington, N.Y. 11050. Principal has interest in WBRL(AM) Berlin,

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N.H. Filed Oct. 30.

- Kittery, Me.—C.G. Associates seeks 105.3 mhz; 3 kw; HAAT: 183.5 ft. Address: P.O. Box 8712, New Haven, Conn. 06531. Principal is owned by Carl Grande and family. It has no other broadcast interests. Filed Oct. 30.
- Cambridge, Md.—CWA Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: 35 Solomons Island Rd., Annapolis, Md. 21401. Principal Charles W. (Hoppy) Adams Jr. and David G. Boschert. Adams is announcer at WANN(AM) Annapolis, Md. Filed Oct. 28.
- Cambridge, Md.—Big Bay Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 15010 Carrolton Rd., Rockville, Md. 20853. Principal is owned by Robert L. Purcell, who has interest in WBZY(AM) New Castle, Pa., which has recently been sold (BROADCASTING, Nov. 11), and WDMV(AM) Pocomoke, Pa. Filed Oct. 28.
- Cambridge, Md.—Taylor Communications Inc. seeks 94.3 mhz; 3 kw; HAAT: 243 ft. Address: 38 New York Ave., Washington D.C. 20002. Principal is owned by Adrian Taylor, who has no other broadcast interests. Filed Oct. 25.
- Cambridge, Md.—Meredith M. Steel seeks 94.3 mhz; 3

- kw; HAAT: 328 ft. Address: P.O. Box 230, Queenstown, MD. 21658. Principal has no other broadcast interests. Filed Oct. 28.
- Cambridge, Md.—Shore Broadcasting Inc. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: Brooks Rd., Woolford, Md. 21677. Principal is owned by Carolyn Cooper, who has no other broadcast interests. Filed Oct. 28.
- Cambridge, Md.—D'Adamo Communications seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 25, Route 1, East New Market, Md. 21631. Principal is owned by Phillip G. D'Adamo, former owner of WTCD-FM Federalburg, Md. Filed Oct. 28.
- Blackduck, Minn.—Community Services seeks 900 khz; 5 kw-D. Address: P.O. Box 70, 56630. Principal is owned by Roger E. Paskvan, who has interest in KMG(AM) Montevideo, Minn. Filed Nov. 4.
- Wingate, N.C.—Wingate College, Inc. seeks 91.9 mhz; 10 kw; HAAT: 149 ft. Address: c/o Gary Smithwick, 1320 Westgate Dr., Winston-Salem, N.C. 27103. Principal is educational institution, headed by Jarvis A. Warren, chairman. It has no other broadcast interests. Filed Nov. 8.

- Killington, Vt.—Killington Broadcasting Ltd. seeks 105.3 mhz; 11 kw; HAAT: 884.5 ft. Address: Box 34, HCR 70, Plymouth, Vt. 05056. Principal is owned by Daniel W. Ewald (20% gen. part.) and Walter J. Sczuldo (80% lim. part.). It has no other broadcast interests. Filed Oct. 30.
- Killington, Vt.—Killington Mountain Broadcasting Co. seeks 105.3 mhz; 1.1 kw; HAAT: 2561 ft. Address: 305 Prospect Ave., Princeton, N.J. 08540. Principal is principally owned by Judith E. Leech and her brother, Michael, and his wife, Barbara. Filed Oct. 30.
- Killington, Vt.—Radio Group Inc. seeks 105.3 mhz; 1.15 kw; HAAT: 790 m. Address: 194 Adams St., Rutland, Vt. 05701. Principal is owned by Lawrence D. Cohen, who is also app. for LPTV's in Rutland and White River Junction, both Vermont. Filed Oct. 30.
- Killington, Vt.—Green Mountain Broadcasting Co. seeks 105.3 mhz; 1.15 kw; HAAT: 790.3 m. Address: 51 Heater Rd., Lebanon, N.H. 03766. Principal is owned by Gary Elfstrom (20% gen. part.) and limited partners, Elio Betty and Hugo S. Puglia (40% each). It has no other broadcast interests. Filed Oct. 30.
- Killington, Vt.—Albert E. Gary seeks 105.3 mhz; 1.15 kw; HAAT: 2,613 ft. Address: 189 Kenyon St., Hartford, Conn. 06105. Principal has no other broadcast interests. Filed Oct. 29.
- Killington, Vt.—Killington Community Broadcasting Corp. seeks 105.3 mhz; 1 kw; HAAT: 2,590 ft. Address: P.O. Box 222, Randolph Center, Vt. 05061. Principal is owned by Edward H. Stokes, who, with his wife, Margaret owns WCVR-AM-FM Randolph, Vt. Filed Oct. 30.

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- Dothan, Ala.—Broadcast Associates Inc. seeks ch. 60; ERP: 32.54 kw visual; 22.54 kw aural; HAAT: 1,756 ft.; ant. height above ground: 1,794 ft. Address: P.O. Box 6904, 36302. Principal is owned by Charles Max McGowan, who has interest in WOOF-AM-FM Dothan, Ala. Filed Nov. 12.
- Butte, Mont.—Montana Western Corp. seeks ch. 18; ERP vis. 3,000 kw; aur. 300 kw; HAAT: 1,939 ft.; ant. height above ground: 170 ft. Address: 4058 Ella Dr., Great Falls, Mont. 59405. Principal is owned by Bud Clark, who has no other broadcast interests. Filed Nov. 7.
- Llano, Tex.—Llano Broadcasting Co. seeks ch. 14; ERP vis. 3236 kw; aur. 324 kw; HAAT: 896 ft.; ant. height above ground: 474 ft. Address: 109 E. Main St., Llano, Tex. 78643. Principal is principally owned by Judge A.W. Mousund and his wife, Mary. It has no other broadcast interests. Filed Nov. 5.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
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	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

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Top radio company looking for experienced Long Island salespeople. For appointment 516-623-1240. EOE.

The best opening in New Jersey radio. Local retail sales manager for WDHA-FM, NJ's premiere AOR and dominant new & information AM, WMTR. Experienced broadcast sales management required to lead seven person staff. This is a new position and must be filled ASAP. Send resume, then call: J. Albert Wunder, WMTR/WDHA, Box 1250, Morristown, NJ 07960. EOE.

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

Midwest group is expanding and has need for account executives with 2 or more years of experience, a local sales manager, and a trainee Co-Op director. An EEO employer. Reply Box V-128.

Major market AM adult music station looking for sales manager to lead and guide young sales staff. More success stories than ratings but inching up under new ownership. Great opportunity for move up from smaller market. Must carry list and expect the big money with results only. Great future with group. Send resume to Box V-114.

WHYN AM/FM seeks selling professionals able to sell radio and results. See our display ad for details.

HELP WANTED ANNOUNCERS

South Florida Gulf Coast. Country DJ medium market FM. Tape and resume confidential. P.O. Box 278, Fort Myers, FL 33902. EOE.

Need hard working, positive, creative AM personality to relate to callers in an MOR/Lite FM environment. Send salary history, aircheck in first letter to: Connie Dayton, Route 2, Box 118, Dagsboro, DE 19939.

Texas panhandle City of 30,000 seeking combo sales, announcing and play by play. Self starter a must and at least one year experience. Send tape, resume and recent photo to Darrell Sehorn, KGRO-KOMX, Box 1779, Pampa, TX 79065. EOE.

Modern country station looking for "personality-plus" jocks. Northern California TV-free market. Send resume to: Box V-72.

Jersey shore metro CHR FM needs fulltime "personality" announcer who can do more than time & temp. Good salary and benefits. T&R to Lance DeBock, VP & PD, WJRZ 100FM, P.O. Box 100, Toms River, NJ 08754. EOE.

Morning announcer/newsperson needed immediately for AM/FM in Virginia's beautiful Shenandoah Valley. PBP ability a helpful bonus. Good company, good benefits, great place to live. Our team needs you. Tape & resume to WLCC/WRAA, P.O. Box 387, Luray, VA 22835. EOE.

Telephone talk. Major market station wants personality with provocative, humorous, imaginative telephone finesse. Send resume. EOE. Box V-92.

Radio announcers: Northwest Public Radio is accepting applications for classical music announcer/operator and a news and information announcer/operator. These two half-time positions (20 - 25 hrs/wk) require professional radio announcing experience, knowledge of public radio audience, mission, and plan, excellent technical skills, and an ability to work well with media professionals. Preference will be given to degreed candidates. Salary range \$7500 - \$8500 annually with generous benefits. Submit cover letter stating job preference, detailed resume and air check to: NWPR Search Committee, Murrow Center, W.S.U., Pullman, WA 99164-2530. Closing date for application is November 25, 1985. NWPR is an EEO/AA employer.

WKHI, 50kw SuperHit winner, needs winning morning personality. T&R to Jack Gillen, PD, 2301 Coastal Highway, Ocean City, MD 21842.

HELP WANTED TECHNICAL

Chief engineer needed to supervise move of directional AM and class A FM stations. Experience with transmitter moves, studio design and automation helpful. We need someone who takes pride in their station and wants to be the very best! Resume to Jeff Salgo, Director Operations, KEZY, 1190 E. Ball Road, Anaheim, CA 92805. Equal opportunity employer.

West Texas group operator has immediate opening for chief engineer. Must be acquainted with AM, FM & translator. Box V-50.

Chief engineer: Upstate New York, AM/FM combo. New facilities, group owned. If you are one of the best and want to join a prestigious group in state of the art facilities, send all pertinent facts to Box V-66. EOE.

AM radio multi-cable system needs engineer. Broadcast, studio, transmitter and cable TV experience. Good salary, profit sharing, paid benefits. 215-384-1575.

WLTS FM/ WYAT AM, New Orleans, is looking for an aggressive hard working engineer. Must be in good health, have own means of transportation, and a knowledge of microwave systems. Salary dependent on experience. Equal opportunity employer. Send resume and application to Mr. Ed Muniz--Phase II Broadcasting, 1639 Gentilly Blvd., New Orleans, LA 70119.

Chief engineer position open at WCLT Radio, Newark, OH. 50kw FM and daytime 500w AM. Must know RF and Audio. Send resume to Bob Pricer, WCLT, Box 880, Newark, OH 43055.

Eastern company seeking individual with strong technical background and hands-on experience in directional AM/FM, xmtrs, studio, STL, RPU and remote control to supervise engineering dept. EOE. Send particulars to Box V-103.

Chief engineer needed to build his own class C FM from ground up. New studios, new transmitter site in Topeka/Kansas City area. Send resume to Lynn A. Depen, P.O. Box 669, Augusta, GA 30903. EEO employer.

HELP WANTED NEWS

Operations/news. KTOC AM/FM, a SMN country station in Jonesboro, LA, is seeking an announcer/newsperson. Duties include gathering, preparing and delivering morning news and assisting in production, operations, and other facets of station operations. You must have at least 3 years' commercial experience and an interest in living in a small town of 10,000. Salary range \$12-15,000. Tape, resume, and references to KTOC, Box 690, Jonesboro, LA 71251.

News-sales person to manage long established branch studio. Send resume, tape. WSMI, Box 10, Lichtfield, IL 62056.

Broadcaster with news/technical background wanted for full-time position with radio/news service based in Milwaukee. Involves national travel. T&R: Tom Hill, 111 S. College, Claremont, CA 91711.

Central New York's news leader, WIBX/WNYZ, has opening for experienced, hardworking reporter and anchor. Should have solid delivery, sharp writing skills, and at least two years' experience. This is not an entry level position. We offer good salary, benefits for right person. This is a 50-year CBS affiliate with number one news/talk operation in area. Top notch facilities and award winning news department. Send tape, resume, salary requirements to News Director, Randolph Gorbman, WIBX/WNYZ, P.O. Box 950, Utica, NY 13503. EOE.

News director for AM/FM at the Lake of the Ozarks in central Missouri. Above average salary for market size. Must be able to manage people. Call Ken Birdsong 314-348-2772.

Reporter-anchor opening, college degree or equivalent experience. Tape/resume to Tim Murray, WIFF, 5446 CR29, Auburn, IN 46706.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

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.

Program director-classical FM station. Commercial FM, class B facility, top 100 market, fine midwestern community. This is a take charge situation. Thorough knowledge of classical music, programs, program sources is essential. Please reply with the assurance that no one will learn of your response to this ad. Our employees know of this opening, and of this ad. Box V-60.

FM-99 KUAD already is #1, 18-49, currently seeing a competitive self-motivated on air Program Director. Interested candidates must be able to enhance creativity and performance of air personalities, also communicate intelligently with aggressive sales department. Send programming theory, tapes and resumes to VP Programming, Dave Fransen, 913 Kanoeluhua Ave., Hilo, HI 96720.

SITUATIONS WANTED MANAGEMENT

Strong, aggressive, general manager, no-nonsense, hands-on professional with 20 years experience managing AM-FM. Heavy sales and organizational skills. A quality leader that produces results you can bank on. Box V-55.

Fourteen year radio pro with background in sales, station management, programming, promotions, automation, computers, people and management skills. Seeking managers position with stable organization. Box V-99.

Partner: needed with sales/programming experience to team up with Brdc. financial mgt. exec. to purchase small radio station. South/Southwest. Should have at least \$25K to invest. Box V-86.

Go with a winner. Successful manager, solid references, presently employed. Thirties, family. Prefer Midwest, Mid-Atlantic. Box V-131.

GM-GSM available Jan.6 Known for innovative "Sales Format", for building championship sales teams, and for knowing how to carve up a market and cover it wall-to-wall. Top-flight sales trainer with exceptional talent for developing people. Strong on organization, planning and implementation with medium to major market experience, and a cost-conscious administrator who doesn't make stupid, costly, naive, mistakes. A uniquely qualified, complete-charge, people-skills pro whose expertise will pay off for day one. Box V-48.

SITUATIONS WANTED ANNOUNCERS

Good voice, news, sales, four years' professional radio. Prefer a Lexington, KY or central KY market. Kathy - c/o 491 West 3rd St., Lexington, KY 40508.

Sports announcer with six years PBP experience seeking a position at a mid-size or large market station. 78' grad U. of Iowa with board shift and production experience. For current and future positions call Patrick Snyder at 309-853-4471.

Midwest college graduate with 5 years experience in college and high school PBP, news, sales, and sports talk seeks position in medium to large market. Professional sound with excellent references. Willing to relocate anywhere for right opportunity. Call 319-984-6016.

3 years exp. announcing, news, production. Telecom, degree. Will relocate. Scott 419-332-1831.

Central New York. Veteran announcer. Especially interested in station anxious for improved ratings. Rick, 315-252-1752.

California stations: master-of-all-trades wants to relocate to warmer climate. 7 years' professional news experience, BA broadcast journalism. 5 years' pro experience CHR DJ - great audience rapport, tight board, remotes, commercial prod. Seeking news or DJ position. Interested? Write Box V-132 or call: 603-569-1894.

SITUATIONS WANTED TECHNICAL

The loudest, cleanest signal on the dial is what you will have if I'm your chief engineer. 19 years experience in high power directional AM FM construction from mike to antenna. Only those who want to be the best need answer. Prefer Florida but all opportunities considered. Write Box V-94.

Chief engineer, 35 years experience. Small operations considered, prefer warm climate. Box V-108.

SITUATIONS WANTED NEWS

Experienced news director, small market, wants move up. Excellent writing, production skills. Strong PBP. Mark 317-846-3075.

News/operations director. After two decades as news & operations director I would like to return to Washington, DC area. No booze or women. Box V-100.

Former ND looking to re-enter radio/news biz. Have covered everything from local meetings to state legislature. Looking for station in NE that needs good reporter-anchor. Call me if you want results. Larry 203-323-2245/324-4455.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

MD/PD: 6 years' announcing. Want opportunity to move up. Highly motivated. AC, light rock, MOR. Box V-74.

19 year veteran pro. Experienced operations manager, program director, on-air personality, talk host, chief engineer. Prefer Florida, all considered. If you want to be the best, write Box V-93.

TELEVISION

HELP WANTED MANAGEMENT

General manager. Small Southeast VHF affiliate is seeking a hands-on manager with strong organizational skills. Emphasis on financial planning. EEO employer. Box V-36.

General manager. Group owned Midwest affiliate. Strong sales and operational experience, & all phases a must. Forward complete resume to Box V-31. EOE.

Production manager. Dynamic, aggressive person needed for midwest production facility. Candidate must be experienced in all phases of production, plus have ability to market and generate new business. Five years experience and prior management experience required. Send resume to Box V-67.

General manager for LPTV scheduled to go on air in Memphis, TN during 1986. Applicants must have demonstrated skills in TV management, production and programming. Knowledge of CTNA and EWTN programming desirable. Appropriate degree and minimum three years TV management experience required. Salary negotiable depending on qualifications and experience. Send resume and salary requirements by 12/9/85 to: Director of Communications, 1325 Jefferson Ave., Memphis, TN 38104-1679.

Midwestern regional state university has opening for general manager of 100,000 watt radio station and 100,000 watt public television station. Minimum five years in public broadcasting as manager or assistant manager with bachelor's degree, preferably in broadcasting or management. Competitive salary plus fringe benefits. Position available as of Jan. 1. Send resume and letter to: Box V-134. Applications open until position filled.

Community services director: The person in this position will serve as liaison between WGAL-TV and cable companies, coordinate community ascertainment efforts, select and schedule PSAs, coordinate the implementation of community projects and serve as a station representative at community functions. Skills in production techniques, promotion and public affairs are the kinds of experience we are looking for to fill this position. If you have some or all of the above and are interested, send resume to: Marijane Landis, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. Deadline for applicants is December 2, 1985. WGAL-TV is an equal opportunity employer.

Traffic manager. Midwest affiliate seeks experienced Traffic Manager for Columbine System. Two years traffic experience necessary, management experience preferred, Columbine experience a plus. Excellent benefits, salary commensurate with experience. Resume to: Bob Austin, PD, KOMU-TV, Highway 63 South, Columbia, MO 65201. An equal opportunity employer.

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. Send resume to Bill Bradley, WVNY-TV, 100 Market Square, Burlington, VT 05401.

Medium market VHF affiliate needs a creative experienced promotion manager to create on-air and print campaigns, that promote a favorable image. Excellent benefits. Ideal situation for person who displays initiative and determination. Send resume with salary history and requirements in first reply. Box V-127. EOE.

Director of Broadcasting. New Hampshire Public Television, a rapidly growing three-station network with 348,000 viewing households in portions of four states, seeks strong, creative broadcaster ready to move up. New position as senior manager oversees all programming, both acquired and station produced, including educational and outreach offerings. Lead a staff of 30 skilled production, programming, public affairs, traffic, graphics, and on-air promotion specialist. Emphasis on maximizing resources including fully equipped mobile unit, and developing new product. Minimum qualifications: Master's degree and three years or Bachelor's degree and five years experience in television programming. Strong production credentials necessary. Salary range \$29,620 to \$46,280, commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston and anticipates completion of new Broadcast Center in 1987. Send resume to: General Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

National sales manager for leading independent. Must have at least two years experience in national sales. We want a person with strong people skills, a team player and knowledgeable in television sales. If interested contact Roger Werner, General Sales Manager, KMSP-TV, 6975 York Ave. So., Mpls., MN 55435. EOE.

General sales manager: New small market independent seeks creative innovative general sales manager to develop and direct sales staff, create and implement marketing plans. Small market experience a plus. Management experience or top notch AE ready to move up preferred. Box V-115.

Program/operations manager. Powerful medium market indie in Southeast has an immediate opening for a sharp programmer with a background in TV production and station operations. This is an excellent opportunity to join a strong fast growing group. Candidate should love all aspects of TV and oversee the station's on-air product. EOE/MF. Send resumes to: Box V-121.

HELP WANTED SALES

General sales manager for number 1 media in Micronesia. Energetic, results oriented individual required to manage ad sales for three media; number 1 FM radio station, cable TV currently generating \$800,000 annually in ad sales, and 18,700 paid weekly circulation TV Guam. Must have independent sales management experience, be an aggressive motivator, and strong leader. Excellent incentive package and benefits. Send resume, salary history, and references to Harrison O. Flora, Group Vice President, Western Systems, Inc., 530 W. O'Brien Dr., Agana, Guam 96910.

National sales manager. KGSW-TV, Albuquerque, New Mexico. Growing Southwest market independent station seeks well-organized, aggressive, experienced professional with 3-5 years in television sales. Send resume/references/compensation requirements to: General Sales Manager, P.O. Box 25200, Albuquerque, NM 87102.

Wanted, local sales manager for dominant Northeast V. Excellent opportunity for qualified individual to grow with group broadcaster. We need individual who can manage a very successful local sales operation and team. Quality benefits. EEO/MF. Box V-102.

Top 50 Northeast affiliate is looking for a quick-starting sales exec who wants to grow in one of America's fastest changing markets. Applicants should have minimum one year broadcast sales experience. Send resume and salary history to Box V-101. EOE, M/F.

Sales account executive, television commercials. Established fast-growing television commercial production company with unique, proven format has an immediate opening for an experienced account executive. Must have working knowledge of advertising sales. Excellent commission plan with opportunity for advancement. Send resume with sales accomplishments to: P.O. Box 7101, Deerfield, IL 60015.

National sales manager for UHF independent in Buffalo. Excellent opportunity for person with national sales experience and desire to succeed. Send resume to Frank Gregg, VP/GM, WUTV, 951 Whitehaven Rd., Grand Island, NY 14072. No phone calls please. EOE.

HELP WANTED TECHNICAL

Maintenance engineer for small market VHF network affiliate in Texas. Experience necessary in various facets of studio maintenance. Send resume to Box V-77. EOE, M/F.

Senior TV maintenance engineer. 3 to 5 years experience required on state of the art television broadcast equipment, operation and repair. Send resume to Ed Murphy, VP-Eng., WXEL-TV, P.O. Drawer 6607, West Palm Beach, FL 33405.

Kill TV is seeking a highly qualified engineer for the position of assistant chief engineer or maintenance supervisor. We require a minimum of five years fulltime hands on maintenance experience with state of the art equipment including transmitters. SBE certification is preferred. Some management, leadership and paperwork skills are required. We are offering above average salary and benefits, in a coastal resort community. Qualified candidates should send a resume to John Ross, Chief Engineer, Kill-TV, P.O. Box 6669, 4750 South Padre Island Dr., Corpus Christi, TX 78411. EOE.

Chyron typist for 24 hour public affairs network. Pleasant, hard working, meticulous person. Accurate grammar and spelling. 40-50 WPM typing. Experience required. Box V-61.

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC (CMX type) edit system. 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 V-88.

Assistant chief engineer. Opportunity to move up to major market television. Kansas City's fastest growing television station is seeking an aggressive maintenance person with hands on experience with Ampex Quad, Sony U Matic, EFP Cameras and UHF Transmitters. Two year technical degree required. FCC General Class License or SBE Certification preferred. Send resume to: Rick Morris, Chief Engineer, KZKC-TV, 2111 Blue Summit DR., Kansas City, MO 64126.

Maintenance engineer. Experienced studio maintenance engineer needed for independent UHF station. Five years' experience and strong knowledge of computer/digital theory desirable. FCC general class license. Submit resumes to Millicent Doty, KBHK-TV, 420 Taylor, San Francisco, CA 94102. EOE M/F.

SNG supervisor. Midwest news operation searching for qualified engineer to manage, operate and maintain state of the art mobile uplink. Applicants should have 3 years experience with microwave, satellite and news equipment maintenance. Knowledge of FCC regulations, people skills and ability to travel. EOE. Send resume and salary requirements to Box V-117.

Video maintenance engineer (non-smoker): Immediate opening with fourteen year old Hollywood facility. Top salary and benefits. Must be thoroughly experienced in maintenance and repair of Ampex and RCA Quads, Sony 1" and 3/4" BVUs, digital standards conversion, sophisticated signal processing and distribution systems. EOE. Call Don Johnson, VP/Engineering, The Video Tape Company, 10545 Burbank Blvd., North Hollywood, CA 91601, 818-985-1666.

Studio maintenance engineer. Bench level tech must know video and digital. State of the art equipment. Aggressive ABC affiliate. Salary commensurate with experience. Contact Chief Engineer, KGUN-TV, Tucson, AZ 602-628-9250.

RF maintenance technician. New York City TV station requires transmitter person with minimum 5 years major market RF experience. This individual should be experienced in high power transmitters, two way and ENG RF systems. Supervisory and design experience desirable. Familiarity with Harris transmitters and TV equipment helpful. First or General Class Radiotelephone Operator license a must. We are an equal opportunity employer. Box V-34.

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.

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.

Technicians. Our engineers cover the Washington DC scene, travel to Europe and the Far East. If you have a technical background and want to move up, call us. Phil DeLorme, DE, WTTK-TV, Box 3150, Manassas, VA 22110; 703-369-3400. EOE.

Chief engineer. Quality minded affiliate seeks hands on chief engineer to keep us looking and sounding great. Our staff is small, but our standards are high. So if you can budget, manage, maintain, repair, innovate and lead, we may have a fine opportunity for you. Send resume, salary requirements to General Manager, KPVI-TV, 425 East Center, Pocatello, ID 83204.

Satellite system maintenance Technician: to provide technical support to over 260 public radio satellite earth terminals. Position will require both bench and field assignments in resolving equipment problems and project work. The successful candidate will have training in RF, audio and digital logic systems, a minimum of two years' experience in broadcast, communications or satellite equipment maintenance, and the capability of troubleshooting equipment problems to the component level. Strong verbal skills are required to assist station personnel in isolating equipment problems to the module level. An FCC general (1st class) Radiotelephone license is preferred. Send resume with salary history and requirements to: Personnel, National Public Radio, 2025 M St., NW, Washington, DC 20036. An AA/EOE employer.

Chief engineer for growing NBC affiliate in the DC-Baltimore area. Must have 5 years' television experience. Must currently be chief, assistant chief, or maintenance supervisor. Experienced with UHF transmitter, studio and ENG cameras, 3/4" and 2" tape machines, and satellite. Good skills in personnel management, training, and budgeting. Salary commensurate with experience. Attractive benefits. Send resume and salary requirements to Personnel, WHAG-TV, 13 East Washington, St., Hagerstown, MD 21740. EOE.

It's in Hawaii. Come to Maui, build your own station. Low power TV station needs first phone with "hands-on" abilities to do it all. Not just "another job", but a rare opportunity for energetic journeyman or experienced veteran to help build the best local TV station in America. Exciting plans. Possible equity position available. Call Patrick Nolan 213-827-1854.

Great lakes area group owned network affiliate looking for a hands on chief engineer, strong on repair and supervising a large engineering staff. Negotiable salary and benefits commensurate to experience. Equal opportunity employer. Send replies to: Box V-122.

Maintenance technician for public television station near Los Angeles with expanded signal coverage throughout Southern California. Must have two years' full-time experience in the operation, maintenance, and repair of radio and/or television equipment at a broadcast station or equivalent. Excellent benefits package. Send letter and resume postmarked by 12-10-85 to Winston Carl, Personnel Officer, KVCR-TV/FM, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410-2798. EOE.

HELP WANTED NEWS

West Coast TV newsletter, monthly job listings, personality profiles, calendar, \$35 annually. Write the West Coast Edition, 1044 Portola, Monterey, CA 93940.

Sports director: Opportunity for experienced, mature sports journalist with strong writing skills and knowledge of television production to join top-rated news team. CBS affiliate. Tape and resume to Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

Expanding Southeastern market operation has two openings. Experienced general assignment reporter and Ombudsman/Action Line reporter. Resume to Box V-68. EOE.

Weekend weather anchro/weekday news reporter. Top-rated news department looking for fulltime personable individual with weather credibility. Tape and resume to News Director, WMTV, 615 Forward Dr., Madison, WI 53711. Equal opportunity employer.

Senior correspondent. Tired of trying to tell the story in an minute-thirty? Senior broadcast journalist with major market experience sought for unique and highly visible correspondent's position. Seasoned reporter capable of conveying global view of major issues in quick-paced, stimulating, long-verse news package and documentaries. If you're capable of thoughtful, reflective journalistic reasoning, and can turn that process into meaningful television reporting, forward resume and supporting material to this East Coast major market outlet. Box V-111.

For a better job contact: Steve Porricelli or Jackie Roe, Primo People, Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Meteorologist: Florida Gulf Coast station seeks experienced meteorologist with personality and a creative flare with computer weather graphics. Resume and salary requirements to Box V-113. EOE.

Broadcast meteorologist for small market midwest station. AMS seal or eligible. Experience with Colorgraphics helpful. We are an equal opportunity employer, M/F. Send resume to Box V-106.

Expanding news department. Documentary producer: Experience in investigating and research to coordinate special news program. Sharp writing and producing skills required. College graduate preferred. **Producer:** for 6&10 newscast, must have experience in producing a newscast. College degree preferred. **Reporter:** General assignments, must have experience as a television news reporter. Send resume, tape and salary requirements to James Smith, KPLC-TV, P.O. Box 1488, Lake Charles, LA 70602.

1 small market station looking for 6 and 10PM producer. Leadership and writing skills of top importance. Knowledge of live satellite and ENG technology helpful. We're part of a growing broadcast group. The only limit on opportunity is what you set for yourself. Box V-96.

West coast major market affiliate with two openings. **Weekend Producer:** heavy writing and editing duties during the week. **News Editor:** supervise staff of seven writers, edit all copy for early and late newscasts. Four years middle-to-large market broadcast experience preferred for both positions. Resumes to Box V-87.

Weekend sports anchor: NBC affiliate looking for experienced, aggressive anchor/reporter with working knowledge of Big Ten sports. Will report three weekdays. Tape and resume to: News Director, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE.

Weather anchor/reporter: To anchor 6 and 11PM weather segments weekdays, plus some general assignment reporting for Midwest station in top 100 markets. Experience required; preference given for education or training in meteorology. Send tape and resume to: Weather, Box 6230, Youngstown, OH 44501-6230. We are an equal opportunity employer.

News anchor: Strong professional needed to complement female Co-Anchor. Send resume, tape and salary requirements to Jack McGee, KDEB-TV, 3000 E. Cherry St., Springfield, MO 65802-2698.

News reporters. Tired of sleet, snow and numbing cold? Come join us along the beautiful Gulf Coast. If you've got at least two years TV reporting experience, have a college degree, and you're a self starter, we'd like to see your tape and resume. Jon Mangum, News Director, WKRG-TV, 555 Broadcast Dr., Mobile, AL 36606. No phone calls. EOE.

KIRO-TV, #1 in Seattle, seeking a #2 to back up the nation's best meteorologist, Harry Wappler. Meteorology training, smooth presentation desired for weekend and/or weekday noon and early AM newscasts. Tape/resume to Personnel, 2807 Third Ave., Seattle, WA 98121.

Sports reporter. Midwestern CBS affiliate is expanding local sports effort and seeks knowledgeable, glib, authoritative, sports journalist capable of shooting, editing, writing, and back-up sports anchoring. Send resume, tape, and salary requirements to Larry Young, News Director, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

Assignment editor. Minimum two years commercial experience. Solid news judgement, leadership skills, organization. Grow with strong, aggressive Northwest newsroom. Resume, references, writing samples to: Ben Lesser, News Director, KBCI-TV, P.O. Box 2, Boise, ID 83707. No calls. Equal opportunity employer.

Reporter needed for Spanish-language TV news magazine. Two years experience in a major market required. Bi-lingual preferred. Send resume and tape to J. Kassem, P.O. Box 5224, Glendale, CA 91201. EOE.

Reporter: Must be able to shoot and edit. No beginners. Send tape and resume to: Michael Kronley, News Director, KSBY-TV, 467 Hill St., San Luis Obispo, CA 93401. No phone calls please. EOE/MF

Weathercaster for 5, 6 10 newscasts. If you're a professional, experienced weather anchor who wants to work for the #1 CBS affiliate in beautiful Austin, TX send a tape and resume to: Tim G. Gardner, News Director, KTBC-TV, P.O. Box 2223, Austin, TX 78768. EOE. 512-476-7777.

General assignment photographer. Three years experience. Send resume and tape to News Director, WSMV, P.O. Box 4, Nashville, TN 37202.

Assignment editor. Post-Newsweek station, WFSB, seeking organized, creative, energetic person to coordinate assignment desk coverage. Job includes dispatching and coordinating reporters and photographers and determining the importance of all potential news stories and how they will be developed and followed up for use on the air. 2-3 years experience on an assignment desk required. College degree preferred. Send resume to Mark Efron, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Reporter/weekend weather: aggressive small market station seeks hard working individual with interest in both weather and news. News Dir., KTEN, P.O. Box 728, Ada, OK 74820.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Attention anchors & reporters. A professional look is a must for all on-air talent. Contact the Visual Image for personalized make-up and dress consultation. 81 Walnut Ave., Atherton, CA 94025. 415-322-4155. Media References Available.

Head a film/video production unit. Small and growing independent production house in northeast Florida seeking an experienced executive producer to run a profit center. Ideal candidate will seek responsibility, be able to supervise creative people, work well, satisfying clients, and be able to plan and execute projects within budget. To be successful in this position, you have probably had experience in management of creative teams, prepared and met budgets, worked successfully with other unit managers in a team environment, and won acknowledgement for the quality of your productions. Send 3/4" tape (or sample reel), resume, and salary requirements to: John B. Ritzhammer, Images, Inc., 1662 Stockton St., Jacksonville, FL 32204.

Producer/director for public affairs. Position requires a proven background in both documentary field production and studio based production. Strong writing skills and a comfortable on-air presence is necessary. Salary: \$17,000-\$18,500 plus good benefits. Send resume to: WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507-0897. Deadline in November 22, 1985. EOE.

Leading Northeast independent station is seeking experienced individual to produce/host new weekly public affairs show. EOE. Box V-105.

Writer/producer. Number one affiliate looking for strong person to write & produce on-air promotion spots. Requires BA in journalism or equivalent & 6 months TV experience preferred. Send resume to: Lisa DeLisle, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M-F.

Promotion Videographer/editor. Major market ABC affiliate is looking for a highly creative shooter; must have 2-3 years experience with state-of-the-art minicam, lighting and editing equipment. Promotion, news feature or commercial background preferred. If you are looking for a position which will make full use of your creative talents, send tape and resume to: Sherri Tolar Rollinson, KTVI-TV, 5915 Berthold, St. Louis, MO 63110.

Quality control supervisor for Request Television, the industry's premiere round-the-clock pay-per-view television service. Position requires extensive familiarity with all videotape formats and playback technologies. Experience in an on-air environment is a plus. Operations Center is located in an exquisite Stamford, Connecticut site. Send resumes to Rich Kirby, Network Operations Manager, c/o Reiss Media Enterprises, Inc., 150 East 58th St., Floor 39, New York, NY 10155.

Videographers: Earn extra \$ for Christmas! Send us your excess video that we can use for commercial backgrounds. For more information call or write: DTL Enterprises, 4211 Hubbell, Des Moines, IA 50317. 515-263-3066.

1" Editor. If you are tired of being part of an editing pool; tired of the same second rate products with little or no recognition, this ad was written for you. We are a well-established teleproduction facility, located in one of this country's fastest growing teleproduction markets. We are seeking editing talent capable of expanding our client base. If you are an experienced and accomplished 1"ADO editor who is ready to make a splash, we'd like to see your reel. Please send resume and letter of interest to: Box V-120.

Senior TV graphic designer. WPBT, Public Television in South Florida, is looking for a Sr. TV Graphic Designer with responsibility for on-air graphics and developing conceptual designs for a nightly national business show. Five years experience required. National exposure and BFA preferred. We offer excellent benefits and competitive salary. Send resume to: Personnel, WPBT, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/H.

Senior producer director. New Hampshire Public Television, a rapidly growing three-station network with 348,000 viewing households in portions of four states, seeks creative individual to develop and manage major local production effort. Under the Director of Broadcasting, supervises 11-person production staff; oversees content of year-round public affairs efforts, feature magazine, performance programs, and budget management. Demonstrated leadership and experience in making television programs preferably public affairs. Minimum requirements: Bachelor's degree and four years experience in making television programs, preferably public affairs. Minimum requirements: Bachelor's degree and four years experience in producing and directing. Salary range \$24,060 to \$37,410, commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston, and anticipates completion of new broadcast center in 1987. Send resume by Dec. 13, 1985 to: Personnel Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

Broadcast programming manager. New Hampshire Public Television, a rapidly growing three-station network with 348,000 viewing households in portions of four states, seeks experienced programmer to plan, acquire, coordinate and schedule, in accordance with NHPTV's mission and purpose, 5,800 programming hours annually. Under direction of the Director of Broadcasting, manage a \$650,000 program budget, oversee continuity, traffic, and on-air promotion staff, and track and assess audience measurements. Work closely with the Director of Development on strategies for on-air membership drives and underwriting efforts, and with the Public Information Manager on program promotion. Bachelor's degree and three years experience in television programming, of which two years in public television is required. We seek a strategist with a demonstrated track record. Salary range \$24,060 to \$37,410, commensurate with experience. NHPTV is located on the seacoast 60 miles north of Boston, and anticipates completion of new broadcast center in 1987. Send resume by Dec. 13, 1985 to: Personnel Manager, NHPTV, Box 1100, Durham, NH 03824. An EEO/AA employer.

Audio production. Washington, DC area, R/TV production firm seeks radio production people to handle recording, editing and final assembly of broadcast programs. Send resume, salary requirements and references to Box U-12. EOE.

TV producer/director. Requires strong story development skills. Emphasis on editing from numerous source materials. Experience in both studio/remote production. Some writing required. Minimum five years experience. Independent production company Washington, DC area. Send resume, salary requirements and references to Box U-11. EOE.

On-air promotion: Creative, experienced writer/producer who can pack sizzle into movie, entertainment and sports spots & appreciates production value. You'll work with a talented promo team in a specially equipped edit suite. Send resume/tape to Lindy Spero, WTTG-TV, 5151 Wisconsin Ave., NW, Washington, DC 20016. EOE M/F. No phone calls please.

Excellent chance for highly motivated individual to add personal touch to on-air promotions for top 50 indy. Opportunity to get hands-on experience with outstanding post-production equipment. 3/4" editing skills a must and post production skills preferred. Send tape, resume, and salary requirements to Carolyn Platt, WPMT-TV, 2005 S. Queen, York, PA 17403.

TV producer/director: Commercials, promotions, public affairs and occasional live news directing. Medium-sized market, Northeast Region. Four to five years experience and college degree preferred. Excellent pay. Apply Box V-123. EOE. M/F.

Wanted: Video TV consultant. Company now producing programming for national cable network. Needs guidance of further expansion. Consultant must know program marketing with networks and syndication and have broad experience and wide contact in the industry. Replies confidential. Write fully and include resume to: President, Video Company, P.O. Box 10389, Beverly Hills, CA 90213-3389.

1" Editor. Boston area teleproduction facility, specializing in 1" computerized editing, is seeking experienced 1" editor. Ideal candidate will have relevant education, 2-3 years editing experience, strength in Ampex ADO effects, and the ability to effectively respond to client needs in a team-urgent/client-driven environment. Datatron Vanguard operating experience a plus. Please send resume and cover letter to Judith Finkle, Box B, Videocom, Inc., Sprague St., Dedham, MA 02026. Equal opportunity/affirm. action employer.

SITUATIONS WANTED MANAGEMENT

Harvard MBA: Second year student seeks broad-based management opportunity. Four years broadcasting and cable experience. Willing to travel and relocate to NYC or West Coast. Excellent references. Box V-73.

Wanted: One TV station in need of an energetic, aggressive take charge GM to improve sales and on air image. Bob, 919—977-2947.

SITUATIONS WANTED SALES

TV spot salesman with national experience calling on New York agencies now available. Tel. Dan M. 212—683-7990.

SITUATIONS WANTED TECHNICAL

20 years broadcast engineering. 10 years as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply Box V-52.

Los Angeles. Educated, motivated Veteran, Military and 20 years PBS Los Angeles. Impressive credits, responsible, mature, sober. Group 1 Roster. Experience: Camera, Video, Videotape, 3/4 and 1 inch. Main-ENG background. First Phone, type 60wpm, 6502 ML and Basic programmer. For resume, credits, references, call: Richard Ward. 213—851-0155.

SITUATIONS WANTED NEWS

Feature reporter: Straight ahead people stories. No gimmicks. All news isn't hard and viewers remember features. Alan 309—764-9694.

Award winning reporter seeks position in top twenty market. Live reports my forte. Twelve years television news experience. Team man. Box V-69.

Currently working as network producer/anchor major European market. Six years stateside experience all facets of television news including supervisory responsibilities. Contract expires 1/1 and I'm looking for new reporting job with management potential. Jerry Bayengasse 1/9, Vienna 3, Austria.

Ambitious talent relinquishes sales "job" for broadcasting "career". Wants shot at small market anchor/reporter slot, preferably sports. Will relocate. Call Tony at 215—357-0984 after 4 PM.

Meteorologist: Seen national for three years wants local! Degree, AMS, artist. Wizard with graphix. Available immediately. Call 612—473-0161.

News director position desired in small market by seasoned journalist. Twelve years TV experience. Box V-98.

Network producer/off-air reporter w/7yrs network news experience w/prime time show looking to make switch to on-air reporter. Tape/resume and references upon request. Box V-95.

Seasoned female anchor/reporter with network news experience seeks move to larger market. Prefer Midwest. 7 years professional experience. Strong writer with engaging on-air presence. Would consider desk or writers position. Call 813—598-4779.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Have first: will travel. Videotape camerawork, editing, switching. 201—383-0654. Seek solid growth position operations production.

Ready to go! Young broadcaster looking for camera/editor position. Five years engineering experience and a BA in production. Remote/studio production experience. Worked with 16mm, 3/4". Will relocate for a challenge! Call Keith Morgan at 606—624-9523, 1660 Foxhaven Dr., #30, Richmond, KY 40475.

Writer-producer-host: (New York City based) with network and major film credentials seeks free-lance situation that would incorporate all 3 talents, preferably in special program area. Will not relocate but frequency of East Coast commute not an issue. Salary or fee not an issue. Proper situation is. Tapes and credentials available. Box V-132.

Radio news director. Wants back in TV. Strong ENG, editing, production skills. Some Chyron work. Mark 317—846-3075.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass communication job opening. Inst./Asst. Prof. mass communications. Qualifications: Ph.D. (or near), M.A. considered, professional broadcast experience preferred, effective teaching/supervision in graduate/undergraduate curriculum; 12 hours teaching and supervision of campus radio station or internship program. Deadline: Feb. 1, 1986. Starting date: August 1986. Salary: competitive; dependent on qualifications. Send resume, all transcripts, 3 letters of recommendation to: James D. Kemmerling, Department of Speech Communication & Theatre, West Texas State University, Canyon, TX 79016, 806—656-3248.

Fall 1986 tenure-track position for an assistant or associate professor in broadcasting to teach in broadcast news, electronic field production, and radio production areas. Master's degree required; Ph.D. desired. Three years of professional experience required. College teaching experience required. Salary commensurate with qualifications. Deadline for receiving applications: February 1, 1986. The department of Mass Communications has 14 full-time faculty serving more than 400 majors in Broadcasting, Journalism, and Public Relations degree programs. Send vitae and a transcript to: Dr. Glen Kleine, Chairman, Dept. of Mass Communications, Eastern Kentucky University, Richmond, KY 40475. Eastern Kentucky University is an equal opportunity, affirmative action employer.

Graduate assistants and teaching assistants to study for MS or Ph.D. in communications. Monthly stipend plus fee waiver. Persons with undergraduate degree in communications or related field and professional media experience are invited to apply. Applications from minorities and women are especially welcomed. Dr. H. Howard, College of Communications, University of Tennessee, Knoxville, 37996-0313.

Graduate assistants needed for MA program which prepares students for telecommunications leadership positions. Twelve-month appointments begin July 1, 1986. These half-time stipends consist of \$7,500.00 (\$625/mo X 12), plus tuition waivers for four terms. Bachelors Degree in Radio-TV (or related field) required. Teaching Assistants are assigned to faculty projects. Send inquiries to: Dr. Frank Oglesbee, Director, Telecommunications MA, Dept of Radio-Television, Southern Illinois University, Carbondale, IL 62901. 618—536-755. AAE/EOE.

Department chair. Associate or full professor. Southern Illinois University is seeking an individual to provide leadership, encourage excellence in teaching, initiate research/creative activity and service, superintend departmental policies, and supervise budget. Associate rank requires: Ph.D. (or equivalent) in Mass Communications or closely related area; background in Radio-TV/Film preferred; evidence of successful teaching, research/creative activity, service and administration. Full professor rank requires additionally: national reputation of research/creative activity and professional contribution. The Dept of Radio-TV currently enrolls 650 undergraduate and 30 graduate majors in its well-established program. A proposal, affecting 12 faculty members in Radio-TV and 5 faculty members in Cinema, has been submitted to the President for approval of a new Department of Radio-TV/Film. Send letters of application, vitae, and at least three current letters of recommendation by February 1, 1986 to: Chairman, Chair Search Committee, Dept. of Radio-TV, Southern Illinois University, Carbondale, IL 62901. AA/EEO employer.

**For fast
Action Use
BROADCASTING'S
Classified Advertising**

Radio-TV. Two assistant professors, tenure-track. Responsibilities includes teaching video or audio production, courses in communication business, economics and aesthetics, and film studies. Release time provided for one position to manage the department's carrier-current radio station. Minimum qualifications: Ph.D. in R-TV or closely related field. Preference given to candidates with a record of published research or professional production experience, and effective teaching. Salary: \$23,000-\$25,000, depending on qualifications. Summer teaching is usually available. Deadline: December 1, 1985 or until position is filled. Starting date: August, 1986. Please send inquiries or letters of application, curriculum vitae and names and addresses of three references to: Dr. Robert S. Fortner, Chairman. Search Committee, Division of Radio-Television, The George Washington University, Washington, DC 20052. The George Washington University is an affirmative action/equal opportunity employer.

Faculty. Fulltime, tenure-track, Ph.D. level, to teach undergraduate courses in media criticism, sociology of media, film history and general communications theory. Contact Prof. Jack Summerfield, Communication Arts, New York Institute of Technology, Old Westbury, NY 11568.

Graduate fellowships available. Earn a Master of Arts in Communication Arts. Assist in TV, film, radio, electronic news and computer graphics classes. Stipended and nine graduate credits per semester. Minimum cum average 3.25. Begin Feb. 1986. Contact Prof. Anthony F. Piazza, Graduate Communication Arts, Education Hall, New York Institute of Technology, Old Westbury, NY 11568.

HELP WANTED PROGRAMING

Editor/director: Senior editor for fast growing production company. Commercial and program experience valuable; field production experience useful. Resume & tapes to Straight Furrow Productions, P.O. Box 643, Birmingham, AL 35201.

PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

Comedy based on historical daily events calendar. Improve your ratings. Approx 90 items monthly. Send \$5.00 to Charles Garauaglia, 2129 Macklind Ave., St. Louis, MO 63110.

Radio real estate show brings you "fast cash". 15 stations have cleared this show in the past 8 weeks - featured on two satellites: Satcom 1R and AP's Wide World Network. "The show sells itself" testimonials and support sales material available. Best of all, the show is free to you! Call collect. Diana - 202—483-2280.

SEGMENTS WANTED

Producers, do you want some instant national exposure? Syndicated animal show needs short segments, pet and wildlife. Call Gale at 202—332-1462 or send your tapes to Living With Animals, 1410 15th St., NW, Washington, DC 20005.

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 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" C-type. Call Andy Cappel, 301—845-8888.

Enlarging our 3/4" editing suite. Need good used equipment. Will take over your bank or lease payment. Send description to Tony, 1410 15th St., NW, Washington, DC 20005.

Wanted: Used 50kw AM transmitter that has been well maintained, with good maintenance records and documentation. No junk. Box V-85

Need new Panasonic WV3990 camera with 12x zoom lens. Peter Bardach, WSUS Video, Franklin, NJ 07416. 201-827-2525.

Quality used video equipment wanted. 3-Tube portable color cameras and recorders, 3/4" edit controllers/recorder/players, color monitors, lighting, and support equipment. Contact: Center for Organization Development, Inc., Attention: Mark Fletcher, 183 East Main St., 15th Floor, Rochester, NY 14604.

Wanted RCA BTAS0H or J complete, need not be in working condition. Call 312-977-1815, ask for John or Joe.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 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.

RCA 30kw 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.

Videomedia 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

For sale: 6-1/8" transmission line. 75 ohm, approx. 2,000 ft. Call 404-483-3924.

Over 80 AM and FM transmitters in stock. 50kw, 10kw, 5kw, and 1kw AMs, 25kw, 20kw, 10kw, 5kw, 3kw, and 1kw FM's. Besco International, R.E. "Dick" Witkowski, 5946 Club Oaks Dr., Dallas TX 75248. 214-630-3600. Now in our 27th year.

FM transmitters: 25, 20, 15, 10, 5, 2.5, 1 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

AM transmitters: 50, 20, 5, 2.5, .5 and .25 KW. Continental Communications, Box 78219, St. Louis, MO 63104. 314-664-4497.

Used post production equipment for sale: Ampex VPR-2B 1" VTR; Image Video Routing Switcher 60X96 4-level; Bosch Mach I Editing System; Chyron IIB and Compositor I Title Generators; Vidtronics 818-840-7121 or 818-840-7208.

Used towers One 100' Rohn SS, will support 6' microwave dish, \$1,900.00. One 310' AM broadcast tower designed w/single guy level, 5' face width, \$15,000.00. One 240' HD angle iron, guyed tower, 3' face, \$3,500.00 Call 804-539-8365.

RCA TR-800 1" VTR with TBC & Supertrak, less than 1200 hours. 32K. Maze Broadcast Equipment. 205-956-2227.

Complete studio including Howe boards 7500,7000 with power supplies and matching preamps, 4 Otari playback units, 4 turntables, Criterion carts, Microtime automation brain, SMC corousels, excellent 6' white earthtone cabinets. Must move fast to meet lease. Call Fritz at 303-482-4873.

20kw-10kw-2.5kw FM's: 1982 CSI T20-F w/exciter and stereo, on-air; RCA BTF 10E-1 w/BTE 15A, exc. cond.; Collins 831-D1 w/310-Z1, stereo, on air, exc. cond. Call Transcom Corp. 215-379-6585.

5kw & 1kw AMs: Gates BC5-P2, mint cond., on air; Collins 820-D1 & 20V2, RCA BTA-1L. All in excellent condition. Call Transcom Corp. 215-379-6585.

40' Mobile Unit. Grass Switcher-Yamaha Board. No cameras or VTRs--\$495,000. 213-467-6272 or 213-650-1700.

Comtech Dart-384 Digital satellite receiver with down converter. Used 1-year. Get's all digital networks. \$3,800.00 WCLD, Cleveland, MS; 601-843-4091.

3/4 inch editing system with computerized controller. Frame-accurate edits. Three-tube camera, excellent condition. Call for prices. 1-716-689-6261.

Helicopter—Bell 206B Jet Ranger III - 1981 Model 2400 total time. Wired for Nurad Eqpt. Hi-skid gear, Flight-step, Particle separator, Flight instrument group, HSI, Dual comm. Transponder. Texas Instrument 9100 Loran C. Excellent time left on all components. Communication Frequency charger on Cyclic. Rotor Break. One corporate owner & one pilot since new. Call 305-751-6692 for Maurice Johnson.

ACR-25B, includes parts and cart library other equipment available. Contact Alan Deme at New Mexico Broadcasting Company. 505-243-2285.

For sale: Ampex ACR-25 excellent condition; RCA TK27 and TK29 telecines, each w/2 TP66 projectors and one TR7 slide carousel; RCA TR600; Grass Valley Group 1600 2B switcher and other miscellaneous equipment. Call Doug Lung at 818-502-1000.

New and used radio broadcast and microwave towers. Complete nationwide sales and service, erection specialists. Bonded with 25 years' experience (Turnkey Operations). T.M.C.I., 402-467-3629.

3/4" Evaluated Videotape! Guaranteed to look and work as new. Prices: Mini-20s \$7.49, Large 20s or shorter \$6.99, 30 Minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., 301-845-8888 or toll free 800-238-4300.

TK-27, TP-66s, TP-7s, TK-28, T-55, TK-76, BVH-1100As, TEK 528s, RCA Hawkeye, HL-79As, TK-46s, IKE color monitor, Strand Century mini palet, Microtime 20/20s, Hitachi portable waveforms. Complete BVH-1100 editing suite, Complete BVU-800 editing suite. Call Media Concepts 919-977-3600.

UHF start-ups! 110kw GE xmtr, new Townsend pulsers, vacuum breakers, stereo, very reliable! Complete system including 3 low band Klystrons, RCA ch. 20 TFU-30JDAS antenna, RCA 6 panel ch. 20 Veezee antenna, 200' 9-3/16" rigid coax, 200' 6-1/2" coax. Complete package \$225,000. Call James Gabbert. KTZO, 415-821-2020.

2kw UHF transmitter. Thomson-LGT. Brand new, never installed. Immediate shipment. 512-480-0084.

Video Brokers has ready for immediate delivery, almost new 1" VTRs, monitors, 3/4" VTRs, switchers, and other production equipment. Partial list follows. 10 - Sony 1100A - 1" in console with TBC 200 and TEK monitoring. 3 - Sony 500A - 1" portable VTRs. 15 - RCA TK-46 - cameras with "0" hours. 1 - CMX-340XP - editor. 4 - Sony BVU 800s. 2 - Sony BVU 820s. 2 - Ampex VPR-2B - full bridge. Call James Ivey for information or to arrange for inspection. 305-851-4595.

MISCELLANEOUS

Voice-Trek: How to Start Your Journey Into The Radio/TV Voiceover Business. No-nonsense, info-packed cassette. Send \$9.95 to: The Voiceworks, Inc., Box 17115, Greenville, SC 29606.

RADIO

Help Wanted Announcers

RADIO ANNOUNCER/PRODUCER

Public radio announcer/producer for WKYU-FM, Bowling Green, KY and WDCL-FM, Somerset, KY. Must be proficient in pronunciation of classical music names and terms; demonstrate studio and remote skills; and have mature voice with relaxed, conversational style. Bachelors degree required, Masters preferred. Excellent salary and benefits. Provide complete resume, including three references, plus audition cassette by December 13, 1985 to: WKYU-FM, Office of Academic Affairs, Western Kentucky University, Bowling Green, KY 42101. An affirmative action/equal opportunity employer.

Help Wanted Management

Capital Broadcasting Company RADIO NETWORK SALES MANAGER

for Capital Radio Networks. This regional satellite network includes the **North Carolina and Virginia News Networks, the Capital Sports Networks** (N.C. State, Virginia, Duke). Prefer applicant with minimum 3 years experience as sales manager of a network or regional radio station in the Southeast. Applicant must be well organized, strong on research, and a leader of sales people. Apply to:



Capital Broadcasting Co., Inc.
Human Resources 2619 Western Blvd.
Raleigh, NC 27605
Call Al Mangum (919) 890-6030
Equal Opportunity Employer

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel—this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details from Charlie Strickland or Bob Bruton.

WHY AM/FM

in Springfield, MA is our first acquisition and R&R Broadcasting is building a broadcast group. We're seeking selling professionals ready to join a market leader with an established list and complete paid life and medical insurance, including dental. If you are currently selling radio and results, we'd like to talk with you. Your cover letter should detail your selling success and special skills or training. Send it along with your detailed resume to VP/Sales, WHY AM/FM, P.O. Box 9013, Springfield, MA 01101. We are an equal opportunity employer.

Help Wanted Sales Continued



CAN YOU SELL RADIO?

Southwest Broadcasting is looking for an experienced (2 yr. min.) account executive with small or medium market experience. Move up to the nation's 21st largest radio market, Riverside/San Bernardino, CA. If you're a pro looking to improve, call me today. KCAL-AM & FM 714—825-5020. Ask for Les Crook. An Equal Opportunity Employer.



SALES MANAGER

Suburban Detroit Metro fulltimer. Resume and references to: WBRB Radio, 36724 S. Gratiot Ave, Mt. Clemens, MI 48043.

Help Wanted Technical

WKDM CHIEF ENGINEER

WKDM, United Broadcasting Company's Spanish Contemporary station in New York, is seeking a qualified person for the position of Chief Engineer. Qualified candidates must have an FCC license of SBE certification, knowledge of studio and transmitter construction, maintenance and operations; at least 3 years experience in the maintenance and operation of AM directional antennas. Those interested should send their resume to Richard Mertz, Director of Engineering, United Broadcasting Company, 4733 Bethesda Ave., Bethesda, MD 20814. Please, no phone calls. EOE/MF.

Help Wanted News

News Director and/or Morning Drive Anchor

needed in the Sunny South. Need a people person who is a total person first and a great communicator second. If you're looking to do information radio geared toward adults and are looking for a position with longevity, excellent benefits and pay, you may be what we are looking for. Send picture and resume now, Box V-79.

Situations Wanted Announcers

TALK SHOW HOST

Attention programmers, ABC Talkradio affiliates looking to make the right move not just any move. Ten years in major markets with super numbers. Issue oriented, but engaging and entertaining communicator. You simply will not find a more knowledgeable or better prepared host anywhere. I can help you. David Gold, 305—473-6687.

Situations Wanted Announcers Continued

ARIZONA RADIO MARKET
Top 40 DJ. Excellent PBP.
Experienced. Looking for
move up. Chris 602—264-
6983.

Situations Wanted News

24 CARAT LIFESTYLE NEWSWOMAN

Conversational delivery, exceptional feature/hard news/short-form writing and production.
Warm, sparkling, mature—dynamic network airstyle, highly-regarded team player loves production, outrageous bits, bad puns, zoo atmosphere.
Heavy experience, major references.
Reply Box V-129.

Situations Wanted Programing, Production, Others

VERSATILE TALENT

Seeks adult radio; on-air or programming. Background: talk and magazine shows; news; features; classic MOR music; kid's TV show; one-man stage show. Over 25 years in major markets; radio & TV. Available January 1986. Call 412—343-8195.

TELEVISION

Help Wanted Management

LOCAL/REGIONAL SALES MANAGER

Internal promotion creates opening for Local/Regional Sales Manager at WXIX-TV, Cincinnati. Previous Sales Management experience with independent television station preferred. If you would like to be considered along with members of our current staff, send resume and earnings history to David Schackmann, General Sales Manager, WXIX-TV, 10490 Taconic Terrace, Cincinnati, OH 45215. WXIX is a Malrite Communications Group Station. An Equal Opportunity Employer.

Help Wanted Technical

PROJECT MANAGER MULTI-STATION TOWER

An experienced engineering manager is needed to coordinate the design, construction, and initial operation of a new 1400-foot transmitting facility in Madison, Wisconsin, to be shared by several TV and FM stations. Candidates must have extensive project management experience on major broadcasting facilities and must have excellent communication skills. Madison is a picturesque midwestern community surrounded by lakes, with the culture and recreation of a large city. If you are looking for a rare opportunity to build a modern facility from the ground up, please send two copies of your resume and salary requirements to Harrison Klein, Hammett & Edison, Inc., Box 68, Int'l Airport, San Francisco, CA 94128. Your material must be received by December 9, 1985, to be considered.

NEWS TALENT

Channel 66 is looking for an outstanding news personality to join our major market music video operation. We are looking for solid news judgement, the desire to work with a co-host, ad-lib ability and flair. If you possess these talents, send your video tape and resume to:



Program Director
WVJV-TV
P.O. Box 9166
Framingham, MA 01701

No phone calls please. WVJV-TV is an EOE.

NEWS DIRECTOR-ANCHOR

Experience in all phases of TV news production essential. Key positions in nightly Long Island news program for cable distribution. Excellent news writing skills, on-air experience, ability to supervise reporters and producers necessary. Salary competitive. Rush tapes/resume to Prof. Anthony F. Piazza, Executive Producer, "Long Island News Tonight," New York Institute of Technology, Old Westbury, NY 11568.

MCHUGH AND HOFFMAN, INC.

is looking for broadcast professionals to fill these current openings at our client stations:

Middle Market WEEKEND ANCHOR/ REPORTER

Must have at least two years of television news experience with some anchoring required. Must be solid television journalist. Send resume, reporting and anchoring examples.

Middle Market NEWSCAST PRODUCER

Must have at least one year television producing experience, assistant producer OK. Must have strong writing and organizational skills and be able to get along with staff. Send resume and newscast aircheck.

Small Market WEATHERCASTER

Must have earth science-meteorology background with some on-air work. This is a weekday position in one of the nation's most active weather markets. AMS/NWA seal a plus. Send resume and recent aircheck.

Major Market GENERAL ASSIGNMENT REPORTERS

Top 5 market station looking for the best reporters in the nation for expansion of aggressive news gathering operation. Must have 5 years + experience as street reporter. Specialties a plus, but good writing and production techniques important. Send resume and best three stories.

Medium Market ANCHOR/REPORTER

3-5 years experience as anchor and reporter. Good writing and presentation skills a must. Must be community aware and be able to work with a station staff.

Small Market PROMOTION SPECIALIST

Should have some knowledge of television station promotion, both on-air and print. A good opportunity for an assistant promotion director to have his/her own department.

Send materials to:

McHugh & Hoffman, Inc.
3970 Chain Bridge Road
Fairfax, Virginia 22030

Television Journalists

We're building tomorrow's team for America's Sportscenter. We need television journalists for key on and off-air positions. We want reporters and anchors who understand how to find sport stories and tell them in compelling, human terms on television. We need show producers and directors who understand how to deliver contemporary 1986 television journalism on a consistent basis.

We will offer a competitive salary and benefits package to the qualified candidates who meet our requirements.

Please forward tapes and resumes to:

ESPN
ESPN PLAZA
BRISTOL, CT 06010

ATTN: John Kosinski, Jr., New Director
NO PHONE INQUIRIES, PLEASE.
An Equal Opportunity Employer/Affirmative
Action Employer

ESPN™
THE TOTAL
SPORTS NETWORK

Help Wanted Sales

Are You Sick and Tired?

- ...of dealing with lousy weather!
- ...of living where others wouldn't visit!
- ...of struggling to be a good salesperson in a limited market!

Recover Now!

- ...in a major market where it's 70 degrees year-round;
- ...where everyone wishes to live after they once visit;
- ...where the opportunity exists to be a great salesperson.

San Diego's fastest growing independent television station seeks a salesperson who is a high achiever; who gives results, not excuses; whose talent is greater than ego; and whose actions speak louder than words.

If you're not afraid to be challenged, send a letter of introduction with your resume to J. Allerd, KUSI-TV, 7377 Convoy Court, San Diego, California 92111. No phone calls, please.

LOCAL SALES MANAGER KSTP-TV HUBBARD BROADCASTING, INC.

Must have successful background in local sales management. Knowledge of Twin City market helpful, but not necessary. Negotiable. Outstanding opportunity. Contact Mr. James Blake, Vice President/General Sales Manager, 612-642-4350.

Equal Opportunity Employer
M/F



Help Wanted Programing, Production, Others

PROMOTION DIRECTOR

Top 10 market station seeks a dynamic professional with off beat concepts to administrate and motivate the promotion, publicity and advertising department. This includes all print and on-air activities. This challenge will be to build excitement about the station's new programming with the kind of style and originality that guarantees ratings. Top writing ability and familiarity with state-of-the-art graphic equipment are priorities. Candidate must have extensive on-air production experience. Health salary and bonus system available including profit sharing. Send resume and salary history and requirements to:

P.O. Box 1831, Dept. JJ
Murray Hill Station
New York, NY 10156
Equal Opportunity Employer

SENIOR PRODUCER CREATIVE SERVICES

The Number One station in America's Number One City needs a Senior Producer to produce promos, show opens and various special projects. KDKA-TV is one of the most dynamic stations in the country. As Senior Producer, you'll have a lot to do with the success of ambitious local and national projects.

You must be a first rate writer, equally adept with television, radio and print copy. You should be equally at home producing in the field and in studio. You'll need at least two years' major market experience. Send a letter, resume and cassette of your television and radio promos to:

Arthur Greenwald, Creative Services Director
KDKA-TV
One Gateway Center, Pittsburgh, PA 15222

**KDKA-TV 2
PITTSBURGH**

An Equal Opportunity Employer

ON-AIR COORDINATOR

Showtime/The Movie Channel Inc., the growing nationwide pay cable television company, has an immediate opening in the area of Television Operations.

You'll work rotating hours including weekends overseeing playback and transmission for Showtime and The Movie Channel networks. Requires at least 1 year of professional broadcast experience with a background in playback or master control switching/monitoring. Must be capable of reading electronic waveform and vectorscope and identifying technical problems in 1 inch video tape. Good interpersonal skills are also necessary. This position is located in Smithtown, Long Island.

We offer an attractive salary/benefits package that includes dental coverage and 100% tuition refund.

For confidential consideration please send your resume salary history to:



1633 Broadway, New York, NY 10019
An Equal Opportunity Employer M/F

PROMOTION and DESIGN PROFESSIONALS

We are currently recruiting nationally for Promotion and Design professionals to work at two of our stations.

Positions include:

- Advertising & Promotion Coord.
- On Air
- Press & Publicity
- Art & Design Coord.

Minimum of 3 years experience is required. Independent TV background very helpful.

Send resume, salary requirements, tape and samples to:

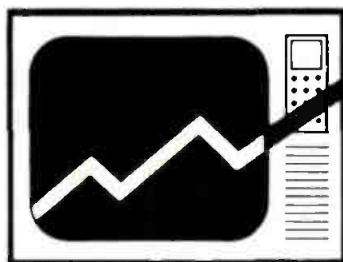
Jay Scafone
Hill Broadcasting, Inc.
4801 Massachusetts Avenue, N.W.
Washington, D.C. 20016

STUDIO PRODUCERS

Grow with a growing company.

Medstar Communications is now one of the leading television production companies in the health/medical field for both broadcast and non-broadcast audiences. We are growing at a rate of 100% per year.

We need a studio producer for our syndicated series, HEALTH MATTERS. The successful candidate will have two or more years of broadcast experience producing a live or live-on-tape studio based news or talk/magazine format program.



We are looking for a leader with strong supervisory skills. The ability to work with on camera talent is essential.

Extensive travel required to supervise remote studio productions.

If you qualify, send your resume including salary history and a cover letter to Medstar Communications, 1305 South 12th Street, Allentown, PA 18103 (no phone calls, please).

And grow with a growing company.

MEDSTAR
... where health matters

CLASSIFIED ADVERTISING IS YOUR BEST BUY ...

This space could be working for you for a very low cost ... and it reaches a most responsive audience.

Help Wanted Programing, Production, Others Continued

TV PRODUCER

Channel 66 is looking for a talented evening magazine producer to join our major market music video operation. We need an individual who has produced a nightly magazine program and has multiple skills including television writing and editing. Knowledge of New England considered a plus. Send video tape and resume to:



Director
TV
P.O. Box 9166
Framingham, MA 01701
No phone calls please. WJVJ-TV is an EOE.

Situations Wanted Management

EXPERIENCED, SUCCESSFUL STATION MGR?GROUP OP'S MGR.

Aggressive. Young. Good track record. Leader. Looking for growth opportunity in Texas or Southwest. If you're an owner/operator who appreciates hard work, good people and results; and if you're looking at a change, I would appreciate hearing from you! (Ready for interviews now; looking for 1st quarter move.) Box V-107

Situations Wanted News

Medicine, Technology, Science, Environment

WGBH Boston has trained five of the nation's top science print journalists in radio and television news techniques. They are now seeking positions as producers or reporters at major news and production organizations. Their broadcast work has already achieved national exposure; their resume reels speak for themselves. If you want a first-rate, aggressive specialist who works to the industry's highest standards, please contact: David Kuhn, Director, Macy Fellowships, WGBH, 125 Western Avenue, Boston, MA 02134, 617 492-2777



ALLIED FIELDS Help Wanted Management

EXECUTIVE DIRECTOR FIRST AMENDMENT CONGRESS

Coalition of Major U.S. News Organizations. To establish headquarters at the University of Colorado in Boulder. Requires strong news background and proven administrative, organizational and writing skills. Send resume by December 15 to First Amendment Congress, Box 17407, Dulles Airport, Washington, DC 20041. Equal Opportunity Employer.

Situations Wanted Research

PH.D. SEEKS ADMINISTRATIVE/ CORPORATE OPPORTUNITIES

Energetic Ph.D. in broadcasting seeks new opportunity in broadcast research/training/corporate environment.

Prefer NYC or comparable metro area.

Open to challenging suggestions.

Please address inquiries:

Asst/Ph.D.
P.O. Box 96
Rockefeller Center Station
NY, NY 10185

Radio Programming



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

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

RADIO/TV COPYWRITING COURSE

Listen and learn how to write persuasive commercials for today's market. Nine information-packed lessons. Two audio cassettes with companion folder. \$34.95.



Atlanta Office:
4043 Laynewood Circle, Tucker, GA 30084

Employment Services

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101. Money back guarantee!

EMPLOYERS ARE WAITING FOR YOU

If you are a quality professional; Sunbelt and earnings can be yours. All fees paid by employer. Included: GM, SM, AE, PD, ANNCRS. Send resume today to Director, Media Division, Harvest Personnel Service, Box 50505, Columbia, SC 29250.

JOBPHONE

The national job listing service that keeps pace with the communications industry. Unpublished jobs that are listed only on our telephone service. Employers prefer to list openings with JOBPHONE. Find out why! For complete information write: Broadcast Entry Consultants
15 West 44th St, New York, N.Y. 10036

Business Opportunities

BROADCAST BROKERS REGIONAL OFFICE OPPORTUNITIES

One of the nation's leading media brokerage and investment firms will be expanding its regional offices and seeks highly motivated professionals to join firm as associate brokers. The right person should be prepared to be self-supporting for 6 months to 1 year. Working knowledge of broadcast industry and reputation for integrity are musts. Send confidential resume to: Ronald J. Ninowski, President, Gammon & Ninowski Media Investments, Inc., 1925 K Street, N.W., Suite 306, Washington, D.C. 20006. No phone inquiries.



GAMMON & NINOWSKI
MEDIA INVESTMENTS, INC.

Public Company Available

Seeks merger with existing, privately held company in Broadcasting or Syndication industry. (No start-ups) Must have major profit and growth potential. We offer stock control, substantial capital and Experienced-Successful Corporate development assistance to a quality company with enormous upside potential. Only serious principals with excellent business history and credentials need reply. Details to: Public Company 18653 Ventura Blvd., #569 Tarzana, CA 91356

Profit Potential Strong

Own business. Partner or customer to sell discreet adult "over the air" programming to TV viewers. Substantial Louisiana market. No cable competition. Cash required. Miller 904-456-9749 or 455-9643. 606 Silvershoe, Pensacola, FL 32507.

Consultants

WE MAKE STATIONS SOUND GREAT!

HAVE YOU EVER NOTICED THE #1 STATION IN TOWN ALWAYS SOUNDS THE BEST?

TECHNICAL EXCELLENCE MAKES WINNERS!

We are technical consultants specializing in giving stations a big, clean competitive sound.

Hear one of our great stations of the '80's, KC 101 F.M., 101.3, New Haven or call us and we'll tell you our success story and what we're doing for other up & coming stations in major markets.

Bill Elliott

Stan Briggs

Tom Duffy

BROADCAST SYSTEMS ENGINEERING

Consulting Radio Engineers

Suite Two • 19 South Main Street
Branford, Connecticut 06405

(203) 481-7245 or 773-8072



KLB RESEARCH DEPARTMENT

Research BC applications: AM, FM, TV, common carrier, FCC press releases, public notices, decisions, (especially upcoming Dkt. 80-90 FM allotments). Able to give you information on same day delivery with KLB Facsimile Network.

Moses Vincent, Jr.
KLB Research Dept.
1275 K St., NW, Ste. 900
Washington, DC 20005
202-289-2030; 202-371-1914

For Sale Stations

"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.

NORTHWEST CLASS C FM/AM COMBO'S

Four excellent facilities: 1) \$2 million with \$500,000 down; long term payout. 2) \$1.7 million with \$400,000 down; long term payout. 3) \$1.3 million with 10% down; good terms. 4) \$650,000/cash. Contact Jerry Dennon/The Montcalm Corporation - 206-842-8061.

INVESTOR NEEDED

Underdeveloped Sunbelt class C FM has CP for tall tower. New signal will blanket top 100 market with 70dBu coverage. Opportunity to triple investment overnight. Dedicated, skillful staff already in place. Financially qualified only please respond. 806-273-7575.

Wanted to Buy Stations

TOP DOLLAR

PRIVATE OWNER/OPERATOR EXPANDING

Somewhere there is an owner of a radio station who is toying with the idea of retirement, and who is considering that maybe it is time to sell the station he has built.

I am looking to buy another property. The only hard and fast requirement that I have is that the station be located in a nice place to live. I'd prefer a medium to small market in a community suited for good family living. Everything else is negotiable.

If you are thinking about selling your station, you probably are also thinking that you sure don't need that news discussed all over town. I understand the need for privacy. The stations I now own were purchased with the most delicate discretion. I know the value of a closed mouth.

I'd like to buy another station, maybe yours. My price range is plus or minus \$1 to \$3 million, with terms acceptable to seller. I'd like to see you get your price and your terms, with me obtaining a nice station in a good locale. Let's talk. My name is Mike Walton. You call me at 414/458-2107; or write me at my station, WHBL/WWJR radio, P.O. Box 27, Sheboygan, WI 53082-0027.

Qualified client wants to purchase small or medium radio group. Principals only...confidentiality guaranteed. Contact Don Gordon at Tel-Video, 7101 York Ave., So., Edina, MN 55435. 612-921-3351.

For Sale Stations Continued

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

BILL MOCKBEE

This former Vice President of WCVB-TV, Boston is now associated with New England Media. Bill's 36 years in radio, TV, and advertising make him well qualified to join our veteran staff. Bill can be reached at: 327 Mowat Dr., St. Andrews, New Brunswick, Canada, EOG 2X0, Phone 506-529-3847.

8 Driscoll Dr., St. Albans, VT 05478
802-524-6963
GEORGE WILDEY 207-947-8083 (ME)

50 KW POTENTIAL

Upper Midwest top 20 suburban 5 KW foreign clear channel AM with competitive PSA and PSSA. Facility will automatically become fulltime with no additional investment upon completion of the Mexican communications agreement. Also awaiting unlicensed CP for higher power and fulltime on domestic clear channel. 50 KW available by day. Newer equipment; renovated studios, offices. This unique expansion opportunity is priced at \$750,000 - mostly cash. Offered by owner to those financially qualified only, please. Box V-83.



UHF INDEPENDENT
\$4.3 million

MEDIUM AM MARKET
5 X cash flow
\$1,250,000

GREAT COMBO
Top 10 Growth Market
8.5 X cash flow

SMALL MARKET COMBO
1kw Fulltime & New Class A FM
\$1.2 million cash

FULLTIME AM
Rock Solid Community
\$650,000, terms

SINGLE STATION AM
AM single station market
\$240,000 with \$60,000 down

JAMAR·RICE CO.

950 West Lake High Dr. Suite #203 • Austin, TX 78746 • (512) 327-9570



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

This Class A FM licensed to a small southeastern market is priced to sell at \$600,000 on terms and is the only FM in town.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

Medium Texas Market.
Fulltime AM. \$500,000.
Small cash down payment.
Box V-124

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, TN 38157

CATV/NEWSPAPER COMBO

SE Indiana. No compete twice weekly county seat and 35 channel CATV. Contact:

James A. Martin, Media Broker
P.O. Box 798, Dublin, OH 43017
614-889-9747

PUBLIC AUCTION

3 acres, 2400 sq. ft., modern fully equipped facility. All assets including: furniture, studio equipment, transmitter, audio processing, ETC. Date: Dec. 10, 1985 Time: 1:30 PM, location WIPC, Route 27, Lake Wales, FL. For info call Atty. Norm White 813-676-1423.

SOUTHWEST

Choice locale. AM class C FM in metro area. Asking \$2.5 million on terms. Contact Bill Whitley 214-680-2807.

CHAPMAN ASSOCIATES
nationwide media brokers

If you are a serious buyer, we would like you to know about several attractive FM acquisition opportunities in our inventory of listings.

MEDIA SALES, INC.
804-239-0400

FOR SALE

2 Texas AM-FM combos. Priced at \$3.2 million. Financing available. Box V-125.

FM/AM COMBO

Good Northwest Market. Class C FM & Fulltime AM. Billing over \$900,000. Excellent owner/operator or small acquisition. \$1.8 million with terms. Box V-90.

FM

Growth Gulf Coast medium market.
\$1.2 million.
Excellent cash flow.
Box V-135.

METROPOLITAN FM

Fully upgraded metro signal. Stereo FM with excellent coverage of top 30 metro area. Facility recently moved to optimum transmitting location to cover market. Several program options available. Asking price \$3,000,000 cash. Please submit financial qualifications first letter. For full details write in complete confidence to Box V-110. No brokers please.

FOR SALE BY OWNER

East Tennessee daytime. 2,500 watts. P.S.A. - 500 watts. Includes real estate. Priced low! Qualified buyers please. Reply to Box V-97.

THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Location	Size	Type	Price	Terms	Contact	Phone
TX	Met	AM/FM	\$1800K	\$100K	Bill Whitley	(214) 680-2807
NB	Med	AM/FM	\$1100K	\$300K	Bill Lytle	(816) 941-3733
FL	Med	AM/FM	\$1050K	\$75K	Randy Jeffery	(305) 295-2572
WY	Met	AM/FM	\$795K	\$100K	Greg Merrill	(801) 753-8090
OK	Med	AM/FM	\$650K	\$150K	Bill Whitley	(214) 680-2807
IA	Sm	FM	\$600K	\$150K	Bill Lochman	(816) 941-3733
GA	Sm	AM	\$550K	Terms	Ernie Pearce	(404) 458-9226
AL	Sm	AM/FM	\$475K	\$100K	Ernie Pearce	(404) 458-9226
NC	Sm	AM	\$300K	\$75K	Mitt Younts	(202) 822-8913
AZ	Sm	AM/FM	\$245K	Terms	Greg Merrill	(801) 753-8090

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



BANKRUPTCY SALE

Class A FM station, licensed to Lake Arrowhead, Calif. Operating since 1978.

Class IVAM station, licensed to San Bernardino County. Operating since 1947.

Both stations service San Bernardino County, California.

For further details, contact:

Timothy L. Donovan, Trustee
696 N. "D" St., Ste. #3
San Bernardino, CA 92401
714-884-5808

AVAILABLE FOR SALE SUBURBAN SEATTLE AM

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
P.O. Box 146
Encino, California 91426
Area Code (818) 986-3201

THE HOLT CORPORATION

FM & AM SAVE \$250,000.00

You would expect to pay at least \$1.2 million for an FM/AM combo grossing over \$500,000.00. This great and growing combo is priced for quick sale at a \$250,000 discount...\$950,000 on terms.

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment MUST accompany ALL orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (NO telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or 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 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PO, etc., count as one word each. Phone number with area code or zip code counts as one word each.

NORTH CAROLINA RESORT TOWN

Well established fulltime AM. Asking \$360,000 with \$90,000 down. Contact Mitt Younts. 202-822-8913.



- Fulltimer covering town of 20,000 plus FM CP. S.W. MS \$130,000
- Fulltimer. Powerful. Western South Dakota. Covering 100,000 people. Much real estate. Biling \$200,000. \$460,000 Terms
- Fulltimer. Powerful. Covering town of 15,000. Good real estate. Middle TN \$150,000.
- Five station within 60 miles of new proposed worlds largest GM SATURN auto plant

Business Brokers Associates
615-756-7635 24 Hours

DeHart Broadcast Brokers LIST WITH US

RD #1, Box 44
Richville, NY 13681
315-287-0061

CLASS C FM covers Florida Middle Market. Priced at under \$2 million cash. Quick turnaround in growth area.

Donald K. Clark, Inc.
P. O. Box 1065, Merritt Island, FL 32952
305-453-3311

MOBILE ALABAMA

Major market 5,000 watt AM
P.O. Box 5321
Ft. Lauderdale, Florida 33310

Class A FM. South Texas. \$850,000, negotiable. Box V-126

**For Fast Action Use
BROADCASTING'S
Classified Advertising**

Fates & Fortunes

Media



Butler

Robert Butler, VP, general manager, WPTF-TV Raleigh-Durham, N.C., named executive VP of parent, Durham Life Broadcasting, responsible for operations of Durham's WPTF-TV and WPTF(AM)-WQDR(FM) Raleigh and for WEWO(AM)-WSTS(FM) Laurinburg, N.C.

Dennis Dailey, VP, marketing and product development, Seven Up Co., joins Mann Media, High Point, N.C., as chief operating officer.

Jim Harper, program director and air personality, WDTX(FM) Detroit, named president of licensee, Metropolis Broadcasting of Detroit.

Rick Eytcheson, VP and general manager, KOSO(FM) Modesto, Calif., joins KFBK(AM)-KAER(FM) Sacramento, Calif., as general manager.

Stephen Joos, VP and general manager, WVKO(AM)-WSNY(FM) Columbus, Ohio, joins WIOD(AM)-WAIA(FM) Miami as VP and general manager.

Dick Sadar, account executive, KWIZ(AM) Santa Ana, Calif., joins KOCM(FM) Newport Beach, Calif., as general manager.

Bob Johnston, station manager, KYSN(FM) Wenatchee, Wash., joins KCBF(AM) Fairbanks, Alaska, in same capacity.

Carolyn Worford, program manager, WJBK-TV Detroit, named director of operations.

Dale Eichor, music director and air personality, KWMY(AM) Fort Dodge, Iowa, named operations director, KWMY(AM)-KKEZ(FM) there.

Ross Hamachek, director of planning and development, The Washington Post Co., Washington, named VP. **Leonade Jones**, VP, business affairs, Post-Newsweek Stations, named assistant treasurer, Washington Post Co.

Robert Grove, general manager, Bresnan Communications Co., Marquette, Mich., cable system, named district controller for company's Upper Peninsula, Mich., cable operations, serving 45,000 subscribers.

Cynthia King, attorney, Cooley, Godward, Castro, Huddleson & Tatum, San Francisco, joins KPIX(TV) there as administrative assistant to VP and general manager.

Erv Parthe, program manager, KCTV(TV) Kansas City, Mo., named director of station operations.

Otto Schlaak, general manager, noncommercial WMVS(TV) and WMVT(TV), both Milwaukee, retires effective Feb. 14, 1986.

Marketing

Named to board of directors, Dancer Fitzgerald Sample, New York: **Peggy Green**, senior VP, senior associate media director; **Katherine Hughes**, director of client accounting; **Jack Irving**, senior associate media director and chairman of media plans review board; **Edward Meyer**, senior VP, director of promotion services, and **Francis Mooney**, senior VP, director of business and legal affairs.

Joseph Puhly, VP, Young & Rubicam, New York, named senior VP. **Marvin Waldman** and **Stephen Ohler**, creative supervisors, Y&R, named VP's. **Cary Lemkowitz**, associate creative director, Y&R, named group creative director.

Glen Gilbert and **Martin Hummel**, account supervisors, and **Damian Pezzano**, associate director, BBDO, New York, named VP's.

Patrick Hillman, senior VP, director of planning, HCM, New York advertising agency, named managing director.

Evan Smith, VP, development, Saatchi & Saatchi Compton Inc., New York, has been named VP, program development, for West Coast office, based in Los Angeles.

Lynne Boutross, director of special projects, Embassy/Jerry Perenchio, Los Angeles, joins MG Media, Los Angeles, as West Coast manager. MG is media buying service.

Lois Levine, from Wells Rich Greene, New York, joins Diener/Hausertes as senior media buying supervisor.

Ted Luciani, copywriter, Ramey Communications, Los Angeles, joins Jacobs & Gerber there as copywriter. **Frank Lacey**, from Ramey Communications, joins J&G as art director.

Jonathan Young, from Intraview, interactive video production company, Los Angeles, joins McCann-Erickson, San Francisco, as senior writer.

Stephen McCabe, freelance writer, joins D'Arcy Masius Benton & Bowles, St. Louis, as writer.

Peter Tinkham, from Showtime/The Movie Channel, Atlanta, joins Centel Cable Television Co. of Kentucky as director of sales and marketing.

Jeanne Reader, account executive, Nationwide Cable Rep, Marina del Rey, Calif., named regional manager. West Coast operation.

Bill Burke, group sales manager, Petry, Chicago, named group sales manager, thunderbirds team, New York.

Judith Brandt, from KLOK-AM-FM San Francisco, joins Weiss & Powell there as regional manager.

Diane Gamrecki, product manager, Inc. magazine, Boston, joins Quinn & John-

son/BBDO there as account executive.

Kevin Cassidy, client service representative, Arbitron Ratings Co., Los Angeles, joins Republic Radio there as account executive.

Marcia Woodward, account executive, TeleRep, Chicago, joins Katz Independent Television there in same capacity.

Marylouise Musso, account executive, BBDO, San Francisco, joins McCann-Erickson there in same capacity.

Faith Oakes, account executive, Adam Young, New York, joins Harrington, Righter & Parsons there as account executive, green team. **Connie Justi**, from John Blair & Co., New York, joins HRP as account executive, blue team.

Stephen Peskin, general sales manager, KPIX(TV) San Francisco, named director of marketing.

Kennen Williams, national sales manager, Group W's WBZ-TV Boston, joins co-owned KPIX(TV) San Francisco as general sales manager.

Robert Vandine, account executive, WWVA(AM)-WVOK(FM) Wheeling, W.Va., named general sales manager.

Randy Mann, from T.G.I. Publishing, San Diego, joins KSON-AM-FM there as co-op marketing director.

Ray Skibitsky, from KOSI(FM) Denver, joins KBCO-AM-FM Boulder, Colo., as general sales manager.

Luther Griffin, regional sales manager, WNCT-TV Greenville, N.C., named general sales manager.

Robert Johnson, from WKIS(AM) Orlando, Fla., joins WMFQ(FM) Ocala, Fla., as sales manager.

Robin Barbero, local sales manager, WEEI(AM) Boston, joins WVVJ-TV Marlborough, Mass., as local sales manager.

George Kariotakis, from WGAR(AM) Cleveland, joins WWWE(AM) there as local sales manager.

Don Moran, local sales manager, WHEC-TV Rochester, N.Y., joins WUHF(TV) there in same capacity, succeeding Dale Hartnett, named program director of WUHF (see "Programming," below).

Rick Sainte, sales manager, WCTW(AM) New Castle, Ind., named local sales manager of co-owned WMDH(FM) there.

Andrew Mars, account executive, KKHR(FM) Los Angeles, named local sales manager.

Steve Parrott, account executive, WJKA-TV Wilmington, N.C., named national sales manager.

Greg Pittman, national sales manager, WFAA-TV Dallas, joins KTXA(TV) Fort Worth in same capacity.

Walter Gladkin, business manager, Zimmerman Olds/Cadillac, Freeport, Ill., joins WIFR-

TV Rockford, Ill., as media consultant.

Jim Gregori, from KXY-AM-FM Lakewood, Colo., joins WUSN(AM) Chicago as general sales manager. **Stephen Ennen**, account executive, WUSN, named local sales manager.

Susan Ban, from WCLS(FM) Detroit, and **Jane Owen**, from Turner Broadcasting Sales, Atlanta, join WCXI-AM-FM Detroit as account executives.

Audie Serrano, from WABC(AM) New York, joins WYNY(FM) there as account executive.

Glenn Carr from Smith's Home Furnishings, Eugene, Ore., and **Steve Panter**, from Dunham Olds Cadillac-Isuzu, Eugene, Ore., join KEZI-TV there as account executives.

Robin Baime, account executive, WAVA(FM) Washington, joins WYNY(FM) New York in same capacity.

Jolie Rabedaux, reporter, WHO(AM) Des Moines, Iowa, joins KRNA(FM) Iowa City, Iowa, as account executive.

K. Ann Foster, account executive, WFYV(FM) Atlantic Beach, Fla., joins WCRJ-AM-FM Jacksonville, Fla., in same capacity.

Programing

Jack Masters, director, in-flight and television sales, Samuel Goldwyn Co., Los Angeles, named director, national television sales.

Anthony Dwyer, East Coast-Midwest sales manager, domestic television distribution, Four Star, New York, and **Daniel Garzes**, Western and Southwestern sales manager, On the Air, New York, join Group W Productions, Chicago, as central division managers.



Battison

William Battison, VP, planning, finance and administration, ABC Radio Networks, joins Westwood One, Los Angeles, as executive VP, responsible for planning, finance and administration for Westwood One Radio Networks and Mutual Broadcasting System.

Charles Gingold, program manager, KYW-TV Philadelphia, joins Lifetime, New York, as VP, programming.

Allen Kates, supervising producer, *Just Kidding*, Canadian Network Television, joins 20th Century Fox Television, Los Angeles, as director of current programming.

Kathy Zeisel, West Coast sales manager, Acama Films, Los Angeles, joins Harmony Gold there as Western regional sales manager.

Janice Marinelli, associate director of programming, Katz Communications, New York, joins Walt Disney Pictures, domestic television, as account executive, Western division, Los Angeles.

Lorna Ray Bitensky, director of business affairs, Columbia Pictures Television, named VP, business affairs.

Kevin Cobb, business manager, affiliate sales and marketing, MTV Networks Inc., New York, named director, corporate business management. **Sandy McGill**, marketing sales

Moving on. Jeff Davidson, president of Gannett Broadcasting, has resigned to pursue "opportunities in the Atlanta area," according to announcement from Gannett. He will be temporarily replaced by Cecil L. Walker, president and general manager of Gannett-owned wxia-TV Atlanta, who will be acting president of the broadcasting and production groups. Gannett has announced it will move its broadcast division headquarters from Atlanta to Washington after it has completed the acquisition of the Evening News Association.

promotion director, MTV Networks Inc., named director, special markets and services.

Charlie Quinn, program director, WHTT-FM Boston, joins Drake-Chenault, Canoga Park, Calif., as consultant.

Barry Goldberg, regional director, Showtime/The Movie Channel, Houston, named Southeastern regional VP.

Linda Peinovich, production manager, Midwest Cable Satellite, joins Local Program Network, New York, as assistant director, in charge of all programming operations.

Ajit Dalvi, VP, marketing planning and development, Cox Cable Communications, Atlanta, named VP, marketing and programming.

Mark Guttman, technical facilities manager, NBC operations and technical services, New York, named manager, program operations, NBC-owned WNBC-TV there.

Abigail Melamed, consulting producer, *PM Magazine*, Group W Productions, San Francisco, named national features producer.

Leonard Bart, manager of research, Telepictures domestic television division, Los Angeles, named director of research.

Frank Bolger, general manager, Cablevision, Bayonne, N.J., joins National Captioning Institute, Washington, as director, program marketing.

John Shreves, manager of special projects, Jefferson-Pilot Sports Enterprises, Charlotte, N.C., named general manager.

Marianne Mazer, former program manager, WJBK-TV Detroit, joins Boston Catholic Television Center as general manager.

Lorna Shepard, from International Creative Management, Los Angeles, joins Taft Entertainment there as director of business affairs.

Appointments, WUHF(TV) Rochester, N.Y.: **Dale Hartnett**, local sales manager, to program director; **Lisa Pinero**, assistant producer, to producer-director, and **Bob Ames**, from noncommercial WXXI-TV Rochester, to producer-director.

Joan Elirberg Kohn, assistant program manager, KCTV(TV) Kansas City, Mo., named program manager.

Jim Johns, producer-director, Pinnacle Productions, Spokane, Wash., named production manager.

Janice Keplin, traffic director, noncommercial KEYA(FM) Belcourt, N.D., named music director and assistant chief operator.

W. Todd Mayor, operations engineer, WTTG(TV) Washington, joins WGAL-TV Lan-

caster, Pa., as operations engineer/director.

Toby Cunningham, producer, WKBD-TV Detroit, named executive producer.

Tim McCoy, promotion producer, WLEX-TV Lexington, Ky., named chief of field production.

Sharon Foster, weekend air personality, WSUN(AM) Tampa-St. Petersburg, Fla., named music director.

Scott Smith, production manager, KLLS-FM San Antonio, Tex., assumes additional duties as music director.

Roy Fox, host of afternoon drive time program on KOA(AM) Denver, formerly hosted by murdered Allan Berg, joins WMCA(AM) New York as afternoon drive host.

Greg St. James, from WWWF(FM) Detroit, joins WRIF(FM) there as air personality.

Toni Grant, air personality, KABC(AM) Los Angeles and ABC Talkradio Network, resigns, effective Dec. 31, to become media consultant and author.

Eric Page, from WSKZ(FM) Chattanooga, joins WRQX(FM) Washington as air personality.

News and Public Affairs

Appointments, WSB-TV Atlanta: **Bob Yuna**, from WBAL-TV Baltimore, to dayside executive news producer; **Emily Pearce**, from WABC-TV New York, to executive producer, news special projects, and **Will Dishong**, from KPIX(TV) San Francisco, to executive producer, news operations.

B.J. Green, from KFIG-FM Fresno, Calif., joins KKNU(FM) there as news director.

Ralph Wilson Green, executive producer, KOB-TV Albuquerque, N.M., joins KTSM-AM-FM El Paso as news director.

Terry Kurtright, news director, KTTT(TV) Rochester, Minn., joins WNYT(TV) Albany, N.Y., as assistant news director.

Craig Kuhl, media relations manager, sports department, Coors, Denver, joins KNUS(AM) there as managing editor.

Rembert Young, producer-director, KSHB-TV Kansas City, Mo., named director, *41 Express*, 15-minute daily newscast.



Foster

Alan Foster, from New Hampshire Public Television, joins non-commercial WGBH-TV Boston as executive producer, *10 O'Clock News*.

Bob Jones, part-time news editor, Mutual Radio Network, Arlington, Va., named news editor.

Kris Jacobsen, reporter and weekend anchor, KOTA-TV Rapid City, S.D., joins KTIV(TV) Sioux City, Iowa, as general assignment editor.

Marianne Sheer, news producer, WOR-TV New York, joins WIVB-TV Buffalo, N.Y., as executive producer.

Hugh McGough, 6 p.m. news producer, WPXI(TV) Pittsburgh, joins KDKA-TV there as

associate producer.

Carol Clark, reporter, WQAD-TV Moline, Ill., joins WTVH-TV Syracuse, N.Y., as reporter-producer.

Appointments, KDRV(TV) Medford, Ore.: **Geoffrey Riley**, from WLUK-TV Green Bay, Wis., to anchor; **Tracy Mitchell**, from WXGZ-TV Appleton, Wis., to anchor; **Michael McQuain**, from KIFI-TV Idaho Falls, Idaho, to sports director-anchor; **Al Sigala**, from KOBI(TV) Medford, to 5 p.m. producer; **Gary Chittim**, from KCWY-TV Casper, Wyo., to reporter, weekend anchor; **Edward Teachout**, from KTVL(TV) Medford, to reporter, and **Scott Lewis**, from KOTI(TV) Klamath Falls, Ore., to reporter.

Appointments, WLNE(TV) Providence, R.I.: **Dan Fabrizio**, reporter and weekend anchor-producer, WPTZ(TV) Plattsburgh, N.Y., to reporter; **Paul Reid**, producer, WTOG-TV Savannah, Ga., to 11 p.m. producer; **Jim Samalis**, program director, WBRU(FM) Providence, R.I., to associate producer, news, and **Audry Laganis**, from Brown University, Providence, R.I., to associate producer, news.

Mike Settonni, from election unit, NBC News, joins WECT-TV Wilmington, N.C., as weekend anchor and news producer.

Michael Marsh, anchor-reporter, KPIX(TV) San Francisco, joins KMGH-TV Denver as weekend co-anchor.

Mark Fryburg, business reporter, WDBJ-TV Roanoke, Va., joins WBTV(TV) Charlotte, N.C., as business reporter.

Gene Gibbons, correspondent, UPI Radio Network, Washington, joins Reuters there in same capacity.

Elaine Ettore, morning news anchor, WKEN(AM) Dover, Del., joins WJBR-AM-FM Wilmington, Del., as weekend news anchor, and WAHT(AM) Lebanon, Pa., as morning news anchor.

Steve Jones, from WLIR(FM) Garden City, N.Y., joins WXRK(FM) New York as morning news anchor.

Stewart Doan, associate farm director, KAIT-TV Jonesboro, Ark., joins Arkansas Radio Network, Little Rock, Ark., as farm director, Agricultural Radio Network.

Lou Tilley, sports director of Westinghouse Broadcasting's WJZ-TV Baltimore, joins co-owned KYW(AM) Philadelphia as sports anchor.

Jo Anne Paul, reporter, WEYI-TV Saginaw, Mich., named weekday anchor.

Stephen Thomas, reporter, WZYQ-AM-FM Frederick, Md., joins WDBO(AM) Orlando, Fla., as midday anchor and city hall reporter.

Geralee Chin, news assistant, KSBY-TV San Luis Obispo, Calif., named general assignment reporter.

Wesley Ruff, from KFYY-TV Bismarck, N.D., joins KTVX(TV) Salt Lake City as weekend sportscaster.

Kenneth Rodriguez, from WGXA-TV Macon, Ga., joins WLNS-TV Lansing, Mich., as weekend sports anchor and weekday sports reporter.

Mark Katkov, from KHQ-AM-TV Spokane, Wash., joins KOIN-TV Portland, Ore., as re-

porter.

John LaPorte, from graduate school of journalism, American University, Washington, joins Chronicle Broadcasting Co.'s Washington news bureau as off-air reporter-researcher. Bureau serves KRON-TV San Francisco, WOWT(TV) Omaha and KAKE-TV Wichita, Kan.

Appointments, WOI-TV Ames, Iowa: **Don Novak**, weekend meteorologist, KETV(TV) Omaha, to chief meteorologist; **Jeff Nowakowski**, reporter, WTVR-TV Richmond, Va., to same capacity, and **Larry Meyer**, from Iowa State University, to reporter.

Jack Pagano, news director, KSWO-TV Lawton, Okla., joins WTZA-TV Kingston, N.Y., as reporter.

Kathryn Turner, weathercaster, KTVV(TV) Austin, Tex., joins KPRC-TV Houston as weather anchor-reporter.

Darren McKinney, Roswell, N.M., bureau chief, KOB-TV Albuquerque, N.M., joins WTZA-TV Kingston, N.Y., as reporter.

Craig Wirth, from WOR-TV Secaucus, N.J., joins KCBS-TV Los Angeles as reporter.

Gary Fencik, member of Chicago Bears professional football team, joins WLUP(FM) Chicago as sports reporter.

Renee Tatum, from KNBC(TV) Los Angeles, joins KMST(TV) Monterey, Calif., as noon producer. **Bob Lee**, from KARK-TV Little Rock, Ark., named weather anchor, KMST.

Chris Profitt, weather anchor, KHQA-TV Quincy, Ill., joins WHBF-TV Rock Island, Ill., as

weather anchor, succeeding **Larry Mulholland**, resigned.

Technology

Jerry McElligott, VP, manufacturing, Switchcraft, Chicago, named to newly created position of senior VP, operations. **Bruce Heeb**, VP, engineering, named to new position of senior VP, marketing and applications engineering.



Beckett

Susan Beckett, VP, business affairs, NBC Enterprises, New York, named senior counsel, video operations, RCA law department.

Brent Stranathan, manager of telecommunications planning, ABC broadcast operations and engineering, New York, named

director of telecommunications.

Robert Lewis, rentals manager, Broadcast Equipment Rental Co., Burbank, Calif., joins Modular Video Systems, Seattle, as marketing director.

Timothy McCann, member of photographic service division, Minolta, Ramsey, N.J., named technical representative, industrial meter division.

Walter Bachman, from Brayton Chemical,

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Nappanee, Ind., joins Crown International, Elkhart, Ind., as manager of purchasing. Crown manufactures broadcast equipment.

Marcos Obadia, technical supervisor, ABC, for Live Aid concert, joins Crawford Post Production, Atlanta, as chief engineer.

Paul Montoya, director of engineering, Denver, for Sandusky Broadcasting, joins Surrey Broadcasting there in same capacity.

John Schilberg, assistant chief engineer, KHOU-TV Houston, joins KHTV(TV) there as director of engineering.

Debby Cox, video tape editor, WFTV(TV) Orlando, Fla., joins KMGH-TV Denver in same capacity.

Walter Ward, chief engineer, KLBV(TV) Colby, Kan., joins KDBC-TV El Paso in same capacity.

Promotion and PR

Susan (Dede) Tanner, from own marketing firm, Tanner's Creative Communications, Los Angeles, joins Media General Cable of Fairfax (Va.) as manager of advertising and promotion.

Mark Stulberger, sports producer, USA Network, New York, joins Prime Ticket Network, Inglewood, Colo., as producer and creative services director.

Andrew Scott, account executive, entertainment and video group, HWH Enterprises, New York public relations agency, named account supervisor.

Ron Price, news director, WRAL-TV Raleigh, N.C., named director of corporate communications for parent, Capitol Broadcasting Co., remaining based in Raleigh.

Sean Mahan, production coordinator, KSHB-TV Kansas City, Mo., named promotion producer.

Jon Roll, advertising art director, Morgan-Burchette Associates, Alexandria, Va., joins WMAR-TV Baltimore as art director.

Rachel Thompson, freelance artist, joins KMSP-TV Minneapolis-St. Paul, as art director.

Penny Gleason, assistant, sales department, WTMJ-TV Milwaukee, named writer-producer, promotion department.

Janet Treuhaft, public relations manager, The Eventors, Chicago public relations firm, joins WBBM(AM) there as assistant manager of information services.

Jack Miller Jr., from WREG-TV Memphis, joins WHNT-TV Huntsville, Ala., as promotion manager.

Ethel Porter, public service director, KPRC-TV Houston, named community relations director.

Allied Fields

Senate confirmed nominations of **Neal Freeman** and **Michael McManus** to Comsat board last week. Freeman, president of Jefferson Communications and chairman of Blackwell Corp., both Reston, Va., is being reappointed to three-year term on board. McManus, ex-



Award winner. National Association of Broadcasters President Eddie Fritts was honored last week by National Federation of Parents for a Drug-Free Youth. Fritts was presented with federation's President's Award for his contributions in fight against drug abuse. Shown presenting award to Fritts is federation president, Joyce Nalepka.

ecutive vice president, Pantry Pride, has been nominated to two-year term.

Grant Tinker, chairman and chief executive officer, NBC, New York, will receive Gold Medal from International Radio and Television Society. Award will be presented at ceremonies in New York March 5, 1986.

Ross Charap, attorney, American Society of Composers, Authors and Publishers, New York, named senior attorney.

Appointments, Media Sales, Lynchburg, Va.-based media brokerage: **John Whitley**, president, Business Brokers of Virginia, to VP, broadcast division; **Harvey Hamilton**, member of sales department, to VP, cable division operations.

Phyllis Tritsch, executive VP, American Women in Radio and Television, Washington, retires.

Donald Ogden, director of marketing, Jones International Securities, Englewood, Colo., named VP, marketing services. **Theodore Henderson**, director of field support, Jones International Securities, named VP, field support. Jones, which is subsidiary of Jones International, is currently marketing Cable TV Fund 12, \$200-million public limited partnership.

Lee O'Brien, managing director, Center for Television Production and Educational Communications, University of Wisconsin, Green Bay, Wis., joins Southern Illinois University, Carbondale, Ill., as director, broadcasting service, overseeing operations of noncommercial WSIU-FM-TV Carbondale and WUSI-TV Olney, Ill.

Terrie Brennan, client service executive, Nielsen Station Index, New York, named account executive, service development department.

Marshall Allen, director of educational television services, Oklahoma State University, joins Public Service Satellite Consortium, Washington, as VP, administration and development.

Elected officers, Missouri Association of Broadcasters, Jefferson City, Mo.: **Ron Peter-**

sen, KDMO(AM)-KRKG(FM) Carthage, Mo., president; **Terry King**, KTTR(AM)-KZNN(FM) Rolla, president-elect; **Wilton B. Osborn II**, KJLA(AM) Kansas City, secretary-treasurer.

Elected officers, Public Radio in Mid-America: **Dale Outz**, noncommercial WOSU-AM-FM-TV Columbus, Ohio, president; **Jeffrey Stoll**, noncommercial KUMR(FM) Rolla, Mo., secretary.

Elected officers, Milwaukee Area Radio Stations: **Mike Jorgenson**, WOKY(AM)-WMIL(FM) Waukesha, president; **Al Aslakson**, WFMR(FM) Menomonee Falls, secretary; **Kathy McCombe**, WEMP(AM)-WMYX(FM) Milwaukee, secretary, and **Stu Stanek**, WTKI(FM) Milwaukee, treasurer.

Elected officers, Golden Gate chapter, American Women in Radio and Television, San Francisco: **Ruby Petersen**, KTVU(TV), president; **Hatti Hamlin**, owner, Hamlin Associates public relations, president-elect; **Susan Shea**, Mills College, Oakland, Calif., first VP, and **Lee Gonsalves**, KTVU, second VP.

Deaths

Michael Jay Heimberg, 44, founder and president, Capital Media, Rockville, Md.-based, Washington area media buying service, died Nov. 13 at his home in Rockville. He had recently suffered heart attack. Before starting Capital in 1979, he had number of Washington area media posts, including director of research for defunct Media Statistics and same post with Arbitron, where he helped design radio and TV ratings commonly used today. He was research director for Post-Newsweek stations from 1969 to 1971. In 1971-79 he was partner in two Washington-area advertising agencies. Heimberg is survived by his wife, Laura, and two sons.

David Clark, 65, president, Western Indian Ministries, licensee of KHAC(AM) Window Rock, Ariz., and KTBA(AM) Tuba City, Ariz., died of heart attack Nov. 6 at his office. He is survived by his wife, Regina, four sons and three daughters.

CBS's Neal Pilson: man of many parts

A glance at the mementos and photographs in his office gives a good indication of Neal Pilson's priorities. On his desk, Pilson, CBS/Broadcast Group executive vice president in charge of sports and radio, displays a model of a CBS Sports remote broadcast truck. Perhaps in remembrance of fatter times before the corporation was recapitalized to fend off Ted Turner, there is also a picture of a CBS corporate jet that has been sold. Looking over Pilson's shoulders from a wall behind his desk are photographs of him with William S. Paley and a departing colleague, with James Rosenfield, and of principal members of a CBS sports production team.

On a wall to the left of his desk are photographs of his family—wife, Frieda, who often travels with him on his frequent business trips; daughters, Dana and Julie, and son, Michael.

There are no photos, plaques or other signs commemorating Pilson's responsibility for the CBS radio division, an assignment given him two years ago.

"I think I continue to be perceived as someone involved with CBS Sports," acknowledges Pilson. "Sports is substantially bigger in terms of sales revenue. But I'm spending a considerable amount of time and energy with the radio people as well."

He may soon have still other responsibilities. With the early retirement of CBG executive vice president James Rosenfield, whose job will be divided among the remaining group vice presidents, it's understood Pilson stands to gain oversight of at least one operation that had been reporting to Rosenfield—Worldwide Enterprises, a division of CBS Productions involved in the marketing, distribution and production of video programming for foreign markets. That assignment would be a natural fit, as Pilson had a hand in developing the Worldwide concept back in 1981 as senior vice president, planning and administration, CBG. He may also inherit Rosenfield's broadcast operations duties.

Pilson joined CBS in July 1976 as director of business affairs, CBS Sports. Immediately before that, he was head of the legal department of the William Morris Agency. His 18 months at Morris were preceded by six years with Metromedia, where he did much of the contract work for Metromedia Producers Corp. He also represented MPC on an industry committee that laid much of the groundwork for what became the FCC's financial-interest and syndication rules (which CBS and other networks have industriously attempted to overturn). Before he joined Metromedia in 1969, he spent six years practicing law at the firm of House &



NEAL HOWARD PILSON—executive vice president, CBS/Broadcast Group; b. April 18, 1940, New York; BA, History, Hamilton College, 1960; LLB, Yale Law School, 1963; attorney with New York law firm, House & Grossman, 1963-69; attorney, law department, Metromedia Inc., 1969-1971, and vice president, business affairs for subsidiary, Metromedia Producers Corp., 1971-74; vice president, law, William Morris Agency, 1975-76; director of business affairs, CBS Sports, 1976-1981; senior vice president, planning and administration, CBS/Broadcast Group, 1981; president, CBS Sports, 1981-83; current position since September 1983; m. Frieda Rudman, July 8, 1960; children—Michael, 21; Dana, 18; Julie, 17.

Grossman, New York.

After joining the Morris Agency, recalls Pilson, it didn't take him long to realize that "I preferred the negotiating end of the business" over the legal side. Several offers came his way, including one from HBO to become director of special programs. He turned that job down but "referred it to a subordinate of mine at Morris, who immediately took the job." His name: Michael Fuchs, current HBO chairman and chief executive officer. "He was most interested in getting into a production kind of a job," recalls Pilson. "So he jumped at the opportunity to go with HBO." Shortly after that Pilson got the offer to join CBS as director of business planning for the sports division.

Pilson served as head of the business affairs department at CBS Sports from 1976 through 1980, when Gene Jankowski, president of the CBS/Broadcast Group, appointed him senior vice president of the group for planning and administration. "This was a job that enabled me to take a long look at the future of television sports," says Pilson. He

analyzed the feasibility of various cable ventures in and out of sports. "We looked long and hard at ESPN and made a decision not to purchase [that network] because it was too expensive." Looking back, he still says ESPN wasn't a good deal at \$230 million, which ABC paid, and "nothing I've seen to date convinces me otherwise."

There has been a good deal of speculation about where Pilson will go from his current CBG post.

Many within the company say he could become CBG president if Jankowski makes a move. As to his own thoughts about where he goes from here, Pilson says: "Well, those are the kinds of things you speculate about privately. I'm enjoying what I do now. I'm enjoying the energy and intensity that you find in radio and television. Every now and then I have to pinch myself to remind myself how much I really do enjoy what I'm doing. I'm young enough so that I don't feel the pressure of having to move on to another level within the company at this time." But he wouldn't say no if asked. "I think I have the skills and the management experience to do other things within CBS," said Pilson. "Obviously I'm one of the senior managers at the broadcast group, and if there are further changes at the senior level, and I'm not now predicting there will be changes, but certainly they have been the subject of rumor, I guess I would be considered for other positions."

Despite his pursuit of a high-powered career, Pilson has made time for family activities. His son Michael, now 21 and attending college, was born deaf and played hockey for a number of years on a team in the American Hearing Impaired Hockey Association. Pilson was active during his son's playing days through high school and even coached for five years, bringing home a championship twice. The coaching benefited both father and son. "I was active and it was a way of staying young," said Pilson. "And I taught the kids about the game and the dedication and training it takes, but also about the benefits and advantages of working as a team."

Now, with the demands of his current post, Pilson admits, "I don't have a lot of spare time," with an average 11-hour day, plus two or three industry functions a week and a lot of travel. But it isn't work to Pilson. "I don't see a lot of people enjoying their jobs as much as I do," he says. "Or spending as much time at it, being as deeply committed to it, and still having a great sense of real genuine pleasure."

"I very much believe that sports television really does contribute to our culture, our society, our way of life. We're an art form, we impact on a lot more people than a best-selling author, or a major sculptor. We make a substantial contribution to the American culture, and it's fun being part of that." ■

Corporation for Public Broadcasting's board of directors last week took step toward altering method of distributing federal funds to public radio in FY 1987. Board agreed that 71% of radio funds be allocated to noncommercial radio stations in form of community service grants, 29% to national program production and 7% for "innovative programming." (Last is to be used as "risk money" for experimental programming.) Of 29% to national programming, 22% will be for acquisition or production, promotion and distribution of national programming. CPB management's proposed implementation of radio allocation will be presented to board at its meeting in January.

House and Senate agreed last week on **fiscal 1986 appropriations** measure that includes **funds for Corporation for Public Broadcasting**. Measure, which goes to President Reagan for signature, would appropriate \$214 million to CPB for FY '88.

Representative Mike Synar (D-Okla.) introduced **legislation** last week that **would require broadcasters to provide candidate with free "equal time" if candidate is subject of negative commercial funded by political action committees**. Measure is companion to Senator David Boren's (D-Okla.) bill that is scheduled for vote in Senate next month (BROADCASTING, Nov. 18). Main thrust of measure, however, is to limit contributions candidates may accept from PAC's.

FCC last Friday (Nov. 22) responded to **OMB's directive that political editorializing rule be amended or rescinded** (see page 60). In response, FCC said it believed fact that it already has rulemaking pending proposing to eliminate political editorializing and personal attack rules should satisfy OMB's concerns. FCC also said OMB's views would receive full consideration.

House Commerce Committee last week approved legislation designed to assure U.S. manufacturers of satellite equipment and providers of launch services fair opportunity to supply international satellite systems. Legislation, introduced by Representative John Dingell (D-Mich.), chairman of committee, as amendment to telecommunications trade bill (H.R. 3131), parallels policy statements both of administration and FCC. It requires providers of international facilities to file their operating agreements with FCC, and

directs commission to "reconsider" authorization it has issued to international satellite system that is found to have entered into agreement with foreign government that discriminates against U.S. suppliers. Dingell, in statement in behalf of amendment, said he was concerned that new private U.S. satellite systems "may be blackmailed by foreign governments" that authorize landing rights in their countries into dealing with suppliers in those countries. He also said Intelsat might "retaliate against U.S. decision to authorize separate systems" by directing satellite procurement contracts away from U.S. suppliers.

Restructuring of John Blair & Co. was announced last Tuesday (Nov. 19) with company negotiating sale of printing division and newspaper insert business "to their respective management groups." Announcement follows review by company, over past several months, in conjunction with Salomon Brothers, New York-based investment banker (BROADCASTING, Sept. 16). In 1984, printing division had revenue of \$186 million and operating profit of \$22 million. Newspaper insert business had revenue of \$220 million but recorded operating loss. Proceeds from sales of two businesses, which together accounted for 48% of 1984 revenue, will be used "principally to reduce company's current debt burden and related interest costs," said company's president and chief executive officer, Jack W. Fritz. As of June 30, company had long-term debt of approximately \$300 million and during first half of 1985, cash flow was inadequate to cover interest payments. Day of announcement, stock (NYSE: BJ) rose \$1 to 20%.

FCC has released combined **notice of inquiry/notice of proposed rulemaking on must carry** (BROADCASTING, Nov. 18). Comments will be due Dec. 30; reply comments are due Jan. 21.

Anthony C. Thomopoulos, former president of ABC Broadcast Group who resigned two weeks ago (BROADCASTING, Nov. 18), **has joined United Artists as president of its motion picture and television group**. Announcement came week after independent producer Jerry Weintraub was named chairman and chief executive officer of newly formed United Artists, which is being spun off from MGM/UA as part of Ted Turner's acquisition of MGM. Thomopoulos told BROADCASTING that his appointment signals UA's desire to

Turner nixes NBC offer; says CNN sale is not a must

Turner Broadcasting System rejected an offer from NBC to buy into the Cable News Network last Thursday, citing NBC's insistence on having editorial control over the network as the principal obstacle to a deal.

"We didn't feel we could give NBC the control they wanted," said Turner spokesman Arthur Sando. "The talks have ended."

But CNN is still on the block and, according to TBS President Ted Turner, who delivered two speeches in New York last week amid all his wheeling and dealing, at least two parties—Time Inc. and Rupert Murdoch—are interested in buying a piece of it. According to sources, talks with Time has been the most fruitful. Turner, they said, met with Time officials last Thursday.

In a speech before the Foreign Press Association last Friday, Turner said that despite the talks with Time and Murdoch, he feels under no "pressure of time" to make a deal. In fact, he said, "we may not sell a piece at this time. It's under consideration."

Since Turner first put CNN on the block two months ago the speculation has been that Turner was trying to raise cash to help finance his \$1-billion takeover of MGM/UA Entertainment Co. (The purchase price is actually in the neighborhood of \$1.5 billion, but Turner is spinning off the United Artists arm of the corporation to Kirk Kerkorian for \$470 million.)

But Turner said such speculation was all wrong. He said he began looking for a partner for CNN not because of the MGM/UA deal, but because of NBC's plans to launch a cable news venture in competition with CNN. "My concern was that a sizable portion of the industry might go for the lower rates [that NBC is promising for its service] and make CNN economically unviable."

Turner indicated that his concerns about cable operators aban-

doning CNN for NBC's news venture and, thus, the urgency to find a partner for CNN dissipated early last week after Turner met with cable operators at the National Cable Television Association board of directors meeting in Phoenix. Asked after the Friday speech whether he thought he had sufficient support from the industry, he said, "I think so. I think we are in pretty good shape."

In response to another question, Turner confirmed that he had considered selling off a portion of CNN through a public stock offering, but that his chief financial officer, Bill Bevins, nixed the idea because of the way he had structured the debt in the MGM/UA takeover.

Despite Turner's statement to the contrary, sources in a position to know insist that Turner's needs to sell a piece of CNN to finance the MGM/UA deal. Turner has valued CNN (which includes CNN Headlines News) at \$600 million, and would like to sell a one-third interest for \$200 million or a half-interest for \$300 million. Moreover, the sources said, Turner also needs to close a deal to spin off some of the assets of MGM to Viacom for between \$200 million and \$300 million (BROADCASTING, Nov. 11).

In his luncheon speech last Thursday before members of the National Academy of Television Arts and Sciences in New York, Turner said NBC had given him until 5 p.m. NYT to accept or reject NBC's final bid. "That's the kind of ultimatum that Adolf Hitler gave the Poles," he said.

It was a long week for Turner that left him feeling like the heroine of MGM's most famous film. "I feel like Scarlet O'Hara," Turner said at the National Academy of Television Arts and Sciences luncheon. "I'm down there digging in the dirt and eating radishes because [I've] got nothing else to do."

Group W, Tribune update. Those wanting to buy Group W Cable had previously submitted "expressions of interest," but by last Friday, the real bids were to have been received. All of the known bidders (see "In Brief," Oct. 28) for the 2.1-million-subscriber MSO are consortia, and there were roster changes going on within those groups even late last week. Taking a "hard look" last Thursday at joining one bid was Daniels & Associates, said John Saeman, vice chairman and chief executive officer of the Denver-based MSO and broker. The biggest roster change may have shaken the group headed by Viacom, which by last Friday was rumored to have dropped out because of its preoccupation with negotiations to buy part of MGM. A spokeswoman for Viacom said the company would not say whether it was still involved. Rumors had the same consortium, which initially also included MSO's Centel Corp. and Rifkin & Associates, adding to its roster Westray Capital Corp., the Morristown, N.J.-based investment firm that earlier this year made an offer to buy Multimedia Inc.

Meanwhile, there was still no word about who the buyer might be for most of the systems owned by Tribune Cable Communications, although bids were due two weeks ago. Douglas Dittrick, current president of Tribune Cable and 10% owner of the company, will purchase systems serving roughly 50,000 subscribers. That leaves the partially built 18,000-subscriber system in Montgomery county, Md., which is being sold separately, and the rest of the systems, which serve approximately 150,000 subscribers.

be "major player" in television production, supplying series for both network television and first-run syndication. He said further announcements regarding appointments to production and syndication posts will be announced shortly, including appointment of executive to head New York office.

Microband Corp. has signed agreement to acquire all stock from its parent, **McDonnell Douglas Corp.** Investors in New York-based multipoint distribution service common carrier will include **Don Franco** and **Mark Foster**, Microband co-chief executive officers. Also party to buyout agreement is **TA Associates**, Boston venture capital firm that has recently funded several major cable and broadcast purchases. Amount of acquisition was not disclosed.

General Instrument Corp. will combine its RF/satellite division with **Jerrold Cable's** distribution systems division and discontinue businesses in its broadband segment as part of third-quarter, \$80-million before-tax restructuring provision announced Nov. 14. GI will close and sell operations in Toronto and Delhi, Ont., and in Tucson, Ariz. Restructuring also includes \$40-million provision for changes in microelectronics division of semiconductor segment.

After flurry of legal activities in both federal district and circuit courts in Baltimore, **Montgomery county, Md., has go-ahead to begin revocation proceedings against Tribune-United's two-and-a-half-year-old cable franchise**, but not to impose monetary penalties amounting to more than \$5 million. After county announced intentions to go after Tribune-United for defaulting on major provision of franchise agreement on Nov. 11, Tribune-United asked district court for temporary restraining order, arguing that county should be enjoined against taking any action against cable operator until county had considered modification of franchise agreement under procedure spelled out in Cable Communications Act of 1984. District Court Judge Herbert Murray issued TRO, but, upon motion by county, lifted it on Nov. 19. Lawyers immediately appealed Murray's action. Next day, Appeals Court Judge Harrison Winter issued partial stay, prohibiting county from spending \$100,000 security deposit, collecting \$5 million bond and imposing \$9,000-a-day fines. However, county could move forward with revocation, he said. According to Nick Miller, attorney for county, appeals court will hear arguments on whether Tribune-United claim that its request for modification under cable act stays county's "enforcement activities."

Frank Boyle, chairman of Eastman Radio, is retiring from company this week and will likely go into station brokerage business. Boyle, 60, is 27-year veteran with privately-held firm, having opened up its Detroit office in 1959.

Elizabeth I. Board has been named **special assistant to President and director of Television Office in White House**. Board, who has served as director of television office since January, joined White House from NBC News, where she worked from 1979 to 1984.

Maurice Tunick, director of programing, **NBC Talknet**, has been named **vice president and director of ABC Talkradio**, replacing Rick Devlin, who left last summer to form his firm.

NBC Radio last week announced **shift within its top management** staff which entails three new appointments. Stephen Soule, vice president/general manager, NBC Radio Network and Talknet, has become vice president/sales, NBC Radio Networks, replacing Kevin Cox, who was named to newly-created post of vice president-/marketing and sales development for NBC Radio's owned-stations. Meanwhile, Craig Simon, director, operations and engineering, NBC Radio Networks, has assumed Soule's old position. Both Soule and Simon report to NBC Radio President Randy Bongarten while Cox reports to Bob Mounty, executive vice president for NBC Radio. All appointments are effective today, Nov. 25.

On tour. The UPI management team last week took prospective buyers Mario Vazquez Rana, the Mexican publishing magnate, and real estate developer Joe E. Russo on a multi-city tour to meet major U.S. newspaper publishers, including Helen Copley of the Copley Newspaper Group, C.J. McClatchy of McClatchy Newspapers, and executives of Times Mirror Corp., Scripps Howard, Washington Post Co. and Tribune Co. They also met with Paul Davis, news director, WGN-TV Chicago, who is also chairman of UPI's broadcast advisory board. The meeting with Chicago Tribune executives resulted in a published story in that paper last Thursday (Nov. 21) in which Vazquez Rana refused to take a side on the issue of the licensing of journalists in the third world, which has been a controversial issue since UNESCO began a drive to impose a licensing procedure several years ago (see story on related issues, page 43). When asked directly where he stood on the issue, Vazquez Rana said he needed more time to form an opinion on such a "touchy" issue, the Tribune reported. While he ducked the issue directly, the Tribune did quote him saying he believes in "journalistic independence and freedom," and that "governments should be in charge of politicians and journalists should be in charge of journalists." Privately last week, Vazquez Rana was said to have told the Tribune's Jim Squires that in Mexico "licensing was a way that journalists police themselves."

Meanwhile, the bid by the Financial News Network was officially expected to expire last Friday, although according to FNN President Paul Steinle, "it can be reopened at any time" if UPI's management team, creditors or the Wire Service Guild express an interest. "The bid might expire today [Friday, Nov. 22]," said Steinle, "but our interest won't." The management team appeared squarely behind Vazquez Rana and Russo and their joint venture, known as New UPI Inc. A source with the guild said last week, it remained "firmly committed" to the New UPI Inc. offer. "The decision was made on what we thought was the best deal for UPI and it's employees and FNN was not in that category," the union source said. The creditors committee, which initially backed the bid, held a teleconference last week to discuss, among other things, whether they ought to take another look at the FNN bid. After the meeting, creditors committee chairman Jules Teitelbaum said the committee's position on backing New UPI Inc. was unchanged. But he acknowledged the committee was evaluating FNN's offer.

Editorials

Close call

It is hard to tell whether the goings-on in Phoenix during the convention of the Society of Professional Journalists, Sigma Delta Chi, represented high principle or low comedy. We refer to the flap over C-SPAN's planned coverage of a Walter Cronkite roast that was blacked out after protests by the roasters and then reinstated after C-SPAN worked up a firestorm of editorial protest.

The journalistic world rallied instinctively to C-SPAN, represented in this case as the champion of openness and access as well as a disseminator of vital information and ideas. And it was hard to be sympathetic toward either SDX or the roasters, all of whom had been on notice for weeks that the event would be televised, and all presumably in the business of knocking down barriers to reporting, not erecting them. Once this genie got out of the bottle it was a no-win situation for the perceived obstructionists.

It wasn't, however, a no-win situation for journalism at large. Other media organizations that have kept reporters and cameras at arm's length will think twice before slamming doors on their media colleagues. (BROADCASTING was excluded from a meeting of the American Newspaper Publishers Association's telecommunications committee just last month, and Brian Lamb tells us C-SPAN is turned down three times as often by media organizations as by others when coverage is requested.) Although the First Amendment is not a battering ram to invade all premises at will, the appropriate shelter for those who inhabit and represent the Fourth and Fifth Estates is a glass house.

Fee and fie

An undisputed section of the budget reconciliation bill that is to go before a Senate-House conference committee prescribes a new schedule of cost-of-regulation fees to be paid by recipients of FCC services. Absent unexpected protests from interests with political clout, the fees will become a way of life for broadcasters, cable operators and others in businesses that the commission regulates.

With some exceptions, the fees laid out in the legislation correspond to those proposed by the FCC last April, in an amended version of fees first proposed by the agency a month before. The amendment satisfied objections raised by the first version, which, among other inequities, would have charged radio and television broadcasters annual fees just to do business, while assessing no similar tax on anybody else. In their present form, the fees will be welcomed by nobody, but may in the long run confer benefits that offset their cost.

The same observation cannot be made about Jim Quello's revival last week of proposals to institute a spectrum fee as the price of broadcast deregulation. An otherwise spirited defense of the broadcasters' First Amendment rights and advocacy of liberation from political broadcasting restraints, the fairness doctrine and comparative renewal threats was spoiled.

Quello specified no size or purpose of his spectrum fees, but the assumption is that he was speaking in the context of Mark Fowler's failed crusade of three years ago for a similar payoff for deregulation. Fowler never put a figure on the money he wanted to raise, but he clearly had in mind a bundle. His aim was to fund noncommercial broadcasting.

Tithing from the commercial system on a massive scale to

support the noncommercial system has attracted political support since it was first formally proposed seven years ago in the first "rewrite" of the Communications Act by the predecessor of the present House Telecommunications Subcommittee. But the principle at stake is as faulty now as it was then. Why should anyone pay anything for the use of a spectrum that is neither depleted nor defaced by use and contains nothing of value until signals are put into it? Fees to defer part of the FCC's cost of controlling traffic in the spectrum may be justifiable. Fees to use what is nothing but thin air do not.

In a time of appalling federal deficits, there may be something to be said for the regulated paying something toward the cost of regulation, as was noted here when the present fee schedule was proposed. Not only that, the payment of a fee to obtain a communications license may confer an entitlement that could not be idly withdrawn. It's just possible that in time \$2,250 to apply for a television station and \$150 to get a TV license, slightly less to apply for an AM or FM, will turn out to be down payments on a less unstable future than broadcast regulation promises now.

But to ask the commercial broadcasters to underwrite the non-commercial system? Cruel and unusual punishment.

Oxygen

United Press International appears to be on the verge of rescue by new owners. Mario Vazquez Rana, principal partner in the rescue team that UPI management favors, was being introduced to major clients last week. The rival bidder, Financial News Network, had not given up. Whoever gets to start writing the checks, there seems to be little doubt that the money will be there to keep the service running. Good thing.

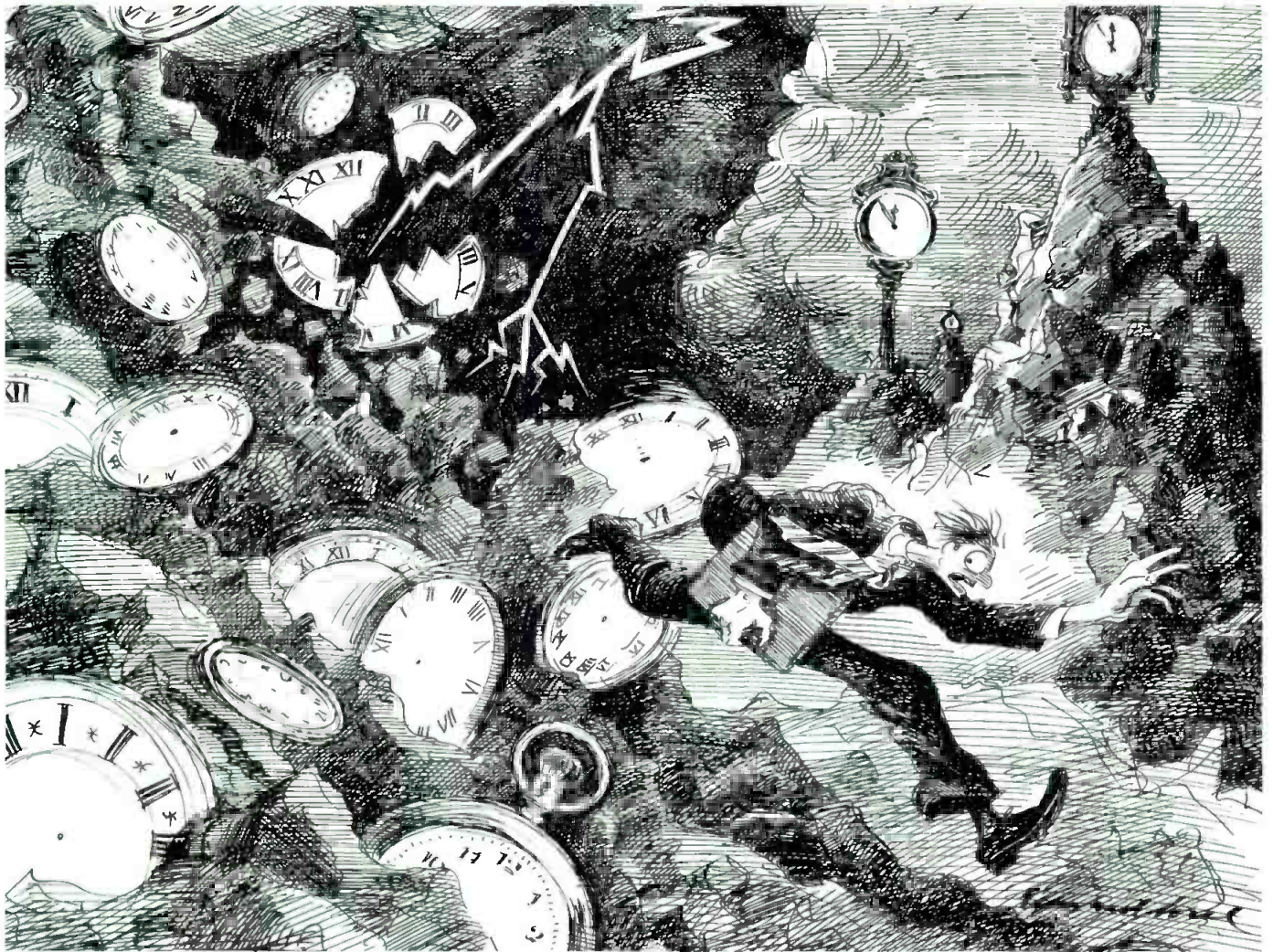
Both UPI and the bigger and healthier Associated Press have been the better for the competition between the two of them. If one is eventually to go, it ought to be because of the rise of still other competition, as is developing in such fields as satellite-delivered television journalism.

Not much is known here about Vazquez Rana, a Mexican publisher and broadcaster. American journalists would have been happier if he had been more enthusiastic in disavowing the principle of journalistic licensing in an audience at the *Chicago Tribune* last week (see "In Brief," this issue). Judgments will be reserved in deference to prospects of UPI's continued operation.



Drawn for BROADCASTING by Jack Schmidt

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Bountiful Thanksgiving
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