

The Fifth Estate

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Broadcasting Apr 14

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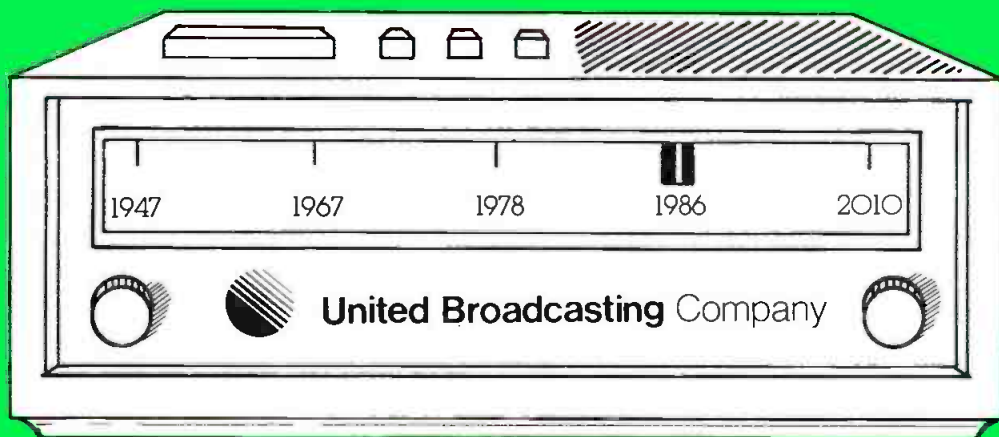
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Broadcasting **Apr 14**

At Large with NBC's Grant Tinker Fifth Estate PAC tally NAB convenes in Dallas

CONVENTION STUDY □ NAB to release studies on radio and television at convention. Chief Justice Burger to be closing speaker. **PAGE 39.**

TAKING STOCK □ FCC Chairman Mark Fowler reviews his past accomplishments and ponders his future. **PAGE 42.**

MATSUSHITA COMMITMENT □ NBC buys \$50 million worth of half-inch video equipment from Matsushita. **PAGE 43.**

PANAMSAT LINEUP □ PanAmSat signs Peru for its proposed international telecommunications satellite service. **PAGE 44.**

CONCURRENT ANALYSIS □ Networks and NAB ask Nielsen to continue diary sampling in 86-87, when people meter is introduced. **PAGE 45.**

SATCHECK □ FCC may require satellite users to conduct performance checks on their satellite equipment. **PAGE 46.**

TINKER YEARS □ BROADCASTING sat down with NBC Chairman Grant Tinker on the eve of the NAB convention, where he will receive the Distinguished Service award, to discuss his tenure at the network, its ratings turnaround and the state of the entertainment programming industry. **PAGE 48.**

NAB 86 □ The NAB opens its 64th annual

convention in Dallas. The agenda appears on **PAGE 61.** HDTV, digital gear and TV stereo will be among subjects of interest on the exhibit floor. **PAGE 78.** A list of exhibitors begins on **PAGE 79.**

PULITZER PROBLEMS □ Taubman increases his offer for Pulitzer Publishing; countersuit filed by management and majority shareholders. **PAGE 145.**

EARNINGS RESULTS □ Weak scatter market depresses CBS earnings. **PAGE 150.**

CARRY-OVER □ Larger firms are buying up smaller program production syndicators. **PAGE 154.**

MPAA PLEA □ Motion Picture Association of America tells Congress that Canada is erecting barriers to U.S. programming. **PAGE 156.**

PUBLIC PRODUCTION □ CBS News is joining with American Public Radio to produce drive time financial news broadcast. **PAGE 156.**

PAC ROUNDUP □ Political action committees from the Fifth Estate contributed over \$1.6 million in 1985. **PAGE 158.**

FRENCH OPPOSITION □ French government asks for postponement of HDTV standardization question. **PAGE 172.**

GETTING DOWN TO BUSINESS □ NAB's joint board chairman, Ted Snider, has quietly taken on the task of building a stronger association. **PAGE 201.**

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Television



Fallout

National Association of Broadcasters' six-year-old program for providing financial assistance to minorities seeking to acquire broadcast properties may be in jeopardy. At least officials of NAB aid program, Broadcast, see that possibility in decision of Small Business Administration to terminate so-called "broadcaster exception" to its general ban on providing financial assistance to media applicants. John Oxendine, president of Broadcast, said that action applies to individuals, not to MESBIC's (minority enterprise small business investment corporations) like one NAB established to use private donations to leverage financial assistance from SBA. But, in view of Gramm-Rudman-Hollings, he said, "We can hear the footsteps."

SBA's decision to reimpose ban on loans to broadcasters, incidentally, indicates downside to FCC's deregulatory policy. SBA said that in adopting exception, it had placed great reliance on equal time and fairness doctrine rules, as well as statutory mandate that broadcasters operate in public interest. SBA felt such regulation would insulate it from editorial influence over broadcast product. But with FCC moving away from content regulation, SBA added, it cannot count on commission to assure broad spectrum of programming. In fiscal year 1984, SBA approved 70 loan applications averaging \$248,861 for radio and TV broadcasters, cable systems and related industries.

Moving up

Look for Blair Radio President Charlie Colombo to be named president of John Blair & Co.'s radio representation division, which is composed of three rep companies: Torbet Radio, Select Radio Representatives (formerly Selcom/RAR [see "Riding Gain," this issue]) and Blair Radio. Colombo is expected also to hold position of Blair Radio president until successor is named. James Hilliard, president of Blair-owned radio stations, is expected to continue as chairman of division.

Good hands, deep pockets

Major new communications company is in wings, awaiting final agreement between venture capital division of Allstate Insurance (subsidiary of Sears) and Frazier Gross & Kadlec, veteran Washington-based broadcast consulting-appraisals firm. Name: Northstar

Communications Inc., with FG&K principal Chuck Kadlec as chairman and chief executive officer and with eye on major broadcast and cable purchases. Allstate will commit seed capital to finance project; that will be leveraged through joint ventures and bank debt to levels necessary to pursue aggressive acquisition program. Parties are working toward definitive agreement—anticipated within next month—with Northstar structured at arms length from Frazier Gross to avoid conflicts of interest.

Ho hum

FCC's proposal to drop crossownership rule prohibiting TV networks from owning cable systems, launched four years ago (BROADCASTING, July 19, 1982), was originally shelved when networks started coming under fire with proposal to drop syndication and financial interest rules, according to FCC source. Both proposals, source said, were then perceived as "network power" issues. Network-cable proposal is still on back shelf, but no longer for same reason. Explained FCC official: "The networks aren't interested, as far as I know."

Pique smoothed over

Law firm of Dow, Lohnes & Albertson's dinner honoring FCC Chairman Mark Fowler Sunday evening (April 13) in Dallas presumably went off as planned. But source said it had once appeared as if dinner might not happen. That's because guest of honor, reportedly irritated by critical remarks former Commissioner Henry Rivera, now member of law firm, was quoted as making about him and FCC in March issue of *Channels* magazine, had indicated he wasn't planning to attend. But Fowler, according to source, was persuaded to change his mind. Commissioners James Quello and Dennis Patrick were also expected to be in attendance, and Rivera was slated to serve as master of ceremonies.

Double vision

Small headache due to afflict television ratings business will come with introduction of digital television receivers with split-screen technology that enables viewer to tune in two or more signals at once. Recent advances in computer chip technology can split screen into different sections so that, for example, viewer can watch baseball game but also put up tennis game on another channel in corner of monitor. Problem lies in how programs

watched on split screens will be credited.

Nielsen said technology is in place to measure digital split-screen viewing and that figuring out way to credit dual viewing is "policy matter," not technical one. Solution advanced by one network researcher is to credit only picture with accompanying audio signal and to discount second picture without audio. Agencies and advertisers are not likely to agree to that.

Taking over

Minor reorganization is occurring within National Association of Broadcasters. Association's television and radio political action committee (TARPAC) which has operated under aegis of government relations department will now report to President Eddie Fritts. Fritts wants to oversee fund-raising activities and with departure of TARPAC director Robert Carmines last month, opportunity was ripe for move.

International incident

Intelsat executive organ's letter to Israel that seems act of defiance of board of governors is being regarded by U.S. officials with same care rattlesnake would inspire. Statement that coordination of Israel's domestic satellite, AMS, may "no longer be in effect" (see page 178) appears to run counter to board's decision rejecting recommendation of Director General Richard Colino. He had wanted to rescind coordination without further consideration. But U.S. officials say board's action could lend itself to more than one interpretation. That and manner in which letter was leaked to press leads some U.S. officials to suspect Colino is trying to set up U.S. for bruising and possibly losing battle in next board of governors meeting over whether Intelsat executive was insubordinate. And fight, officials say, could force board members to choose between Israel and Arab countries.

However, issue may be resolved without undue strain. Director general of Israel's Ministry of Communications, Yoram Alster, plans to be in Washington this week and expects to see Colino. Ministry spokesman said Alster is scheduled to attend conference on Electronic Fund Transfer in Mexico City and had planned, during visit, to meet with Colino, whom he does not know. March 28 letter, which was received in Israel only on Friday, provides additional reason for meeting, spokesman said.

T.J.W.

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services to dish owners within its franchise areas. With the exception of the two HBO services, he said, it can also sell the services in the counties adjacent to the franchise areas. Sie disputed the claim of one reporter at the seminar that TCI systems were selling HBO services outside their franchise areas. "I've not heard anything like that," he said. "I don't think it exists."

Although scrambling has hurt sales of home dishes and, thus, the livelihood of dish retailers, Sie said the relationship between cable operators in the C-band direct business and dish retailers is "not necessarily adversarial." Indeed, he said, it should be a "symbiotic" one. In each market, Sie said, TCI plans to commission qualified dish dealers to act as its sales agents.

Confusion among consumers about

scrambling has contributed to the abrupt fall-off in dish sales, Sie said, and the Satellite Television Industry Association (SPACE), the home satellite industry's principal trade association, has contributed to the confusion. Because SPACE is still demanding a scrambling moratorium, he said, dish dealers are unsure whether as good SPACE members they should stock descramblers. That some dish owners have been unable to get descramblers is not because they weren't available from the manufacturer, M/A-Com, he said, but because "the dealers didn't order them."

Showtime/TMC plans to sell its services directly to dish dealers as well as through its cable operators. At the seminar, Steve Schulte, senior vice president, direct broadcast development, said Showtime/TMC,

like TCI, intends to work with dish dealers. It is setting up a program whereby dish dealers would earn a one-time fee for every order they take for Showtime or The Movie Channel, he said. Showtime/TMC does not intend to make dealers authorized distributors of its services, allowing them to share in the monthly revenues from subscribers, Schulte said. Being an authorized distributor involved myriad customer-service responsibilities, which none of the dish dealers with whom he's talked want. "They want to collect a fee," he said.

Playboy splits with Rainbow

Playboy Enterprises and Rainbow Programming Services last Monday (April 7) jointly announced the dissolution of their relationship and Playboy said that, effective immediately, it will take over distribution and marketing of The Playboy Channel from Rainbow, as well as a related pay-per-view service, hotel programming and The Playboy Weekend "mini-service."

Management of both firms expressed pleasure that the separation, which had been openly discussed since last year, was amicable.

Rainbow had been exclusive distributor of The Playboy Channel, currently available on 586 systems to about 680,000 subscribers, since its November 1982 launch.

"We are working closely with Rainbow to insure an effective and smooth transition," said Que Spaulding, president of Playboy Programming Distribution Corp. "Our first priority will be to staff and develop an experienced sales and marketing organization based initially in Los Angeles."

County continuing cable fight

Montgomery county, Md., has not given up its fight to revoke the franchise of Tribune-United Cable of Montgomery County, and to call in a \$5-million bond, for Tribune's default on a number of franchise commitments. The county petitioned the U.S. Court of Appeals for the Fourth Circuit for a rehearing, en banc, of the case in which a three-judge panel had ruled in favor of the cable system (BROADCASTING, March 24).

The panel, in reversing the decision of the U.S. district court, had held that the Cable Communications Policy Act of 1984 prohibits franchising authorities from imposing sanctions on cable systems for violations of franchise agreements while requests to modify those agreements are pending. And Montgomery county has yet to issue a final order on Tribune-United's request for such modification.

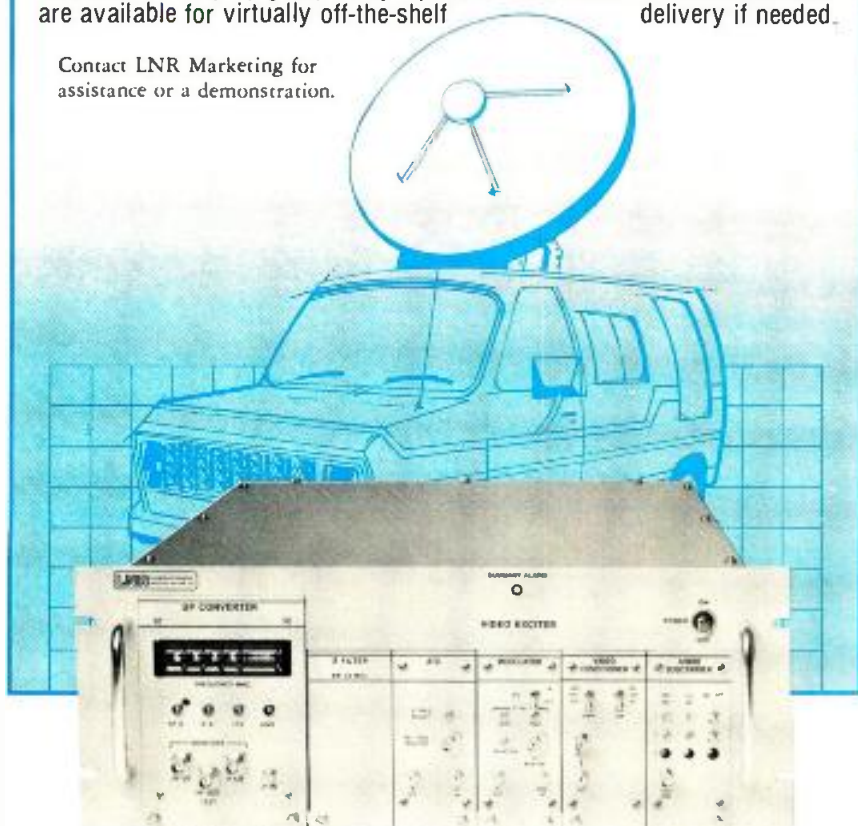
In its petition for review, Montgomery county says the case is one "of exceptional importance," since it raises "questions of first impression" regarding interpretation of the new cable act. Montgomery county's petition says, if it stands, the panel's decision "will immobilize enforcement of all cable franchises within the court's jurisdiction" and will "stimulate a flood of modification requests." The petition says the decision creates an automatic stay rule that "was not intended by Congress." Furthermore, it says, the panel's decision "alters the letter of credit law" by eliminating any certainty as to ability of franchising authority to collect on the letter of credit: "It has, in effect, instituted a 'litigate now, pay later' rule for cable operators only."

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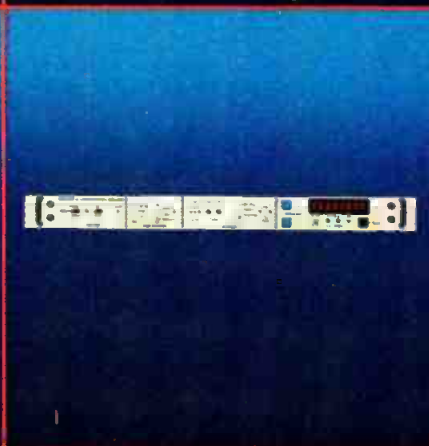


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The OP-4050-C2 cassette-to-cassette duplicator with two slave units, copies cassettes at 8:1 speed, duplicating both sides simultaneously in one pass, providing full stereo duplication. The C2 can be combined with additional slave units to reproduce up to 11 copies per pass, and will process a C-60 in under 4 minutes.



The MARK III/2 tape recorder delivers high performance at a price that will surprise you. It excels as a broadcast editing machine, or in studio mix-down and copy applications. The MARK III/2 features a single interface connector to SMPTE time-code-based editors, machine controllers or synchronizers.

The EC-400 Series options for plot tone resolve applications, and the EC-100 Series "in-machine" chase synchronizer modules, are designed to optimize the unique high performance capabilities of Otari tape transports. These options are another example of Otari's on-going product development program designed to keep your audio systems ready for the future.

The Otari DP-80 is the only 64:1 audio tape duplication system that is capable of running a 7.5 ips master tape. The system can be configured with from 1 to 20 slave units, producing up to 2880 C-45 cassettes per hour.

The "Super Analog" MTR-12. The MTR-12 combines the advanced features of the MTR-10, with expanded reel capacity to 25 inches, important for recording studio and post-production applications. It is available in several formats, including the state-of-the-art 1/2" channel for record mastering.

The MARK III/8. The most widely accepted 1/2" multi-track recorder for broadcast production, recording studio, and audio post-production applications. The MARK III/8 is available with a remote controller and an auto-locator for quick cueing and punch-ins.

The MTR-20. Otari's new "Super-Analog" with computer-controlled Record self-alignment. The MTR-20 features 4 speeds and 14-inch reels, with a transport specifically engineered for audio post-production; an application where precise machine control is a must.

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TV ONLY

A & A Oriental Rug Co. □ Client will advertise in five markets for one week, starting in mid-April, and move to five different markets each week for next three weeks. In addition, commercials will appear each week in year-round campaign in Los Angeles. Spots will be placed in all time periods. Target: women, 25-54. Agency: Inter Media Time Buying, Sherman Oaks, Calif.

Jockey International □ Apparel firm will launch campaign on television in June in five to six markets initially, with expansion planned to other markets. Initial flight will be two to four weeks. Including print, Jockey's budget may reach to \$8 million by end of year. Commercials will run in prime, fringe and morning news segments. Target: adults, 25-54. Agency: Warwick Advertising, New York.

Burlington Industries □ Lees Carpet division has begun campaign estimated to cost \$4 million in television and print. Advertising began last week and is to

continue for six weeks in 15 markets, with possibility it will be resumed in fall. Commercials will be shown in all dayparts. Target: adults, 25-54. Agency: Warwick Advertising, New York.

Dillard Dept. Stores □ Advertiser promotes Cacharel perfume in 12 markets including Austin, Tex., and Dallas. Spots will be shown in all dayparts. Target: women, 25-54. Agency: Tracey-Locke, Dallas.

Huffy Corp. □ Advertiser promotes its adult bike, Savannah, in six-week campaign beginning mid-April. Ads will run in top 35 markets during evening news times. Target: adults, 24 plus. Agency: Grey Advertising, Chicago.

RADIO ONLY

Diamond Shamrock Co. □ Company will promote its convenience stores in six Texas markets, including Dallas, El Paso and Corpus Christi, in four-week flight starting in early May. Commercials will be placed in all dayparts. Target: adults, 18-34. Agency: Anderson Advertising, El

Paso.

Sea Gallery Restaurants □ Three-week flight is set to kick off this week for three weeks in Portland, Ore.; Denver, and Spokane, Wash. Commercials will be carried on weekdays in afternoon and early evening slots. Target: adults, 25-49. Agency: Evergreen Media, Edmonds, Wash.

Kelly Services □ Temporary help company will kick off one-week flight in mid-April in about 12 markets, including Baltimore, New York, Portland, Me., and Charlotte, N.C. Spots will be carried in drive times. Target: women, 18-49. Agency: Campbell-Ewald, Warren, Mich.

Phone Mate □ Advertiser promotes answering machines in five-week campaign beginning today. Spots will run in all dayparts, in 13 markets, including Fort Lauderdale and Miami, both Florida. Target: adults, 18-49. Agency: J. Walter Thompson, Los Angeles.

MaxiGuard of America □ Spring campaign for auto security systems is

THANKS FOR THE MEMORIES...

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Crystal signing. Raquel Welch has signed two-year contract as spokesperson for General Food's Crystal Light powered soft drink mix. Advertising budget of over \$24 million for broadcasting and print has been allocated for first year. Two commercials were created by D'Arcy Masius Benton & Bowles, one in which Welch performs, other using "I believe in Crystal Light, because I believe in me" theme. Spots will run during prime time starting June 1. Pictured above with Welch (l) is General Foods President Phil Smith.

Pop campaign. United Brands has unveiled plans for \$12-million campaign, heavily in television, to promote its new Chiquita Fruit and Juice Pops and its Fruit and Cream Pops. Campaign is scheduled to begin today and marks first in series of products being launched under United Brands' program to transform its Chiquita Brands Division from commodities to package goods business. TV advertising will be carried in prime time on three networks and on daytime serials and games shows. Advertising will be flighted for 16 weeks throughout summer. Agency for Chiquita Pops is Ammirati & Puris, New York.

slated to begin in mid-April for several weeks in 15 to 20 markets, including Dallas, Houston, Los Angeles, Washington and New Orleans. Commercials will be presented in all day periods. Target: men, 25-54. Agency: Sharp Advertising, Cleveland.

RADIO AND TV

Pennsylvania Dairy Group Campaign to promote dairy products in state is set to start in late April for three weeks in four television and 11 radio markets. Commercials will run in all dayparts. Target: women, 25 and older. Agency: HBM/Creamer, Pittsburgh.

RepReport

WKJL-TV Baltimore: To Katz Independent Television (no previous rep).

WFTY(TV) Washington: To Independent Television Sales (no previous rep).

WAZY-FM Lafayette, Ind.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

KHWY(AM) Folsom, Calif.: To Roslin Radio Sales from Torbet Radio.

WGUL(AM)-WPSO(FM) Tampa-St. Petersburg: To Roslin Radio Sales from Masla.

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Monday Memo

A radio programing commentary from Bill Hennes, Bill Hennes & Associates, Mount Prospect, Ill.

Fighting copycat syndrome among radio stations

Travel to any city in the country, turn on the radio and you'll probably feel as though you're experiencing "deejay vu." Doesn't that station sound familiar? Haven't you heard it somewhere before? Chances are you have, in another city hundreds of miles away.

It's what I call copycat syndrome and I think it's one of the biggest problems affecting our industry today.

Assuming that it's easier to copy than to create, it's understandable that broadcasters search out successful stations in other cities and attempt to imitate them. But many do it with little thought. As I consult stations of all formats, I see program directors that I work with go to another city or a convention, tape recorder in hand, and record the number-one station there. They write down the music selection, categories, how often the records rotate, where they use their jingles, where they place their news and weather, how they give the time. In short, they try to dissect the radio station. They then return to their own city and try to duplicate what they've dissected. That's where the problem begins.

I'm certainly not advocating that you should never borrow a good idea. But, I caution you not to borrow one at face value. Simply doing in city X what you heard in city Y isn't the key to success. What makes the station's format work in that particular market? Too many programmers forget to find out why the station they copied is so successful. What happens?

They put their "new found" success on the air and it falls short of what's expected. It never achieves the success it experienced at the original station and the programmer is left to wonder why it didn't work. After all, it worked in city Y didn't it?

Let's take the music turnover time, for example. This is set up to reflect either the cume, the quarter hour, or both, for a certain city. To transplant this without regard to your market's commute times, different shift times for industries in the area, school dismissal time and so on could prove to be a disaster.

Jingles are something else that programmers like to copy. A program director must keep in mind how saturated the particular market is with jingles. Jingles can be new and refreshing or old and obnoxious. If yours is the type of market that is not packed with jingles, they can be a real benefit. However, putting a jingle package on in a market where the dial is cluttered with "jingle-aholics" is just asking for trouble.



Bill Hennes is president of Bill Hennes & Associates, a broadcast consulting firm in Mount Prospect, Ill. He began his broadcasting career as an air personality in 1961. He held program director positions at a number of stations, including CKLW(AM) Windsor, Ont. (Detroit); WFI(FM) Philadelphia; WMAQ(AM)-WKQX(FM) Chicago, as well as for the Rahall Communications radio stations, between 1967 and 1981.

Using your station call letters is a very vital part of programing. Some stations give their call letters once between records, some twice and some even more. Some use produced ID's that sound very authoritative, while others use very few call letter production aids. A programmer must make an individual decision. What is right for the market you monitored may not be right for your market.

If station Z in city Y is doing news at 20 minutes before the hour, there's usually a reason for that. Maybe in your market you need to do news twice an hour, or do no news at all. The problem with the copycat syndrome is that programmers fail to recognize the "why" behind the basic principle.

Consider WMAQ(AM) Chicago in 1977. Country music was just starting to gain mass appeal. For the most part, country stations were playing very traditional country. If I had gone to Nashville, for example, to monitor a top country station there and had brought an imitation back to Chicago, it would have been a big mistake. Chicago is no Nashville and Chicago listeners, at that time, were not big country music fans. In-

stead, I devised a format that relied strongly on an adult contemporary flavor. In 1980 the "Urban Cowboy" craze hit, which gave country stations (including WMAQ) a big boost. Today, however, country has changed again and, although many say country has died, I do not believe it. The audience for country music is still there and a station can still pull in some great ratings, if programmers keep their individual markets in mind and, in the case of country, realize that this is 1986 not 1980.

Programers need to understand what makes a radio format work, then translate that to their market. Go ahead and monitor successful stations, but do it with a grain of salt. A certain percentage of the things you monitor will remain the same, but it's the expansion of those basics that will make the radio station successful. Expand on these basics by applying them to the unique aspects of your own market.

Before you monitor any station, analyze the market. Don't just look at the demographics either. The mind-set of the market is important. What makes the market tick? Getting a handle on the real pulse of the listener base is the first step to understanding why the station you're monitoring is successful.

Next, listen to the station and try to get a feel for how they approach their particular city. How do they play their music? How do they identify their radio station? How many oldies and currents are they playing per hour? Look at their on-air personalities. How do they relate to the marketplace? What does the station logo look like? Does the logo match their audience? Study the outside promotion and image the station has in the community.

Once you have found out what makes the radio station tick, then you can come back to your market and take the bits and pieces that would apply to your station. I caution you it's taking a cookie cutter approach though. Dissecting your market and refining those bits and pieces to fit the uniqueness of your audience is what will work. I underline the word uniqueness because to be truly successful you must be unique.

Every eight to 10 years there's a run of copycats in the marketplace. In CHR, for example there was the Drake format of the 60's, the Q format of the 70's and the Hot Hits format of the 80's. In AC there is Soft Rock, Lite Rock and Magic formats to name a few. Every format has its copycats.

But the true leaders in the industry have expanded upon the basics in a unique way that responds to their own market. They have created more than a shell. They understand every facet of the shell's makeup to create a station that is truly one-of-a-kind.

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This week

April 12-16—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center.

April 13—*Television Information Office* first general membership meeting, during NAB convention (see above). Dallas Convention Center, Dallas.

April 13—*Association of Maximum Service Telecasters* membership meeting. Dallas Convention Center, Dallas.

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

April 14—*Association of Maximum Service Telecasters* engineering breakfast. Adolphus hotel, Dallas.

April 15—*Broadcast Pioneers* annual breakfast, during NAB convention. Anatole, Dallas.

April 15—*Television Bureau of Advertising* regional sales conference. Americana Inn, Albany, N.Y.

April 15—Deadline for entries for National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: (202) 955-7710.

April 15—*Pennsylvania Cable Television Association* third annual state legislative conference. Marriott Inn, Harrisburg, Pa.

April 15—*Southern California Cable Association* dinner and meeting. Speaker: Stuart Karl, president, Karl-Lorimar Home Video; founder of Alternatives and Instructional Home Video Products, and producer of Jane Fonda "Workout" tape. Pacifica hotel, Los Angeles. Information: Mel Matthews, (213) 684-7024.

■ Indicates new entry

April 16-18—*Pratt Center* computer graphic arts conference. Mark Hopkins, San Francisco. Information: (914) 592-1155.

April 16-20—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference for journalists and student journalists from California, Arizona, Nevada and Hawaii. Sheraton Princess Kaiulani hotel, Honolulu. Information: (808) 536-5510.

April 17—*American Women in Radio and Television, Golden Gate chapter*, benefit (to place "high quality television programs in Bay area pediatric wards"), "Lights, Camera, Auction & Female Comedy Night." Bimbo's 365 Club, San Francisco.

April 17—*Corporation for Public Broadcasting* conference, "What Curriculum for the Information Age?" Co-sponsors: Teachers College, Electronic Learning Laboratory, National School Boards Association. Teachers College, Columbia University, New York.

April 17—Ninth annual copyright law conference, sponsored by *Federal Bar Association's Copyright Law Committee*. Library of Congress, Madison Building, Washington. Information: (202) 638-0252.

■ **April 17**—*Philadelphia Cable Club* meeting. Topic: Growth of independent stations and the must-carry situation. Speakers: Preston Padden, president, Association of Independent Television Stations, and Eugene McCurdy, president-general manager, WPHL-TV Philadelphia. Williamson's, GSB Building, Philadelphia.

April 17-18—35th annual Broadcast Industry Conference, sponsored by *San Francisco State University's Broadcast Communication Arts department*. University campus, San Francisco. Information: (415) 469-1148.

April 17-19—*Pratt Center for Computer Graphics in Design* seminar. Mark Hopkins, San Francisco.

April 18—*National Association of Telecommunications Officers and Advisors* regional conference. American hotel, Atlanta. Information: (202) 626-3250.

April 18—*Television Bureau of Advertising* regional sales conference. Crystal City Marriott (Arlington, Va.). Washington.

April 18-20—*Kentucky Cable Television Association* general membership meeting. Ramada Inn, Maysville, Ky.

April 18-20—*Society of Professional Journalists, Sigma Delta Chi*, region two spring conference. Quality Inn Commonwealth, Richmond, Va.

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 18-21—*Associated Press Television-Radio Association of California-Nevada* 39th annual convention. Speakers: Bob Moon, AP Network News, and Howard Rosenberg, media critic, *Los Angeles Times*. Disneyland hotel, Anaheim, Calif. Information: Rachel Ambrose, (213) 746-1200.

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.

Also in April

April 21—Telecast of Academy of Television Arts & Sciences "Television Hall of Fame." NBC-TV.

April 22—"Audio Location Recording Techniques,"

April 12-16—*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.

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

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

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

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

April 27-30—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

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

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.

June 2-5—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

June 11-15—*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,

Major Meetings

and June 21-25, 1989, Renaissance Center, Detroit.

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

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.

July 23-25—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

Aug. 26-29—*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.

Sept. 10-13—Radio '86 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

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*. Metropole conference and exhibition center, Brighton, England.

Oct. 2-5—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 14-16—*Society of Broadcast Engineers* national convention. St. Louis Convention Center.

Oct. 24-29—*Society of Motion Picture and Television Engineers* 128th technical conference and

equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

Nov. 17-19—*Television Bureau of Advertising* 32nd annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

Dec. 3-5—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

■ **Jan. 7-11**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

■ **Jan. 21-25, 1987**—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

Feb. 1-4, 1987—*National Religious Broadcasters* 44th annual convention. Sheraton Washington.

Feb. 6-7, 1987—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Feb. 7-10, 1987—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

May 17-20, 1987—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

June 11-17, 1987—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

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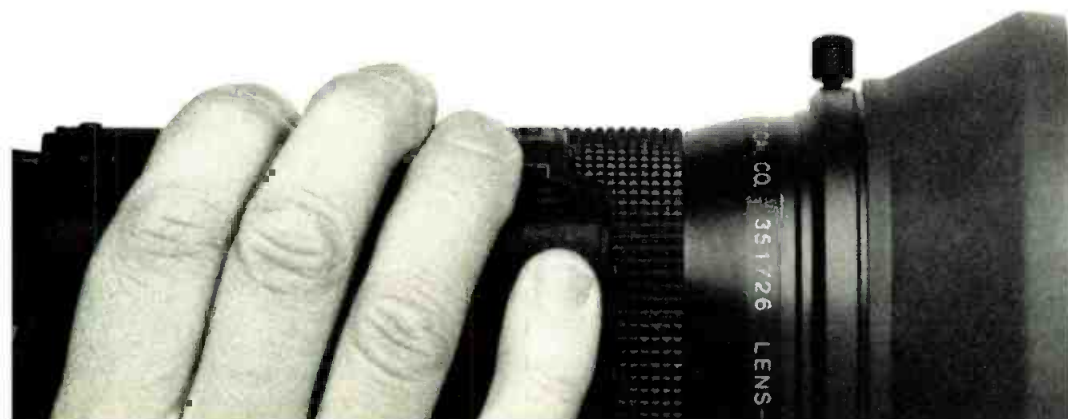
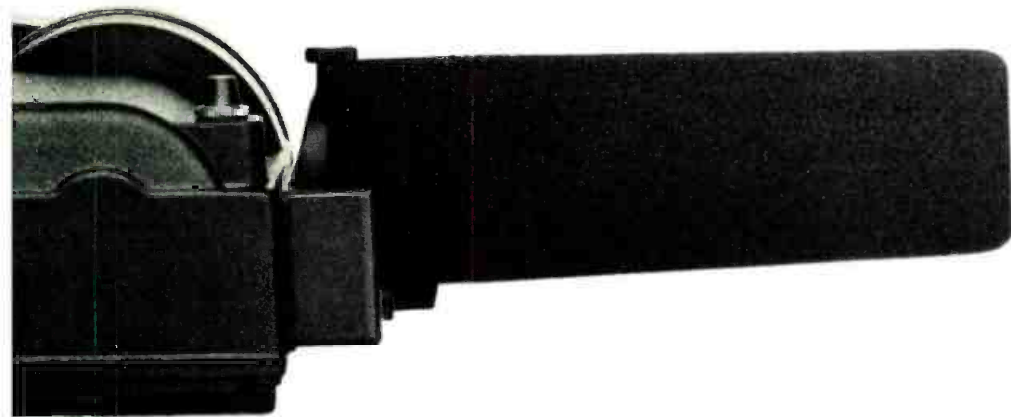
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seminar sponsored by *International Television Association, Philadelphia chapter*. Philadelphia Electric Co., Philadelphia. Information: (215) 546-1448.

April 22—International Radio and Television Society newsmaker luncheon. Speakers: Ted Turner, Turner Broadcasting System, and Jack Valenti, Motion Picture

Association of America. Waldorf-Astoria, New York.

■ April 22—Women in Communications, New York chapter, meeting. Topic: "Power Through Presentation." Women's City Club of New York.

April 22-24—Television Bureau of Advertising management seminar. "Marketing Your Station for Success." TVB headquarters, New York.

April 22-25—"Videographics" seminar, sponsored by *Poynter Institute*, nonprofit educational institution. Institute building, 801 Third Street South, St. Petersburg, Fla. Information: (813) 821-9494.

April 23—Presentation of fourth annual Lowell Thomas Award for excellence in broadcast journalism, sponsored by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York. Information: (914) 471-3240.

April 23-27—Fourth annual National Hispanic Media Conference, sponsored by *National Association of Hispanic Journalists*. Omni International hotel, Miami.

April 24—Illinois Broadcasters Association seminar at Southern Illinois University. Carbondale, Ill.

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

April 25-27—National Federation of Local Cable Programmers Southwest regional conference. Sheraton Crest hotel. Austin, Tex.

April 25-27—Texas AP 25th annual awards banquet and convention. Marriott, Corpus Christi, Tex.

April 26—National Hispanic Media Conference, sponsored by Hispanic Academy of Media Arts and Sciences, National Association of Hispanic Journalists, National Association of Hispanic Publications and Florida Association of Hispanic Journalists. Omni International hotel, Miami. Information: (818) 509-1066.

April 26—Presentation of ninth annual Boston/New England Emmy Awards. Host: Ted Knight, actor. Presenters of news awards: INN's Morton Dean and CBS *Nightwatch* anchor Charlie Rose. Boston Marriott Copley Place.

April 26—"Is Television Network News Dying/The Future of Local Television News" seminar sponsored by *Graduate School of Journalism, University of California*. Berkeley. Keynote speaker: Jeff Greenfield, ABC media critic. Other speakers include: George Watson, ABC News; Tom Wolzien, vice president, NBC News; Stanley Hubbard, president, Hubbard Broadcasting and Conus; John Corporon, president, Independent Network News; and Peter Herford, producer, *CBS Sunday Morning*. North Gate Hall, University of California, Berkeley. Information: (415) 642-3383.

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

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

April 27-30—Broadcast Financial Management Association/Broadcast Credit Association 26th annual conference. Keynote speaker: Brandon Tartikoff, president, NBC Entertainment. Century Plaza, Los Angeles.

April 27-30—Telecommunications Policy Research Conference 14th annual meeting. Airlie House, Airlie, Va. Information: (212) 431-2160.

April 27-30—Washington State Association of Broadcasters annual meeting. Pan Pacific Vancouver hotel, at Canadian Pavilion. Vancouver hotel, Vancouver, B.C.

April 28-May 2—Ohio University's Communications Week. Theme: "Communication, Gender and Society." Keynote speech: Charlayne Hunter-Gault, reporter-commentator, PBS. Memorial Auditorium, Ohio University, Athens, Ohio. Information: (614) 594-6885.

April 30—Broadcast Pioneers, Philadelphia chapter, presentation of the "Person of the Year" award to Dick Vermeil, CBS sportscaster. Adam's Mark hotel, Philadelphia.

Stay Tuned

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

Network television □ **ABC**: *A Winner Never Quits* (dramatization), Monday 9-11 p.m.; "Superman III" (adventure), Sunday 8-11 p.m. **CBS**: *Dream West* (three-part mini-series), continuing Monday 9-11 p.m. and Tuesday 8-11 p.m.; *Ringling Bros. and Barnum & Bailey* (circus), Wednesday 8-9 p.m.; *The Return of Mickey Spillane's Mike Hammer* (detective movie), Friday 9-11 p.m.; *Horowitz in Moscow* (live piano recital), Sunday 9-11 a.m. **NBC**: *The 21st Annual Academy of Country Music Awards* (live), Monday 9-11 p.m. **PBS** (check local times): *The House of Ramon Iglesia* (drama), Monday 9-10 p.m.; *Early Days* (drama), Friday 9-10 p.m.

Cable □ **Arts & Entertainment**: *Anna of the Five Towns** (four-part novel adaptation), Tuesday 8-9 p.m.; *The Andersonville Trial* (dramatic reenactment), Tuesday 9 p.m.-midnight; *The Rise and Fall of King Cotton** (four-part documentary), Wednesday 10:30-11 p.m.; *The Trap* (romantic drama), Friday 8-10 p.m.; *The Passionate Friends* (romance), Saturday 10 p.m.-midnight; *The Commodores in Las Vegas* (1980 concert), Sunday 9-10 p.m.; *Chick Corea & Gary Burton: Live in Tokyo* (concert), Sunday 10-11 p.m. **Cinemax**:



Circus on CBS

"The Slugger's Wife" (comedy/drama), Saturday 8-10 p.m.; *Marilyn Monroe—Beyond the Legend* (portrait), Sunday 10-11 p.m.; *From Here to Maternity* (spoof), Sunday 10-10:30 p.m. **The Disney Channel**: *The Great Caruso* (musical), Monday 9-11 p.m.; *Toot, Whistle, Plunk and Boom* (origins of music), Saturday 4-5 p.m.; *Brady's Escape* (drama), Saturday 9-10:30 p.m. **HBO**: *World Championship Boxing: Michael Spinks vs. Larry Holmes*, Saturday 10-11:30 p.m.; *Act of Vengeance* (dramatization), Sunday 8-10 p.m. **The Nashville Network**: *Hank Williams Jr. and Friends* (concert), Wednesday 6-7 p.m.; *Hats Off to Country* (music special), Thursday 6-7 p.m.; *Strait from the Heart of Texas* (concert), Saturday 9-10 p.m.; *Mesquite Championship Rodeo** (series), Sunday 6-7 p.m. **The Playboy Channel**: *Hugh M. Hefner—A Conversation* (interview), Friday 8-8:30 p.m. **Showtime**: *Tom Petty and the Heartbreakers "Pack Up the Plantation"* (concert), Friday 8-9 p.m. **WTBS(TV) Atlanta**: *Cancer Today* (health special), Saturday 10:15-10:45 p.m.

Play It Again □ **CBS**: *Not My Kid* (drama), Wednesday 9-11 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *James Dean: The Television Work*, screenings of 25 live television performances, through April 29. Information: (212) 752-4690, ext. 33.



Act of Vengeance on HBO

May

May 1—Academy of Television Arts and Sciences forum luncheon. Speaker: Frank G. Wells, president and chief operating officer, Walt Disney Co. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

May 1—Illinois Broadcasters Association sales man-

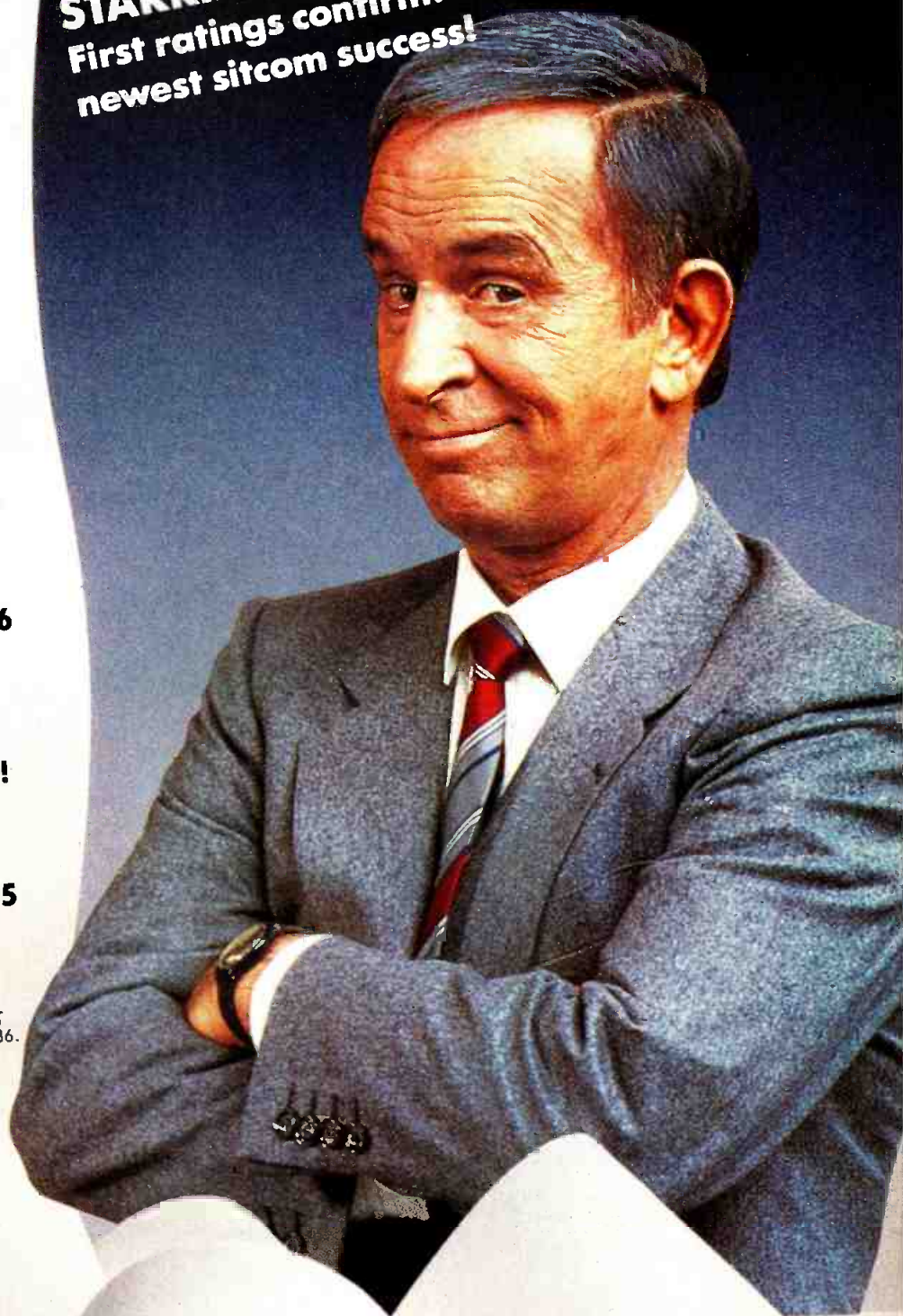


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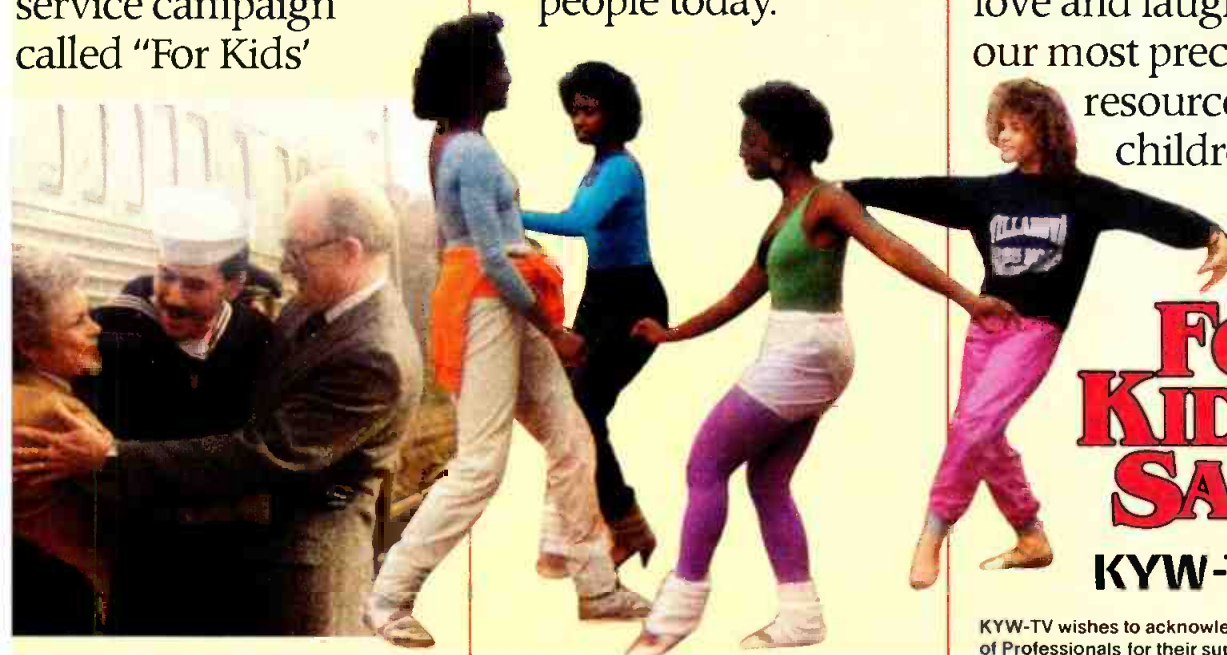
to care, and to recognize children for what they really are: our future.

KYW-TV 3/Philadelphia is doing that with a year-long public service campaign called "For Kids'

Sake." With news, special programs and public service announcements, KYW-TV's "For Kids' Sake" campaign will celebrate the opportunities and investigate the issues facing young people today.

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Along the way, we hope to shed some light and share some love and laughter with our most precious resource—our children.



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KYW-TV wishes to acknowledge The Association of Professionals for their support.



agers seminar. Pere Marquette, Peoria, Ill.

May 1—Connecticut Broadcasters Association spring sales and management seminar. Sheraton Waterbury, Waterbury, Conn. Information: (203) 775-1212.

■ **May 1—JVC Co. of America** banquet honoring winners of its 1985 Pro Awards, professional video competition. Grand Hyatt hotel, New York.

May 1-2—Teleconferencing: Steps to Take, Moves to Make, sponsored by *National University Teleconference Network*. George Washington University, Washington. Information: (405) 624-5191.

May 1-3—National Translator Association convention. Capri Hotel Plaza, Denver. Information: Fern Bi-beau, (505) 243-4411.

May 3—Michigan Associated Press Broadcast Association annual convention and awards banquet. Sheraton hotel, Lansing, Mich. Information: (313) 965-9500.

May 4-5—Minnesota Broadcasters Association spring convention and sales seminar. Thunderbird motel, Bloomington, Minn.

May 4-7—Central Educational Network annual conference. Presentation by FCC Commissioner James Quello. Amway Grand Plaza hotel, Grand Rapids, Mich.

May 6—Women in Communications, New York chapter, annual Matrix awards luncheon. Waldorf-Astoria, New York. Information: (212) 370-1866.

■ **May 6—Women in Cable, New York chapter,** meet-

ing. HBO Media Center, New York.

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

May 7—Caucus for Producers, Writers and Directors second annual general membership meeting. Chasen's restaurant, Los Angeles. Information: (213) 652-0222.

Open Mike

Privatization praise

EDITOR: Congratulations on the piece, "The Privatization of Europe" in the March 31

issue.

Clearly it was one of the more thoughtful and comprehensive articles on the rapidly changing media and marketing landscape in Europe today. As your equally thoughtful editorial suggested, this is nothing short of a megatrend "with benefits to be reaped on both sides of the Atlantic."

It is indeed an important story and I am glad that you brought it to the attention of your readers. Looking forward to more in future issues.—*John M. Eger, senior vice president, Worldwide Enterprises, CBS Broadcast Group, New York.*

Separate but equal

EDITOR: I've always been a bit ahead of myself in proposing industry change. Hopefully, that is *not* the case in suggesting the Dallas National Association of Broadcasters convention might be the last for radio.

The "merger" finally came while some folks are talking about a national AM association (God forbid). The Radio Industry is big and diverse enough to conduct its own annual convention, probably the present fall "event." My vote is to seriously consider next year's spring meeting as the annual TV convention only.

Part of the proof-of-the-pudding for having a fairly autonomous NAB Radio Division might be such a separate affair.—*Bil Sims, chairman-chief executive officer, Clasic Media Inc., Santa Fe, N.M., and former NAB board member.*

Kill off trade-offs

EDITOR: How many times have broadcasters received a "trade" offer from a circus or similar operation? Wouldn't your station be better off refusing their "trade" in favor of paid advertising? If you really need those circus tickets for promotion, why not buy them as you do most everything else your station requires? Of course, not being the owner makes it easier to accept the "trade" since in most cases it does not affect your personal compensation. Let's correct this inequity that broadcasting has had for years.—*Ben Dickerson, WPXE-AM-FM Starke, Fla.*

Errata

Backe Communications, which sold two TV's to Young Broadcasting last week ("Changing Hands," April 7), **also owns WKY-TV Danville, Ky.**



Presidential Recognition Of Broadcasters' Commitment to Public Service



On the appointment of National Association of Broadcasters President Edward O. Fritts to Vice Chairman of the Presidential Board of Advisors on Private Sector Initiatives.

"An example of community service of which we can all be proud is that of the National Association of Broadcasters. NAB has been deeply involved in programs to counter drug and alcohol abuse. They use their medium to build the community in a wide variety of ways, from voter education to producing Public Service Announcements aimed at improving productivity. For all this, and for agreeing to serve as Vice Chairman of this Advisory Board, I'd like to thank NAB President Eddie Fritts."

Ronald Reagan

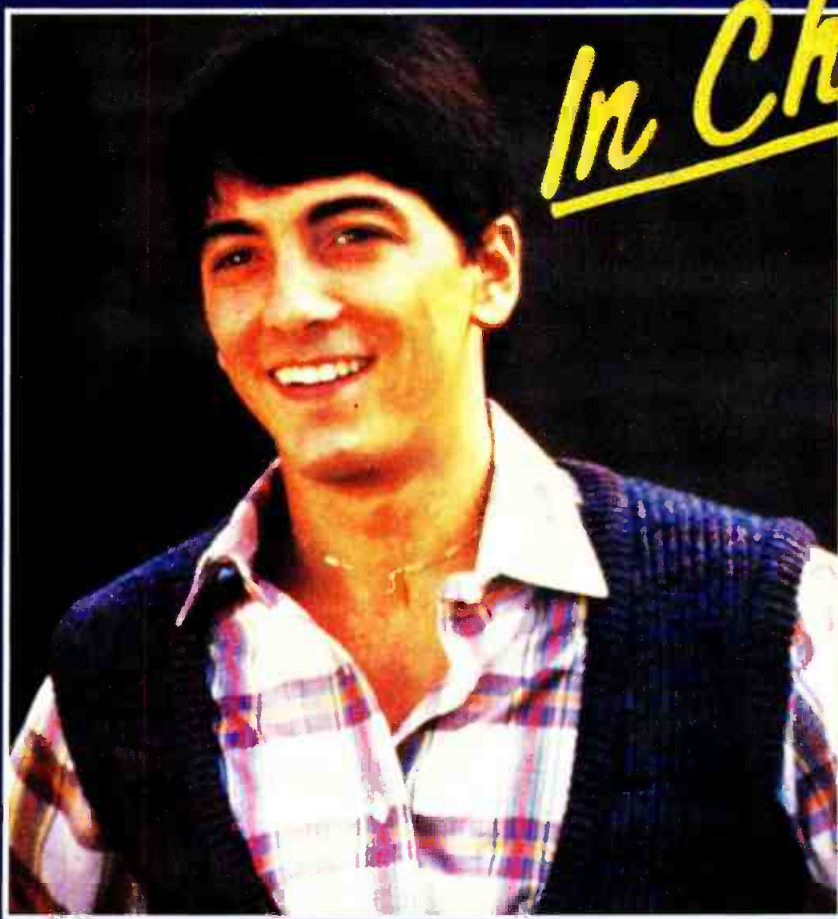
January 21, 1986



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CHARLES

In Charge



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Co., Inc.
Cox Communications, Inc.
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Broadcasting Apr 14

Vol. 110 No. 15

TOP OF THE WEEK



NAB's big fling in Big D

Nearly 40,000 expected for 64th annual event; Burger appearance, Fowler speech, Reagan videotape among highlights of four-day stand; new radio, TV studies highlighted

The National Association of Broadcasters kicks off its 64th annual convention Saturday, April 12, at the Dallas Convention Center. As many as 38,000 broadcasters are expected to attend the four-day meeting which will focus on many of the financial, legislative, regulatory and technological challenges facing the industry as it showcases its commitment to serve the public.

A major thrust of the meeting, whose theme is "Tuning in America," will be the release of two key research projects aimed at enhancing broadcaster operations. On Monday, April 14, radio broadcasters will hear the results of a study called "MegaRates: Getting Top Dollar for Your Spots." The study examines management techniques and sales strategies used by some of the most successful radio stations in the country. For television broadcasters, "Great Expectations: Making It Happen," a study that explores changes in the industry and looks at economic trends for the future, will be revealed during a Monday morning session (see below).

Other highlights of the convention agenda include an address by Chief Justice Warren Burger during a champagne brunch Wednesday morning, April 16. FCC Chairman Mark Fowler will also speak that morning. A

videotaped message by President Reagan will be aired during the opening session, Sunday, April 13, following the "state of the industry" address by NAB President Eddie Fritts. The NAB's Distinguished Service Award, the association's highest honor, will be presented Sunday afternoon to Grant Tinker, chairman and chief executive officer of NBC.

A panel on the prime time access rule scheduled for Monday was canceled last week, NAB said, because the panelists agreed there was little interest in the subject. Also, the three TV networks and their affiliates had pressured NAB to drop the session ("Closed Circuit," March 31).

On Saturday, April 12, a series of radio programming sessions are scheduled, including a radio production workshop, a panel on subcarrier opportunities and a session called "Surviving in AM Radio." Also that day, NAB will present McKinsey & Co.'s "Radio in Search of Programming Excellence," which, as at last year's session, will examine strategies used by successful radio stations. A panel discussion will follow the presentation.

Several panels for radio broadcasters are scheduled on Sunday morning, April 13, including a session on political advertising and two daytimer forums. The Television Information Office is holding a general membership meeting Sunday morning from 8:30 to 10 p.m. in East Ballroom C in the convention center. Television broadcasters can also attend sessions Sunday morning on multi-

channel sound and another on "People Meters and Sole Source Measurement."

The radio luncheon is Tuesday, April 15, with Stan Freberg as keynoter. *Miami Vice* star Don Johnson, who had been scheduled to make a special appearance at the radio luncheon to promote the "Hands Across America" fundraiser, has canceled. The television luncheon speaker on Monday, April 14, will be author George Plimpton.

FCC Commissioners Dennis Patrick and James Quello will participate on a panel called "What's New at the FCC" on Monday morning and FCC Commissioner Mimi Dawson moderates "Examining the Public Interest Standard," on Tuesday.

A Tuesday morning satellite teleconference with FCC Mass Media Bureau Chief James McKinney from the Regional Administrative Radio Conference in Geneva on AM band expansion is on the convention agenda.

More than 30 members of Congress are expected at the meeting.

Other activities include workshops sponsored by the Radio Advertising Bureau and the Television Advertising Bureau, on Monday and Tuesday, respectively. The Broadcast Education Association's three-day meeting during the convention features a Saturday luncheon address by Gene Janowski, president of the CBS/Broadcast Group.

The convention exhibit floor will be open Sunday through Tuesday, 9 a.m. to 6 p.m., and on Wednesday from 9 a.m. to 2 p.m. □

Radio, TV studies to highlight NAB convention

Separate TV and radio studies preview future challenges and suggest ways broadcasters can make sales, management improvements

Changing demographics, competition from new technologies and spiraling program costs are just a few of the problems facing television broadcasters down the road, according to "Great Expectations: Making It Happen," a study prepared by Browne, Bortz & Coddington.

"MegaRates: How To Get Top Dollar for Your Spots," conducted by The Research Group, is based on interviews with 51 general managers and sales managers of radio stations with reputations for getting high rates for their advertising time. (Copies of both reports are available at the convention.)

A formula for achieving high rates in radio is outlined in the MegaRates report. The three principles: "Price is only a function of supply and demand... not what other stations charge; test the 'demand ceiling' aggressively and review grid rates daily, and work constantly to increase the demand for your limited supply."

Some of the "outstanding characteristics of MegaRate managers" were also reviewed:

- "An organized, well-thought-out approach to going beyond the ratings and communicating value.

- "Commitment to continually train and retrain sales people to develop them into knowledgeable marketing consultants—not spot peddlers.

- "Commitment to the needs of the client through use of the counselor sales approach.

- "The wisdom and 'guts' to consistently push for higher and higher rates and not allow agencies or other radio stations to set limits. The MegaRates station is one that continually gives good challenges to its salespeople to bring their rates to the highest possible level... even if it means losing some orders."

Great Expectations examines some of the likely marketplace trends and offers advice on keeping up with them. Among the trends cited in the report was slower TV household growth and changes in spending patterns.

"A 1.6% annual rate of increase in television households expected for the latter half of this decade is only 80% of the rate experienced from 1980 to 1985," the study said. As for spending patterns, it reported that national retail sales per ADI TV household grew 5.5% annually from 1979 to 1984 or slightly below the inflation rate, and is expected to grow at an annual rate similar to or approximately 1% above the rate of inflation.

As for competing technologies, the study predicted that advertising on cable will play an "increasing but still proportionately small role in the TV advertising market..." and that the revenues could reach \$2 billion by 1990.

Television viewership will also experience change, according to the report.

"Prime time, three-network household audiences in 1990 are expected to remain relatively steady, increasing a few percent if a 70 share is obtained by the networks and declining modestly at the 65 share level, the range BBC [Browne, Bortz & Coddington] believes will likely encompass network prime time performance." Also, the firm believes the three-network affiliate share will be about 60% of total weekly household viewing compared to the current 67%. Basic cable-originated programming is expected to grow from an 8 share to about a 13 share of total weekly household television viewing by 1990.

Among some of the advertising trends, the study expects the largest potential future growth in local sales, "with projected annual increases in the 10% to 13% range to 1990." Over the rest of this decade, total station time sales are expected to grow from 9% to 12% annually and national spot sales should increase 8% to 10% annually.

Perhaps one of the most serious challenges facing the industry will be programming costs. The study said that program syndication expenses have more than doubled since 1980, reaching close to \$1.7 billion in 1985. "By 1990, program spending by stations could nearly double again—to \$2.3 billion by one estimate—and with similar growth for barter revenues to syndicators, the total syndication marketplace could conceivably double," it said.

The number of independent stations is likely to increase and intensify competition. "New audience measurement techniques

have the potential to impact advertising strategies and pricing. With access to more current, detailed viewing information in more markets, advertisers hope to fine-tune campaign strategies. For example, market segmentation and targeting may be more frequently used if the new measurement techniques are successful," the study found.

Competition for spectrum, particularly from land-mobile services, is also expected to continue. As for government regulation, the study noted that although there has been some deregulation, "other issues are pending or lie just beneath the surface regarding topics such as program content and editorial discretion and copyright."

To meet these challenges, the study suggests, station managers should "integrate the efforts of individuals across all departments." Management training should be improved, the study said. To attract more business, the study recommended that broadcasters work closely with advertisers in developing innovative marketing and advertising approaches.

Being technically prepared, the report said, is also essential to future survival. Budgeting for new equipment "more than ever requires the development of an equipment plan." Also, station managers should develop a program strategy to deal with escalating programming costs. Promotion is also a key. "Promotion in television broadcasting is still in a relatively primitive state and yet, in a time of increasing competition and escalating program prices, it may represent the television broadcaster's best investment." □

NRBA merger, must-carry deal top NAB's year: Fritts

The National Association of Broadcasters is on a roll. With its house in order, the NAB kicked off 1986 with several key accomplishments to its credit—mainly a merger with the National Radio Broadcasters Association and a compromise with the cable industry on must carry. The view from the top of the association is that NAB and the industry it represents will continue to make strides.

On the eve of NAB's annual convention in Dallas (see story, page 39), NAB President Eddie Fritts shared with BROADCASTING some of the association's legislative ambitions, his own internal agenda and his views on the industry at large.

"I think this has been a fabulous year for NAB," said Fritts. It started off, he noted, with the announcement of the proposed NAB-NRBA unification, followed by a "historic" compromise with the National Cable Television Association on must carry. "I think part of our role is to facilitate those things and make things happen for the betterment of the industry, and I think we are really pulling that together."

Entering his fourth year as president, Fritts sees a bright future for NAB and the industry. For NAB, the merger represents a major step toward solidifying the radio industry. "When the unification was announced there was a sigh of relief among all radio broadcasters," he said. Moreover, since then NAB's radio membership has shot up. "At the time of the announcement we had about 4,550 radio members. Today we are at 4,700, the highest it's ever been." (The merger could be completed as early as next week following an NRBA membership meeting April 21, at which time a final vote on the merger will be taken.)

As for the must-carry compromise, Fritts continued, many TV broadcasters have expressed "relief and satisfaction." There were many who thought it would be impossible to do, he said. (The compromise is pending at the FCC as part of its rulemaking proceeding on must carry. Despite industry support for the compromise, it is unclear whether the FCC will adopt it.)

Right now, he explained, NAB is operating under the assumption that it can get at



Fritts

east three votes at the commission, either for this compromise or one that is very close to it. "If we don't get that accomplished, then all bets are off and we'll have to do whatever we have to do. But I am confident that will be resolved."

Absent that potential conflict, Fritts predicted the cable and broadcasting industries were entering a new age of "peaceful co-existence." Nor did he see any significant new competitors on the horizon.

"A lot of those new technologies (DBS for one) that we anticipated could impact greatly upon local television or radio markets have fizzled. Some have changed shape and some are moving along. In terms of competition, broadcasting is still extremely healthy, and our projection for the future is that it is going to continue to be healthy."

Fritts's prediction is backed up by data from the Television Bureau of Advertising and Broadcast Advertiser Reports that showed television advertising billings rose 15.5% in 1985 to \$19.95 billion—local advertising contributed \$5.7 billion, national-regional spot \$5.95 billion and network \$8.3 billion. According to estimates by the Radio Advertising Bureau, total advertising revenues for radio in 1985 were \$6.563 billion, an increase of 11.5% over 1984.

Although broadcasting's financial outlook is good, the acquisition of broadcast properties by investors and nonbroadcasters is a trend that has NAB's attention. "We plan to track it and spot new trends in it, but we're not alarmed by it. I think it will settle down after a period of time," Fritts said.

"I suspect it's all going to shake out when it is said and done. There are more entrepreneurial skills coming into the broadcast industry than ever before. That is not to take away what has been there before." Additionally, the NAB president noted that anybody who buys stations will have to have broadcasters run them.

There are some in the industry, Fritts said, who say there should be a return to the FCC's

three-year rule (the rule requiring licensees to keep stations for at least three years). "But I don't think we should turn back that clock." Nor did Fritts think repeal of the three-year rule itself changed the financial condition of the industry. Things "really took off," he said, when the FCC passed the 12-station rule (the FCC amended its broadcast station ownership rules to permit licensees to own 12 TV's, 12 AM's and 12 FM's). "There wasn't much action before that because most groups were up to their limit. Now you see groups going after groups. Minnows swallowing whales."

But does the NAB president think the character of broadcasting will be affected by this change in ownership? "The flavor of the traditional broadcaster who believes in offering service to the community as the best way to generate profits and a solid base of support for that station in that community is being diluted. But I don't know that these people would offer less service than the next company." And from what Fritts can see, "it's a new ball game. There are different players; there are different rules; as a trade association we have to adapt and look at the long-term implications."

Despite that concern, Fritts is confident there are "enough good broadcasters like the Dudley Tafts [of Taft Broadcasting], Wilson

Wearns [of Multimedia] and Jim Dowdles [of Tribune], who are expanding their own organizations, and these rule changes have allowed them to expand."

On the legislative and regulatory front, NAB is in "good shape." The organization has a full agenda, with issues like must carry, music licensing and scrambling leading its list. But perhaps the greatest challenge facing the association will be to protect the industry's "bottom line," advertising. Efforts by citizen groups to ban beer and wine ads on radio and television, and passage of legislation banning smokeless tobacco ads, and efforts to regulate political advertising have contributed to NAB's concerns.

"We've seen more threats to advertising than ever before," Fritts said. Broadcasters have to realize that as the focus of Washington changes from red tape and regulation, it moves to something else. "Beer and wine are not a hot ticket item but it's an example of the kind of attacks on advertising we anticipate more of."

On music licensing (NAB has joined with the All-Industry Television Station Music License Committee to seek legislative repeal of the blanket license for music rights in syndicated programming), he thinks it's unlikely the bill will become law in this session of Congress. He views this year's activity on the issue as a time for positioning to find out "who your friends are, and where your strengths are and where your opponents are." Broadcasters back home, he continued, can "work on the soft spots and then we can go full bore on it in the next session."

NAB, Fritts noted, is moving into the Motion Picture Association of America's territory when it comes to dealing with the copyright subcommittees that have jurisdiction over the music licensing matter. They are committees NAB has not traditionally worked because it has not had big issues before them, he explained. "So we are in a developmental stage on that issue, working with the all-industry committee. I would like to see it passed this year, but it is not politically feasible."

Internally, the past two years, in large part, were devoted to putting NAB's government relations department in order and beefing up its grass-roots lobbying. It's an area, said Fritts, in which the association has made significant progress. He would also like to see NAB's political action committee (TARPAC) develop into a more significant fundraising force. □

Ray of hope

Last Friday (April 11) Chief Justice Warren E. Burger for the first time revealed there is a crack in what had appeared his fierce resistance even to the thought of television coverage of the Supreme Court. He said that an assurance of gavel-to-gavel coverage of the court's oral arguments "might open things up." Burger, responding to questions during his appearance at a meeting in Washington of the American Society of Newspaper Editors, indicated that his principal concern with television coverage of the court was that it would be edited to brief snippets for the evening news. "We're not in show business," he said. It was then he was asked if he would "object to something like C-SPAN" and its typical full-text coverage of events that he suggested what it would take to "open things up."



Mark Fowler at the crossroads

FCC chairman, still undecided whether to remain for another term, reflects on where he and commission have come over past five years

FCC Chairman Mark Fowler has good reason to be distracted these days.

His term is coming to its end. After almost five years as the agency's head, he is approaching a crossroads, and what to do come June 30 must be weighing heavily on his mind.

Still, in an interview with *BROADCASTING*, the chairman said that the luster of his vision of a truly liberated industry hasn't faded. Although he intends to focus on common carrier issues for the time being, he also said that there are still important things to do in the mass media field. Whether he will be the one seeing to it that those things get done is not clear, however.

Fowler has been turning aside inquiries on his future plans. He either asserts that he has not made up his mind or declines comment.

There's circumstantial evidence suggesting he's on his way out. His two chief mass media aides, Daniel Brenner and Thomas Herwitz, have found jobs outside the agency.

But conflicting evidence suggests that he is hoping to stay on, at least for a while. Some of the furniture in his office has been reupholstered lately; he says he is not discussing job possibilities with prospective employers in the private sector, and, at a recent FCC meeting, he appeared to commit a classic slip of the tongue in announcing that he was "looking forward" to working with a telephone regulatory board made up of federal and state officials this summer. That group is not scheduled to meet until July, a month after Fowler's term ends. But Fowler insisted that nothing should be read into any of those signs.

In an interview, Fowler shared some insight into his current thinking. First of all, Fowler said he doesn't enjoy being chairman. "But I find it very satisfying," Fowler said, "to get a lot of things done in the image of the President's philosophy, and take a lot of the fear out of operating businesses in telecommunications. Those are two very good things to do."

Fowler also implied that there was more for him to think about than purely personal considerations. "I've had some words of encouragement from members of the cabinet," Fowler said, "and the President himself encouraging me to think about what I want to do, and applauding what we've done here. That's something you have to treat very seriously and give very heavy weight to."

"We have had a different agenda than just a business-as-usual agenda," Fowler added. "There is an obligation on the part of the President's appointees to serve longer than normal. I have believed that."

In his next breath, however, Fowler took pains to point out that he has already served for almost five years. "This will probably be one of the longer terms served," Fowler said.

At another point, Fowler also appeared to betray a desire to be the one who shepherds the industry into a world where the electronic media will be unchained of all but technical regulation, a vision he said is still several years from becoming reality. "If I could stay here for a while, I think I could get us there," Fowler said.

He declined comment on the persistent rumor that he will stay on at least through the elections this fall. But he also seemed to put an outward limit to his service. "I'm not contemplating serving eight or nine years, believe me," Fowler said.

On other issues before the commission, Fowler offered a few choice words on the concept of imposing new must-carry obligations on cable. On the surface, "you have to say that the argument they [the National Association of Broadcasters] are presenting isn't consistent, essentially, with the idea of the print model for television, however delivered," Fowler said. "But we don't expect everybody to always be totally consistent. . . . We try to be."

Fowler declined comment on the industry must-carry compromise itself. "But I would just observe that anyone would agree that the idea of a print model for broadcasting and fastening must-carry obligations on cable do seem to be operating at odds one with the other," he said.

There are other mass media matters on the

chairman's mind. Among them, according to Fowler, are those raised in the staff's AN report (*BROADCASTING*, April 7). Fowler appears to be particularly interested in the report's proposal to rethink the AM duopoly rule. "And I think the idea of buying an selling interference rights is something that's very innovative and could very well serve the public interest," he said.

There also are pending proceedings to streamline the comparative license renewal process and to clarify comparative renewal policy "to provide a higher level of renewal expectancy consistent with the law," Fowler said. In addition, there's the question of whether noncommercial VHF operators should be permitted to swap their channel with commercial UHF operators without having to face competing applicants, which is still pending, "although on a back burner," Fowler said. "And from the statutory standpoint, we have got to eliminate this notion that you can file a competing application at renewal time and, in effect, confiscate a broadcaster's property."

On a fresh note, the chairman also said there was a need for the commission to reexamine its local ownership rules. "It's silly that you can own an AM and an FM in a market, but you can't own two AM's," Fowler said. "In fact, probably in a large market, it's particularly silly to say you can own several FM's or several AM's. You might have much better programming as a result of common studios. And you clearly would not be duplicating yourself. So, from a diversity standpoint, there would be a lot of diversity. There may be a lot of very good efficiencies as a result."

Fowler said he didn't know whether he would look at the duopoly rule during his chairmanship. But he asserted that the rule—and the commission's other local ownership prohibitions—should be reviewed. He also said that if he were around for another "three years or so," he would be the one doing the looking.

Approaching his crossroads, Fowler may be torn over personal plans. But his hope for the industry's future remains steadfast. "Basically, we want broadcasting to be treated just like any other business, period—just like newspapers and magazines," Fowler said. "There should be no religious aura, no religious mystery. It's a means of communication; it's one of many. Because a lot of people do rely on it, it's all the more reason we should leave it in private hands as free as we can devise. . . . I keep repeating myself over and over, but I think that's the world we're moving toward. I think we're beginning now to see many more choices for the people out there in the video area in particular as a result of some of the steps we've taken in the early years. And that's good, and it's going to continue. The fact that we've taken down an incredible amount of the paperwork requirements and the rules and all of that stuff has been junked, and the world works, and in fact works better, seems to me is volume A of the exhibit that suggests that getting the government out of the broadcaster's hair is truly in the public interest."

NBC bets \$50 million on M-II

Sale is big boost to Matsushita half-inch system competing with Sony/Ampex

NBC last week revealed plans to purchase \$50-million-worth of half-inch videotape equipment from Matsushita and over the next five years convert videotape facilities in all its divisions to the Japanese manufacturer's newly developed M-II format.

The move could dull the edge gained earlier this month by Sony's competing half-inch Betacam format after that company announced it would be joined by Ampex in designing and manufacturing the current Betacam systems and an enhanced Betacam SP product to be shown in prototype at the National Association of Broadcasters' annual equipment exhibit in Dallas this week (BROADCASTING, April 7).

Sony and Ampex together are believed to control as much as 80% to 90% of the videotape recorder market, and CBS last year made a commitment to purchase Betacam gear, with ABC also thought to be leaning that way.

But Matsushita, through its U.S. arm, Panasonic, hopes to build a considerable stake in the small-format recorder market with the M-II line, scheduled for debut at the NAB. M-II's applications, say both Matsushita and NBC, go beyond newsgathering, and could replace studio one-inch recorders and compete with the new generation of composite digital machines in planning from both Ampex and Sony.

According to Michael J. Sherlock, executive vice president of NBC Operations and Technical Services, NBC's \$50-million, five-year agreement with Matsushita has essentially been completed and covers system delivery, pricing, features and electronics. A final written agreement should be reached in several months, he added.

The five-year delivery schedule calls for 1,200 to 1,500 M-II units, including camera-recorders, field and studio recorders and newly designed video cart machines, to be delivered to NBC starting within the next 15 months. A satellite newsgathering field edit package has been targeted for delivery by July 1987, or before.

The NBC News division's conversion from the current three-quarter-inch U-matic systems to M-II would be completed domestically by the end of 1987, according to Sherlock, so the total system would be available before the start of the 1988 presidential election year. NBC's network operations will convert to M-II during 1987 as existing Type C one-inch videotape recorders become obsolete, with the changeover to be completed when NBC brings back the M-II machines it will use in South Korea for the 1988 summer Olympics, he said.

Sherlock said the network's first delivered unit will be used in the on-air playback of a new, as-yet-unannounced delayed feed to the mountain time zone beginning next September.

NBC's planned expenditure grew from a far smaller number to \$50 million after it

began its investigation two years ago, he said, because network tests showed that M-II not only could replace electronic newsgathering gear but also approached the quality of studio one-inch machines for a much lower price. The M-II studio recorders are expected to cost NBC one-third less than Type C machines with similar features.

Sherlock also said the format may eliminate the network's need to use composite digital recording systems such as those developed by Ampex for a digital spot player it is introducing in Dallas this week. Another advantage of M-II, he added, is that the format provides the network with a stepping stone into the component digital domain. In a speech on the topic in February, Sherlock said that with NBC's scheduled move from 30 Rockefeller Plaza in New York, the new technical plant would be dominated by component digital by 1993 because of that format's multigenerational capabilities, of great use in post-production applications.

Steven Bonica, vice president of engineering for the Operations and Technical Services Department, noted the "superior performance" of M-II is based on its use of metal particle videotape in place of currently used metal oxide formulations. Although Bonica acknowledged Sony is also applying the benefits of MP tape to its prototype Betacam SP, Bonica believes Matsushita has the "advantage of not having to force MP into a previous format. It was able to generate the right engineering compromises and good operation features."

Sony's Betacam SP is essentially compatible with existing Betacam products, while M-II is not compatible with M-format half-inch products already in the field. While that may provide some psychological advantage for Sony, Sherlock believes "when broadcasters delve into the facts and the inherent value of metal particle tape as it is used in the M-II format, and compare that to prices they can get for either the like anticipated formats [Betacam SP] or existing Beta tape," they will be convinced of the superiority of M-II both in quality and price.

Sherlock in recent weeks has repeatedly stressed what NBC views as the superior pricing of M-II, but noted that Matsushita would still be selling the equipment to NBC at a profit, and not eliminating margins in order to gain the product's first U.S. sale.

Sony and Ampex unquestionably are still more dominant in their U.S. marketing presence, Sherlock acknowledged, but he argued that "no amount of marketing is going to change a broadcaster's attitude. Broadcasters are very sophisticated. Marketing is not truly going to affect real sales." Matsushita has also made commitments to expand its marketing and servicing operations in the U.S., he said. "I'm fully convinced" of Matsushita's commitment to U.S. broadcasters, he noted, adding: "We have visibly experienced their commitment in the engineering design and production end of this. We have the greatest confidence that what in the past has not been full participation in broadcast-

ing will be turned into full participation."

NBC has not officially informed affiliates of its choice, but it has kept station chief engineers informed of network testing of M-II and other small formats, and although Sherlock stressed affiliates would make their own choices of future formats, recent NBC surveys have shown that an "overwhelming" number of affiliates have been waiting to see what choice the network made.

"This is a pioneering move for NBC," Sherlock commented. "It's analogous to Ku-band and TV stereo. Neither was just a dive into the water. They were well studied, well thought out plans to improve our economic position and at same time to improve quality. We want to make sure we're doing it correctly." □

Cable interests, solicitor general file in pole attachment case

They ask Supreme Court to overturn appeals court ruling

The U.S. solicitor general and representatives of the cable television industry last week urged the Supreme Court to overturn an appellate court declaration that the Pole Attachments Act is unconstitutional. The U.S. Court of Appeals for the 11th Circuit held that the law that since 1978 empowered the FCC to regulate the rates that utility companies may charge for cable attachments to their poles violates the Fifth Amendment prohibition against the "taking" of private property for public use without just compensation (BROADCASTING, Oct. 14). The government and the cable industry representatives, in separate briefs, argue that the appeals court decision has no sanction in precedent, law or the Constitution.

The appeals court acted on an appeal by Florida Power Co. from a decision of the FCC ordering a sharp reduction in rates that the utility had imposed on Cox Cablevision Corp., Teleprompter Corp. (later taken over by Group W Cable) and Acton CATV Inc. But the appeals court, rather than passing on the reasonableness of the commission order—and in the absence of such a challenge—struck down the act as unconstitutional. It said that the determination of "just compensation" is solely within the jurisdiction of the courts.

Both the government and the cable industry representatives—the National Cable Television Association, Group W Cable and Cox Cablevision—argue that the appeals court erred in its reliance on a Supreme Court decision in 1982 that struck down a New York law permitting the state to compel the private owner of an apartment house to accommodate a cable system's facilities on the property's roof. That decision, the briefs say, does not apply to a case involving utility companies that permit the use of their poles

by cable systems, and whose only complaint is the rates they are allowed to charge. For the Pole Attachments Act, the briefs note, applies only when utility companies agree to the access sought by cable television systems.

Even if the appeals court were correct in ruling, as it did, that the commission's rate order in the case is a "taking" of the power company's property, the briefs say, the Fifth Amendment requirement for "just compensation" is satisfied by the law as implemented. They note that the commission allows Florida Power to recover its fully allocated costs, and that the law provides for judicial review of the commission's order. The court of appeals' theory that only courts may de-

termine just compensation, the government says, "finds no support in the constitutional language or in the decisions" of the Supreme Court.

The cable industry representatives' brief contends that the appeals court's "unprecedented refusal" simply to review the commission's order and statutory formula underlying it "improperly handcuffs Congress, and might require the federal judiciary to become a ratemaker in the first instance for hundreds or even thousands of pole attachment disputes"—as well as in all other cases that effect a taking of property. Nothing in the takings clause or in the high court's decisions, the brief adds, "requires this anomalous result." □

CNN becomes latest player in SNG

Newsbeam service will offer stations vehicles, backhaul and distribution for \$10,000 a year plus story fees; it will use transponders on both Satcom K-2 and GSTAR II satellites

Ted Turner's CNN is entering the increasingly competitive satellite newsgathering field, offering independent and network-affiliated television stations a comprehensive SNG networking and communications service. Newsbeam, as the service is called, will make its debut at the National Association of Broadcasters convention in Dallas this week.

As part of its turnkey SNG service, CNN will also offer stations two SNG vehicles, one from Midwest Communications and one from Dalsat Inc. The vehicles, which start at around \$175,000, were designed to fit the budgets of most television stations, according to CNN.

Paul Amos, CNN vice president, said Newsbeam will operate at or below cost. The idea is not to make money, he said, but to strengthen CNN's broadcast affiliates—those stations that feed coverage of local and regional news events to CNN in exchange for material that appears on CNN and its short-form companion service, CNN Headline News. (It's not an even swap; stations also pay CNN for the use of its material.)

By facilitating the entry of its broadcast news affiliates into SNG and improving their ability to cover the news, Amos said, CNN believes it will also be improving itself. By CNN's latest count, about 140 stations now exchange news with CNN.

Using its dedicated satellite capacity, Amos said, Newsbeam will provide simple backhaul (transmitting a feed from an SNG truck to the home station) and distribution (transmitting a feed from a station or vehicle to however many stations wish to receive it). The networking operations will be coordinated from a desk in Atlanta, which will be manned 24 hours a day, he said.

Newsbeam will also provide two-way voice and IFB satellite links for SNG vehicles and interconnection with the telephone system, Amos said. The Midwest Communications and Dalsat vehicles that CNN will market will be equipped with Wegener Communications' digital communications system, he said. But since other vehicles use other systems, he said, Newsbeam's ground facilities will be equipped to handle not only the Wegener signals, but the others as well.

Newsbeam will charge stations wishing to use its services \$10,000 a year, Amos said. On top of that, he said, it will charge them each time they use one of the services. The \$10,000-a-year entry fee applies to every station regardless of the size of its market, he

said.

Unlike other SNG services, Amos said, Newsbeam will allow its client-stations to retain complete control of their SNG vehicles and will impose no restrictions on which stations may downlink their signals. Although Newsbeam won't force any station to cover an event it doesn't want to, he said, it hopes that Newsbeam stations will cooperate with one another by providing cooperative coverage of events. "For it to really work, everybody is going to have to chip in and make it work," he said.

The heart of any SNG service is its satellite time, and Newsbeam has lined up plenty. It has leased capacity of two new medium-power Ku-band satellites, RCA Americom's Satcom K-2 and GTE Spacenet's GSTAR II. The latter was launched just three weeks ago, Amos said. On Satcom K-2, he said, Newsbeam will have one full-time transponder and a two-hour block (5-7 p.m. NYT) on a second each weekday. On GSTAR II, he said, it will have two full-time transponders and a two-hour block (5:30-7:30 p.m.) on a third seven days a week.

Since Newsbeam plans to transmit two television signals over each transponder, Amos said, it has the ability to send six signals simultaneously at any time and 10 signals simultaneously during the evening news hours when many stations like to go live. "I call it the 6:01 crunch," Amos said.

Although CNN hasn't yet begun marketing Newsbeam in earnest, Amos said it already has two customers: WTVJ(TV) Miami, a CBS affiliate, and KCRA-TV Sacramento, Calif., an NBC affiliate. □

PanAmSat signs Peru as first partner

It feels confident association will insure needed financing to begin competing satellite service with Intelsat

The PanAmerican Satellite Corp. has achieved a breakthrough in the efforts of American companies to obtain a foreign partner with which to begin competition with the International Telecommunications Satellite Organization in providing international communications satellite services. The government of Peru, in a diplomatic note delivered by its embassy in Washington, invited the U.S. to join it in consultations with Intelsat, under Article XIV(d) of the agreement, for use of the PanAmSat system.

The question being raised last week was which country will follow Peru's example in joining with PanAmSat or with any of the other four companies that have received conditional authority from the FCC to establish separate systems. (A fifth, RCA Americom, has decided against proceeding with its conditional authority.)

PanAmSat Chairman Rene Anselmo, who had visited Lima and several other capitals in Latin America in efforts to button down



SNG signing. L-r: Terrence McGuirk, VP special projects, TBS; David Barnes, president, Midwest Communications; Andrew Hospodor, president, RCA Americom; Dr. C.J. Waylan, president, GTE Spacenet Corp.; Turner; Charles Willingham, president, Dalsat; Heinz Wegener, chairman, Wegener Communications; Burt Reinhardt, CNN president, and Amos.

agreements, was jubilant. "We are extremely pleased with the decision of the Peruvian government," he said in a statement. "With a foreign government's joining the United States, we will proceed with Article XIV(d) consultations, and expect a fair, rapid and favorable finding by Intelsat."

Ambassador Diana Lady Dougan, the State Department's coordinator and head of the Bureau of International Communications and Information, indicated Peru would have little difficulty in gaining U.S. cooperation. She said she "welcomes the initiative" and added: "The Department of State will consult with other interested U.S. government agencies but fully expects to be able to give the government of Peru a positive response."

The announcement that the first country to break what had seemed a boycott of American separate systems was Peru came as a surprise. Word had leaked that Colombia was on the verge of concluding an agreement with PanAmSat (BROADCASTING, March 31). It was learned last week that committees that had been established by Colombia's Ministries of Communications and Foreign Affairs had made recommendations in favor of an agreement, and a State Department official said it was only a last-minute bureaucratic "hitch" that had prevented the government from going forward. Anselmo, however, in a letter to Richard Colino, Intelsat Director general, last week, blamed "the slowdown in Colombia" on the leaked information; it was in the form of a document headed "Colombia Communications Gamble. An Interesting Partnership." PanAmSat believes Intelsat was behind production and release of the document; Colino says it was not. In any case, State Department officials believe the "bureaucratic hitch" stalling action in Colombia will be dissolved soon.

Intelsat had nothing to say about the Peruvian move. "We have no comment," said an Intelsat spokesman. For three years, ever since Orion Satellite Corp. filed the first application for a separate system, Intelsat had been orchestrating the opposition of Intelsat's members to the establishment of such systems. Resolutions have been passed calling on members to refrain from participating in a separate system, and scores of letters opposing the authorization of such systems were written to the State Department and the FCC. Intelsat's expressed concern has been that competition would have an adverse economic impact on the global system, draining off revenues and forcing Intelsat to raise prices.

On the other hand, the U.S. policy paving the way for the establishment of separate systems—a presidential determination issued on Nov. 28, 1984, that they are required in the national interest—specifies that the systems authorized be prohibited from tying into public switched services, which generate most of Intelsat's revenues. The aim is to protect Intelsat's viability. And the Peruvian note inviting the U.S. to join in consultation with Intelsat for the use of the PanAmSat system specified that the services to be provided via the satellite—to be named Simon Bolivar, after the man described as the liberator of Latin America—would not be inter-

connected with the public switched networks. Fred Landman, PanAmSat president, expects the system to be used for a variety of services. "We have letters of intent from companies planning to use our satellite capacity for everything but public switched services," he said. He talked of private and public applicants for video distribution within Peru and a desire for the transmission of such signals from the U.S. He also said "some outside multinational companies" want to use the system for high-speed data transmission to small aperture earth stations.

And PanAmSat clearly plans to offer service beyond the borders of Peru. "We expect more and more Latin American countries to come on board," Landman said. Besides Colombia, he said likely candidates are Argentina, Chile, Ecuador and Brazil (even though the last has its own communications satellite). Indeed, Landman said, the next country to declare itself a partner of PanAmSat might be in Europe. That could happen as a result of PanAmSat's agreement with Cyg-

nus Satellite Corp., another of the companies that have received conditional authority from the FCC to share the orbital slot at 45 degrees west. Cygnus, which becomes a general partner in PanAmSat, is authorized to provide service to Europe in the Ku band, while PanAmSat's authority to operate in the western hemisphere contemplates service in the C band. The PanAmSat satellite will be a hybrid, operating in both bands.

Securing a foreign correspondent removed a major barrier to PanAmSat's initiation of service. But the applicant faces an April 30 deadline to demonstrate to the FCC it has the financial ability to launch a satellite and operate it for one year. PanAmSat estimates it will need close to \$100 million, a figure PanAmSat officials feel is in reach now that the Peruvian connection has been made. But beyond that, there is the need to meet an October deadline for launching the satellite aboard an Arianespace vehicle. And the Intelsat coordination process is not known for its speed. □

Networks, NAB urge dual measuring

Broadcasters want diary system to continue running when new people meters go to work in fall

The three television networks and the National Association Broadcasters are petitioning the A.C. Nielsen Co. not to abandon its diary-based National Audience Composition (NAC) sample in favor of people meters next fall to measure national television audiences. Nielsen is scheduled to decide this June about switching to its electronic people meter system from the manual diary-based method.

People meters electronically record how many and what type of persons are watching a particular television program. Once the full people meter sample is up and running it is expected to deliver overnight demographic ratings, thus rapidly advancing their delivery time. Demographic ratings at present are measured by the NAC diary system, which is published biweekly. Nielsen is planning, at least for the time being, to maintain its 1,700 NTI household system, equipped with traditional Nielsen meters, which delivers overnight household ratings of network programs.

If Nielsen goes forward with full people meter service, it plans to simultaneously withdraw from the manual diary-based system. The people meters would then be the sole source of demographic ratings for the 1986-87 prime time season. But the networks would like to see Nielsen continue operation of the NAC system alongside a full people meter sample for at least a year while validation tests continue for the people meter service.

One of the problems, as the research chiefs at the networks see it, is whether the people meter will receive the proper level of cooperation within its sample. Diaries are generally maintained by one person in the household but people meters require specific

individuals to punch buttons on the set-top device. Network researchers worry that the cooperation rate would be lower and that could affect lower-rated shows that have loyal followings and good demographics.

The networks are also concerned that Nielsen may be moving ahead too rapidly without proper validation of the people meter. That worry is causing ABC to propose making a "significant financial contribution" to support Nielsen's experiment with the 1,000 people meter sample while it continues to operate the NAC diary-based system for the 1986-87 season. Marvin Mord, vice president of marketing and research services at ABC, said that he is hopeful the other two networks will go along with financial support that could keep both systems running through the 1986-87 season.

Mord's gravest reservation—which is shared by his counterparts at CBS, NBC and the NAB—is that the people meter is being validated with an insufficient sample which could distort the ratings. At present only about half the 1,000 planned people meters are installed, and Mord said a January test of prime time demographics yielded ratings that were noticeably different from those collected from the NAC diaries.

Mord and his colleagues at the other networks said continuing both the NAC diary and the people meter test would encourage further evaluation and comparisons of the two systems. Mord added that ABC is supporting methodological research through telephone coincidentals conducted under the auspices of the Committee on Network Television Audience Measurement (CONTAM). The purpose of telephone coincidentals is to compare the diary-based data and the people meter-produced data against the industry standard, as defined by CONTAM and accepted by the industry. Mord said that a people meter test conducted in January yielded differences of between 25% and 50% be-

tween it and the NAC method for some television series with ratings of 20 or less.

In a letter to the three ratings services that are in various stages of developing and testing people meters—Nielsen, AGB Television Research and Arbitron—NAB research vice president John D. Abel said that the NAB does "not believe that a proved, valid and reliable people meter service system can be operational by September 1986." Abel pointed out that the CONTAM validation study will not be completed until mid-1987 and that people meters should not be introduced before that time.

David Poltrack, vice president of research for the CBS/Broadcast Group, also feels that Nielsen should not switch from the NAC system to people meters for measuring de-

mographic ratings this fall. "Our feeling is that parallel systems should be maintained for the 1986-87 season, which would allow for a complete validation of the people meter system in early 1987 when the people meters sample is at an acceptable level."

CBS, in a statement, said that it wanted to see the continuation of the NAC and NTL systems "in their present form." According to Poltrack, Nielsen originally intended to merge the people meter system with the NTL system and have the NAC system run on a stand-alone basis. But Poltrack said that since the people meter has not been fully validated it should not be merged with the NTL but, instead, operate on a stand-alone basis. "This is the critical difference," he emphasized. He said CBS would be willing

to help fund continued experiments with the people meter, but that the cost should be shared with Nielsen's other major clients such as ad agencies, rather than placing the burden entirely on the three networks.

Bill Reubens, vice president of research of NBC, pointed out that the NTL household ratings collected during the February sweeps and those collected later by the NAC diaries were only fractions apart. "That's validation if I've ever seen it," he observed. But he said it is not possible to validate the people meter service based on an incomplete sample. Reubens fears that the people meter understates multiperson households since it requires each viewer's active participation. The people meter, he said, "requires more attention than the diary." □

FCC satellite spacing group wants performance checks

Group makes number of suggestions to FCC, which plans to reduce spacing between geostationary satellites

The FCC may require broadcasters and other satellite users to conduct performance checks of their transportable uplinks, including the new breed of satellite newsgathering uplinks, every time they use them to insure against interference with other satellite signals.

That is among the key recommendations of the industry advisory group on two-degree satellite spacing, formed last year to advise the FCC on implementing its plan to reduce the spacing between geostationary communications satellites from four or three degrees to two degrees to make room for more satellites. The advisory group plans to meet April 29 to finalize its recommendations.

It is unclear which of the advisory group's recommendations will be transformed into FCC rules. According to Ron Lepkowski, chief of the FCC's satellite radio branch, the

FCC will review all of the advisory group's recommendations, many of which it received last fall, and propose incorporating some of them into FCC rules by the end of the summer.

According to industry group officials, the group is also recommending other measures that insure uplinks of all kinds meet the FCC's existing satellite transmission standards. Jim Cook of Scientific-Atlanta, chairman of the advisory group's working group on earth stations, said the group is proposing that all satellite equipment manufacturers test uplinks and send certification that they meet FCC standards to the FCC. Before granting any application to use an uplink, Cook said, the FCC would check to see it had received the manufacturer's certification.

Under the group's proposal, Cook said, operators would run on-site receive-pattern and transmit-pattern tests of all uplinks as soon as they are put into operation to verify that they perform as certified by the factory. Operators would record the results of the

tests and keep them on file at the uplinks for inspection by FCC field agents, he said. Operators of transportable uplinks used in SNC and in remote broadcasting would have the additional responsibility of conducting transmit-pattern and receive-pattern tests once a year, he said, and, just as important, a transmit-pattern or receive-pattern test prior to each use.

Receive-pattern and transmit-pattern tests, which are made while the uplink's dish scans a portion of the orbital arc, Cook said confirm that the dish is directing most of the energy of its signal toward the intended satellite and not interfering with the signals of adjacent satellites.

Jay Ramasastry, chief scientist, satellite technology, CBS/Broadcast Group, and vice chairman of the advisory group, said the earth station working group had considered making transportables conduct transmit-pattern tests before each use, but, in the end opted to give them a choice of making the simpler receive-pattern test.

Ramasastry said the receive-pattern checks, while less onerous than transmit-pattern tests, will still be a burden to CBS and uplink operators, but CBS is reconciled to performing them as part of the price it must pay to use the satellites. With the proper equipment and trained operators, the tests should quickly become routine and take only about 10 minutes, he said. And if the receive-pattern tests become commonplace, he said, the necessary equipment will be available in kits and eventually included in all SNG vehicle and fly-away systems.

According to Leo Torrezao, of GTI Spacenet, transportables were singled out to perform the per-use test because it's believed they cause much of the interference. As the transportables are moved from place to place, he said, the dishes are likely to become "misaligned."

Nonvideo satellite users and satellite operators in the advisory group were united in cracking down on transportables to mitigate interference among satellite signals, Ramasastry said. Digital signals transmitted over SCPC satellites are particularly susceptible to interference from stray video signals. □

Downbeat meeting

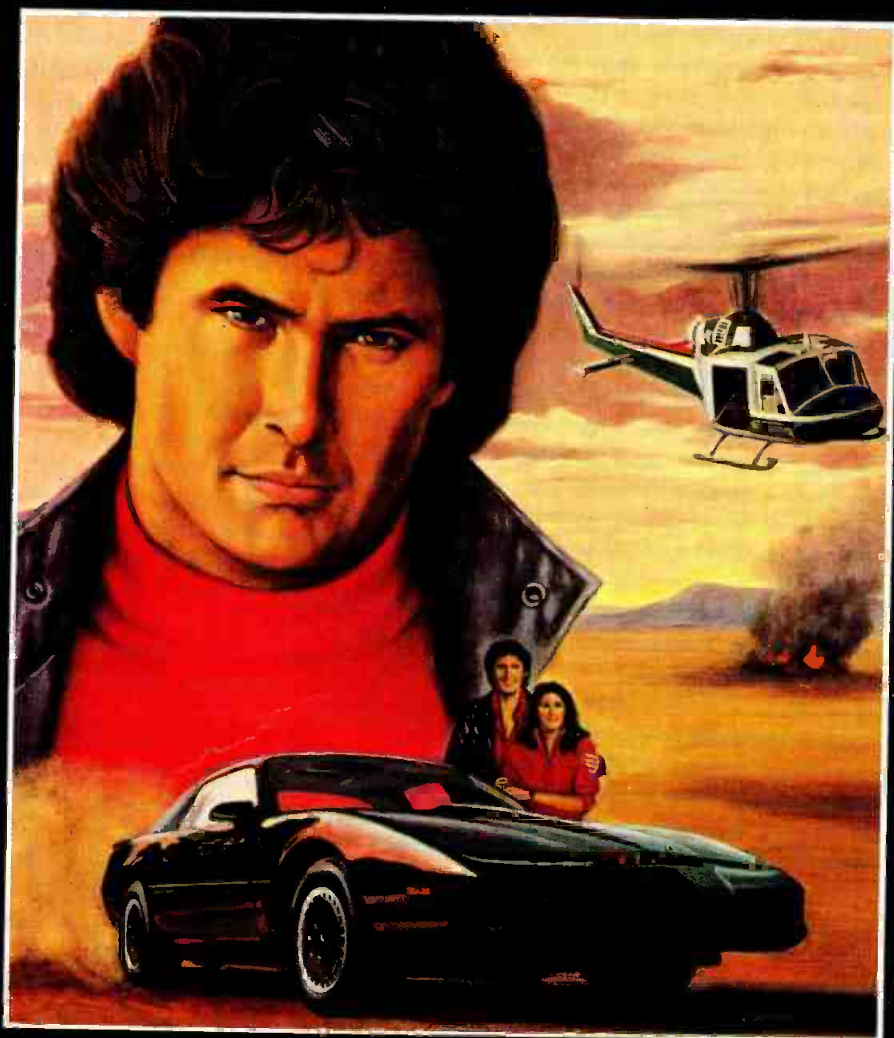
If the stock market was any indication on the day after the Capital Cities/ABC Inc. meeting with securities analysts last Thursday, news from the meeting was worse than expected. Friday morning (April 11) trading was delayed one hour because of an excess of sell orders. The stock opened at 220, down 8½ (it was already down four points at the close Thursday).

At the Thursday afternoon meeting, Capcities Chairman Thomas Murphy and President Daniel Burke confirmed pessimistic projections that CC/ABC would report net income per share of \$7-\$8, unless ratings and/or sales improved. Murphy and Burke said that the operating results of ABC Inc. were worse than initially anticipated when the \$3.5-billion acquisition began a year ago, and that ABC's continuing operations posted operating income in 1985 of \$300.8 million, down 20%. Positive notes were that the acquisition has put little burden on the company's balance sheet and that ABC Video enterprises "continued to improve its profitability."

Prepared remarks also indicated that the ABC TV network lost money in the first quarter, contributing to a probable "small" net loss before "extraordinary" items. One person who attended the meeting said the remarks indicated that the company will evaluate whether certain functions currently handled at the corporate level might more properly be handled by the divisions, with possible restructuring especially affecting the ABC Network Division.

And last Friday, WABC-TV New York said it will lay off 95 employees by year's end.

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Revolution isn't Grant Tinker's strongest suit. Success is. Five years after he took over an NBC that was flying on little more than a wing and a prayer he has effected a turnaround that is little short of miraculous. And in the true professional's style, he made it look easy. This week, during the National Association of Broadcasters annual convention in Dallas, Tinker will receive one of the industry's highest honors, the Distinguished Service Award. In anticipation of that occasion, BROADCASTING debriefed Tinker on the NBC years and his outlook on the electronic media at large.

The more things change

When we asked in 1981 how different things were going to be in the next five years, you said not very. And you said you were putting aside other technologies and were just going to do your job and not worry about those things. Can you answer the same way now?

Yes.

What about the revolution in programing arrangements, like a Ted Turner buying an MGM.

That probably will sink him, you know. He'll sink slowly in the west instead of in the east. But Ted Turner's buying MGM doesn't change anything, except for some folks who are working at MGM maybe. Why would that change anything?

Because suddenly you have a major production company, a motion picture development company, owned by the cable business.

What's "major" about MGM as a production company? Nothing. Universal getting into the station business—I think that's a legitimate subject to talk about.

There are people sort of coming from the other direction into our business. We're not allowed to do certain things, but apparently they're allowed to do all kinds of things. But I don't see that as a major revolution.

Probably the one with the brightest gleam in his eye is Barry Diller—and Rupert Murdoch—at Fox. There is the opportunity, given what Murdoch has bought and the stations they now own, for

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them to get together with a bunch of other people and form some kind of a coalition that may look like a network, or be an important nucleus.

Would you factor into that the growth of the VCR market and the competition for television time?

I can't deny that people who are looking at something on a VCR are spending time they might be spending looking at us, but the research that I've seen would indicate that so far it's additive, it's bonus viewing. A person who has taped something off a network and later looks at it is someone we would not have had, had he not had his VCR in order to do the taping. Now, to the extent that he stops off on the rental place at a way home on Friday night and gets a movie, then you can consider that something of a threat, I suppose.

VCR penetration is expected to rise from 30% now to 60% or 70% in the next six years.

And yet, buying one doesn't mean forever using one. There are all kinds of things I think we don't know. I am more inclined to be the ostrich here, if you will, and to think absolutely about this business, and not worry that much about all of these encroachers.

I mean, sure, there will be some loss; we know those players are here and they're going to be here. But my answer—and this may sound like the needle is stuck—is pretty much what you said it was in 1981. If I were to look out another five years, I may not be sitting here; somebody else may be sitting here, but the business will largely be what it is. And hopefully NBC will be preeminent.

But 1985 was a year unlike any other in the industry, as all three major networks were either sold or went through some sort of major financial restructuring. I think five of the studios—and that's not unusual—had major management changes. What sort of impact will the volcanic eruptions in mergers and acquisitions that happened over the past year have two, three, four, five years down the road, especially as it relates to you?

I don't see in that short a time frame anything changing particularly. But if you ask me about the year 2000, I don't know, and probably no one else does.

Look what happened within NBC in the last five years—the changes that were made.

Our competitive position changed, but the business hasn't changed. I certainly didn't forecast that we wouldn't have achieved some success.

Four or five years ago, would a network have declined to pay steep license fees to help cover production costs of shows in development, as NBC did with Universal's *Great Adventure Company*?

Well, actually I don't think anything has changed there either. Since television began, some shows have not happened because they were too expensive, and somebody wasn't willing to pay the \$2. That's on our end of it, that's the buying end.

Now, right now—and this is a change from four years ago—we are seeing the studios saying, "OK, we're not going to deficit finance any more. You guys have got to step up and make us whole for the two runs that you buy."

That won't hold true. I think that's too tough a position for them to take, and that we will wind up somewhere in the middle. Deficits, I've always thought, including when I was in their business, are the price of poker. That's the ante.

There may be some other things—barter shows, first-run syndication, whatever—that are also in that ball game now, and I think there is a lot of business to be done. But what I think has happened is that for the moment, the half hour is in vogue, and working, and people trace that to the *Cosby* success and a few other things. Stations are tending to make their commitments in favor of the half hours as opposed to the hours, and some of the hours are not enjoying the windfall off network profits that were anticipated.

But as has always happened, we, the networks, will sit down with the production community, and we will work it out in a way that is satisfactory to everybody.

I'd like to move away from the change aspect to some NBC questions.

How close is NBC to being what you want it to be?

Well, it's very much what I want it to be, because I think of it in terms of people, and the team that runs this place—and I'm not talking just about a little exclusive senior management team—is pretty much running in the same direction now, which is something that wasn't true when we last talked. And I am very happy about that.

As to NBC's other constituencies—the agencies, the advertisers, the affiliates and all those groups that we care a lot about and have to relate to very well—I think we're pretty much also what we should be now.

Well, what are the areas that have not come up to speed as fast as you'd wish?

The daytime schedule is our most glaring business problem. There's no denying that. But we keep addressing it and we'll get it right; we just haven't done it as we have been able to do it elsewhere.

But if you look at the other dayparts, beyond prime time, which everybody knows about, a lot of good things are happening, right from *Sunrise* and *Today* through *Carson* and *Letterman*. If you take out daytime and late night, we're doing great. And I'm very happy about all that.

How did you help the *Today* show? Nothing really changed in terms of ingredients, all the ingredients were there years back, and now suddenly that show is a completely different animal.

I don't think it's any black magic or mystery as to why it happened. I think a bunch of people just got together and got, over time, better and better at their jobs—Steve Friedman and his production team and the faces that we see. I think you could compare them to an athletic team of some kind—people who, three years ago, didn't have a winning team, and now are winning, because they all worked hard and just became more proficient.

It's the same thing that is true about all those shows that I have ticked off in the past, that took a long time to find their audiences in prime time. It's true about everything else in television—it just takes a hell of a long time.

The only thing that you have to do is make a judgment about the show, whatever it is—whether it's the *Today* show or *Cheers* or *Letterman* or whatever. Is it a good show? And if you decide it is, then just leave it there and do all those things you do for shows—promote them and feed them and water them—and eventually they will succeed.

And it's not really magic. It just works. It probably works in every business and in every walk of life. If it's not a good show, then get it out of there and do something else. That's really what we get paid to do—is make those judgments about is it good or is it not good.

And if we're bad at making those judgments, if we decide that a lot of bad things are good and we leave them there and they never succeed, then we should all get fired and another group should take over.

I'll ask you to put on an industry hat for a similar question. How close is the broadcasting medium, the network system, to being what it ought to be?

It has sort of evolved and it is what it is, and maybe it should have evolved in a very different way, but I'm not creative enough to know what that way might be.

I think it's pretty good. If you use it the way we use everything else, wisely and prudently and sparingly and selectively, it's just fine. There's nothing wrong with television that turning it off won't cure. That's the way we talk about children's television. And maybe the only thing wrong with television is that it is so pervasive, and so available, that we all tend to look to it and at it too often.

Do you think that news or information programming is going to occupy a greater part of the broadcast day?

I hope so. I don't know if it will or not, because we are in a business and it's a matter of what the traffic will bear commercially. But speaking just about NBC—I think we are out of balance; that we don't have enough reality and we have a little too much fiction. If we can address that—or redress that balance to some extent—it would



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be fine.

How would that take place?

Well, it would take the form of a one-hour show. *Almanac*, which we have been sort of stumbling with, and will come back possibly with a different title and it may look quite different. But it will be in our schedule, and that will be step number one, and then when we've successfully negotiated that, we will take another one. Or maybe we'll find other dayparts in which we can do other things. Or maybe the *Today* show will be on weekends. I don't know.

But yeah, we're deficient and we need more, and we should have it. If it were an opportunity, we would have pursued it with more verve than we have. I call it a deficiency, and the trick is to turn it into an opportunity, and then realize that opportunity. Hopefully, that will happen.

But does it make fiscal sense for you to do that?

If it doesn't, we won't do it. You're right—this isn't a charity we're operating here. So we have to figure out how to make it a good business move, to add reality into the mix.

This goes back to the question of where the three networks are going. Do you think there's any chance that one of the three might fail?

No, I don't—not as far as I can see. Again, if you're talking about 2000, I have no idea. But no, I think all three networks are quite healthy now. Each of us has certain problems that we're trying to fix. But there's room—and even need—for all three.

On the flip side of that, do you think there is room for a so-called fourth network?

If you hooked up a bunch of independent stations and you could get sufficiently into those major markets, conceivably. I would guess you would begin to stretch it a bit—and I don't say that in a competitive or jealous sense. I just am not sure as a practical matter whether there are enough customers for four, but I think there are sufficient customers for three. We all live profitably now, and there's something kind of cyclical about what happens between us competitively. We were down, and now we're up, and presumably the other guys have plans to be up again.

But now that we have the bit in our teeth, we would like to open up some daylight between NBC and its competition—get farther ahead than we are, in all dayparts. We find succeeding a heady matter. We like it. It's fun.

Obviously there is a way to increase that margin. Is it to do what NBC has done, for example, on Thursday night, where it's famous for quality shows? Or is it to exploit the mass medium aspect of the equation, to be all things to all people?

Hopefully, you can cheat over into the area of more so-called "quality" all the time and the audience will come to you. But maybe they won't. We do have that department store situation to deal with as opposed to boutiques. We do have to have something for everybody, and not everybody wants Thursday night, so you can't have seven Thursday nights.

But hopefully the appetite for quality isn't yet satisfied, and maybe we can do some more. Part of the problem is not just the audience and what it will accept or what it won't—it's the creative input. How many good people who can turn out quality programming are there? And there are never enough.

Where are the programs you acquire and put on NBC going to come from in the future?

Some will come from within, particularly in the news area. There may be in the future some slightly more liberal allowance as far as producing entertainment shows for ourselves—and I don't know that, but it's possible. And the bulk of our entertainment programming will be from the outside; I would presume particularly from the creative Hollywood community and maybe other sources that we really haven't tapped yet.

But given the economy of things in 1986 compared with 1980, or

whatever base you want to work from, are we going to be looking at other sources?

I think the thing that you're assuming is that it is written in concrete forever that the programs that are done out there in California, where we look for most of our programming, have to cost as much as they do.

I sort of agree with something I read, that a lot of this goes to excesses within the production community—the sum of all the parts that go to make up a television show, whether it's inflated salaries for the performers or those guild and union levels of pay. And I would think that if suddenly there isn't anybody making shows out there because they're too expensive, somebody would say, "Hey, wait a minute, let's rethink this and let's all cut back a little bit and do it differently and for less, and then we'll go back and do business with the networks." It's just crazy to think that they're going to willfully drive their business out of Los Angeles. It doesn't make any sense.

I'm not saying it's easy. Going back is always difficult—taking less, tightening your belt—but I think that all has to happen. It's ridiculous that they have priced themselves out of the marketplace, and that's really what has happened.

How are costs escalating? Can you lay that out for us in specific terms?

If you took a budget of a show, an hour show made in 1980, and compared it with one made in 1986, you would see that in every category, above and below the line, there were increases, some of them just startling. And I don't have those budgets in front of me, but it's easy to say that because it's true.

Most of those people are obscenely overpaid. And it has come about for a variety of reasons. One of them is the harsh competition that is out there. You want X star and I want X star, and so a bidding war results, and one of us gets that star at a very high price. And you multiply that times all the other elements that go to make up a show and pretty soon the show itself costs too much.

CBS has budgeted its growth in costs to 4%. Have you done that?

Well, we haven't got a percentage yardstick: we don't use a number. That seems to me, without being critical of the way they do it, a little artificial. I think what we're doing is making judgments on a show-by-show basis, but obviously the pressure is intense to keep those numbers in the ball park, because we are in the business, too.

The end of our business obviously is the advertiser. We are very much aware that his budget and his patience have limits. He just won't take these double-digit increases forever. And those double-digit increases don't come out of our simply being greedy and avaricious; they come out of what we have to buy, the programs that we have in our schedule.

I don't want to turn this into an antiunion or antilabor kind of answer, but I think only part of the problem is in inflated star salaries that go far beyond scale levels of pay—\$60,000; \$80,000; \$100,000 an episode. It doesn't only go to the faces you see; it goes to those names you don't see, those multiple producers and executive producers and many writers. The business has changed a lot since Sidney Sheldon sat down and wrote every episode of *I Dream of Jeannie*, battling them out in two days per episode.

Look at the credits on the shows, and you know that all of those people not only get paid, but they get paid very well. You get down below the line, and every guild and every union that's come in over time has demanded its share in this burgeoning production economy.

And now we all have to finally look at this thing and say, "Wait a minute, this has become swollen beyond all affordability"—and then deal with it. And it's very hard to do that, as we all know. It's hard in Detroit and it's hard in Hollywood.

But you've been on the line in Hollywood—is it possible to argue, if you were a producer, that it is this very burgeoning in terms of people and talent and expertise, that has created the new breed of television that you want?

You mean that they make better television? They are better shows in a way, but there is a lot of fat and luxury and shorter hours. I think we



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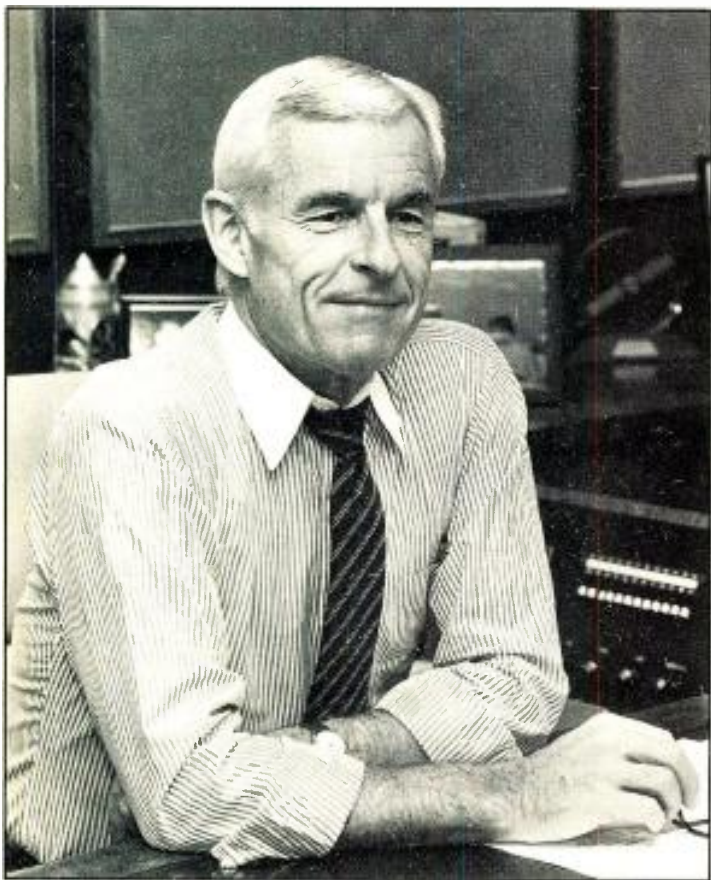
can all work harder and we can all work longer and we can all work for less. I think all those things are true.

Did NBC underspend its programing budget last year?

No, I don't think so. I don't think we overspent. Normally, you tend to spend up to the levels you've allocated, and I think we probably did it. If we didn't, it was a mistake, it was just a lucky accident. But I think we have been fiscally responsible, and we are trying to operate this whole thing like a business.

Given this situation, that they can't afford to make it for what we're willing to pay, and we're not willing to pay what it's costing them to make it, and so on, and the crunch that's exacerbated by the soft marketplace in hour syndication—all of that is going to shake out to some hard judgments and conclusions, and high time. We've all done it occasionally.

I can remember in one case at MTM when I just wouldn't pay the



\$2 for a lady in an ongoing series and the chance was that if I didn't pay the \$2, I would lose the lady, and since she was an integral principal in a show, that the show would go down. And I just said, "I will not pay the \$2." And lo and behold, she said, "OK, I'll work for what you're offering."

I think that if we bite that bullet more often than it has been bitten lately, we will finally—and I mean this in labor negotiations as well as star negotiations—shrink this thing down to a manageable size.

But are these costs threatening your network viability?

Sure. That's why we just can't endlessly keep increasing what we pay for programs.

And charge for advertising?

Yes, because there's a limit to it. And finally, it will not become a good advertising buy if we let it go on forever.

Let's talk about what you think is going to happen this year in television—how is the competitive posture going to evolve among you and the other two networks in 1986? What have you got on the drawing board to change the face of NBC this next year?

Not very much. We have a couple of things that I can't mention that aren't that dramatic, but things we're thinking we might do somewhat differently in certain dayparts. We have *Almanac*, or its new version and title, whatever that turns out to be; we have certain obvious holes in prime time that we will repair. And nothing that will startle you, I'm sorry to report.

The news wheel concept?

Homework. Just in-the-building homework, which got out of the building, which you no doubt heard way too early: in fact, it may never materialize at all. But Larry Grossman [the president of NBC News] and his people are trying to look a little into the future to see how news might be presented, and that is one way that they're exploring. There are so many things having to do with the affiliates and their interests that have to be considered, that it's much too early to even know where that'll come out.

Can you tell us how you turned NBC around in the last few years?

Damned if I know how—except that we live by that Golden Rule of having patience. Getting the good people, helping them, supporting them and then having great patience with the product that they turn out. And that doesn't sound like all that impressive of a formula, but it works, and as I say, you can apply that not just to prime time.

Beyond that, we have here at NBC some very capable people. That's understating it. I think we have, hands down, without denigrating the folks at the other networks, particularly people I don't know, the best broadcast team available. There are people who have been in training here for a long time, who I think maybe, because they went through that period of losing, have a lot of scar tissue and a lot of determination that they might not have had without that losing period.

One of these days I'm going to decide that I ought to pack it in and get out of here, and I will never look back because I will know that this place is just going to zip right along without me.

You almost seem to be setting the stage.

I don't want to sound like a guy who is going to die here in this chair, but nobody should stay forever. Particularly in our business, which kind of tends to move pretty fast, people should get up and get out after a while, and not too long a while at that.

And also, I'm a Californian whose job at the moment happens to be in New York. Physically I can be in Burbank and a lot of people could come visit me and I could be on the phone, but it is not the same as being here in the building where the headquarters of the company is. It's just not the same.

Well, aside from the forbearance and patience you bring to this job, what else do you bring to the party? What do you contribute uniquely yourself?

Nothing!

I thought you'd say that.

Well, it's true. If I could think of something, I'd be happy to tell you.

Well, I'll tell you one thing I bring that I haven't mentioned—the art of delegating, if indeed it is an art. The willingness to delegate, to have people talk about that as if it were a great favor I'm doing people—and in truth, it is a very selfish act to allow a lot of other people to do the work that I might be asked to do if they weren't around.

I am very good at that. I'm very good not only at letting people do their jobs, but virtually saying to them, "You decide," and that works.

As you analyze the company, somebody someplace has got to be contributing the vision to NBC.

Well, whatever "vision" there is, it came from General Sarnoff or somebody, and the rest of it is just repetitive. People and programs are the same in this regard that we're talking about: If you have a good program, put it on, leave it on, and it will ultimately succeed.

RCA Chairman Thornton Bradshaw, who asked me to come back here, said, "You've got two things to do"—and this is not an original speech on his part—"Do the job and prepare your succession." Just

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WLWT	Cincinnati	WOWT	Omaha	KTVB	Boise
KMBC-TV	Kansas City	WOKR	Rochester	KHBS-TV	Ft. Smith
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those two simple things. And it turns out both have been done.

Who is your successor?

We've got so many good people here, you could put several names in the hat and take out any one or two and there wouldn't be any choice.

And are you going to be a party to that decision?

Well, I anticipate being asked, and having an opinion; but no, it obviously won't be my choice because I'll be out of here.

Are you prepared to be any more specific about when you're going to leave?

No.

How long can you stay in this job when you tantalize people with the thought that you're leaving?

Well, it's not "tantalizing" them. I just don't want anybody to think that my feet are in concrete here. I would say that I feel the job that I came here to do or help do is kind of done, that the company is a lot better off than it was when I arrived, and that therefore it's probably OK for me to go back to California and leave this job and the company in other hands that are, as I've been saying at boring length, more than up to the job.

What are the chances that it would be somebody from the outside?

No chance, no need. As I say, it won't be my absolute decision to make, but I would be stunned if anyone suggested an outsider because we don't need an outsider. We've already got all the good people here at NBC inside. No need to look beyond 30 Rockefeller Plaza.

I discern a greater strength and sense of purpose in you than the last time we spoke (BROADCASTING, Sept. 28, 1981). I think many of the things you're saying are the same, but you're saying them in a different way, and I think that strength and that sense of purpose must somehow have changed NBC.

Well, I think you're right, there is a difference, but you're wrong about what it is. The difference is that you were talking then to a guy with a job to do and now you're talking to a guy who feels that he has done a job—and THE job, if you will—and to that extent, things have changed a lot.

If I had said to you then, "I'm thinking of getting out of here," you would have said, "You just got here and you haven't done anything." Now it's a little later and I think I have been part of doing something, and I don't know why I feel obliged to keep tantalizing, to use your word, people with my imminent departure. I don't mean it that way, except I want people to get used to the idea.

If General Electric had not come along, who knows? I might have already decided that I ought to get out of here by such and such a date. But obviously, with GE arriving, that's a much more important matter than where I am, and so I sort of postponed my thinking about and deciding on when. If I had suddenly, two weeks after the General Electric deal surfaced, said, "Well, I think I'll leave," it would have looked as though I was leaving for that reason, which wouldn't have been true.

Tell us about Hollywood. How is the production community changing? Can you do that in terms of company-by-company and person-by-person? Who are these people upon which the television industry has to depend for most of its creative product?

I don't think those people have particularly changed. I mean, some come and some go, and there are new faces and what not. But I don't know that that's changed particularly. I think the changes occurred some time ago really, when the business, or the buying of programming, changed—when it left the agencies and the advertisers, roughly in 1959-60, and became virtually all network buying.

I think it changed then because you saw a lot of companies that were once very important in the business of television program supply—Screen Gems, Official Films—that just sort of faded out over time. The major studios took up most of the slack, and then along came a few upstart independents of the MTM or Lorimar variety. And yet, if anything, I think what happens is that people

begin to think that companies make shows, as opposed to people. And they don't, as I have often said. I didn't make those MTM shows; the Burnses and the Brookses and the Paltrows and the Bochcos made the shows.

And I always think it's wrong that people who work for the networks, whether they're Fred Silverman or Brandon Tartikoff or Bud Grant or Harvey Shepherd, talk in terms of having not created shows, but "generated" them somehow. They said to somebody, "Why don't you make a cop show along the lines of an MTV thing?" as Brandon did, and I've got to give him credit for doing. That's an important suggestion to have made, but it should not be confused with making the show. And similarly, I don't think [MCA's] Sid Sheinberg makes *Miami Vice*, either. The business, to me, is a business of people—going to those creative people who, as I've already said, are usually overpaid because there are too few of them. I suppose, and getting them to make the shows.

And I don't think that's ever changed. They may be a little more coddled and spoiled these days than they used to be. They are not working as hard as Sidney Sheldon worked on *I Dream of Jeannie*, but they are the soldiers who fight that war. I'd say that.

Will there be a multiplicity of producers and broadcasters in the future? Will somebody create a medium out of VCR's one of these days that might look a lot like broadcasting?

There are factors that work against what you're talking about. Part of it is the need to be there at the moment and to have that shared experience, even though you don't necessarily have to be in a theater. But to know that you're watching the *Today* show at the same time I'm watching the *Today* show and we're hearing the same things at the same time. All that I think is hard to be very specific about, but it's real.

But that's a live news show. What about a programmed show?

It's the same. When you go to an audience thing, you can't substitute just you and your family and your dog looking at even a movie for a theater experience.

But look at the movies. Perhaps, arguably, the most powerful entertainment experience you've got is the movies. Movies used to be in the theater and then they went on live, network television. Then the pay TV window opened up, and the movies went from the theater to pay TV to television. Now the home video window is in there, and I think they're going from theater to VCR to pay TV and then to network.

Or not network at all.

Or not network at all, right. So you come up with made-for-TV movies. But all of these competitive forces changed the business in dramatic ways, and changed the medium.

It changed the movie business. It didn't change television.

Because you couldn't get the theatricals any more, you created your own kind of new programs.

But that's the point exactly. Just playing a theatrical is money on television. It's OK and you can sell the spots and you make money and everybody is in business. But the fact that those stops made along the way took the luster off theatricals really forced us to create the television movie, which is a different breed altogether, as we know.

They do different kinds of material that would not get made if people were just making movies for theaters. Now that's actually a very positive result of the process that you're talking about.

Are you going to make another run at cable news?

It's not on this desk as we speak, but yes, we are expensively in the news business, and there seems to be no other way to be in it other than expensively. And it struck us that there were a lot of efficiencies in the combination of what we do now and cable news. There may also be a good business, as I guess Ted Turner is discovering, to be in, in and of itself.

We have already everything it takes to be in that business, and it's another way to utilize what we have. That seems to me to be natural. And as you know, it didn't prove out this time, for reasons that have

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been well documented. But I would think we would be, and for sensible reasons.

On a stand-alone basis?

Well, stand alone in terms of the product, the service; but not stand alone in terms of the input.

I just meant whether you would make another pass at buying.

Oh, I don't think we care. As you know, we did make an offer to Ted Turner, and I'm sure if he came around again we would sit down and talk with him if CNN were available, or we might grow our own.

Is your interest in cable confined to news?

Yes. For one thing, I think that would run right up against the business we're in now, and a lot of people, including the affiliates, perhaps most particularly the affiliates, might very well ask us, "Why the hell are you doing that? Why are you competing with us?"

So I don't see a reason to get beyond the news business. I think there is a very good reason to try to, in effect, amortize and utilize a lot of these things that we already have available to us. That strikes me as just good sense.

In our 1981 interview, you said the word "service" has marginally disappeared from broadcasting. You spoke of it with regard to informational programming, for example, and having more of it. But I got another sense out of it, that you were also speaking about putting service into everything that you did. For example, the quality of entertainment programming, like *Cheers*.

I do think to the extent we can viably present more news, even more sports, that sounds to me like more service and useful and proper service. But I think it gets to be presumptuous and arrogant to say that this show is a higher quality than another, and therefore of greater service than the other show.

The way I've always thought of it—and I usually use a Lorimar show to be disdainful of for no particular reason—but that if 40% of the audience wants to see *Dallas*, then they damn well ought to be able to do so. And just because I'm not interested in watching *Dallas* doesn't mean that they shouldn't have that opportunity.

You used the phrase "a little less sizzle and a little more substance."

Well, yes, but I don't know that I would say that in terms of service. I would just talk in terms of programs. I don't know whether I did say that in terms of service.

But most of the audience won't watch *St. Elsewhere*, even though a very desirable piece of the audience will watch those shows.

There is a limit, that's right. You can't get them all that way.

But you can't even get necessarily a lot of them.

Well, I don't know. I would call *Cosby* a quality show, and there we are getting an inordinate number of viewers, and you can pick other examples, too.

But you're right, there is a limit. And you do have to have an eclectic schedule, something for everyone. And that's the way it should be in our democratic society. I think the way television has grown up in this country is very much in keeping with the country itself—the way we behave and the way we think and in terms of our tastes.

But wouldn't it be possible to have one network, any network, that would have, say, CBS's Monday night schedule and a piece of ABC's Tuesday night schedule and NBC's Thursday night schedule, and patch it all together?

You're absolutely right. But then you're talking popularity because you're naming nights that we already know do well, nights that are popular. But no network so far has been quick enough and smart enough to corral all of those.

One of the good things that's happened is that now every network wants a *Moonlighting* instead of the *Dukes of Hazzard* or a *Beverly Hillsbillies* or something.

Well it's not easy. That chemistry is very hard to arrive at, what

Moonlighting has achieved. There are infinite combinations that go to make up television shows, and successful ones. But you're right if you cherry pick them after they were successful you could put together a night. But unfortunately, that's not the way it happens. You start from ground zero with all of these things.

And there isn't any different way to approach the development process?

There's a way. If you want to find something that I used to holler about that I didn't make come true. Before I came back to NBC, I used to talk about the waste and inefficiency in the network program development process. They made all of these pilots from all those script commitments, and wound up with so few that went on the air and mostly failed. It always struck me as very wasteful.

So when I came back here, somewhere in my mind was the idea that we would go get the creative people that we saw as the most desirable, and give them large series commitments which would obviously go on the air, and pay for themselves, in effect, and we wouldn't have to spend all those millions of dollars on development.

And then as I got into it, as opposed to just on the outside being critical of it, I began to realize that you couldn't just live your life that way. It would probably belie some failure, if not a lot of failure, just to make series commitments, put them on the air and sentence yourself to live with your failures—the ones that didn't become shows that you had dreamed about.

Simply because there was no guarantee that Stephen Cannell's next project would be a hit.

Well, let's use *Bay City Blues*. There was the guy [Bohco] making the hottest show in television and we gave him a series commitment, and it went right into the ground.

I was only considering the upside of those series commitments. But the downside is that instead of being a pilot that you ate in effect—that you made, paid for but never had any value to you—now suddenly you're paying a double penalty. You've got to put the damn thing on if you go the series commitment route.

So the old way may be clumsy.

Well, the truth is that it's a mix you wind up with, and you do give Jimmy Burrows and the Charles brothers a series commitment because they've earned it and because they do the best work, or whoever. And that's good, because they are the best suppliers we have. But they don't always succeed.

So to cover their occasional lack of success, you've got to make some pilots. And the development thing is what it is for good reasons, it turns out.

It's called "art is waste."

Yes. But even though our batting average is not very good compared to other areas, Broadway and movies in particular, it ain't bad.

What kinds of issues are you going to address in your Distinguished Service Award speech at the National Association of Broadcasters' convention?

Unlike the traditional recipient of that honor, I am not a "pure" broadcaster. I'm a little bit of a lot of things: I'm a programmer and a broadcaster and a producer, and so I have trouble speaking to that audience about what is more their business than mine.

I think you are "of them," and I think they need you, and what you've brought to this. The three networks are pivotal to the broadcasting industry. There might be no industry absent those three networks. And NBC has its own legacy, 60 years' worth, which was always very important. Sarnoff began the business. But NBC was always stodgy and bureaucratic and a lot of other things. You've made magic out of somebody else's mountain here, and it has a profound effect or everything that happens here from now on.

I am beginning to get a sense of that, and as much as I sort of resist that because you don't want to get too big for your britches, what you're talking about is probably what is going to somehow get said. If I always felt a little bit like I only had one foot in the business of broadcasting, then I feel, through this award, that I'm finally an accepted member of the club.

NAB 1986

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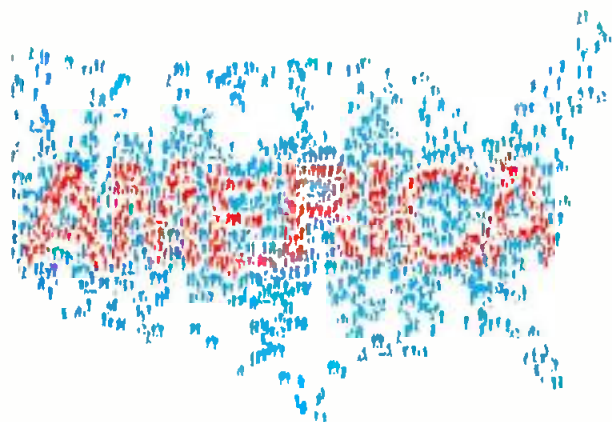
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The Fifth Estate's biggest convention, the annual gathering of the National Association of Broadcasters, is under way at the Dallas Convention Center. Some 38,000 broadcasters and over 660 exhibitors are expected to be on hand for the five-day event. The NAB will release on Monday the results of surveys concerning radio and television broadcasting. One of the hottest topics on the exhibit floor is expected to be the continued progress toward digital video recording. A rundown of the agenda begins below. A listing of hospitality suites appears on page 76. And a product review of the exhibit floor begins on page 79.

The daily agenda for NAB

Saturday, April 12

RADIO SESSIONS

Ten concurrent one-on-one sessions. 11 a.m.-1 p.m. Rooms W116-117. *Engineering for Managers and Programmers.* Panelists: Larry White, KVOO(AM) Tulsa, Okla., and Al Resnick, WLS(AM) Chicago.

Doing Your Own Research. Panelists: James Fletcher, University of Georgia; Joey Reagan, Washington State University; Richard Ducey, NAB.

Program Consultants. Panelists: Donna Halper, Donna Halper Associates; Steve Warren, Programing Co-op; Kent Burkhart, Burkhart, Abrams, Michaels & Douglas Associates; John Stevens, Surrey Broadcast Group.

Minority Employment Opportunities. Panelists: Claryce M. Handy, NAB; Bill Shearer, KGFJ(AM) Los Angeles; David Balor, PBS; Don Chaney,

KTBB(AM)-KNUE(FM) Tyler, Tex.; Cliff Webb, NBC Radio News.

Legal Answers & EEO Workshop. Panelists: James Shook, FCC; Barry Umansky, NAB; Eugenia Hull, NAB.

Instant Rating/Book Analysis. Rip Ridgeway, Arbitron; Bill Livek, Birch Radio; Steve Elliot, KQZY-FM Dallas.

Ask NAB Services. Panelists: James Hulbert, NAB; Peggy Lambert, NAB.

Ask the FCC. Panelists: Albert Halprin, FCC; Diane Killory, FCC; Larry Eads, FCC; Robert Cleveland, FCC.

Subcarrier Opportunities. Panelists: Harry Pappas, Ethnic Radio Network; Bob Switzer, Switzer System Technology; Tom Barket, Spantel Corp.

Radio computer showcase. 11 a.m.-1 p.m. Rooms W108, 109, 115.

Radio production workshop I. 11 a.m.-1 p.m. Room W111. Presenters: Tyree Ford, production consultant; Don Elliot, K11S-AM-FM Los Angeles; Julie

Broadcasting contingent. BROADCASTING's advertising and editorial staffs will be headquartered at the Plaza of the Americas during the NAB convention. Attending will be Dave Berlin, Vince Dilingo, Geoff Foisie, Adam Glenn, Kira Greene, Harry Jessell, Kwentin Keenan, Kim McAvoy, Charles Mohr, Larry Taishoff, Robert (Skip) Tash, Tim Thometz, Don West, David Whitcombe and Len Zeidenberg.

Amato, talent director.

Radio in Search of Excellence. Presentation: 1-2:15 p.m. Rooms W101, 103. Welcome: David Parnigoni, NAB. Introduction: Bernadette McGuire, NAB. Presenter: Sharon Patrick, McKinsey & Co. Panel: 2:30-3:45 p.m. Room W107. Panelists: Jack Swanson, KGO-AM-FM San Francisco; Rick Sklar, Sklar Communications; Wayne Vriesman and Dan Fabian, WGN(AM) Chicago; Wally Clark and Gerry DeFrancesco, KHS-AM-FM Los Angeles; John Irwin and Lee Stewart, KOSI(FM) Denver.

Two concurrent sessions. 2:30-3:45 p.m. *Small Market Radio Programming.* Rooms W105, 106. Moderator: Ray Lockhart, KOGA-AM-FM Ogallala, Neb. Panelists: Cary Simpson, WTRN(AM) Tyrone, Pa.; Donna Halper, Donna Halper Associates; Chuck Denney, KBZZ(AM) LaJunta, Colo.; Norman Protsman, WNER(AM)-WQHO(FM) Live Oak, Fla.

The Whole Brain Approach to Radio Programming. Rooms W102, 104, 110. Presenter: Harry Nelson, Personality Workshop.

Three concurrent sessions. 4-5:15 p.m. *Making \$ With Your Mouth.* Rooms W102, 104, 110. Moderator: Jerry Johnson, Voice Craft. Panelists: Larry King, Mutual Radio Network; Jim French, KIRO(AM) Seattle; Sally Jessy Raphael, NBC Talknet; Pat Rogers, WOAI(AM) San Antonio, Tex.

Building on Basics '86. Rooms W105, 106. Presenter: David Klemm, Klemm Media.

Surviving in AM Radio. Rooms W101, 103. Moderator: Rick Sklar, Sklar Communications. Panelists: Judy Karst, KDBS(AM) Alexandria, La.; Bruce Marr, Bruce Marr Associates; Tim Pecaro, Frazier, Gross & Kadlec; Gary Michiels, WBND(AM) Biloxi, Miss.

Radio get-together reception. 5-6 p.m. Rooms W116, 117. Welcome: David Parnigoni, NAB.

RADIO ENGINEERING

AM technical improvement. 9 a.m.-12:50 p.m. East Ballroom D. Session chairman: Charles Morgan, Susquehanna Broadcasting Co.

The NAB Improvement Project: A Status Report. 9:15 a.m. Charles Morgan, Susquehanna Broadcasting Co.; Michael Rau, NAB. *National Radio Systems Committee: A Status Report.* 9:40 a.m. John Marino, Katz Broadcasting; William Gilbert, Delco Electronics. *Novel Antenna Design Reduces Skywave Radiation.* 10:05 a.m. Richard Biby, Communications Engineering Services. *A New Dimension for the Design of Medium Wave Antennas.* 10:30 a.m. Ogden Prestholdt, A.D. Ring & Associates. *Improving AM Broadcast Service by Means of Synchronous Transmitters.* 11 a.m. Oscar Reed, Reed & Associates. *Broadbanding AM Antennas for Higher Fidelity Sound.* 11:35 a.m. William Ball, Carl T. Jones Corp. *How Electrical Devices are Tested to Determine Interference Levels.* Noon. Edward Marrie, Joint Sections Committee on Electromagnetic Interference, NEMA. *How the FCC Controls Interference.* 12:25 p.m. Thomas Stanley, Acting Chief Engineer, FCC.

Radio broadcast engineering. 1:15-4:40 p.m. East Ballroom D. Session chairman, George Capalbo, RKO Radio, Boston. *FM Antenna with Modified Interbay Spacings Solves Downward Radiation and Other Problems.* 1:30 p.m. Joseph Semak, KZBT(FM) San Diego. *FM Short Spacing Interface Study Uses a Microcomputer.* 1:55 p.m. Jon Banks, WLTT(FM) Bethesda, Md. *Combining Networks for FM Transmitter Multiplexing.* 2:20 p.m. D.S. Collins, Shively Labs. *Designing Antenna Systems for the VOA Based on Broadcast Area Coverage Requirements.* 2:45 p.m. George Lane, VOA. *Sideband Analysis of Medium Wave Antenna Systems.* 3:25 p.m. Jerry Westberg, Harris Corp. *Assessment and Suppression of Reradiation from Steel Power Lines Into Directional AM Patterns.* 3:50 p.m. Christopher Trueman, Concordia University. *Microcomputer Applications in AM Antenna System Adjustment and Analysis.* 4:15 p.m. Karl Lahm, A.D. Ring & Associates.

TELEVISION ENGINEERING

Television Recording and Tape Technology. 9-11 a.m. East ballroom B. Session chairman: Steven Bonica, NBC Television. *An Overview of the*

SMPTe D-1 Digital Television Recording Standard. 9:15 a.m. Bernard Dickens, CBS Television. *The Broadcaster's Need for the Digital Television Tape Recorder.* 9:40 a.m. William Nicholls, CBS Television. *User Requirements for Small Format Broadcast Video Recorder.* 10:05 a.m. Peter Smith, NBC Television. *Magnetic Media for the Digital Television Tape Recorder and Small Format Systems.* 10:35 a.m. Arthur Moore, 3M Co.

Television Multichannel Sound. Noon-3:45 p.m. East ballroom B. Session chairman: Harry Owen, WQVM-TV Washington. *Transmitting Data Over TV Audio Subcarriers.* 12:25 p.m. Robert Unetich, ITS Corp. *Testing the BTSC MTS Stereo System.* 12:40 p.m. Eric Small, Modulation Sciences. *Demystifying TV Stereo Equipment Performance Specifications.* 1:05 p.m. James Carpenter, Broadcast Electronics. *FCC Type Acceptance and Compliance for TV-MTS Transmission Systems.* 1:30 p.m. Ralph Haller, FCC. *Maintaining Mono Compatibility with TV Stereo Programming.* 2:05 p.m. Randy Hoffner, NBC. *Production & Post Production for TV Multichannel Sound—Part 2.* 2:30 p.m. Robert Litten, Regent Sound Studios. *Advanced Acoustic Design for Stereo Broadcast Television Facilities.* 2:55 p.m. Peter D'Antonio, RPG Diffusor Systems. *VIM-CAS: Vertical Internal Multichannel Audio System.* 3:20 p.m. Basil Pinzone, Pinzone Communications; Robert Broad, IRT Electronic PTY.

Television Graphics. 3:45-5:40 p.m. East ballroom B. Session chairman: Dave Rabinowitz, NBC Television. *Adding Quality and Dimension to Television Graphics and Effects.* 4 p.m. Richard Thorn, Post Group Inc. *Integrating Weather Data into Station Graphics Systems.* 4:25 p.m. Dr. Joel Myers, Accuweather Inc. *Big City Graphics on a Medium Market Budget.* 4:50 p.m. Michael Hult, KAKE-TV Wichita, Kan. *The Importance of Image Quality in Television Graphics.* 5:15 p.m. Dave Smerier, NBC Television.

Sunday, April 13

RADIO MANAGEMENT

Five concurrent sessions. Noon-2 p.m. *Public Domain Software.* Rooms W108, 109, 115. Moderator: Richard Ducey, NAB. Panelists: Dave Biondi, Broadcasters Database; Mark Cunningham, Americom Radio Brokers Inc.; Scott Marcus, KFMI(FM) Arcata, Calif.

Legal Workshop: Political Advertising. Room W106. Moderator: Julian Shepard, NAB. Panelists: Kenneth Howard Jr., FCC; Milton Gross, FCC; Irving Gastfreund, Finley, Kumble & Wagner; Richard Zaragoza, Fisher, Wayland, Cooper & Leader.

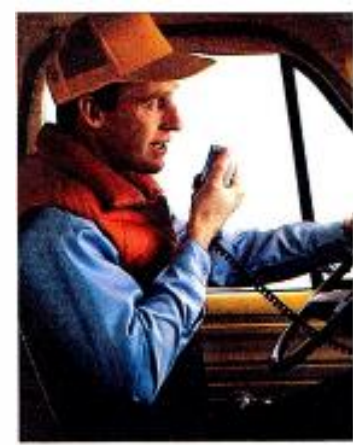
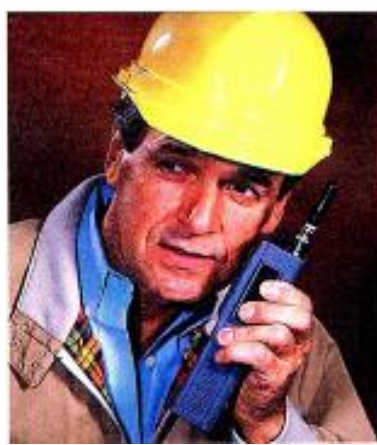
Radio Acquisition—So... You Want to Buy Your First Station? Rooms W101, 103. Moderator: Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand. Panelists: Robin Martin, Deer River Group; Susan Ness, American Security & Trust Bank; Randy Jeffrey, Chapman Associates, Orlando, Fla.

Radio Production Workshop II. Room W111. Presenters: Tyree Ford, production consultant; Don Elliot, KHS-AM-FM Los Angeles; Julie Amato, talent director.

Working Profitable with Your Rep. Room W107. Moderator: Jerry Feniger, Station Representatives Association. *Sales Development—Small/Large Markets.* Chuck Chackel, KUGN-AM-FM Eugene, Ore.; Karen Wald, Blair Radio; Paul Jacobs, KRCX(AM)-KZEW(FM) Dallas; Ira Wechsler, Hillier, Newmark, Wechsler & Howard, Los Angeles; Charles Crawford, Caballero Spanish Media. *Rep Evaluation.* James Smith, KFRC(AM) San Francisco. Mike Bellantoni, Torbet Radio, New York; Ellen Hulleberg, McGavren-Guild. *Budgeting.* G. Michael Donovan, WKQX(FM) Chicago; Dave Recher, Eastman Radio; Peter Moore, Jack Masla & Co. *News & Sports.* Joseph Abel, KIRO(AM) Seattle; David Halberstam, Katz Radio; Ed Kiernan, CBS Radio Reps.

Daytimer's forum. Noon-12:45 p.m. *Part 1—Update.* Room W102. Moderator: David Palmer, WATH(AM) Athens, Ohio. Panelists: Barry Umansky, NAB; Gregg Skall, Baker & Hostetter; Larry Eads, FCC. *Part 2—Audience Retention, Achieving Greater Sales.* 12:45-2 p.m. Room W102. Moderator: Jay Asher, WJDA(AM) Quincy, Mass. Panelists: Gary Capps, Capps Broadcasting; Dave Walker, WKFI(AM) Wilmington, Ohio; Bill Saunders, WPAL (AM) Charleston, S.C.; Gerald Robbins, WCMP-AM-FM Pine City, Minn.

Broadcasting '86: Women & Minorities at the Crossroads. Noon-2



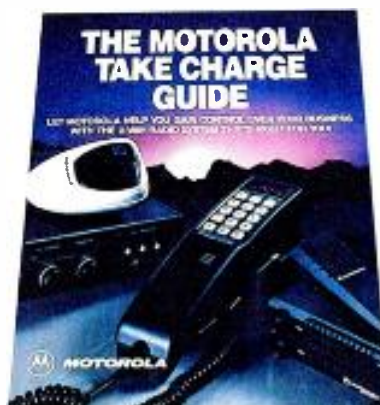
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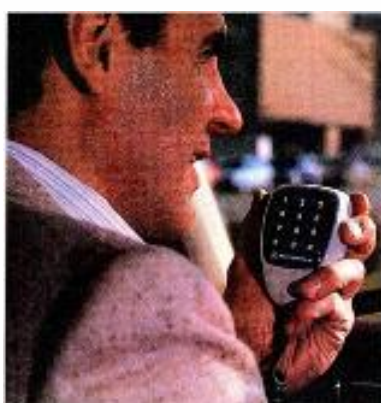
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Save time and money spent looking for a phone!

When you're on the road, phones are rarely where you want them. Two-way radios could help give you a faster way to communicate.

Lower vehicle costs with improved routing!

You may find that it's easier to route workers and their vehicles with increased efficiency—lowering gas, maintenance and other costs.

Reduce overtime.

Radio can help you balance workloads between drivers...making the most out of each workers time!

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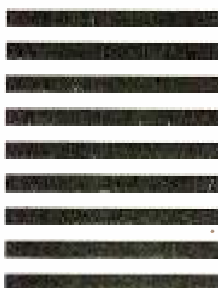
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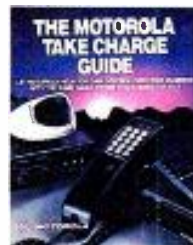
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3 p.m. Room W105. Moderator: Dwight Ellis, NAB. Panelists: Donna Zapata, WHAS-TV Louisville, Ky.; FCC Commissioner James Quello; Representative Al Swift (D-Wash.); Dorothy Brunson, Brunson Broadcasting.

TELEVISION MANAGEMENT

Three concurrent sessions. 11 a.m.-12:15 p.m. *People Meters and Sole Source Measurement.* Room S411. Moderator: Charles Sherman, WHOI(TV) Peoria, Ill. Panelists: Marvin Mord, ABC; David Poltrack, CBS Inc.; William Rubens, NBC; Thomas McClendon, Cox Communications; Barry Kaplan, Ted Bates Advertising.

Multichannel Sound: A Year Later. Room S412. Moderator: David Lachenbruch, *Television Digest*. Panelists: Arnold Chase, WVIC-TV Hartford, Conn.; David Layne, KCNC-TV Denver; Hal Protter, WNOI-TV New Orleans.

News Director... Policymaker or Journalist? Room S413. Moderator: Wayne Godsey, WISN-TV Milwaukee. Panelists: David Dodds, WGAL-TV Lancaster, Pa.; Bill Goodman, KPRC-TV Houston; Ed Quinn, WVUE-TV New Orleans; John Spain, WBRZ-TV Baton Rouge, La.

Joint opening general session. 2:30-5 p.m. *State of the Industry Address.* Arena. Edward O. Fritts, NAB president. *Presentation of the Distinguished Service Award* to Grant Tinker, chairman of the board and chief executive officer, NBC.

RADIO ENGINEERING

Radio Station Maintenance. 9:30-11:30 a.m. East ballroom D. Session chairman: James Hoke, Edens Broadcasting. *Making the Best Use of Engineering Talent.* 9:45 a.m. Michael Callaghan, KIS(FM) Los Angeles. *Increasing Transmitter Reliability Through Failure Analysis.* 10:10 a.m. Jerry Whitaker, *Broadcast Engineering* magazine. *Panel on Radio Station Maintenance.* 10:35 a.m. Michael Callaghan; Jerry Whitaker; Timothy Bealor, Broadcast Electronics; David Chenowith, Continental Electronics; John Sullivan, Econco Broadcast Service; Douglas Gratzner, SG Communications.

TELEVISION ENGINEERING

TV System Maintenance. 9 a.m.-noon. East ballroom B. Session chairman: Otis Freeman, Tribune Broadcasting. *Quality Control Systems in Broadcast Television Operations.* 9:15 a.m. John Prager, PBS. *Keeping the Video Cart Machine on the Air and Other Maintenance Procedures.* 9:40 a.m. Roy Trumbull, KRON-TV San Francisco. *Engineering Management of Radio and Television Tower Structures.* 10:05 a.m. Ramon Upsahl, Skilling-Ward-Rogers-Barkshire Inc. *New Techniques in Controlling and Documenting Ice Buildup on Tall Towers.* 10:30 a.m. Karl Renwanz, WNEV-TV Boston. *Panel on Television Maintenance.* Trumbull; Renwanz; Upsahl; Gregory Best, Harris Broadcast; Gene Faulkner, KDNL-TV St. Louis.

Monday, April 14

RADIO MANAGEMENT

MegaRate\$: How to Get Top Dollar for Your Spots. 8-9:15 a.m. Theater. Introduction: David Parnigoni, NAB. Presenter: Bill Moyes, The Research Group. (Session repeated at 1 p.m. Monday. Question and answer session at 9:15 a.m. Tuesday.)

Syndicators Semi-Annual Breakfast. 7:30-9:30 a.m. Rooms W116, 117.

Five concurrent sessions. 9:30-10:45 a.m. *Are You Teaching Your People to Fail... Enough?* Room W101. Presenter: David Richardson, David Richardson Associates.

Agencies... How to Sell Them on Your Station. Rooms W102, 104, 110. Moderator: Wayne Cornils, RAB. Panelists: Julette Travis, Tracey-Locke Advertising; Kathy Meloy, WMAL-FM Washington; Eddie Leeds, McGavren-Guild.

Increasing Revenues Through Community Promotions. Room W103. Moderator: Jay Mitchell, Jay Mitchell Associates. Panelists: Jim Chaplin, WIRA(AM)-WOVV(FM) Fort Pierce, Fla.; Jon Quick, WCCO-AM-FM Minneapolis; David Rudat, WHO(AM) Des Moines, Iowa; Robert Putnam, WLAD-AM-FM Danbury, Conn.

What You Need to Know About Retailers to Sell Them on Radio. Room W107. Presenter: Christo Jackson, consultant.

What's New at the FCC. Room W105. Moderator: Jeff Bauman, NAB. Panelists: Commissioner James Quello, FCC; Commissioner Dennis Patrick, FCC; Edward Hummers, Fletcher, Heald & Hildreth; Eugene Mullin, Mullin, Rhyne, Emmons & Toppel.

Two concurrent sessions. 11 a.m.-12:15 p.m. *Fitting Yourself for the Libel Suit.* Room S411. Moderator: Steve Bookshester, NAB. Panelists: Tom Leatherbury, Locke, Purnell, Boren, Laney & Neely; Bruce Sanford, Baker & Hostetter; Ernie Schultz, Radio-Television News Directors Association; Carl Solano, Schnader, Harrison, Segal & Lewis.

The Role of Broadcasters in the Political Election Process. Room W102. Moderator: Wallace Jorgenson, WBT(TV) Charlotte, N.C. Panelists: Senators James Exon (D-Neb.), Spark Matsunaga (D-Hawaii), Ted Stevens (R-Alaska) and Edward Zorinsky (D-Neb.); Representatives Silvio Conte (R-Mass.), Mike Oxley (R-Ohio) and Lawrence Smith (D-Fla.); Gary Capps, Capps Broadcasting; Paul Davis, WGN-TV Chicago.

Radio Sales and Winning with the "Theory of 21." 11:15 a.m.-12:45 p.m. Theater. Introduction: William Stakelin, President, Radio Advertising Bureau. Speaker: Chuck Reaves, XXI Associates.

MegaRate\$: Getting More for Your Spots. 1-2:15 p.m. Theater. Repeat of Monday, 8-9:15 a.m. session.

TELEVISION MANAGEMENT

TV Music Licensing. 7:45-9:15 a.m. Room S412. Moderator: Donna Zapata, WHAS-TV Louisville, Ky. Panelists: Senators Dennis DeConcini (D-Ariz.), Charles Mathias (R-Md.) and Strom Thurmond (R-S.C.), and Representatives Frederick Boucher (D-Va.), Carlos Moorhead (R-Calif.), Henry Hyde (R-Ill.) and Patricia Schroeder (D-Colo.).

Two concurrent sessions. 8-9:15 a.m. *LPTV in 1986.* Room S413. Moderator: Constance Wodlinger, Wodlinger Broadcasting Co. of Texas. Panelists: John Kompas, Kompas-Biel & Associates; Roy Stewart, FCC; Lee Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.; Randy Swingle, Impact Television Group. *The Power of Positive Management.* Room S411. Presenters: Pam Lontos, Pam Lontos Inc.; Chuck Reaves, XXI Associates.

Great Expectations: Making It Happen. 9:30-10:45 a.m., Theater. Welcome: John Abel, NAB. Introductions: Peter Kizer, NAB convention co-chairman. Presenter: Paul Bortz, Browne, Bortz & Coddington.

Five concurrent sessions. 11 a.m.-12:15 p.m. *The Role of Broadcasters in the The Political Elections Process.* Moderator: Wallace Jorgenson, WBT(TV) Charlotte, N.C. Panelists: Senators James Exon (D-Neb.), Spark Matsunaga (D-Hawaii), Ted Stevens (R-Alaska) and Edward Zorinsky (D-Neb.); Representatives Silvio Conte (R-Mass.), Mike Oxley (R-Ohio) and Larry Smith (D-Fla.); Gary Capps, Capps Broadcasting; Paul Davis, WGN-TV Chicago.

Fitting Yourself for the Libel Suit. Room S411. Moderator: Steve Bookshester, NAB. Panelists: Tom Leatherby, Locke, Purnell, Boren, Laney & Neely; Bruce Sanford, Baker & Hostetter; Ernie Schultz, Radio-Television News Directors Association; Carl Solano, Schnader, Harrison, Segal & Lewis.

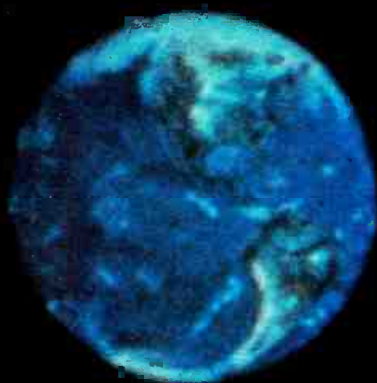
Planning for Your Broadcasting Facility's Future. Room S412. Presenter: Frank Rees Jr., Rees Associates Inc. Broadcasters: Joe Jerkins, KVUE-TV Austin, Tex.; Duffy Sasser, NBC; Ken Preston, KSEE-TV Fresno, Calif.

Broadcasting Opportunities Overseas. Room S413. Moderator: John Eger, CBS Inc. Panelists: Vittorio Boni, Radiotelevisione Italiana; Antoine de Clermont Tonnerre, Editions Mondiales; Walter O'Brien, J. Walter Thompson, New York.

Great Expectations Q&A Room. Room S414. Participants: Paul Bortz, Mark Wyche and James Trautman, Browne, Bortz & Coddington; John Abel, NAB.

Television luncheon. 12:15-2:15 p.m. Arena. Call to order by William F. Turner, KCAU-TV Sioux City, Iowa, and chairman of NAB Television Board. Presentation of Grover C. Cobb Memorial Award to Representatives Thomas Tauke (R-Iowa) and Billy Tauzin (D-La.).

Four concurrent sessions. 2:30-3:45 p.m. *What Are We Doing to Help GSMs Meet Station Revenue Goals?* Room S411. Moderator: Blake Byrne, LIN Broadcasting. Panelists: Paul Hughes, Viacom; Robert Kunath, Group W; Robert Lefko, TVB; Gary Lieberthal, Embassy Telecommunications;



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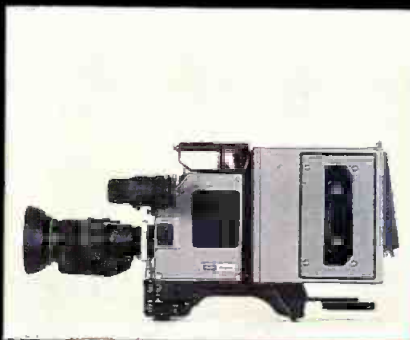
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Scrambling, Must Carry and Cable Copyright. Room S412. Moderator: John Summers, NAB. Panelists: Representatives John Bryant (D-Tex.), Michael DeWine (R-Ohio), Hamilton Fish (R-N.Y.), Bob Kastenmeier (D-Wis.), Mickey Leland (D-Tex.), Romano Mazzoli (D-Ky.), Billy Tauzin (D-La.).

What Works in Children's Programming. Room S413. Moderator: Greg Stone, wsoc-tv Charlotte, N.C. Panelists: Phyllis Vinson, NBC; Rick Gitter, NBC; Lou Schiemer, Filmation Studios; Nicholas Van Dyck, National Council for Families and Television; Alvin Ferleger, Taft Entertainment.

What's a TV Station Worth Today? Moderator: James Dowdle, Tribune Broadcasting Co. Panelists: Peter Desnoes, Burnham Co.; Daniel Gold, Knight-Ridder Broadcasting; George Lilly, Montana Television Network; Marvin Shapiro, Veronis Suhler & Associates.

Three concurrent sessions. 4-5:15 p.m. **Financing the Acquisition.** Room S414. Moderator: Martin Pompadur, Television Station Partners. Panelists: George Castell, Viacom International; David Croll, T.A. Associates; Gerald Hassell, Bank of New York; Fred Seegal, Shearson, Lehman Brothers.

The Home Team Advantage. Room S413. Moderator: Roy Danish, Television Information Office. Panelists: Fred Barber, WTAE-TV Pittsburgh; Gary DeHaven, wisc-tv Madison, Wis.; Dixon Lovvorn, wis-tv Columbia, S.C.; John Suder, KWGN-TV Englewood, Colo.; Donna Zapata, WHAS-TV Louisville, Ky.

News Networking Systems. Room S412. Moderator: Jim Snyder, Post-Newsweek Stations. Panelists: John Greene, WRAL-TV Raleigh, N.C.; Anita Klever, Conus; Mel Martin, Florida News Network; Brent Stranathan, ABC, New York.

RADIO ENGINEERING

AM-FM Allocations. 8:30-10 a.m. East ballroom D. Session chairman: James Wulliman, WTMJ-TV Milwaukee. **Recent FCC Activities Regarding AM-FM Allocation Matters.** 8:45 a.m. William Hassinger, FCC. **How Recent CCIR Technical Decisions Affect U.S. AM-FM Broadcasting.** 9:10 a.m. Ralph Justus, NAB. **Solutions to the FM Radio/Aeronautical Interference Problem.** John F.X. Browne, John F.X. Browne Associates.

Radio Subcarriers. 10:15 a.m.-12:10 p.m. East ballroom D. Session chairman: Dennis Snyder, WJOY(AM)-WCOR(FM) Burlington, Vt. **A Systems Approach to Improving FM Subcarrier Performance.** 10:30 a.m. Geoffrey Mendenhall, Broadcast Electronics. **Optimizing FM Audio Program Subcarrier Performance.** 10:55 a.m. Richard Shumeyer, Modulation Sciences. **Radio Data System Permits Receiver Adjustments and Special Signalling by the Broadcaster.** 11:45 a.m. Dietmar Kopitz, European Broadcasting Union. **High Speed Data Transmission Over Broadcast AM and FM Subcarriers.** 11:20 a.m. Gary Robinson, Bonneville International.

Broadcast Auxiliary. 2:30-5:30 p.m. East ballroom D. Session chairman: Robert Denny, WBT(AM) Charlotte, N.C. **Modern Developments in ENG Antenna Systems.** 2:45 p.m. Sujay Verma, M/A-Com. **Narrow Deviation Aural STL Systems Relieve Broadcast Auxiliary Frequency Congestion.** 3:10 p.m. Michael Callaghan, KIS(FM) Los Angeles. **How Broadcasters Can Use the 18 and 23 GHz Microwave Bands.** 3:35 p.m. Edmund Williams, NAB. **A National Policy for Broadcast Auxiliary Frequency Coordination.** 4:10 p.m. Jerry Plemmons, Outlet Communications. **Panel on the Future of Broadcast Auxiliary Bands.** 4:35 p.m. Plemmons; Thomas Stanley, FCC; Ralph Haller, FCC; Richard Rudman, KFWB(AM) Los Angeles; Michael Rau, NAB.

TELEVISION ENGINEERING

Television Engineering & New Technology. 8:30 a.m.-12:05 p.m. East ballroom B. Session chairman: Richard Streeter, CBS Television. **Lighting System for In-the-Round Television Production.** 8:45 a.m. Norman Russell, Cercione-Vincent Associates. **SPOT: An Automated Station Break Composition and Playback System.** 9:10 a.m. Guy Beverlin, Robert Murch, WPXI(TV) New York. **Component Video—Where Are We Going?** 9:35 a.m. Merrill Weiss, NBC Television. **The Component Digital Studio—A Progress Report.** 10:30 a.m. Christian Tremblay, Canadian Broadcasting Corp. **Equipment for the All-Digital Studio.** 10:25 a.m. Max Artigas, Thompson Video. **High Quality Fiber Optic Systems Provide Unique Solutions to Television Transmission Problems.** 10:50 a.m. Peter Mon-

tanos, Grass Valley Group. **SMPTE Remote Control Interface Standard.** 11:15 a.m. Thomas Meyer, Dynair Electronics. **New ENG Camera Battery Interface System with Accompanying Universal Charger.** 11:40 a.m. Bebe McClain, Clive Hawkins, PAG America Ltd.

Advanced Television Systems. 2-5:35 p.m. East ballroom B. Session chairman: Dr. Robert Hopkins. **Advanced Television Systems Committee—Status Report.** 2:15 p.m. E. William Henry, chairman; Dr. Robert Hopkins, ATSC. **ATSC Technology Group Reports.** 2:45 p.m. High Definition Television: Renville McMann, CBS Technology Center. **Enhanced 525-Line Systems:** Daniel Wells, Satellite Television Corp. **Improved NTSC Systems:** Dr. Kerns Powers, David Sarnoff Research Center, RCA Laboratories. **The U.S. Proposal to the CCIR for a High Definition Television Worldwide Production Standard.** 3:30 p.m. Laurence Thorpe, Sony Broadcast Products. **High Quality Compresses HDTV Transmission Uses 8 mhz Bandwidth.** 3:55 p.m. Dr. Takashi Fujio, NHK. **Compatible Terrestrial HDTV System.** 4:20 p.m. Dr. William E. Glenn, New York Institute of Technology. **Status Report of the Joint NAB/MST Demonstration Project for HDTV.** 4:45 p.m. E.B. Crutchfield, NAB. **Comparing Various Proposals for Audio for High Definition Television.** 5:10 p.m. Georg Plenge, Institut fuer Rundfunktechnik.

UHF Television Systems. 2-4:20 p.m. East ballroom C. Session chairman: George DeVault, WKPT-TV Kingsport, Tenn. **The Multiple Depressed Collector Klystron Project: A Progress Report.** 2:15 p.m. E.W. McCune, Varian. **Using Klystron Technology to Create a New Generation of High Efficiency UHF-TV Transmitters.** 3:05 p.m. Kerry Cozad, Harris Corp. **Klystron Operating Efficiencies: Is 100% Realistic?** 3:30 p.m. R. Heppinstall, EEV Ltd. **Circular & Cross-Polarization UHF-TV Transmitting Antenna System.** 3:55 p.m. Geza Dienes, Andrew Corp.

Broadcast Auxiliary. 2:30-5:30 p.m. East ballroom D. Session chairman: Robert Denny, WBT(AM) Charlotte, N.C. **Modern Developments in ENG Antenna Systems.** 2:45 p.m. Sujay Verma, M/A-Com. **Narrow Deviation Aural STL Systems Relieve Broadcast Auxiliary Frequency Congestion.** 3:10 p.m. Michael Callaghan, KIS-TV Los Angeles. **How Broadcasters Can Use the 18 and 23 GHz Microwave Bands.** 3:35 p.m. Edmund Williams, NAB. **A National Policy for Broadcast Auxiliary Frequency Coordination.** 4:10 p.m. Jerry Plemmons, Outlet Communications. **Panel on the Future of Broadcast Auxiliary Bands.** 4:35 p.m. Jerry Plemmons, Outlet Communications; Thomas Stanley, FCC; Ralph Haller, FCC; Richard Rudman, KFWB(AM) Los Angeles; Michael Rau, NAB.

Tuesday, April 15

RADIO MANAGEMENT

Six concurrent sessions. 7:45-9 a.m. **Examining the Public Interest Standard.** Room W116. Moderator: FCC Commissioner Mimi Dawson.

Using Direct Mail to Promote Your Station and Make Money. Room W101. Presenter: Jerry Bobo, KVIL-AM-FM Dallas.

Teaming Up with Sales to Reduce Credit and Collection Headaches. Room W105. Presenters: Mark Matz, WGN(AM) Chicago; Linda Stephens, LIN Broadcasting.

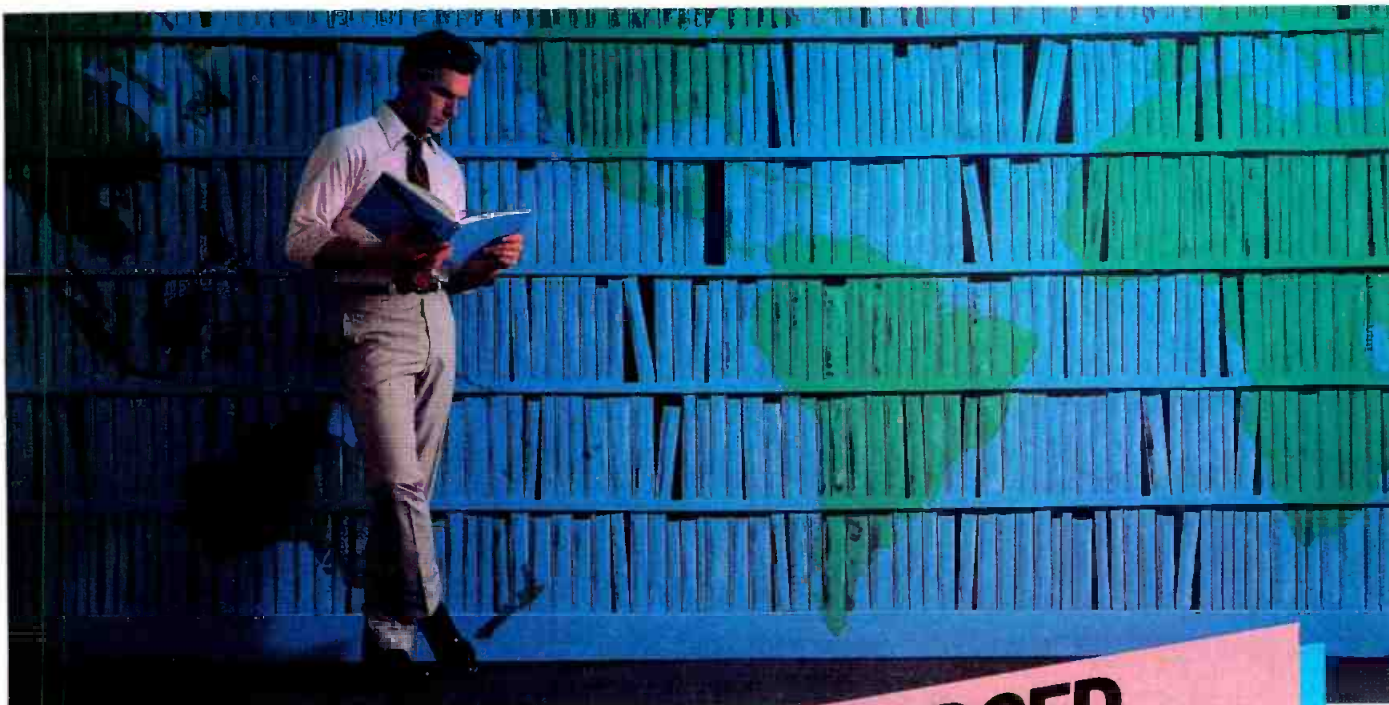
Getting to Your Local Advertiser through Research. Room W103. Moderator: Nancy Vaeth, WFMS(FM) Indianapolis. Panelists: Myriam Lopez, WPXI-FM New York; Harvey Gersin, Reymer & Gersin Associates; John Ryman, KOZY-FM Dallas.

Small Market Radio Management. Rooms W102, 104, 110. Moderator: Donald Kirkley, University of Maryland. Panelists: Alan Andrews, WCL(AM) Corning, N.Y.; Mike Gummer, WCA(AM)-WCUL(FM) Culpepper, Va.; Marie Rivers, WSWN-AM-FM, Belle Glade, Fla.

Secrets to Selling and Maximizing Combo Rates. Room W106. Panelists: Richard Bremkamp, WRDQ(AM)-WRCH(FM) Farmington, Conn.; Larry Edwards, WMT-AM-FM Cedar Rapids, Iowa.

Are You Playing With a Full Deck? 9:15 a.m.-noon. **Managing Yourself and Others.** Rooms W108, 109, 115. Presenter: George Glover, George Glover & Associates.

Two concurrent sessions. 9:15-10:30 a.m. **The Big Co-op Bucks: Manu-**



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“We must all hang together, or assuredly we shall all hang separately.”

Benjamin Franklin, July 4, 1776

America's railroads and farmers always have had a special relationship, sometimes stormy, always interdependent. Railroads helped make the establishment of agricultural communities in the western states possible, but farmers came to fear the economic power of the railroads and became the driving force behind initial government rail regulation.

That early regulation was intended only as a means of curbing rate abuses. Over time, it became a controlling web that grew more and more pervasive, intruding in virtually every facet of railroad operation and, ultimately, restricting the railroads' ability to provide the services upon which farmers and other shippers depended.

Unable to adjust rates rapidly to meet changing business or competitive conditions and hampered even in decisions as to the use of equipment, rail service deteriorated and farmers suffered. Grain shipments rotted on the ground as rail car shortages became an annual occurrence.

By 1980, it was apparent that something had to be done. Congress recog-

nized the need and passed the Staggers Rail Act, partially deregulating the rail system. This legislation allowed railroads to conduct business in an orderly, logical manner and to negotiate contracts with farmers and other shippers.

Now, after five years of partial deregulation, it's obvious that Staggers has provided real benefits both for railroads and farmers. During this five-year period, nationwide grain shipping rates declined by 26 percent. A study conducted jointly by the Department of Agriculture and Kansas State University found "...a significant decrease in rail rates in Kansas..." and called deregulation "...an important contributing factor in a market which made these decreases possible."

Deregulation is working for farmers as well as railroads and the timing couldn't be better because farmers currently need all the help they can get. Yet a few special interest shippers operating under the misnomer, Consumers United for Rail Equity (C.U.R.E.), have asked Congress to modify the Staggers Act: in effect, legislating a subsidy for their own industries to the disadvantage

of farmers and other satisfied shippers.

The Association of American Railroads is prepared to provide journalists with more information on this subject, including rebuttals of the charges C.U.R.E. has made. These include charges that rail-dependent shippers are subsidizing those less dependent (the reverse is more accurate); that deregulation has allowed coal rates to rise too fast (they have risen much less since Staggers than before); and that the Interstate Commerce Commission is unwilling to protect "captive" shippers from unreasonably high rates (actually, the Commission just has adopted new rate guidelines that have been overwhelmingly endorsed by the nation's leading economists).

There's a story here, but you need facts, not assertions, to tell it properly. To get them, write: Media Information, Dept. 607, Association of American Railroads, 50 F Street, N.W., Washington, D.C. 20001. Or, if you're on a deadline, call us at (202) 639-2550.



ASSOCIATION OF AMERICAN RAILROADS

facturing, Distribution & Vendors. Room W103. Presenters: Lois Weiss, co-op consultant; Louise Heifetz, KIS-AM-FM Los Angeles.

MegaRate\$. *Panel Discussion.* Room W101. Moderator: Bill Moyes, The Research Group. Panelists: Larry Campbell and Jim Woodward, The Research Group, Seattle; Steve Marx, Katz Radio Inc., Bridgeport, Conn.; Bob Green, WYAF(FM) Gainesville, Ga.; Perry Ury, WTIC-AM-FM Hartford, Conn.

Radio Allocation: From Expanded Hours to Expanded Band. 9:15-11 a.m. Room W107. Moderator: Barry Umansky, NAB. Panelists: Larry Eads, FCC; Robert Pettit, FCC; Jules Cohen, Jules Cohen and Associates; William Potts Jr., Haley, Bader & Potts, Washington; James McKinney, FCC; Wallace Johnson, Moffett, Larson & Johnson, Washington.

Station Acquisition. 9:15-10:30 a.m. Rooms W102, 104, 110. Moderator: Barry Skidelsky, Barry Skidelsky & Associates. Panelists: Larry Justice, WCIB(FM) Falmouth, Mass.; Paul Raeder, ComCapital Group; Charlie Earls, George Moore & Associates.

Five concurrent sessions. 10:45 a.m.-noon. *Telephone Cost Management.* Room W106. Moderator: Marcia DeSonne, NAB. Panelists: Jerry James, ClayDesta Communications; Julian Shepard, NAB; Mark Durenberger, Hubbard Broadcasting; Walt Suski, AT&T Communications; Jeffrey Sudikoff, IDB Communications.

Vendor Money: New Advertising Dollars for Radio. Room W101. Presenters: Karen Wald, Blair Radio; Steven Strauss, Strauss & Associates.

Common Traits of Successful Managers. Rooms W102, 104, 110. Moderator: Bernadette McGuire, NAB. Panelists: Mickey Luckoff, KGO(AM) San Francisco; Cindy Shepard, WNYR(AM)-WEZO(FM) Rochester, N.Y.; Robert Fox, KVEN(AM) Ventura, Calif.; Stuart Brotman, management consultant; Jim Taszarek, Radio Sales Systems.

Stop the Madness: Abuse in the Station. Room S414. Panelists: Al Jackson, NBC; Wade Williams, Group W.

The Seven Step Formula for Doubling Small Market Sales. Room W103. Presenter: David Gifford, RAB.

Radio luncheon. 12:15-2:30 p.m. Arena. Introduced by David Parnigoni, NAB. Toastmaster: Bev Brown, radio board vice chairman. Induction into Radio Hall of Fame of Mel Allen and Earl Nightingale.

Five concurrent sessions. 2:45-4:00 p.m. *Fred Palmer on Management.* Rooms W108, 109, 115. Presenter: Fred Palmer, WATH(AM) Athens, Ohio.

Operating a Small Market Radio Group. Room W106. Moderator: Paul Hedberg, Hedberg Broadcast Group. Panelists: Cary Simpson, WTRN(AM) Tyrone, Pa.; Glenn Olson, KOWC-AM-FM Webster City, Iowa; Russ Withers, WMIX-AM-FM Mt. Vernon, Ill.; Galen Gilbert, KONT(AM) Denton, Tex.

Packaging for Profitability. Room W101. Moderator: Tom Rounds, Radio Express, Los Angeles. Panelists: Tom Holiday, WERE(AM)-WGCL(FM) Cleveland; Bill Battison, Westwood One; Bob Fish, WHJJ(AM)-WHJY(FM) Providence, R.I.; Joshua Feigenbaum, MJL.

The Radio Way vs. The IBM System. Rooms W102, 104, 110. Presenters: Robert Heckman, M Tech; Jim Taszarek, Radio Sales Systems.

Hiring & Firing. Room W105. Moderator: Valerie Schulte, NAB. Panelists: Henry Rivera, Dow, Lohnes & Albertson; James Shook, FCC; Jason Shrinsky, Shrinsky, Weitzman & Eisen; Michael Zinser, King, Ballow & Little.

Five concurrent sessions. 4:15-5:30 p.m. *Shaking Up Your Market.* Room W102. Moderator: Bernadette McGuire, NAB. Panelists: Bud Wertheimer, WVOF-FM Rochester, N.Y.; Bart Walsh, WKYS-FM Washington; Bob Zimmerman, WRSC(AM) State College, Pa.; Rick Sklar, Rick Sklar Communications Inc.; Charles Jones, WIS(AM) Columbia, S.C.

For New Owners—What's Next? Room W107. Mark Kassof, Mark Kassof & Co.

Station Promotions that Work. Rooms W102, 104, 110. Presenter Beryl Spector, president, Broadcast Promotions and Marketing Executives, WMHT-TV-FM Schenectady, N.Y.

The Exciting New Retail Research. Room W101. Moderator: Robert Galen, RAB. Panelists: Edith Hilliard, Leigh, Stowell Co.; Benny Griffin, Great Empire Research.

Radio Music Licensing: Where Are We? Room W105. Moderator: Robert Henley, All-Industry Radio Music License Committee. Panelists: Vancile Pearce, Radio South Inc.; Alan Weinschel, Weil, Gotshal & Manges.

Seven concurrent 'Night Court' sessions. 8-9 p.m. All in Loews Anatole hotel. *What You MUST Know About Employee Conflicts of Interest, Sponsorship ID, Payola & Plugola.* Madrid room. Moderator: Jeff Bauman, NAB. Panelists: Thomas Carroccio, Santelli, Smith, Kraut & Carroccio; Gordon Coffman, Wilkinson, Barker, Knauer & Quinn; Barry Friedman, Wilner & Scheiner; Ramsey Woodworth, Wilkes, Artis, Hedrick & Lane. *Radio Allocations: New Stations, Opportunities and Challenges.* Manchester room. Moderator: Barry Umansky, NAB. Panelists: Larry Eads, FCC; Dennis Kahane, Pillsbury, Madison & Sutro; Fred Polner, Rothman, Gordon, Foreman & Groudine; Lisa Stevenson, Koteen & Naftalin. *Getting the Edge with Your Satellite Dish.* Ming room. Moderator: Valerie Schulte, NAB. Panelists: Albert Halprin, FCC; Robert Mazer, Chadbourne, Park, Whiteside & Wolff; Marvin Rosenberg, Fletcher, Heald & Hildreth; Gary Epstein, Latham, Watkins & Hills. *Political Advertising Primer.* Morocco room. Moderator: Steve Bookshester, NAB. Panelists: Milton Gross, FCC; Craig Blakeley, Schnader, Harrison, Segal & Lewis; Bill Green, Pierson, Ball & Dowd; Lewis Paper, Grove & Engelberg. *Monitoring Your Advertising Practices Post-Deregulation.* Miro room. Moderator: Julian Shepard, NAB. Panelists: John Crigler, Haley, Bader & Potts; Edward Hennenberry, Howrey & Simon; Thomas Keller, Verner, Liipfert, Bernhard, McPherson & Hand; Christopher Reynolds, Dempsey & Koplovitz. *Copyrights and Wrongs (and Trademarks, Too).* Milan room. Moderator: Eugenia Hull, NAB. Panelists: Michael Berg, Miller & Young; David Leibowitz, Wiley & Rein; James Popham, Fawer, Brian, Hardy & Zatzkis; John Stewart, Crowell & Moring. *The Fair Labor Standards Act—What It Means to You.* Lique room. Moderator: Catherine Grant, NAB. Panelists: Michael Zinser, King, Ballow & Little, Nashville; Brian Farrington, U.S. Department of Labor; John Rose, NBC; Alan Serwer, Haley, Bader & Potts.

Seven concurrent 'Night Court' sessions. 9:15-10:15 p.m. All in Loews Anatole. *Dealing with the FCC: Tips From Commissioners' Legal Assistants, FCC Lawyers and Key Personnel.* Madrid room. Moderator: Jeff Baumann, NAB. Panelists: Kenneth Howard, Diane Killory, James Shook and Roy Stewart, all with FCC; Scott Johnson, Gardner, Carton & Douglas. *Improving AM Radio: A Government-Industry Resolution.* Manchester room. Moderator: Barry Umansky, NAB. Panelists: Ralph Haller, FCC; Robert duTreil, duTreil Rackley Consulting Engineers; Mark Prak, Tharrington, Smith & Hargrove; Richard Swift, Tierney & Swift. *Troublesome Talk: How to Prevent Talk Shows from Generating Libel Suits and FCC Violations.* Morocco room. Moderator: Steve Bookshester, NAB. Panelists: Matthew Leibowitz, Leibowitz, Spenser & Freedman; Jeffrey Malikson, Bahakel Communications; Harold McCombs Jr., Marmet & McCombs; David Olive, Donrey Media Group. *Acquisition Fever: Strategies for Success.* Miro room. Moderator: Julian Shepard, NAB. Panelists: George Bosari, Bosari & Paxton; Janice Hill, Arter & Hadden; Peter O'Connell, Pierson, Ball & Dowd; Zave Unger, Law Offices of Zave Unger. *Winning Within the Law: Contests, Lotteries, Promotions.* Milan room. Moderator: Eugenia Hull, NAB. Panelists: Tom Davidson, Sidley & Austin; Harry Martin, Reddy, Begley & Martin; John Quale, Wiley & Rein; James Weitzman, Shrinsky, Weitzman & Eisen. *Unions—What to Do After You've Lost the Election.* Lique room. Moderator: Catherine Grant, NAB. Panelists: Stanley Brown, Arent, Fox, Kintner, Plotkin & Kahn; Joseph Gerstner, Westinghouse Broadcasting & Cable; Richard Marcus, Reuben & Procter; Frank Stewart, Taft, Stettinius & Hollister.

TELEVISION MANAGEMENT

Five concurrent sessions. 7:45-9 a.m. *Examining the Public Interest Standard.* Room W116. Moderator: FCC Commissioner Mimi Dawson.

Getting Along with Your Cable Operator. Room S411. Moderator: Burt Harris, Harriscope Broadcasting. Panelists: Michael Berg, Miller & Young; Gail Brekke, WNOI-TV New Orleans; John Evans, Metro Cable; Robert McRann, Cox Cable of San Diego; Paul McCarthy, Broadcast Cable Associates.

Forecasting—A Tool For All Managers. Room S412. Moderator: Mark Wyche, Browne, Bortz & Coddington. Panelists: Michael Conly, WTVJ-TV Jacksonville, Fla.; Charles Kadlec, Frazier, Gross & Kadlec; Robert Wormington, KSHB-TV Kansas City, Mo.

Naturally Effective... The Best Possible You. Room S413. Presenter: Peter Giuliano, The Executive Communications Group.

TV Music Licensing—1986: Where's the Beef? Room S414. Moderator: Leslie Arries, WVB-TV Buffalo, N.Y. Panelists: Jack Zwaska, All-Industry Television Station Music License Committee; M.N. Bostick, KWTX-TV Waco,

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Tex.; Marvin Grieve, Association of Program Distributors; Neil Pugh, WHIO-TV Dayton, Ohio.

The Outlook from TVB. 9:15-10:30 a.m. Theater. Presenters: Blake Byrne, LIN Broadcasting and TVB chairman; Roger Rice, TVB president.

Three concurrent sessions. 10:45 a.m.-noon. *TV Critics... Friend or Foe?* Room S411. Moderator: Deborah McDermott, WKRN-TV Nashville. Panelists: Ann Hodges, Television Critics Association; Bill Carter, *Baltimore Sun*; Jerry Nachman, WNBC-TV New York; George Keramidos, Capital Cities/ABC; Jeff Fosser, WNEV-TV Boston; Tom Goodgame, WBZ-TV Boston.

News Promotions: Your Best Foot Forward. Room S412. Moderator: Mike McCormick, WTMJ-TV Milwaukee. Presenters: Doug Clemenson, CBS Inc.; Peter Hoffman, McHugh & Hoffman Inc.; Don Wells, Frank Magid Associates.

The Crisis in Funding for Public Broadcasting. Room S413. Moderator: Ralph Baruch, Viacom International. Panelists: William Baker, Group W; William McCarter, WTTW-TV Chicago; FCC Commissioner James Quello; Martin Rubenstein, Corporation for Public Broadcasting; Representative Harold Rogers (R-Ky.); Thomas Rogers, House Telecommunications Subcommittee.

RADIO ENGINEERING

Radio New Technology. 9-11:45 a.m. East ballroom D. Session chairman: Russell Pope. *Signal Processing for FMX Broadcasts.* 9:40 a.m. Emil Torick, CBS Technology Center. *Transmitter Remote Control via Dial-up Telephone.* 9:40 a.m. John Leonard, Gentner RF Products Division. *Off-Premise Remote Control of a Radio Station Using a Personal Computer.* 10:05 a.m. Wesley Becker, Family Stations Inc. *Novel Remote Control System Uses Packet Radio to Conserve Broadcast Auxiliary Spectrum.* 10:30 a.m. Harold Hallikainen, Hallikainen & Friends. *Panel on Remote Control & ATS.* 10:55 a.m. John Leonard, Wesley Becker, Michael D. Callaghan, KHS-AM-FM Los Angeles; John Reiser, FCC.

Engineering luncheon. 12:30-2:15 p.m. Hyatt Regency, Reunion ballroom. Presentation of Engineering Achievement Award to George H. Brown, retired RCA engineering executive. Speaker: George Waters, director, European Broadcasting Union Technical Center.

Radio Production. 2:30-5:50 p.m. East ballroom D. Session chairman: Dan Lacy, KIXQ-FM Durango, Colo. *Setting up a Regional Sports Network.* 2:45 p.m. Robert Smith Jr., WRKO(AM) Boston. *On-Air Computerized Telephone System for Broadcasters.* 3:10 p.m. Jacques Coutellier, Normex Ltd. *The WLS Radio Remote Vehicle.* 3:35 p.m. Edward Glab, WLS(AM) Chicago. *The New ABC Radio Network Broadcast Center.* 4:10 p.m. Richard Martinez, ABC Radio. *Unique Features of the New NBC Radio Networks.* 4:35 p.m. Warren Vandever, NBC Radio Networks. *Designing Cost Effective, Good Sounding Production and Air Studios.* 5 p.m. Robert Hansen, Robert Hansen & Associates. *Building a Cost Effective, Format Flexible, Competitive Radio Facility.* 5:25 p.m. Paul Donahue, Gannett Radio.

Non-Ionizing Radiation. 3-5:45 p.m. East ballroom B. Session chairman: Jules Cohen, Jules Cohen & Associates. *Radio Frequency Radiation and FCC Requirements Under the National Environmental Protection Act.* 3:15 p.m. Robert Cleveland, FCC. *Real-Time Data Averaging for Determining Human RF Exposure.* 3:40 p.m. Richard Tell, Environmental Protection Agency. *Controlling Occupational RF Energy Exposure on the Mt. Sutro Broadcast Tower.* 4:05 p.m. Donald Lincoln, Sutro Tower Inc. *Antenna Sidelobe Control to Reduce Occupational RF Energy Exposure.* 4:30 p.m. G.W. Collins. *Panel on Meeting the New RF Guidelines.* 4:55 p.m. Tell; William Hassinger, FCC; Lincoln; Barry Umansky, NAB.

AM Stereo. 4-5:30 p.m. East ballroom C. Session chairman: Michael Rau, NAB. *Convincing Station Management of the Potential of AM Stereo.* 4:15 p.m. Ronald Frizzell, WLAM(AM) Lewiston, Me. *Words of Wisdom in Making the Conversion to AM Stereo.* 4:40 p.m. James Stanley, Stanley Broadcast. *AM Stereo Conversions: Reducing ICPM in AM Transmitters.* 5:05 Dominic Bordonaro, WAAF(AM)-WGTX(FM) Worcester, Mass.

Tuesday evening workshops. 7-8:30 p.m. Hyatt Regency. *Radio Contact Engineers.* Lattimer room. James Loupas, James Loupas Associates; James Stanley, SBE; Thomas Osenkowsky, Radio Engineering Broadcast; Barry Victor, Victor Group. *Studio Acoustics.* Brisbane room A. Peter D'Antonio, RPG Diffuser Systems; Chips Davis, LEDE Designs; Russel Berger,

The Joiner-Rose Group; William Ryan, KVIL-FM Dallas. *AM Antenna Tuning.* Brisbane room B. Karl Lahm, A.D. Ring & Associates; Alan Gearing. Jules Cohen & Associates; Ronald Rackley, duTriel-Rackley Consulting Engineers; John Reiser, FCC. *Non-Ionizing Radiation Measures.* Duncan Room. Richard Tell, EPA; James Hatfield, Hatfield & Dawson; John Kean, Connecticut Educational Telecomm.; Reed Holaday, Holaday Industries Inc.

TELEVISION ENGINEERING

Television Satellite Systems. 8:15-11:45 a.m. East ballroom B. Session chairman: Max Berry, ABC Television. *New Techniques in Duplex Voice Services for SNG Operations.* 8:30 a.m. Sidney Skjei, GTE Spacenet. *ABSAT: The ABC Satellite News Gathering System.* 8:55 p.m. Ber Greenberg, ABC Television. *RADET: The CBS News Gathering System.* 9:20 a.m. Jayaram Ramasastry, CBS Television. *Second Generation Fly-Away SNG System.* 9:45 a.m. William Walisko, Spectra Communications. *Digital Techniques Solve SNG Communications Problems.* 10:10 a.m. Heinz Wegener, Wegener Communications. *SNG, The Ka Band and Future Satellites for Broadcasters.* 10:35 a.m. Bramwell Flynn, Dalsat. *Panel on Satellite Interference and Uplink Operator Training.* 11 a.m. John Bowker, RCA Corp.; David Baylor, PBS; Russell Summerville, WNDU-TV South Bend, Ind.; Chris Summey, Midwest Communications; Ralph Haller, FCC.

Non-Ionizing Radiation. 3-5:45 p.m. East ballroom B. Session chairman Jules Cohen, Jules Cohen & Associates. *Radio Frequency Radiation and FCC Requirements Under the National Environmental Protection Act.* 3:15 p.m. Robert Cleveland, FCC. *Real-Time Data Averaging for Determining Human RF Exposure.* 3:40 p.m. Richard Tell, Environmental Protection Agency. *Controlling Occupational RF Energy Exposure on the Mt. Sutro Broadcast Tower.* 4:05 p.m. Donald Lincoln, Sutro Tower Inc. *Antenna Sidelobe Control to Reduce Occupational RF Energy Exposure.* 4:30 p.m. G.W. Collins. *Panel on Meeting the New RF Guidelines.* 4:55 p.m. Tell; William Hassinger, FCC; Lincoln; Barry Umansky, NAB.

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Wednesday, April 16

RADIO MANAGEMENT

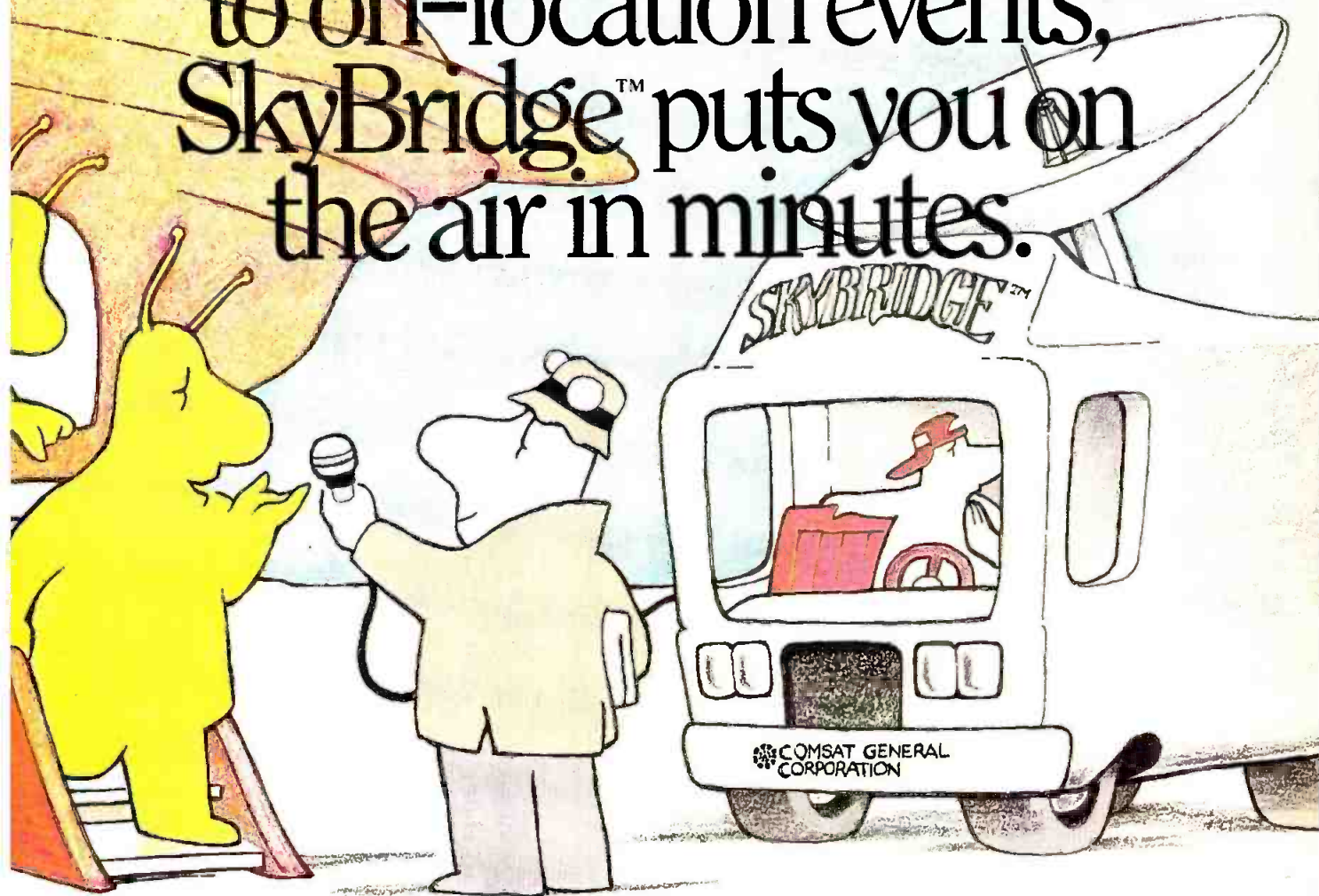
Three concurrent sessions. 8:30-9:45 a.m. *NAB Radio Swap Shop.* Room W103. Moderator: David Parnigoni, NAB. Panelists: Bob Flotte, KPSA(AM)-KUUX(FM) Alamogordo, N.M.; Zane Roden, WOKJ(AM)-WJMI(FM) Jackson, Miss.; Ron Ostland, KOH(AM) Reno; Harold Segal, WNEB(AM) Worcester, Mass.; George Allen, KLGA-AM-FM Algona, Iowa.

Acquisition Financing: Where to Get It and How to Get It with a Professional Business Plan. Room W101. Panelists: Matthew Leibowitz, Leibowitz Spencer & Freedman; Tom Buono, Broadcast Investment Analysts; David Schultz, ComCapitol.

Making It Happen in Spanish Radio. Room W114. Moderator: George Hyde, WQBA-AM-FM Miami. Panelists: Raul Alarcon, WSKQ(AM) Newark, N.J. Nathan Safir, KCOR(AM) San Antonio, Tex.; Carlos Aquirre, Radio Central Inc.

FCC Engineers Forum. 8:30-10 a.m. East ballroom B. Session chairman Warren Happel, Scripps Howard Broadcasting. *FCC Technical Regulation Panel.* Ralph Haller, assistant chief, Policy and Rules Division; William Hassinger, engineering assistant, Mass Media Bureau; Thomas Stanley,

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acting chief engineer, and Robert Cleveland, physical scientist, Office of Engineering & Technology; John Reiser, assistant chief, Engineering Policy Branch; Clark Poole, electronic engineer, Field Operations Bureau.

Joint closing general session. 10 a.m.-1 p.m. *A Message to Broadcasters About the Bicentennial of the Constitution.* Arena. Closing remarks Chief Justice Warren Burger and FCC Chairman Mark Fowler.

Related Events

Saturday, April 12

BEA meeting. 8 a.m.-5 p.m. Loews Anatole.

National Association of Black Owned Broadcasters (NABOB) meeting. 9 a.m.-5 p.m. Loews Anatole, Cardinal rooms A & B. Luncheon, 12:30-2:30, Plum Blossom room.

NAB/American Bar Association communications law forum. 9 a.m.-5:30 p.m. Loews Anatole, Miro room. Luncheon, noon, Morocco room.

Sunday, April 13

BEA meeting. 8 a.m.-noon. Loews Anatole.

NABOB brunch. 11 a.m.-2 p.m. Loews Ana-

tole, Fleur de Lis room.

Association of Maximum Service Telecasters (AMST) meeting. 12:30 p.m. Dallas Convention Center, east ballroom C.

TARPAC Red, White and Blue Club reception. 1:30 p.m. Convention Center, room N401.

Society of Broadcast Engineers annual membership meeting. 5 p.m. Convention Center, east ballroom D.

Monday, April 14

Broadcasters Christian Heritage prayer breakfast (interdenominational). 7:30 a.m. Hyatt Regency hotel, Duncan room.

Syndicators/Program Producers breakfast. 7:30 a.m. Dallas Convention Center, room W116.

AMST engineering breakfast. 7:30 a.m. Adol-

phus hotel, grand ballroom A.

Ham radio operators reception. 6-7:30 p.m. Hyatt Regency, ballroom A.

Tuesday, April 15

Broadcasters Christian Heritage praye breakfast (interdenominational). 7 a.m. Hyatt Regency, Duncan room.

Broadcast Pioneers breakfast. 7:30 a.m. Loews Anatole, grand ballroom A.

International visitors reception. 5-6:30 p.m. Hyatt Regency, ballrooms A, B & C.

Wednesday, April 16

Broadcasters Christian Heritage praye breakfast (interdenominational). 7 a.m. Hyatt Regency, Duncan room.

NAB hospitality suites

Alias Research
American Radio Brokers
Americom Radio Brokers
Arent, Fox, Kintner, Plotkin & Kahn
Toby Arnold & Associates
Arter & Hadden
Asaca/Shibasoku Corp. of America
Associated Press
Aurora Systems
Automated Business Concepts

Basys Inc.
Birch Radio
Blackburn & Co.
Blair Radio
Bonneville Broadcasting System
Robert Bosch Corp.
Bridal Fair
BROADCASTAP
Broadcast Investment Analysts
Broadcast Marketing Associates
Broadcast Microwave
BROADCASTING Magazine
Broadcasting and the Law
Bryce Video
BSM Broadcast Systems
Burkhart/Abrams/Michaels/Douglas

Capital Cities/ABC

Radio Network
TV Network

CBS Inc.

RadioRadio, Radio Network and Representatives
Television Network

Century 21 Programing

Chapman Assoc.

Chester Cable div.

Churchill Productions

Chyron Corp.

Donald K. Clark Inc.

CNN Radio

Coleman Research

Comark Communications

Comedy Network

Loews Anatole 423
Loews Anatole 5182
Loews Anatole 610
Sheraton-Dallas
Loews Anatole 623
Fairmont 1100
Hilton 1604
Loews Anatole 1053
Sheraton-Dallas
Marriott Market Center 612

Hyatt Regency 2628
Loews Anatole 2082
Hyatt Regency 2217, Loews Anatole 810
Loews Anatole 823
Loews Anatole 434
Loews Anatole 434
Hyatt Regency 618
Loews Anatole 772
Fairmont 2100
Adolphus 733
Fairmont 1501
Plaza of the Americas
Loews Anatole 472
Sheraton-Dallas
Sheraton-Dallas
Loews Anatole 1689

Loews Anatole 27th floor
Plaza of Americas 1524

Loews Anatole 1134
Fairmont 1901
Loews Anatole 1172
Loews Anatole 923
Fairmont 1800
Loews Anatole 1189
Hilton 1146
Loews Anatole 1789
Loews Anatole 523
Loews Anatole 372
Hyatt Regency 1418
Loews Anatole 2682

Communications Equity Associates
Otis Conner Cos.
Continental Electronics
Conus Communications
Convergence Corp.
R.C. Crisler & Co.
CSI Electronics
Custom Audience Consultants

Data Communications
Digital Broadcast Systems
DiversiCom
Dow, Lohnes & Albertson
Drake-Chenault
Durpetti & Associates
Eastman Radio
EEV
Elcom Bauer
Encom Telecommunications & Technology
William A. Exline Inc.

Fidelipac Corp.
Film House
FirstCom Broadcast Services
Firstmark Financial Corp.
Norman Fischer & Associates
Fisher, Wayland, Cooper & Leader
Fletcher, Heald & Hildreth
Milton Q. Ford & Assoc.
Frazier, Gross & Kadlec

Gammon & Ninowski Media Investments
Gray Communications Consultants
Grumman Electronics

Bob Harper's Co.

HEDCO

Jhan Hiber & Associates

Hillier, Newmark, Wechsler & Howard

Holt Corp.

ITS Corp.

Jamar-Rice Co.

JAM Creative Productions

Fairmont 1101, Loews Anatole 753
Loews Anatole 1672
Grenelefe 1115
Fairmont 1021
Sheraton-Dallas
Hyatt Regency 2117
Loews Anatole 5172
Loews Anatole 4165

Hyatt Regency 111E
Best Western-Hacienda 119
Loews Anatole 31C
Fairmont 1801
Loews Anatole 121C
Loews Anatole 784

Loews Anatole 7172
Hilton 202E
Hilton 1667
Hyatt Regency 191E
Loews Anatole 71C

Loews Anatole 672
Loews Anatole 1282
Loews Anatole 1872
Loews Anatole 7189
Loews Anatole 101C
Adolphus 52E
Hyatt Regency 51E
Loews Anatole 176E
Loews Anatole 95C

Hyatt Regency 617
Hilton 2067
Fairmont 801

Loews Anatole 1589
Hilton 1904
Loews Anatole 6189
Loews Anatole 1272
Loews Anatole 653

Fairmont 150C

Loews Anatole 1165
Loews Anatole 9172

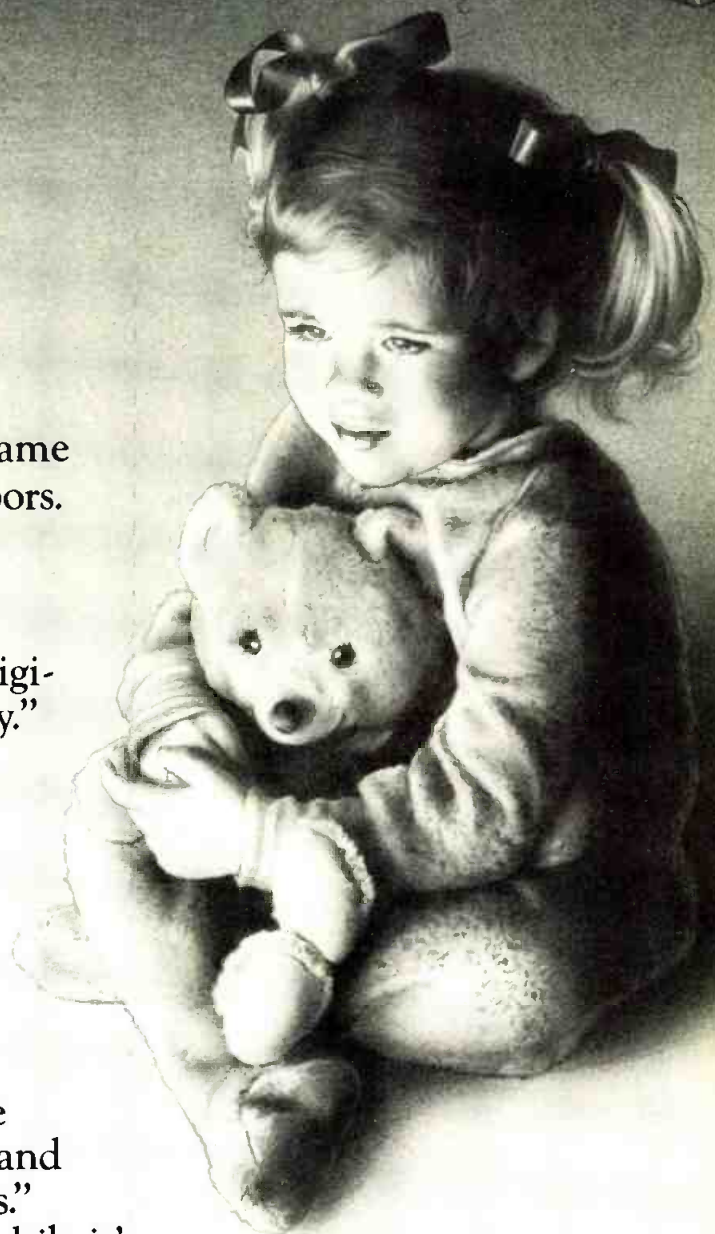
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At WCAU-TV, we're proud to have received the *Ohio State Award* for our original production of "Once Upon A Holiday."

Just as we're proud of the 55 other special television programs we produced last year, including: "1985 Mummer's Parade," "Rock on Philadelphia," "Black History: A Celebration of People," "Caught Between Two Lives," "School Vote," "The Sound of Philadelphia," "Youth Fitness," "Fit-In," "Be Somebody" and "Dreams."

But while it's nice to remember what we accomplished in 1985, at Channel 10, we're just as excited about something else. 1986.



 **10**
WCAU-TV

Kadison, Pfaelzer, Woodard, Quinn & Rossi	Fairmont 1600	Pioneer Electronics	Hyatt Regency 1718
KalaMusic	Loews Anatole 1982	Jeff Pollack Communications	Loews Anatole 1465
Kalil & Co.	Loews Anatole 1682		
Katz Communications	Loews Anatole 1472	Ward L. Quaal Co.	Hyatt Regency 1618
Kline Iron & Steel Co.	Hyatt Regency 1218		
Koteen & Naftalin	Fairmont 621	R&R Syndicators	Loews Anatole 572
		Radiation Systems	Fairmont 521
Lake Systems Corp.	Hyatt Regency 1017	Stan Raymond & Associates	Loews Anatole 1889
H.B. LaRue	Loews Anatole 1489	Resort Broadcasters	Wyndham
LeBlanc & Dick Communications	Hilton 2066	Cecil L. Richards	Hyatt Regency 1018
Leibowitz, Spencer & Freedman	Loews Anatole 472	Thomas L. Root, P.C.	Fairmont 821
Listec TV Equipment	Hyatt Regency 1617	Robert W. Rounsaville & Assoc.	Plaza of the Americas 833
Listec Video Corp.	Fairmont 501		
		Satellite Music Network	Loews Anatole 2072
The Mahlman Co.	Loews Anatole 723	Selcom/RAR	Loews Anatole 384
Major Market Radio	Loews Anatole 553	Shane Media Service	Loews Anatole 1565
Management Solutions Computer Systems	Loews Anatole 2282	Sheridan Broadcasting Corp.	Loews Anatole 834
Reggie Martin & Assoc.	Loews Anatole 710	Barry Sherman & Associates	Loews Anatole 1665
Masla Radio	Loews Anatole 872	Burt Sherwood Inc./Mesa Broadcasting	Loews Anatole 1265
McGavren Guild Radio	Loews Anatole 734	Shrinsky, Weitzman & Eisen, P.C.	Adolphus 425
Ralph E. Meador & Associates	Loews Anatole 8189	Jon Sinton Associates	Loews Anatole 353
Media General Broadcast Services	Loews Anatole 8172	Society National Bank	Loews Anatole 684
Midwest Communications Corp.	Hyatt Regency 818	Stainless Inc.	Adolphus 435
George Moore & Associates	Loews Anatole 1582	Strategic Radio Research	Loews Anatole 1989
Motorola AM Stereo	Loews Anatole 484		
Al Ham's "Music of Your Life"	Loews Anatole 1772	TA Associates	Loews Anatole 1882
Mutual Broadcasting System		Telerep	Fairmont 921
Westwood One	Loews Anatole 1034	Thoben-Van Huss & Associates	Loews Anatole 510
		Thomson-CSF Broadcast	Hilton 2004
National Black Network	Loews Anatole 934	TM Communications	Loews Anatole 2272
National Broadcasting Co.		Torbet Radio	Loews Anatole 1782
Radio Network	Loews Anatole 1234	Edwin Tornberg & Co.	The Mansion
Television Network	Fairmont 2500	Townsend Associates	Hyatt Regency 1518
Nightingale-Conant Co.	Loews Anatole 334	Transtar Radio Network	Loews Anatole 2172
Norpak Corp.	Sheraton-Dallas		
		Unidyne Direct Mail	Loews Anatole 1123
O'Grady & Associates	Wyndham 2914	United Stations Radio Networks	Loews Anatole 2372
OPV Systems	Sheraton-Mockingbird	USA Radio Network	Loews Anatole 1572
PAG America	Sheraton-Dallas	Wall Street Journal Report Radio Network	Loews Anatole 2189
Paltex	Hyatt Regency 2018	Weiss & Powell	Loews Anatole 984
C.R. Pasquier Associates	Plaza of the Americas 601	Jim West Co.	Loews Anatole 1772
Pepper & Corazzini	Adolphus 931	Western Union	Sheraton-Dallas
Peters Productions	Loews Anatole 9165	Ronald Wooding & Assoc.	Loews Anatole 453
Philips Television Systems	Adolphus 920		
Pierson, Ball & Dowd	Loews Anatole 584	Adam Young Inc.	Fairmont 901

NAB's technological cornucopia

Annual equipment exhibition will offer first glimpses of many products; high interest expected for HDTV and digital gear, small formats, TV stereo, FMX and SNG

If the National Association of Broadcasters' 1986 equipment exposition, opening in Dallas Sunday, April 13, is smaller than last year's show in Las Vegas, the thousands of attendees expected may never know it since they will still have more than 300,000 square feet to roam and more than 660 exhibitors to visit during the three-and-a-half day exhibition.

Technical types on hand will also have their choice of more than 90 broadcast engineering papers presented as part of NAB's on-site engineering conference, beginning Saturday, April 12, and continuing through Wednesday, April 16.

The broadcast equipment exhibit, the world's largest, will spread across both a 200,000-square-foot upper level dominated by the show's largest exhibitors—Sony (with 15,000 square feet) and Ampex (with 9,000)—along with some 240 others and a 100,000-square-foot lower level that will house several hundred more companies. Show hours run from 9 a.m. to 6 p.m. Sunday through Tuesday, with Wednesday hours of 9 a.m. to 2 p.m.

The talk of the exhibit could well be recent developments in digital and small-format video recording. The long-developing trend toward digital video will take its leap toward maturity with the introduction of new recorders from Sony, which will introduce the first

component digital recorder at the show, and from Ampex, which is taking its first step into the field with its new composite digital commercial spot player, a controversial move that may be vindicated by Sony's recent agreement to license the technology from Ampex.

Small-format video has had its own dramatic news in recent weeks, with Ampex agreeing to reenter the market after its initial flop with Matsushita-manufactured M-format gear, now to sell and eventually manufacture Sony's Betacam and a newly announced metal-particle tape version dubbed Betacam SP. Matsushita has its own improved, metal-particle tape format, M-II, first shown last year but now in full gear with a family of field and studio recorder products, and with the support of NBC (see story, "Top of the Week").

Radio will have some exciting news with development of FMX, a CBS-NAB extended stereo transmission technology, which will be exhibited in the form of prototype FMX stereo generators for broadcasters. Other news in the audio field centers on enhancements made available by new digital recording techniques and formats, although at least one company, Dolby, will show the remaining possibilities for analog audio with a newly developed mastering technique called Spectral Recording.

Satellite newsgathering, which has become increasingly important for TV broadcasters since making its debut with Hubbard Communications' Conus at NAB two years ago, should have a major presence at the convention. With several dozen SNG vehicles al-

ready in use, and dozens more to be spurred by ABC and NBC financing programs for affiliates, the field of suppliers has grown dramatically, with at least half-a-dozen companies joining those already established in supplying SNG technology and services.

Another burgeoning market is that for TV stereo, with 20%-plus of TV stations needing equipment for their new multichannel sound services. Much interest is expected for products such as stereo generators, test and monitoring gear to evaluate the signal and stereo synthesizers to provide pseudo-stereo when the real thing is not available. Stereo versions of existing products are also making their way onto the floor, such as new stereo VTR's, transmitters and transmitter upgrade kits, consoles and mixers.

Those viewing the video graphics portion of the exhibit will find more products than ever from an ever-larger group of companies. On the high-end, the show is expected to be dominated by Grass Valley Group's new Kaleidoscope, along with Ampex's top-selling ADO and other \$100,000-or-more systems. Ampex is also making a grab for the lower-cost-product market, with its just-announced agreement to buy 20% interest in Cubicomp, whose PC-based three-dimensional PictureMaker system has attracted a good deal of attention from broadcasters in recent months. Also on the floor with graphics products will be Quantel, Colorgraphics, Aurora, Artronics, Chyron and others.

The television camera business will show clear signs of having been reshaped in recent years, with marked changes at this show being the absence of RCA Broadcast and the growing dominance of Japanese manufacturers such as Ikegami, Hitachi (both with new studio cameras this year) and Sony, which will introduce its new CCD version of Betacam. West Germany's Robert Bosch and Philips of the Netherlands will each have new camera products and will likely field questions about their new joint broadcast equipment venture, European Television Systems, which is expected initially to focus on camera developments.

Transmitters and antennas have also witnessed major marketplace shifts with the dissolving of RCA Broadcast. Numerous manufacturers—Harris, NEC America, Comark, Townsend and others—can be

expected to move into RCA's former markets, as well as bolstering their own with new products. One area drawing attention will be the push for increasing efficiency from UHF antennas, exemplified by the continuing experimental development of multiple-depressed-collector high-efficiency klystrons by Varian Associates and others, as well as by Comark's introduction this year of a new UHF transmitter using high-efficiency klystrodes. Other highlights of the exhibit include new test gear for component video, automatic set-up monitors and several new routing and signal processing products.

Off the floor, in a special 10,000-square-foot technology suite, there will be a demonstration of high-definition television, with some two dozen companies contributing HDTV products for display. NAB will also have its new technologies demonstration room throughout the show, with displays on advanced terrestrial broadcasting, AM technical improvement, FMX, high efficiency klystrons, a radio data system and SMPTE's remote control standard.

For those who can draw themselves away from the exhibit, NAB's engineering staff has prepared a comprehensive group of technical papers for its 40th annual Engineering Conference, which runs Saturday through Wednesday. Among the 18 radio, TV and special engineering sessions are more than 51 hours of technical papers and panels, with more than 100 broadcasters, manufacturers, consulting engineers and FCC staff members participating.

Headline sessions are expected to include those on AM technical improvement, TV stereo, video graphics, satellite news gathering and video recording, as well as the traditional FCC engineering panel on Wednesday. For those unable to attend some sessions, 63 of the papers have been reprinted by NAB in a 400-page volume, "Proceedings," available at the show, with audio tapes also sold on-site.

Another event for engineers will be Tuesday's annual engineering luncheon, this year honoring retired RCA engineering and research executive George H. Brown ("Fifth Estater," April 7). The luncheon speaker will be George Waters, director of the European Broadcasting Union's Technical Center in Brussels, and former director of the Irish broadcasting system. □

What's on display on the exhibit floor

The following is a list of exhibitors for the NAB convention at the Dallas Convention Center. An asterisk denotes a product new to the market.

Abbott & Co. 2479
1611 Cascade Dr., Marion, Ohio 43302

Abekas Video Systems 3527
353A Vintage Park Dr., Foster City, Calif. 94404

A62 digital disk recorder, A42 digital still store system, A52 digital special effects and digital effects combiner. **Staff:** Yeshwant Kamath, Junaid Sheikh, Phil Bennett, Martha Lash, Lance Kelson, Harris Rogers, Bill Ludwig, Mark Pinkel, Art Shifrin.

Accu-Weather 2529
619 W. College Ave., State College, Pa. 16801

Graphics, color satellite images*, color radars*, database, WeatherMate 350*. **Staff:** Dr. Joel Myers, Lee Gottschall, Gordon MacMillan, Jeff Bertram, Jess Goodman, Evan Myers, Maria Myers.

Acrian Inc. 2458
490 Ruce St., San Jose, Calif. 95126

Acrodyne Industries 3521
516 Township Line Rd., Blue Bell, Pa. 19422

Externally diplexed high power VHF television transmitters from 20 to 60 kw*, UHF television transmitter, 1 kw UHF transmitter. **Staff:** Marshall Smith, Tom Creighton, Dan Traynor, Tim Hulick, Joe Wozniak, Ron Briggs, Bill Barrow.

Adams-Smith 2495
34 Tower St., Hudson, Mass. 01749

2600 A/V double-system audio/video editor*, 2600 CC compact controller*, 2600 time code, tape synchronizer and transport control products for production and post-production. **Staff:** H. Adams, J. Junker, G. Lester, A. Simon, S. Strassberg, H. Williams.

ADC Telecommunications 2819
4900 W. 78th St., Minneapolis 55435

Patch kit and S.A.I.L.S. kit, audio and video patchbays, coaxial components, patching accessories. **Staff:** Mike Hopkins, Lonnie Pastor, Joan Pastor, Lloyd Mitchell, Frank Glass, Greg Shane, Terri Pettit, Dave Grady, Rick Jahnke, Pat Gallagher, Larry Johnson, Bruce Bailey, Paul Berendes, Sue Saltarelli.

ADM Technology 3266
1626 E. Big Beaver Rd., Troy, Mich. 48064

Audio console with personal computer control. **Staff:** Robert Bloom, Murray

Shields, Larry Mandziuk, Rick Fisher, Dennis Bennett, Gordon Peters, Chuck Ross, Gene Swope, Dave Wills, Lee Nicola, Jim Wright.

Advanced Designs Corp. 2419
924 W. 17th St., Suite 3, Bloomington, Ind. 47401

Doprad II doppler weather radar system*, Doprad II high resolution display unit, RCD-1000 remote color weather radar display unit, Doprad I retrofit system. **Staff:** Martin Riess, Brian Frederick.

Advanced Music Systems 2919
AMS Industries Park, Billington Rd., Burnley Lancs, UK

Digital audio processing systems, DMX 15-80S dual channel digital delay line/pitch changing system with keyboard interface, RMX 16 digital reverberator, A/V sync audio/video delay compensator, Timeflex stereo time compression/expansion device, AMS audiofile digital recording and playback system demonstration*. **Staff:** Stuart Nevison, Jeremy Bancroft, Harry Harris.

AEG Bayly 2700
167 Hunt St., Ajax, Ont. L1S 1P6

100, 500 and 1000 w FM transmitters solid state, RF coaxial changeover unit, pro-

professional audio tape recorders, shortwave transmitters. **Staff:** Allan Proctor, Bill Jones, Mike Nolan, Jurgen Graaff, S. Malow, Roger Alexander, Doug Carl, Rainer Zopfy, Larry Lamoray.

A.F. Associates 3141
100 Stonehurst Ct., Northvale, N.J. 07647

Pegasus systems commercial presentation system*, Marconi B3410 line array telecine*, Pegasus 5100 commercial compilation system, Audix access digital intercom, assignable audio console, A.F.A. turnkey systems and mobile units, standards converters, cameras, VTR's and studio products. **Staff:** Arnold Ferolito, Louis Siracusano, Tom Canavan, Richard Lunniss, Marc Bressack, Meryl Altman, Bud Pearson, Rick Gross, John Dale.

Agfa-Gevaert 2815
275 North St., Teterboro, N.J. 07608

PE 616/816 bulk audio cassette tape*, half-inch VHS studio performance*, audio cassette, mastering, and videotape, Broadcast Plus U-matic videocassettes, tapes packaged and in bulk, and duplicators. **Staff:** Maria Curry, Andrew DaPuzzo, Joe Tibensky, John Matarazzo, Teri Sosa, Bob Zamosciany, Peter Jensen, Bob McNabb, Chris Emery, Mike Caputo, Barry Biddell, Mark Barrows, Steven Leader, Elaine Mosera, John Palma.

AKG Acoustics 2521
77 Selleck St., Stamford, Conn. 06902

Alamar Electronics 2582
36 Railway Ave., Campbell, Calif. 95008

Low end kart system*, TL-2500 tape library control system*, SC-2000 random access controller*, MC-1050 six-channel automation system*. **Staff:** Douglas Hurrell, Joe Hering, Dana Gilliam.

Alden Electronics 2759
40 Washington St., Westboro, Mass. 01581
C2000M color weather radar display system, satellite/graphics system and display system, single-picture color weather radar display system. **Staff:** Michael Porreca.

Alexander Mfg. 2924
1511 S. Garfield Pl., Mason City, Iowa 50401

Alias Research 2497
111 Queen St., East, Toronto, Ont. M5C 1S2
3D computer graphic design work stations. **Staff:** Stephen Bingham, Art Bell, Dave Springer, Martha MacDonald, Nigel McGrath, Wade Howie, Tom Burns.

Allen Avionics 2724
224 E. Second St., Mineola, N.Y. 11501
Video and pulse delay lines, video filters, hum eliminators.

Allied Broadcast Equipment 3414
625 S. E St., Richmond, Ind. 47374
Staff: Roy Ridge, Dave Burns, Judy Spell, Tony Mezey Jr., Walt Lowery, John Grayson, Pat Hurley, Tom Lewis, Peter Koenig.

Allied Tower 3432
12450 Old Galveston Rd., Webster, Tex. 77598

AM/FM, TV, microwave towers, portable utility buildings. **Staff:** Bud Duvall, Jeff Philippe, V.G. Duvall Jr., Rich Jessup, David Little, Mike Lancaster, Ronnie Miller, Doug Moore, Bill Parker, Patrick Feller, Carol Duvall, Gail Feirno, Manuel Camposano, Joan Camposano.

Alpha Audio 102
2049 W. Broad St., Richmond, Va. 23220
Acoustical treatment products. **Staff:** David Walker, Eric Johnson, Kathy Fitzgerald, Mike Binns.

Alpha Automation 203
2049 W. Broad St., Richmond, Va. 23220
TEH boss automated audio editor system. **Staff:** David Walker, Bob Tulloh, John Harlow.

Alpha Electronics 153
1365 39th St., Brooklyn, N.Y. 11218

Alpha Video & Electronics 2524
28 E. Mall Plaza, Carnegie, Pa. 15106
Wide band direct color U-matic VTR with onboard TBC, plug-in time code generator for VO-6800 and type 5 VTR's. **Staff:** Henry Lassige, Terance Lassige, Vince Ferry, Dan Reynolds, Len Laabs, John Tomini, Gary Craig, Brian Conley.

Alta Group 150
535 Race St., Suite 230, San Jose, Calif. 95126
Digital production systems.

Alternative Programing 2493
2501 Oak Lawn, Suite 365, Dallas 75129

Altronic Research 146,47
Box 249, Yellville, Ark. 72687
Omegaline RF coaxial load resistors. **Staff:** John Dyess, Ann Dyess, Tim Roper, Debbie Roper, Ken Hemphill, Keith Parry, G.C. Melton, Teresa Johnson, Alice Milligan, Marc Milligan, Russ Hensley, Jerry Villneff, Linda Markle.

Amber Electro Design 2741
4810 Jean Talon West, Montreal H4P 2N5
5500 programable audio measurement system, stereo phase and DC volts measurement, application software*, distortion and noise measuring system. **Staff:** Dennis Dolan, Wayne Jones, Guy Lemieux.

Amco Engineering 3426
3801 N. Rose St., Schiller Park, Ill. 60176
Communications consoles, styling options, computer desks and desk-top cabinets, EMI cabinet, aluminum structural system, blowers and fans. **Staff:** Floyd Johnson.

Amek Consoles Co. 2558
10815 Burbank Blvd., N. Hollywood, Calif. 91601
APC 1000 assignable production audio console, BC2 broadcast console. **Staff:** Bob Owsinski, Tim Wilson, Toby Sali, Arnold Toshner, Lynn Mazzucchi, Peter Harrison, John Penn, Greg Hogan, Nick

Franks, Graham Langley, Julie Wood.

Ameritext 2789
108 Westlake Dr., Valhalla, N.Y. 10595
World system teletext system, origination and receiving equipment.

Amherst Electronic Instruments 107
Box 201, 132 Main St., Haydenville, Mass. 01039

AMP Products Corp. 2764
Box 1776, Valley Forge, Pa. 19399
AMP connectors, electric wire and coaxial cable strippers, taper technique. **Staff:** Jim Chase, Charlie Connor, Mary Beth DiEleonora, Dan Filipow, Pat McKinley, Kathy O'Keefe.

Amperex 2600
Providence Pike, Slatersville, R.I. 02876
Plumbicon television camera tubes, high efficiency klystrons, tetrodes and cavities for TV. AM and FM broadcasting. **Staff:** Jeff Brooke-Stewart, Bob Carlin, Ed Cirri, Pete Fochi, Kent Holston, Ed Feinberg, Greg Gambill, Tom Laury, Lee Nowell, Kipp Rabbitt, Jim Robinson, Greg Murphy, Tom Perry, Vasanth Rao, Greg Smith, Cor Weyer.

Ampex 3108
401 Broadway, Redwood City, Calif. 94063
ACR-225 digital cart spot player*, stereo upgrade for VPR-2 VTR, creative command center demonstrating post-production applications, VTR's, video processors, switchers, editors, still store, graphics and digital effects systems. **Staff:** Roy Ekrom, Charles Steinberg, Mark Sanders, Mark Gray, Jock Diermann, George Merrick, Mike D'Amore, Bob Natwick, Phil Riiti, Don Bogue, R.A. Antonio, Robert Wilson, Arne Bergman, Donald Kleffman, Al Fisher, Willie Scullion, Ridley Rhind, Joe Williamson, J. Cripps, M. Candelier, A. Buhlmann, W. Bjorklund, R. Cripps, J. Major, O. Luna, J. Lazano, W. Lilley, P. Burns, H. Okochi, Roger Miller, Dick Coomes, Frank Rush, Rollin Stanford, Paul Hansil, Frank Nault, Tom Nielson, Dave Detmers, Karen Schweiker, Bob Schwartz.

Amtel Systems 2820
33 Main St., Suite 303, Nashua, N.H. 03060
Soundmaster audio editing system, soundmaster tape synchronizer*, VITC/LTC time code products. **Staff:** Mark Wronski, Peter McDonnell, Gary McKoen, Peter Moore, Shawn Carnahan, Bill Taylor, Andrew Staffer, Robert Predovich, Doug MacKenzie, Mike Martin, Ed Labanowicz, Allan Leon, Tom Oliviero, Don Herring.

Anchor Audio 2426
913 W. 223d St., Torrance, Calif. 90502
Powered and unpowered broadcast monitor speakers, durable headset intercoms, hi-fidelity portable public address systems, battery powered sound system. **Staff:** Jim Van Waay, Jon Peirson.

Andrew Corp. 3098
10500 W. 153d St., Orland Park, Ill. 60462



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One reason, we're convinced, is that it's so hard to program well. After all we're not talking about a playlist of current hits. These are the greatest hits of the past 500 years. You need a library the size of a racquetball court to give your program director the musical depth that's needed. Not to mention *finding* a program director, and announcers who know the music and can handle a dozen languages. You get the picture.

This is why WFMT is forming **The Beethoven Satellite Network**: a live, fully-packaged, 24-

hour classical format delivered through Westar IV.

Programming will originate in our state-of-the-art Chicago studio complex, offering sound quality to please the most avid audiophile. Daypart segments created for this brand new satellite service will

Loyal, responsive listeners

draw on the considerable resources of our award-winning station. WFMT's library, for instance, has more than 40,000 records, compact discs, and tapes—music we've been collecting for 35 years.

But the sound will be *yours*, depending on how much local programming you wish to include. If you need 24 hours of non-stop classical music, fine. If you want to cut away for local drive-time programming, that's no problem either. And if a local bank wants to underwrite a midnight to 5 am classical strip, just set up your carts, lock the door, and leave it to us. From total automation to a self-contained weekend block, Beethoven is



A live, 24-hour classical format

We'd like to help.

Flexible to meet your needs

flexible to meet your station's individual needs.

The Beethoven Satellite Network will be live *and* lively. Not recycled tapes and canned announcements. No pompous and disembodied voices. If it's Bach's birthday or the first day of Spring, you'll know it. We'll even have national and international news headlines.

Spontaneity, consistency, professionalism

Spontaneity, consistency, professionalism. That's what makes **The Beethoven Satellite Network** different from any previous classical music service. And more enticing to listeners and sponsors.

One other "first." We'll share with you our research and marketing

know-how to help you sell classical radio locally. Advertisers are willing to pay a higher cost-per-thousand to reach this exclusive, upscale audience. We'll show you how to persuade them. There's even a national sales representative exclusively for classical stations.

Of course we know that to get your attention we have to reduce your costs *and* provide superior quality.

If you're not already playing the classics, we've also got to help you attract solid audiences, attractive revenues, and strong community acceptance.

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Beethoven and all of his colleagues are ready to be heard in your market. The profit can be yours.

How classical listeners compare

Average adult = 100

CLASSICAL LISTENERS	INDEX	CLASSICAL LISTENERS	INDEX
College graduates	332	Buy cross-country skis	390
Professionals	362	Use 4711 perfume	642
Income \$35,000+	330	Own a sailboat	535
Own mutual funds	258	Use Westin hotel	323
Own a Peugeot	664	Have visited England	311
Drink Kirin beer	604	Use KLM airlines	683

SOURCE: MRI, Spring 1985

For more information call:
1•800•USA•WFMT

THE BEETHOVEN SATELLITE NETWORK

WFMT fine arts radio • Three Illinois Center • Chicago, IL 60601

Broadcast antennas and antenna systems, circular waveguide for broadcast, coaxial cables and waveguides, earth station antennas and antenna systems. **Staff:** Vern Killion, Joe Moscola, Jim Limanowski, Barry Cohen, Carl Van Hecke.

Angenieux 3020
7700 N. Kendall Dr., Suite 303, Miami 33156

State of the art in optics for cine and broadcast television, 14x7 F/1.6 super wide angle ENG/EFP*, 14x8 F/1.6 nonrotating focusing element*, 15x9 HP studio 3/4 broadcast BVP-360 Sony*, 40x9.5 F/1.3 outside broadcast 3/4 inch*. **Staff:** Tony Martinez, Gordon Tubbs, Bernard Angenieux, Joe Abbattucci, Dick Scally, Jacques Durand, Jean Michel Durand, Greg Reilman, Gerard Corbasson, Patrick DeFay, Tang Sum, Charles Stampfli.

Ann d'Eon Incentives 224
8777 E. Via De Ventura, Suite 225, Scottsdale, Ariz. 85258

Media promotional trips, incentives. **Staff:** Ann d'Eon, Malena Albo, Jeff Pordes, Beverly Ginsberg.

Anton/Bauer 2706
One Controls Dr., Shelton, Conn. 06484

Portable battery and lighting equipment for cameras, VTR's, monitors.

Anvil Cases 2706
4128 Temple City Blvd., Rosemead, Calif. 91770

Staff: Ralph Hoopes, Tony Edwards, Bill Polivg, Marge Murphy.

Apert-Herzog 2931
7007 Realm Dr., B3, San Jose, Calif. 95119

H and H2 frame/TBC synchronizers, VDA's, video switcher, A/V stereo switcher, video line driver, satellite feed video delay. **Staff:** W. Herzog, W. Nichols, R. Atchison, M. Alley.

Aphex Systems 2816
13340 Saticoy St., N. Hollywood, Calif. 91605

Studio dominator tri-band peak processor*, high definition FM stereo generator*, compeller dynamic range controller, aural exciter—psychoacoustic audio enhancer. **Staff:** Marvin Caesar, Jon San-serino, Donn Werrbach, Jim Martindale, Johnny Garcia, Paula Lintz.

Apollo Audio-Visual 142
60 Trade Zone Ct., Ronkonkoma, N.Y. 11779
Stage and studio lamps, protection lamps. **Staff:** Lee Vestrich, Harry Charlston.

Applied Research & Technology 236
215 Tremont St., Rochester, N.Y. 14608

Microprocessor-controlled digital signal processing equipment including digital reverberation units, time delays, graphic equalizers, pitch transposer package. **Staff:** Philip Botette, Richard Neatour, Tony Gombacurta, John Langlois, Peter Beverage.

Arben Design 154
600 W. Roosevelt Rd., W. Chicago, Ill. 60185

Arbitron 3103
1350 Avenue of the Americas, New York 10019.

Staff: Ted Shaker, Rick Aurichio, Rhody Bosley, Pete Megroz, Jon Nottingham, Les Tolchin, Janet Baum, Susan Dingethal, Jay Guyther, Scott Herman, Karen Kolvek, Marvin Korach, Barbara McFarland, Marge Meyer, Jim Mocarski, Debbie Priore, Rip Ridgeway, Maddy Schreiber, Bill Shafer, Dick Sheppard, Mark Stephan, Chris Werner.

Aries Industries 8
W229 N2494A Hwy 164, Waukesha, Wis. 53186

Communications mast*. **Staff:** Jim Kunz, Bill Huelsman, Rick Dresang, Jerry Eales, Pete Utecht.

Arrakis Systems 2742
2609 Riverbend Ct., Fort Collins, Colo. 80525

Audio consoles, routing switchers, studio furniture. **Staff:** Michael Palmer, Gloria Palmer, Roderic Graham.

Arriflex Corp. 3553
500 Route 303, Blaauvelt, N.Y. 10913

Camera, editing and lighting equipment.

Artel Communications 2920
Box 100, West Side Station, Worcester, Mass. 01602

SL3000 fiber optic video/audio/data communications system*, T134 fiber optic system*, SL2000 LED-based video/audio/data system. **Staff:** Gene Bidun, Dave Monk, Steve Mariuz, Steve Jackson, Rich Stucky, Ron Pretlac, Tad Witkowitz, Verne Zugenbuhler, Janet Andersen.

Artronics 216
300 Corporate Ct., Box 408, South Plainfield, N.J. 07080

VGA-3D video graphics animator*, VPL/video paint library*. **Staff:** Timothy Cunha, Trent McFadden, Paul McDonald, Anthony Asch, George Uibel, Peter Sauerbrey, Sue Cornejo.

Asaca/Shibasoku 3278
12509 Beatrice St., Los Angeles 90066

Video and audio test equipment.

Associated Press Broadcast Services 3395
1825 K St., NW, Washington 20006

AP Election Wire*, AP Business Watch*, AP NewsPower 1200, NewsCable, News-Plus, Network News, TV Wire, Radio Wire, Texas Network, Laserphoto, Photo Color, Music Country Radio Network, Ed Busch Talk Show, American Know-How. **Staff:** Jim Williams, Roy Steinfort, John Reid, Sue Cunneff, Lee Perryman, Mary Clunis, Jim Hood, Rosie Oakley, Kim Price, Brad Kalbfeld, Matthew Hoff, Jim Spehar, Daryl Staehle, John Harris, Doug Kienitz, Ed Busch, Sydney Busch, Dave Alpern, Brad Krohn, Greg Groce, Rob Dalton, John Lumpkin.

Associated Production Music 2650
888 7th Ave., New York 10106

Music library representative, Trade-winds*. **Staff:** Phil Spieller, Cassie Gorieb.

Aston Electronics 212
531 N. Mur-Len East, Olathe, Kan. 66062
Character generators.

AT&T Communications 3212
295 N. Maple Ave., Room 5219F2, Basking Ridge, N.J. 07920

Athans Manufacturing 173
2332 Gravel, Fort Worth, 76118

Auburn Instruments 2836
107 Church St., Watertown, Mass. 02172

Audico 2720
219 Crossen Ave., Elk Grove, Ill. 60007

Videocassette tape loaders, reloaders, timers and rewinders for Umatic, VHS and Beta, tape length verifier*, videocassette cycler*. **Staff:** Bill Hinkle, Norm Deletzke.

Audi-Cord 3433
1845 W. Hovey Ave., Normal, Ill. 61761

Models E and S series record/reproducers and TDS series reproducer. **Staff:** Carl Martin, Duane Martin, Carol Williams.

Audio & Design Calrec 2708
E4480 Hwy., 302, Belfair, Wash. 98528

Audio processors, mixing consoles, microphones.

Audio Broadcast Group 2581
2342 South Division, Grand Rapids, Mich. 49507

Pre-wired studio system, custom cabinetry. **Staff:** Dave Howland, Scott Homolka, Dave Veldsma, Dave Spoelhof, Bob Bont.

Audio Developments 2933
1101 A Airway, Glendale, Calif. 91201

Staff: Anthony Levesley, Ron Fuller, Dale Burkett.

Audio Engineering 2769
1029 N. Allen Ave., Pasadena, Calif. 91104

MS stereo technology*, line level active matrix, battery powered stereo mixer. **Staff:** Wes Dooley.

Audio Kinetics 2506
1650 Hwy. 35, Suite 5, Middletown, N.J. 07748

Eclipse, timelink, mastermix, pacer, pacer pad, 4.10 synchronizer. **Staff:** Paul Duncan, Ian Southern, Sid Price, David Neal, Chris Brackik, Kyle Ellison, Jerry Mahler, James Lucas, Peter Kehoe.

Audio Precision 2560
Box 2209, Beaverton, Ore. 97075

Audio-Technica 2407
1221 Commerce Ave., Stow, Ohio 44224

Broadcast microphones, studiophones, phono pickup cartridges, recorder-mixers, direct boxes, active and passive microphone stands, booms and cables. **Staff:** Mark Taylor, Greg Silsby, Ken Reichel, Jon Kelly, Jeff White, Steve Hebrock, Rock Wehrmann, Don Kirkendall, Bob Herrold.

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Take our latest tape, for instance. The picture quality is higher and the background noise is lower than on the tape we were

making less than a year ago. In fact, the improvement is so obvious, you can see it on your monitor as well as our spec sheet.

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ATI-Audio Technologies 2508

328 W. Maple Ave., Horsham, Pa. 19044

Vanguard series broadcast consoles*, interfaces, amplifiers, mike, line and turntable amplifiers, monitor amplifiers, microphone processor. **Staff:** Edward Mullin, Samuel Wenzel.

Auditronics 3310

3750 Old Getwell Rd., Memphis, Tenn. 38118

On-air control consoles, production consoles, accessory system, 310 series audio console*. **Staff:** Welton Jetton, Steve Sage, Stovall Kendrick, Bob Jones, Jeff Paullus, Duncan Fuller, Jerry Puckett, Betty Kee.

Aurora Systems 104

185 Berry St., Suite 143, San Francisco 94107

220* and 75 digital videographics system. **Staff:** W. Tom Beams, Richard Shoup, Sheila Ross, Marty Frange, Butch Fadley, Damon Rarey, Nancy Burnett, Richard Sloss, Robin Sloss, Robin Stelling, Lisa Zimmerman, Chuck Kozak, Tom Hahn, Mike Mage, Mike Buettner.

Autogram Corp. 2702

631 J Place, Plano, Tex. 75074

20 R/TV console*, LC-10 console*, IC-10, AC-8, AC-6 and microgram audio consoles, autoclock, autocode. **Staff:** Ernest Ankele Jr., Jim Laird, Neva White, DeLores Ankele, Don Klusmann.

AVS 148

Davis Rd., Chessington, Surrey KT91TT England

AVS 6500 digital standards converter and signal processor. **Staff:** Nigel Spratling, Mike Ransome, David Beanland, Richard Murray.

B&B Systems 2665

28111 Avenue Stanford, Valencia, Calif. 91355

Stereo audio phase verification systems models AM-1, AM-2, AM-3, MP-4, Phasescope and Imagescope, AM-1B and AM-2B Phasescopes*. **Staff:** William Burneds, John Bradford, Ramon Patron, Brenda Robley.

BAF Communications 2544

228 Essex St., Salem, Mass. 01960

BAF 340T SNG vehicle, digital SCPC system, two duplex, one simplex, 1 2400 baud data channel. **Staff:** Kenneth Brown, Dudley Freeman, Charles Angelakis, James Vautrot, Joseph Eichler, William Kavanagh Jr., Gregory Smith.

Barco Industries 2577

Sevenslaan 106, B-8500, Kortrijk, Belgium

Barcus-Berry Elect. 2485

5500 Bolsa Ave., Suite 245, Huntington Beach, Calif. 92649

BBE model 202 professional audio component designed to correct phase and amplitude distortion. **Staff:** William Matthies, Jeanne Vasta.

Bardwell & McAlister 2746

7051 Santa Monica Blvd., Hollywood, Calif. 90038

Modulight line of convertible softlights, lighting kits, B&MC lighting and grip equipment. **Staff:** Bill Norman, Bernie Gibbs, Bruce Belcher, Sharon Evans, Bill Hines.

Barrett Associates 2654

3205 Production Ave., Oceanside, Calif. 92054

Solar powered transmission*, portable tape testing unit*, full trade-in equipment concept*. **Staff:** W. Barrett Mayer, Derri Stanley, Dennis Nelson, Dr. Ronald Barreto, Michel Merger, James Rowles.

Basys 2913

2685 Marine Way, Mountain View, Calif. 94043

Basys Parallel, Dec Vax, Onyx, and PC systems. **Staff:** Dave Lyon, Ed Grudzien, David Simmons, Tina Harrison, Roy Terry, Harn Soper, Jim Cundiff, Jim Romeo, Mike Casserly, Rich Pierceall.

Bayly Engineering 2700

167 Hunt St., Ajax, Ont. L1S 1P6

Beaveronics 2703

8 Haven Ave., Port Washington, N.Y. 11050

Favag QMS series of modular master clock systems, DSK-4-DLB downstream keyer, video production switching systems, FM broadcast transmitters from Energy-Onix*, video hum stop coils. **Staff:** John Busharis, Bob Striker, Bernie Wise.

Belar Electronics 3347

Box 76, 119 Lancaster Ave., Devon, Pa. 19333

BTSC stereo TV reference decoder/monitor, stereo TV program monitor, precision TV aural demodulator/monitor. **Staff:** Arno Meyer, Harry Larkin, Dwight Macomber, Mohammad Olama, Manuel Krangel, Lynd Meyer.

Belden Communications 2926

534 W. 25th St., New York, N.Y. 10001

Lee filters color effect, color correction and diffusion materials distributor. **Staff:** Michael Sheppard, Patrice Sutton, Paul Nielsen, Damian Vaudo.

Belden Electronics 2651

2200 U.S. Hwy., 27 South, Richmond, Ind. 47374

Broadcast cables, TV camera cables. **Staff:** Chuck Parker, Jeff Latek, Dave Bilish, Frank Stone, Tim East, Mike Masucci, Mike Kipper, Jerry Dorna.

Bencher 2568

333 W. Lake St., Chicago 60606

M3 graphics stand, copymate camera stand. **Staff:** Jere Benedict, R.C. Locher Jr., Michael List.

Benchmark Media Systems 2470

3817 Brewerton Rd., N. Syracuse, N.Y. 13212

Audio processing and distribution system with Stereo DA card, Mia-4 mic preamp*, differential interface amplifiers, peak/program meter retrofit. **Staff:** Allen Burdick, Glenn Burdick, David May.

Beyer Dynamic 2823

5-05 Burns Ave., Hicksville, N.Y. 11801

BGW Systems 2825

13130 S. Yukon Ave., Hawthorne, Calif. 90251

Audio power amplifiers, model 2242*. **Staff:** Brian Wachner, Barbara Wachner, Dan Lasley, Dean Norquist, Chuck Prada, Mike Schmitt, Barry Evans, John Pearson, Frank Iaconis, Brian Scott, Mordy Foodym, Sye Mitchell, Chuck Rancillio, Ken Simons.

BHP Inc. 2795

1800 Winnemac Ave., Chicago, Ill. 60640

EnVision videotape editing systems. **Staff:** John Ehrenberg, George Darrell, Bruce Rady, Jack Behrand, May Behrand.

Bird Electronic 3472

30303 Aurora Rd., Cleveland 44139

15 kw and 25 kw load resistors*, STL RF test equipment*, FM broadcast filters and filters/couplers, plug-ins for Thruline wattmeters, RF measurement components, RF wattmeters, heat exchanger loads, line terminations, digital calorimeters, RF power analyst, calorimetric self-cooled load system. **Staff:** R. Bosler Sr., L. Lesyk, L. Kuklinski, G. Waltz, W. Kail.

BIW Cable Systems 3493

65 Bay St., Boston 02125

Cable, connectors, assemblies and repair services for broadcast cameras, VTR cable assemblies.

Bogen Photo 2405

17-20 Willow St., Fairlawn, N.J. 07410

Tripods, fluid heads, dollies, caddies, light strands, video lights, lighting rail system, gaffing equipment and TSE camera cases.

Bogner Broadcast Equipment 3406

401 Railroad Ave., Westbury, N.Y. 11590

Low-cost, low-wide-load, tower-leg-mounted (panel) version BUI UHF series antenna*, high power UHF TV transmitting antenna, low- and medium-power VHF and UHF slot and dipole transmitting antennas, circularly polarized FM transmitting antennas, MDS and ITFS transmitting antennas, LPTV transmitters, 800 mhz and 900 mhz base-station antennas. **Staff:** Leonard King, Richard Bogner, Robert Piano, Steve Weinstein.

Bonneville Telecommunication 2440

6430 Sunset Blvd., Suite 908, Los Angeles 90028

Boonton Electronics 156

791 Route 10, Randolph, N.J. 07869

Robert Bosch Corp. 2907, 3170

2300 South 2300 W., Salt Lake City 84130

3D illustrator*, video and audio distribution amps*, sync pulse generator*, routing switcher*, KCM-125 camera*, graphic off-line modeling system*, switcher control panels*, X-Y zoom for film-to-tape transfer*, other transfer equipment, color corrector, grain reducer, computer graphics image system, quarter-inch camera and recorder system and playback recorder unit, TAS/TVS 2000 audio/

Why Edens Broadcasting chose a rep instead of a conglomerate.

By Gary D. Edens, President and Chief Executive, Edens Broadcasting



Gary Edens (left), shown with Jerry Schubert, President, Eastman Radio

We pride ourselves on broadcasting quality programming, and needed a rep that knew how to sell more than just numbers.

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KQYT in Phoenix pioneered the easy listening format. KOY, Phoenix, has won more news awards than any other Arizona station. Tampa's WRBQ launched the Morning Zoo,TM becoming one of America's 10 most admired stations. In Richmond, WRVA is celebrating its 40th year with the same morning man. And Richmond's WRVQ dominates the contemporary format with its 200,000 watt signal.

These are stories worth telling, and Eastman makes sure they're told.

Eastman sells radio. Only radio.

A lot of reps use radio sales as a training ground for TV. Not so at Eastman.

Their reps specialize in radio—only radio. They take the time to get to know our stations, earning a high share of national dollars by selling the quality that numbers alone can't reach. In Tampa, for example, Eastman just produced the highest single month of national billings in that station's history.

Eastman treats us like family.

Eastman's never let us down by treating radio time as commodity trading. They're big, but they don't sell "supermarket-style" like those conglomerates. They treat us like family.

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EASTMAN RADIO

video distribution switcher, master control switcher, custom control panels, production switchers, videotape recorders, video monitors. **Staff:** Erich Zipse, D.K. McCauley, Barry Albright, Dave Spindle, Ron Ferguson, Al Jensen, K. Jayaraman, Jeff Davis, George Crowther, Jerry Jumper, Steve Sedoff, David Brack, Robert Walters, James Skupien, Clay Selthun, Anthony Magliocco, Stephanie Bailin, Larry Riddle.

Bowen Broadcast Service 2522
8343 Lynn Haven Ave., El Paso 79907

Bradley Broadcast Sales 2663
8101 Cessna Ave., Gaithersburg, Md. 20879
Telos 10 digital telephone hybrid, echo

digital voice storage/retrieval system*
Staff: Art Reed, Neil Glassman.

Bridal Fair 2562
8901 Indian Hills Dr., Omaha, Neb. 68114

Local retail sales and marketing tool.
Staff: Bruce Thiebauth, Sherry Thiebauth, Dick Lewis, Cary Kruger, Jim Pearson, Mark Nielson, Justina Sears.

BrightStar Communications of America/BrightStar Comm. 2488
1801 Avenue of the Stars, Suite 345, Los Angeles 90067

Global satellite television network distribution system. **Staff:** Ernest Samuel, Gary Worth, Ian Joseph, Bill Page, Maxine Goodless, Ruth Macy.

Broadcast Audio 2615
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Stereo audio consoles, BA 10T/BA 10R aural studio transmitter links*, modular console with six mixers, amplifiers, passive phono preamps, premium DAs. **Staff:** David Evans, John Fernandez, Adie Fernandez, Gary Maggiore, Sonnie Maggiore.

Broadcast Automation 2697
4125 Keller Springs, Suite 122, Dallas 75244

Broadcast Electronics 3226
4100 N. 24th St., Box 3606, Quincy, Ill. 62305

35 kw and 10 kw FM transmitters*, AM stereo modulation monitor*, 6 khz response solid state digital recorder*, single- and multideck tape cartridge machines, audio mixers, FM transmitters, exciters, stereo and SCA generators, AM stereo exciter studio equipment, TV stereo generator, microprocessor program automation system and studio turntables and tonearms. **Staff:** Lawrence Cervon, Curtis Kring, Bill Harland, Tim Bealor, Dave Evers, John Burtie, Mac McEachern, Kirk Walker, Geoff Mendenhall, Rick Carpenter, Ed Anthony, Jim Tucker, El Corujo, Gil Housewright, Kevin Clymer.

Broadcast Engineering 143
Box 12901, Overland Park, Kan. 66212

Staff: Tom Cook, Miguel Chivite, Jerry Whitaker, Paula Janicke, Brad Dick, Carl Bentz, Stephanie Fagan, Duane Hefner, Cameron Bishop, Tom Nilsen, Ann Belle Rosenberg, Joe Concert, Josh Gordon, Herb Schiff, Jason Perlman.

Broadcast Management Plus 2646
Box 5708, Auburn, Calif. 95604

Broadcast Microwave Services 3578
7322 Convoy Ct., San Diego 92111

Portable microwave equipment—transmitters, receivers and antennas—for helicopters and vans.

Broadcast Music Inc. 2632
320 W. 57th St., New York 10019

Staff: Larry Sweeney, Bob Warner, Len Hensel, Paul Bernard, John Alves, Ollie Henry, Joan Yazmir, Ed Cramer, Al Smith, Ted Chapin.

Broadcast Supply West 2743
7012 27th St. W, Tacoma, Wash. 98466

Prodecor studio furniture*, cabinets, console table, audio processing equipment. **Staff:** Irv Law, Bernice McCullough, Tim Schwiager, Pat Medved, Jon Ferren, Bob Crawford.

Broadcast Systems 2418
8222 Jamestown Dr., Austin, Tex. 78758

DC-80 automatic video cart machine*, DC-8E/P automatic video cart machine*, BJ-800 stereo audio distribution system*, prewired audio jack panels*, custom master control console*, turnkey television systems design and construction service and field technical support. **Staff:** Donald Forbes, Sarah Salsbury, Byron Fincher, Les Hunt, Chuck Balding,

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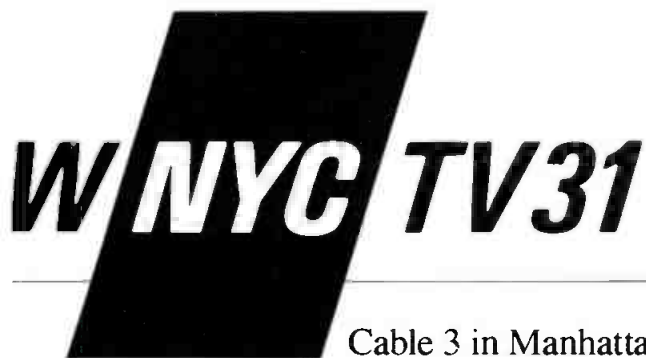
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Cable 3 in Manhattan, One Centre Street, New York, NY 10007

Jim Zeiner, Art Smith, Mike Brunsky, Lisa Whitten.

Broadcast Video Systems 2730
1050 McNicoll Ave., Unit 15, Agincourt, Ont. M1W 2L8

Component downstream keyer with fade to black*, composite and component color correctors with scene store and time code control*, RGB/component translators*, miniature video filter*, zero loss variable video delay*, 20 mhz video delay lines*, waveform monitor with line selector*, combo calendar, clock and source ident unit*, video filters, studio and portable sale area generators, component to NTSC encoder. **Staff:** Bert Verwey, Randy Conrod, Erle Swadron, Tony Frere, Eric Vavasour, Derek Newport, Brian Elliot, David Bryan, Allan Taylor.

Bryston Ltd. 2406
57 Westmore Dr., Rexdale, Ont. M9V 3Y6
Amplifiers.

BSM Systems 2668
Box 19007, Spokane, Wash. 99219

Down-sized version of modula system routing switcher*, remote control units*, audio distribution amplifiers*, small application video and audio routing switchers. **Staff:** Bruce Morse, Mike Fitzsimmons, Dick Myers, Dave Poppe, Wayne Barrington, Marceen Zappone, Jay Turkovsky, Richard Hartman, Ernie Tanner, Thomas Thuling, Maribeth Morse, Helen Fitzsimmons, Cecelia Barrington.

BW Lighting Systems 2922
Box 470162, Tulsa, Okla. 74145

1K and 12K softlights*, curtain track systems, track switcher, dimming equipment, fixtures, distribution, grid and miscellaneous equipment. **Staff:** Wally Whaling, Blair Powell, Chuck Parker, Jim Freeman, J. Michael Freeman.

Cablewave Systems 3489
60 Dodge Ave., North Haven, Conn. 06473

Antenna and transmission line system products, low-loss foam coaxial cable. **Staff:** William Meola, Margie Barneschi, Ken Robinson, Wally Brooks, George Gigas, Sherry Rullman, William Sirvatka, Sol Esocoff, Jack Nevin, Steven Aldinger.

Calaway Engineering 149
49 S. Baldwin Ave., Sierra Madre, Calif. 91024

Calvert Electronics 2503
(see Richardson)

Calzone Case 2502
832 N. Victory Blvd., Burbank, Calif. 91502

Travel and shipping cases including video, camera, rack mount, camera, monitor, lighting and editing systems, recording, audio and broadcasting.

Cambridge Products Corp. 2731
244 Woodland Ave., Bloomfield, Conn. 06002

Flush-mounted wall plates, BNC's and TNC's. **Staff:** Alan Horowitz, Joyce Johnson.

Camera Mart 3040
456 W. 55th St., New York 10019

Video production and post-production equipment. **Staff:** Samuel Hyman, Paul Meistrich, Shimon Ben-Dor, Jeffrey Wohl, Leo Rosenberg, Shelly Brown, Herb Browning.

Canare Cable 2523
832 N. Victory Blvd., Burbank, Calif. 91502

Star quad microphone cable, single and multichannel cable configurations, cable reels, BNC prepackages double shielded video cables*. **Staff:** Motomi Ebara, Barry Brenner, Kinya Osaka.

Canon U.S.A. 3300
One Canon Pl., Lake Success, N.Y. 11042

Broadcast lenses and support equipment. **Staff:** Jack Keyes, Jim Wolfe, Bob Low, Tom Miller.

Capitol Magnetic Products 3345
6902 Sunset Blvd., Hollywood, Calif. 90028

AA-4 audiopak broadcast cartridge. **Staff:** H.J. Jackson, Edward Khoury, Larry Hockemeyer, Larry Krutsinger, Dick Dunlavy, Dennis Schleich, Gordon Stafford, Jack Jackson, Joe Kempler.

G.A. Carley 2649
4424 W. Mitchell St., Milwaukee, Wis. 53214

Screen process printer of outdoor advertising. **Staff:** Peter Gray, Stan Hesselgrave.

Cascom 248
707 18th Ave. South, Nashville 37203

Staff: Ronald Ellis, Victoria Ellis, Simon Pollack, Wayne Smith.

CAT Systems 3333
401 E. 74th St., New York 10021

Computerized remote control system, multisite cable monitoring and control system*, version 4 software*. **Staff:** J. M. Soll, T. J. Vaughan, T. Sullivan.

Catel Telecomm. 2585
4800 Patrick Henry Dr., Santa Clara, Calif. 95050

Dwight Cavendish 2662
2117 Chestnut Ave., Wilmette, Ill. 60091

Videocassette duplicator, Copymaster 250*, Copymaster QC station for quality control testing*, video/stereo audio modular routing switcher. **Staff:** Marshall Ruehrdanz, Jim Dow, Carter Ruehrdanz, Brian Flynt, Dave Jones.

CBS Radio Stations News Service 2178
2020 M St., Washington 20036

Byline magazine with news/information features (12). **Staff:** Allen Balch, Jerome Navies, Nancy Johns.

CCI/Commercial Comm. 2484
7353 Lee Hwy., Chattanooga, Tenn. 37421

Ceco Communications 3383
2115 Avenue X, Brooklyn 11235

Electronic, transmitting, camera, receiving and industrial tubes, transistors and IC semiconductors. **Staff:** Anthony Ianna, Hugh Mullins, Lew Levenson.

CEL Brabury & Electronics 2429
5925 Beverly, Mission, Kan. 66202

Celco Inc. 155
262 A Eastern Pkwy., Farmingdale, N.Y. 11735

Central Dynamics 3080
147 Hymus Blvd., Pointe Claire, H9R 1G1

Total integration of signal distribution system into display controlling signals distributed to master control and production switchers. **Staff:** Peter Brackett, Jim Bastien, Richard Williams, Roy Holmes, Ross Ivett, John Boland, Joe Ryan, Jim Morrison, Robert Smith, Steve Broom, Emil Lurion, Patrick Manning, Pietro Censi, Charles Mynott, Graham Pugh.

Central Tower 2799
8200 Roberts Ridge Rd., Newburgh, Ind. 47630

Centro Corp. 3181
9516 Chesapeake Dr., San Diego 92123

Design, engineering and construction for post production, production and broadcast facilities; design, engineering and construction of mobile production, equipment enclosures, satellite news gathering truck*. **Staff:** Darrell Wenhardt, Fred Powers, Ken Tondreau, Vince Jakimsak, Rex Reed.

Century Precision Optics 2422
10713 Burbank Blvd., N. Hollywood, Calif. 91601

Lenses.

Century 21 Programming 3452
4340 Belwood Pkwy., Dallas 75234

Staff: Dave Scott, Richie Allen, Sam Taylor, Stuart McRae, Allen Collier, Eddie Davis.

Cetec Antenna 3587
6939 Power Inn Rd., Sacramento, Calif. 95828

TV version of Broadband cavity backed dipole antenna, FM CP antennas, CP TV spiral. **Staff:** Jim Olver, Bill Cunningham, Ali Mahnad, Mark Cunningham.

Cetec Gauss 3394
9130 Glenoaks Blvd., Sun Valley, Calif. 91352

Single point source studio monitor*.

Cetec Vega 3394
9900 Baldwin Pl., El Monte, Calif. 91731

Models 66B and 67B pro plus portable wireless microphones receivers*. **Staff:** Paul Baughman, Ken Bourne, Gary Stanfill, Stan Fowler.

Channelmatic 2548
821 Tavern Rd., Alpine, Calif. 92001

Totally integrated random access multi-VCR commercial break automation system, PC-controlled operational software and traffic software package*, Broadcaster I Automatic videocassette changer system, turnkey versions of five-VCR break sequencer, four-channel ROS break inserter, audio follow switcher unit, stereo switchers, time and/or tone activated VCR/VTR controllers/switchers. **Staff:** Bill Killion, Vern Bertrand, Dwain Keller, Al Taylor, Roger Heidenreich, Wes Hanemayer.

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Chisan Photron Trading 2494
Jinguame 6-12-15, Shibuyaku, Tokyo, 150

Christie Electric Corp. 3324
20665 Manhattan Pl., Torrance, Calif. 90501

CASP charger/analyzer/reconditioner, bulk-tape degausser, nickel-cadmium batteries. **Staff:** Tom Christie, David Christie, Fred Benjamin, Alan Augusta, Betty Trenberth, Diane Church, Ray White, Howard Durbin.

Chyron Corp. 3072
265 Spagnoli, Melville, N.Y. 11747

Chyron 4200 with motion, high resolution graphics system with digital graphic effects, ultra high resolution text generator, graphics and titling systems, high resolution low prices paint system, low price graphics and character generators. **Staff:** A. Leubert, J. Scheuer, L. Weissman, D. Buckler, R. Witko, W. Hendler, W. Reinhart, T. Finnin, A. Rudden, L. Mincer, M. Ahern, S. Stanco, R. Cerbone, R. Benincasa, J. Mauro.

Cine 60 3428
630 Ninth Ave., New York 10036

Air-cooled on-camera batteries*, sun-gun kits*, battery analyzer, battery belts, packs, batteries, charging systems, sun-guns and sun-gun kits. **Staff:** Robert Kabo, Paul Wildum, Don Civitillo, Richard Jenkins, Paul Wildum Jr.

Cinema Products 140
2037 Granville Ave., Los Angeles 90025

Mini-Worrall continuous pan cable drive geared head*, mini-Worrall super*, CP-35E*, Steadigate film gate conversion*, Steadigate TC*, insight vision system, series 75B&W broadcast camera, image intensifier and zoom lens*, Steadicam Universal model III camera stabilization system, mini-mote remote controlled pan and tilt head for film cameras, wireless lens control system, portable prompting systems for film and video cameras, joystick zoom control. **Staff:** Ed DiGiulio, Ed Clare, Jesse Garfield, Chuck Jackson, Robert Auguste, Bern Levy, Susan Lewis, Ian Love, Natalie Samuels.

Cinemills Corp. 2777
3500 W. Magnolia Blvd., Burbank, Calif. 91505

Staff: Wally Mills, Sandy Mills, Linda Roberts, Danny Davis, David Holmes, Haydn Edwards, Eddy Ruffell, Lynn Reiter, Rich Schafner, Steve Mule, Bob Roller, John Melvin, Ralph Young, Pat Holmes, Kim Mills.

Cipher Digital 2605
10 Kearney Rd., Suite 2B, Needham, Mass. 02194

Vertical interval time code products, high resolution character displays.

Circuit Research Labs 2538
2522 W. Geneva, Tempe, Ariz. 85282

Audio processing equipment, stereo and SCA generators. **Staff:** Ben Van-Bentham, Ron Jones, Chuck Adams, Stan Salek, Dee McVicker, Ray Updike,

James Woodworth, Hank Langlinais.

Clear-Com 3352
1111 17th St., San Francisco 94107

Single/multichannel rack, custom, portable intercoms, multiple channel IFB and ISO systems. **Staff:** Robert Cohen, Peter Giddings, Michael Goddard, Ed Fitzgerald, Bob Tourkow, Bill Fluster, Emil Matignon, Sharon Krentz.

CMC Technology 3340
2650 Lafayette St., Santa Clara, Calif. 95050

Replacement video head for C-format VPR series machines with dynamic parallel tracking video head, Videomax TD-800 bulk tape demagnetizer, quad video and audio head and VTR accessories. **Staff:** Bill Fitts, Tony Mlinaric, Fred Koehler, Tommy Thompson, Bill Zimborski.

CMX/Orr 3232
2230 Martin Ave., Santa Clara, Calif. 95050

Computer-assisted editing systems. **Staff:** Gary Hinderliter, Sam Goodman, Larry Weiland, Dick Sirinsky, Russ Johnson, Dick DeBeradinis, Ed Bolger, Tom Harmon, John Shike, Christin Hardman, Howard Thayer, Dwight MacPherson, Don Niederhauser, Stan Becker, David Orr.

Coaxial Dynamics 2766
15210 Industrial Pkwy., Cleveland 44135

Peak and C.W. reading portable wattmeter*, frequency counter/wattmeter combination, low and high power directional RF wattmeter, RF loads and filters, power sensors. **Staff:** Robert Scott, John Ittel, Joe Kluha, Art Dinicola, Ron Orłowski, Al Prinz.

Coherent Communications 2675
13756 Glenoaks Blvd., Sylmar, Calif. 91342

SMPT time code readers*, generators* and inserters*, time code on film equipment*, miniature video transmitters, radio microphones, portable audio mixers. **Staff:** Ivan Kruglak, Steve DeFeo, Harry Howard.

Colorado Video 3447
Box 928, Boulder, Colo. 80306

Time division video multiplexer*, vertical blanking interval freeze-frame communications*, sync stripper, freeze-frame TV broadcast communications systems. **Staff:** Glen Southworth, Jim Dole, Larry McClelland.

ColorGraphics Systems 3144
5725 Tokay Blvd., Madison, Wis. 53719

Artstar III-D* paint system, 3D animation automation, vector type character generator, weatherline 256 color weather display/animation system*, NewStar computer system, ADP NewsStar's add-on relational automated database system.

Colortran 3598
1015 Chestnut St., Burbank, Calif. 91506

Fresnels.

Columbine Systems 3405
Seven Jackson Bldg., Golden, Colo. 80401

Fixed assets and traffic system for IBM PC*, newsroom management system*, music, traffic and accounting software. **Staff:** Mark Fine, Martha Freeman, Marilyn Decker, Larry Christofaro, Pete Callaway, Gary Renfrew, David Wipper, Murray Goodman.

Comark Communications 3561
Box 506, Colmar, Pa. 18915

60 kw klystron UHF amplifier*, high power klystron transmitters, medium power tetrode transmitters, 30 kw high band VHF transmitter from Marconi, coax and waveguide transmission lines and components. **Staff:** Richard Fiore Sr., Nathaniel Ostroff, Stuart Kravitz, James DeStefano, Richard Fiore Jr., David Smith, Raymond Kiesel, Andrew Whiteside, Mark Duclos, John Molta, Tom Tomkins, Mark Aitken, Alvin See.

Comex 2829
1645 NW 79th Ave., Miami 33126

MMDS products. **Staff:** Jack Rickel, Beverly Chester, Paul VanDerLoo, Vivian Fernandez, Jim Clark, Gary Brotherson, Dale Hemmie.

Communication Graphics 2423
Box 54110, Tulsa, Okla. 74155

Promotional items—bumper stickers, window decals, T-shirts, jackets, hats and credit cards, media or sales folders*. **Staff:** Donna Allbright, Richard Lawrence, Sandra Berkshire, Vickie Barefoot.

Communication Microwave Corp. 139
Box 69, Mountaintop, Pa. 18707

Solid state ITFS/MDS transmitters, amplifiers, repeaters for video, audio and data—10 w, 30 w, 50 w, 100w. **Staff:** Steve Koppelman, Bill Price, Jim Fisher, Bob Greenfield.

Comprehensive Video Supply 3593
148 Veterans Dr., Northvale, N.J. 07647

Display racks, video supplies, computer cables, lighting systems and accessories.

Comprompter 2630
3340 N. Pine Creek, LaCrescent, Minn. 55947

Compuprompt 2630
940 N. Orange Dr., Los Angeles 90038

CompuSonics Corp. 226, 227
1355 S. Colorado Blvd., Suite 607, Denver, Colo. 80222

DSP-1500 digital disk broadcast recorder/player, DSP-2002 hard disk based computer audio systems. **Staff:** David Schwartz, Hamilton Brosious, Peter Roos, John Stautner, David Clementson.

Computer Concepts 2801
8375 Melrose Dr., Lenexa, Kan. 66214

Broadcast computer systems.

Computer Graphics Lab 2929
405 Lexington Ave., New York 10174

Staff: Bill Taylor, Anne Conroy, Mark Miller, J.J. Larrea, Randy Wiggins, Louis Schure, Audrey Fleisher, John McMahon, V. Cavanagh, K. Ritshie, Bruce Perens.



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Stereo Television

★ **NEW Model 275A Automatic Stereo Synthesizer:** Orban introduces the *Missing Link* for quality Stereo Television—an outstanding package to complete your Stereo TV system. ☐ Mono/stereo recognition and recognition of audio on only one channel. ☐ Smooth crossfades. ☐ Improved Orban stereo synthesis effectively centers dialog. ☐ Reverse-polarity detection corrects out-of-phase problems automatically and unobtrusively. ☐ Noise reduction reduces hiss and hum on mono material by up to 10dB. ☐ Optional full Remote Control. ☐ Priced at \$1895.00

★ **The Orban Stereo Television System: Over 200 systems in the field—more than all other makes combined!** OPTIMOD-TV Audio Processor (single or dual chassis configuration) ☐ TV Stereo Generator ☐ Separate Audio Program Generator ☐ Pro Channel Generator.

FM Radio

★ **NEW Model 8150A FMX® Stereo Generator:** With the new FMX receivers, your stereo coverage area is improved up to four times! And the Orban Model 8150A adds the special FMX subcarrier to your FM stereo signal with *no loss in loudness*

Model 8150A is designed to work with OPTIMOD-FM Models 8000A, 8100A, 8100A/I and other audio processors, and is compatible with our 8100A/XT Six-Band Limiter. When coupled to Model 8100A/I, the Model 8150A also improves conventional stereo performance and loudness capability.

★ **NEW Model ACC-22 SCA Filter Card for Model 8100A:** For enhanced SCA protection. Provides 25dB more protection to 67kHz SCA than provided by the standard 8100A or 8100A/I. Also increases average modulation capability by 0.6dB—about the same increase as provided by a composite clipper, but without the trash!

AM Radio

★ **Model 9100A OPTIMOD-AM Audio Processor:** Loud, yet open and dynamic, this processor is becoming the standard for forward-looking AMs who realize that the adult demographic is turned off by the squashed, distorted “loud-at-any-cost” sound of yesterday’s “competitive” AM processors. OPTIMOD-AM’s superior balance between loudness, brightness, and fatigue is ideal for AM mono, Motorola C-QUAM Stereo, Kahn Stereo, and short-wave broadcast.

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Orban Associates Inc. 645 Bryant St, San Francisco, CA 94107 (800) 227-4498 or (415) 957-1067, Telex: 17-1480

FMX® is a registered trademark of CBS Inc.

Computer Prompting Corp. 132
1511 K St., Suite 831, Washington 20005
CPC-1000 computerized teleprompter.
Staff: Sidney Hoffman.

Comrex 3460
60 Union Ave., Sudbury, Mass. 01776
Two-line frequency extender/sports console*, diverta broadcast coupler, frequency extenders, cue systems. **Staff:** John Cheney, Lynn Distler.

Comsat World Systems 2482
950 L'Enfant Pl., SW, Washington 20024

Comtek Inc. 2653
357 W. 2700 South, Salt Lake City 84115
MR-182 wireless microphone system for field and studio use, M-72 wireless microphones, off-air audio monitoring personal receivers, wireless communication systems for cueing and IFB, wireless full duplex communication systems. **Staff:** Ralph Belgique, Dana Pelletier, LeeAnne Rickards.

Comtronix 2487
Box 388, Westfield, Mass. 01086

Comwave 139
Box 69, Mountaintop, Pa. 18707

Concept Productions 3334
1224 Coloma Way, Roseville, Calif. 95678
Adult Contemporary, Contemporary Hit Radio, Album Oriented Rock, Country and Contemporary MOR automated or live assist formats. **Staff:** Dick Wagner, Mary Wagner, Dave Nelson, Renee Montero, Larry Anderson, Elvin Ichijama.

Connectronics Corp. 2403
652 Glenbrook Rd., Stamford, Conn. 06906
Mixing consoles, audio signal processors.

Connolly Systems 2915
100 Water St., New York, N.Y. 10005

Conrac 3124
600 N. Rimsdale Ave., Covina, Calif. 91722
Monitors.

Continental Electronics 3200
Box 270879, Dallas 75227
AM transmitters (from 1 kw to 50 kw), FM transmitters (from 2.5 kw to 60 kw), FM antennas, AM and FM stereo exciters. **Staff:** J. Weldon, B. Watson, Tom Yingst, W. Mitchell, Vernon Collins, J.D. Rogers, E.L. King, R. L. Floyd, Steve Clatterbaugh, Bob Dunkin, Paul Kittenbacher.

Control Concepts Corp. 2652
328 Water St., Box 1380, Binghamton, N.Y. 13901

Conus Communications 3385
3415 University Ave., Minneapolis 55414
Satellite-delivered, national and regional news service via Ku band transponders, daily news feed, live and tape coverage of Washington events, portable Ku SNG system. **Staff:** Charles Dutcher III, Anita Klever, Dennis Herzig, Daniel Webster, Ray Conover.

Convergence Corp. 3252
1641 McGaw, Irvine, Calif. 92714

Corporate Communications Consultants 2753
4250 Veterans Memorial Hwy., Holbrook, N.Y. 11741
System BM color correction system*. **Staff:** Armand Belmares-Sarabia, Stanley Chayka, Kenneth Hultgren, Donald Dutton, Jerry Keller, Mike Ellis.

Corporate Leasing 2413
1710 N. Tower, Plaza of the Americas, Dallas 75201

Countryman Associates 2425
417 Stanford Ave., Redwood City, Calif. 94063
Staff: Carl Countryman, Kevin Dolby, Alan Marzoline, Carolyn Countryman, Greta Lunde, Joan Lewin.

Crosspoint Latch 3533
95 Progress St., Union, N.Y. 07083
6129 AHK compact switcher, 8200 dual time base corrector. **Staff:** Michael Molinaro, Tony Grosboll, James McKay, Don Imbody.

Crown International 2927
1718 W. Mishawaka Rd., Elkhart, Ind. 46517
Power amplifiers, PCC, PZM and GLM microphones, TEF 12 audio analyzer. **Staff:** Preskel Gayheart, Tom Szerencse, Bruce Bartlett, Jim Beattie, Herman Mack, Guy Braden, Don Eger, Jim Bumgardner, Tom Lininger, Larry Shank, Bill Raventos, Chuck Gushwa, Tony Satariano.

Cubicomp Corp. 3478
3165 Adeline St., Berkeley, Calif. 94703
Enhanced version of PictureMaker 3D video animation computer graphics system. **Staff:** Harry Taxin, Peter McBride, Stephen Crane, Chuck O'Daniel, Jim Hudman, Henry Lasch, Rick Tears, Amie Slate, Jan Hendricks, Chris Laskey, Henry Dryovage, Carol Byram, Leslie Evans.

Custom Business Systems 2517
Box 67, Reedsport, Ore. 97467
Radio business computer system. **Staff:** Steve Kenagy, Jerome Kenagy, Bob Lundstrom, Mike Povlo, Wes Lockard, Barbara Simon, Ira Apple.

Dago Cases 174
6945 Indiana Ct., Suite 600, Golden, Colo. 80403

Daiwa Manufacturing 2792
Box 170, Yokohama 231-91 Japan

Peter Dahl 222
5869 Waycross, El Paso, Tex. 79924
Three-phase 5 kw plate transformer, 1 and 5 kw modulation transformers and reactors, high voltage rectifiers. **Staff:** Peter Dahl, Gary Komassa, Ozzie Jaeger.

Dalsat 2424
1205 Summit, Plano, Tex. 75024
SNG-25, -10, -8, -6 satellite news gathering vehicles. **Staff:** C.M. Willingham, P. Zilliox, J. Moore, B. Flynn.

Bill Daniels 2631
9101 Bond, Overland Park, Kan. 66214

Illustrated trade references, dealer catalogues, manufacturer's catalogues, literature management, super ads, yellow pages for broadcast*. **Staff:** Bill Daniels, Kathy Daniels, Patricia Hibbs, Charles Wildberge, Patricia Braymer, John Morgan, Jo Kirkham.

Data Communications 3204
3000 Directors Row, Memphis 38131
BIAS PC radio computer based sales/traffic/billing systems, Buylane electronic contract, PC cable for cable ad systems sales, AOS for more processing power. **Staff:** Norfleet Turner, Polly Bolin, Doug Rother, Skip Sawyer, Doug Domergue, Greg Calhoun, Marshall Clark, Cindi Marshall, Dick Dortch, Bob Livingston, David Heckel, Steve Weaver, Dick Bruce, Michael Hunter, Susan Whalen, Robert Anderson, John Schultz, Jerry Eskridge, Michael Bower, Jamie McMahon.

Datatek 3547
1121 Bristol Rd., Mountainside, N.J. 07092
Video and audio routing systems, monitoring switchers and DAs, machine control data matrices, source ID systems. **Staff:** Robert Rainey Sr., Mervyn Davies, Robert Rainey Jr., Richard Rainey, Michael Davies, Daniel Antonellis, Skip Malley, Allen Witheridge.

Dataworld 2779
4827 Rugby Ave., Suite 201, Bethesda, Md. 20814
Broadcast database including AM, FM, TV, LPTV, translators, allocation studies, FCC data, population data base, TV six interference program*. **Staff:** Bob Kircher, Shirley Ostrmann, Jack Neff, Hank Brandenburg.

Datum 2408
1363 S. State College Blvd., Anaheim, Calif. 92806
5300 ITP microcomputer-based time processor, video data encoders and readers. **Staff:** Randy Smith, Mike Coffin, Gary Geil.

Davis & Sanford 2496
24 Pleasant St., Box 102, New Rochelle, N.Y. 10802

dbx 2740
71 Chapel St., Newton, Mass. 02195
Digital microwave transmission system for STL applications, audio modular signal-processing systems, audio tape noise reduction systems. **Staff:** David Kennedy, Stan Peters, Scott Berdell, Joe Lemanski, Gregory Green, Gary Soprano, Leslie Tyler, Richard Frank, Paula Polcaro, Barb Bennett.

Delcom Corp. 3580
6019 S. 66th E. Ave., Tulsa, Okla. 74145
Custom consoles and rack units, computerized system cable and tracing program, turnkey video systems. **Staff:** Sam Pate, Tom Roberts, Gerald Whitworth, Martin Brown, Buddy Swartz, Jerry Koerner, Nancy Johnson, Cherridah Pate, Chris Robinson.

Thank You.

To the Greater Los Angeles Press Club for declaring KTTV Best Overall News Coverage of all Los Angeles television stations in 1985, thank you.

To the Los Angeles Chapter National Academy of Television Arts and Sciences for Best Independent News Emmys in 1983 and 1984, thank you.



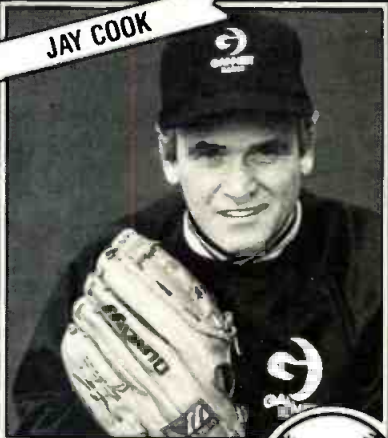
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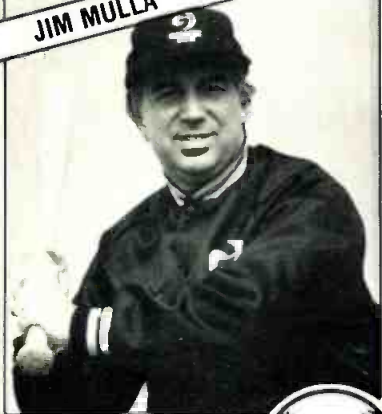
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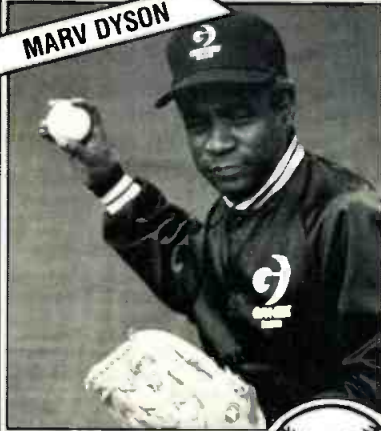
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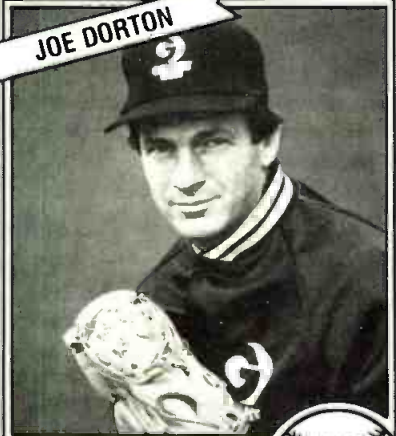
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RADIO



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54 60 70 80 100 120 140 160



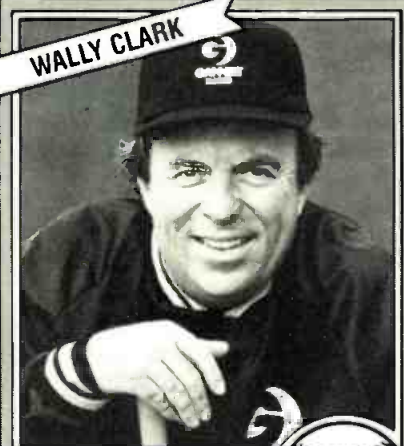
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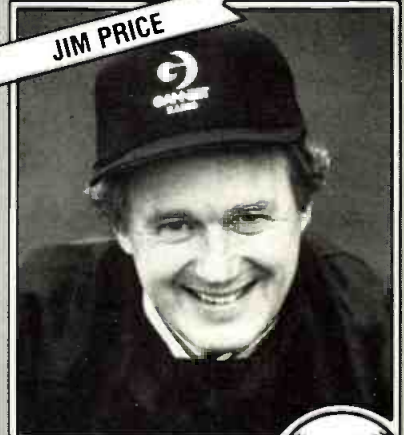
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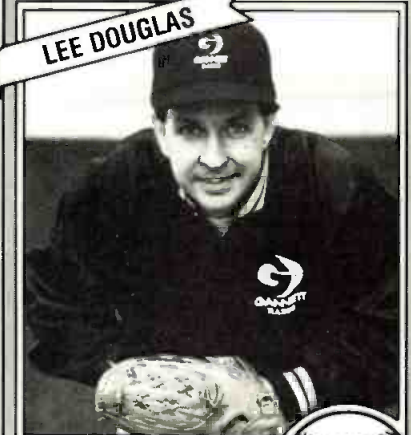
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Del Compu-Cable Systems 2449

31-1736 Quebec Ave., Saskatoon S7K 1V9

Character generators and titlers. **Staff:** Dale Lemke, Bob Hodgins.**Deloitte, Haskins & Sell 2542**

28 State St., Boston 02109

Broadcast financial consulting services.

Delta Electronics 3488

5730 General Washington Dr., Alexandria, Va. 22312

AM stereo exciters and modulation monitors, RF instrumentation products, RF ammeters, impedance bridges, coaxial transfer switches, remote control systems, power and modulation controllers. **Staff:** Bob Bousman, Joe Novak, Mike Hotchkiss, John Wright.**DeSisti Lighting/Desmar Corp. 2796**

328 Adams St., Hoboken, N.J. 07030

1k, 2k, 5k, 10k spotlights, 575-1200-2500-4000-6000-12000-w HMI spotlights, venture lighting international stage and studio lamps. **Staff:** Mario DeSisti, Frank Marsico, Fred Costantini, Wally Mills, Jorge Montero.**De Wolfe Music Library 2712**

25 W. 45th St., New York 10036

Production music library.

Dielectric Communications 3294, 3436

Tower Hill Rd., Raymond, Mass. 04071

Transmission line filters, coaxial switches, combiners, isolation unit, dehydrators, circularly polarized antennas, terminations/loads, diplexers, UHF/VHF TV antennas and shifter system, waveguides and components. **Staff:** Pattiann McCann, Richard Broadhead, Howard Acker, James Beville, Stan Thomas, Noel Luddy, Lauris Waterhouse, Jim Kelly, Dan Schulte, Max Ellison, Chuck Koriwchak, Spencer Smith, Bob Winn, W. Warren.**Digital Broadcast Systems 170**

184 Mechanic St., Southbridge, Mass. 01500

Digital Services 3304

3622 N.E. 4th St., Gainesville, Fla. 32609

Staff: John Davis, Jim Seipp, Ann Merideth, Hugh Gillogly, John Barker, Morrell Beavers, Mike Barsness, Gene Sudduth, Chuck Wacker.**Digivision 2527**

4980 Carrol Canyon Rd., San Diego 92121

Ebcoder/decoders, video engineering services, enhancers, video noise reduction, security systems.

Di-Tech 3567

48 Jefryn Blvd., Deer Park, N.Y. 11729

Audio follow video routing switchers, audio/video/pulse distribution amplifiers, video equalizers, audio only routing switchers, audio monitor amplifier.

Dolby Laboratories 2705

731 Sansome St., San Francisco 94111

380i*, 390* and 280* spectral recording module, 360 series, XT multichannel noise reduction series, adaptive Delta modulation DT85 encoder. **Staff:** Ray Dolby, Bill Jasper, Gary Holt, Elmar Stet-

ter, Mark Yonge, Bill Mead, Robert Cavanaugh, Stacey Rehm, David Robinson, Kevin Dauphinee.

Dorrough Electronics 2602

5221 Collier Pl., Woodland Hills, Calif. 91364

Loudness meter, discriminate audio processor for stereo television. **Staff:** Mike Dorrough.**Droid Works 3572**

Box CS 8180, San Rafael, Calif. 94912

Staff: Mary Sauer, Don Stulz, Andy Moorer, Rob Lay, Morgan Martin, Jim Guthrie, Ken Yas, Craig Sexton, Augie Hess, Jeff Taylor, Leigh Yafa, Dorothy Land, Michael Rubin, E. Titherington, Charlie Keagle, Kate Greenfield.**Dubner Computer Systems 3110**

158 Linwood Pl., Fort Lee, N.J. 07024

Video graphics generators, color corrector computers, character generators.

DX Communications 2693

10 Skyline Dr., Hawthorne, N.Y. 10532

Dynair Electronics 3409

5275 Market St., San Diego 92114

System 23 SMPTE/EBU ESbus, series 1600 ultra wideband switching for graphics and HDTV, audio/video routing switchers, computer controls, A/V distribution equipment. **Staff:** Phyllis Lynch, Jim Meek, Gary Gramman, Bob Vendeland, Bob Jacobs, Tom Meyer, Rich Smith, Al Wilson, Ellie Jett, Bob Vincentsen.**Dynascan 2464**

6460 W. Cortland, Chicago 60635

Dynatech Corp. 3144

5725 Tokay Blvd., Madison, Wis. 53719

Eastman Kodak 3208

343 State St., Rochester, N.Y. 14650

Videotapes, imaging products.

ECD Industries 2773

5034 Armacost Ave., Los Angeles 90025

Echolab 2827

175 Bedford Rd., Burlington, Mass. 01803

Color special effects generators, audio switchers.

Econco Broadcast Service 2578

1318 Commerce Ave., Woodland, Calif. 95695

Rebuilt transmitting tubes. **Staff:** Bill Barkley, John Canevari, Dave Elliott, Ray Shurtz, John Sullivan.**Editron Australia 2442**

1900 S. Sepulveda Blvd., Suite 354, W. Los Angeles 90025

EECO Inc. 3540

1601 E. Chestnut Ave., Santa Ana, Calif. 92702

VES II desktop postproduction editing system with new additions and enhancements, EMME computerized editing system with interchangeable editing workstations, time code peripheral equipment. **Staff:** John Ludutsky, George Swetland, Eloy Chairez, Robert Yablonski.**EEG Enterprises 2802**

1 Rome St., Farmingdale, N.Y. 11735

Line 21 to teletext transcoder, teletext video data bridge and inserter. **Staff:** Ed Murphy, Bill Posner, Mike Doller.**EEV 2626**

7 Westchester Pl., Elmsford, N.Y. 10523

Camera tubes, amplifier klystrons for UHF transmitters, CCD's and CCD cameras, power tubes for AM and FM transmitters. **Staff:** Tom Soldano, Paul Plurien, Mike Kirk, Vijay Patel, Ann Sayers, Walter Bielinski, Dennis Baker, Harry Kozicki, Jim Comella, Don Rose, Tim Sheppard, Dave Farrar, Dave Wilcox, Kees Van Der Keyl, Roy Heppinstall, Ed Sondek, Geoff Clayworth.**EG&G Electro-Optics 2612**

35 Congress St., Salem, Mass. 01970

SS-125 "owl" flashhead, SS-122 controller, SS-124 photocell, LS-159 medium intensity flashhead. **Staff:** Tom Allain, George Mandeville, Steve Wanstall.**Elcom Bauer 3414**

6199 Warehouse Way, Sacramento, Calif. 95286

ET portable FM transmitter*, 1,000 w solid state FM transmitter*, FM exciter*, 10,000 w FM transmitter*. **Staff:** Paul Gregg, Richard Noteman.**Elcon Associates 133**

1450 O'Connor Dr., Toronto, Ont. M4B 2T8

1200 videotape cleaner/profiler for one-inch broadcast videotape, EA 750 videocassette evaluator for three-quarter umatic cassettes. **Staff:** Bill Walters, Marilyn Walters, Mike Warren, Dick Baker.**Electro Controls 2710**

2975 S. 300 West, Salt Lake City 84115

Studio lighting and control equipment.

Electro Impulse Laboratory 3431

116 Chestnut St., Box 870, Red Bank, N.J. 07701

Dry, forced air cooled FM dummy loads, RF calorimeters, attenuators and wattmeters. **Staff:** Mark Rubin, Carol Johnson.**Electro-Voice 3430**

600 Cecil St., Buchanan, Mich. 49107

Staff: Michael Leader, Jim Holt, Michael Miles, Rob Boatman, Jim Starin, Paul McGuire.**Electronic Research 2576**

108 Market St., Newburgh, Ind. 47630

FM panel antennas, side mount FM antennas, diplexers, field service.

Electronic Systems Lab 2640

120 S.W. 21st Terrace, C-104, Fort Lauderdale, Fla. 33312

EELA broadcast, location, film and post production mixers, reportophones, hybrids, preamps, compressors/limiters, balancing units, phasemeters and recorder test sets, Barth signal processing equipment, Haase hum-killer, Giese complete ADR systems and synchronizers, TC generators, readers, video burn-in

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The TKC-990 features computer-controlled automatic set-up of the camera operating parameters, as well as automatic set-up of registration level, shading and detail correction for up to three input projectors.

Both cameras utilize a built-in large image field lens, neutral density disc for automatic light control and automatic color balance circuitry.

The FPH-16 16mm telecine projector, SPR-35 35mm slide projector and MPK-3V optical multiplexer round out a system that stands alone in the industry.

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Ikegami Electronics (USA), Inc. 37 Brook Avenue Maywood, NJ 07607

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Southwest: (214) 233-2844 Midwest: (312) 834-9774

*Hitachi Ltd.

Ikegami®

units and incremental TV generators, Graff high-speed four-channel in cassette duplicators, CC and videocassette loaders and supplies, cassette duplicator, broadcast on-air console, S 100 B series mixer". **Staff:** Lutz Meyer, Pieter Bollen, Wolfgang Giese, Heinz Schleusner.

Ellicon 2784
940 S. Leslie St., La Habra, Calif. 90631

Remote pan/tilt head, boom arm, gantry. **Staff:** Peter Regla, Elizabeth Regla, William Lee, Carol Contreras, Eric Ratliff, Ron Scrivner.

EMCEE Broadcast Products 3032
Box 68, White Haven, Pa. 18661

MMDS and LPTV transmitters, ITFS transmitter and repeaters, UHF/VHF medium power transmitters. **Staff:** Bob Nash, John Saul, Frank Trainor, Bob Luka, Perry Spooner, Phil Curtis, Jim Jarick.

Emcor 2402
1600 4th Ave., Rochester, Minn. 55901

Modular electronic enclosure systems, computer support furniture, chassis slides, instrument cases, EMI/RFI emission control cabinets, packaged blowers. **Staff:** John Horton, Tom Regnier, Jim Upchurch, Pat Gibson, Dave Blair, Don MacLaughlin, Bob Crafts, Frank Salmick.

ENG Corp. 3308
2930 Cloverdale Ave., Concord, Calif. 94502

Mobile news vans and cars.

Environmental Satellite Data 2786
5200 Auth Rd., Suitland, Md. 20746

Weather graphics and production systems.

ESE 3470
142 Sierra St., El Segundo, Calif. 90245

Digital clocks, timers, time code generators and readers, master clock systems, programable timers.

ESS 2469
7838 N. San Fernando Rd., Sun Valley, Calif. 91352

Ethereum Scientific Corp. 207
7641 Clarewood, Suite 336, Houston, Tex. 77036

Satellite uplinking services, transponder time, videoconferencing services and transportable uplinks in C and Ku-bands, satellite news gathering vehicles". **Staff:** Becky Coyne, Stan Wood, Michael Cordell, Marci King, Dick Wilkie.

Eventide 2830
One Alsan Way, Little Ferry, N.J. 07643

Broadcast delays*, new effects software for SP2016 effects processor/reverb, H949 and H969 harmonizers. **Staff:** Joe Shapiro, Suzanne Langle, Gil Griffith, Jeanne Meade, Richard Factor.

Evertz Microsystems 201
3515 Mainway, Burlington, Ont. L7M 1A9

Chaser time code-based chase synchronizer for audio for video postproduction facilities, emulator intelligent audio trans-

port interface, ev-bloc modular time code system, VITC readers, generators and character inserters. **Staff:** Dieter Evertz, Rose Evertz, Alan Lambshead, Carter Lancaster.

Excalibur Industries 2637
12427 Foothill Blvd., Lake View Terrace, Calif. 91342

Standard, custom and shock absorber cases.

Fairlight Instruments 2460
2945 Westwood Blvd., Los Angeles 90064

Faroudja Laboratories 3408
946 Benicia Ave., Sunnyvale, Calif. 94086

Ferro-Washington 2782
70 Weil Way, Wilmington, Ohio 45177

Transport carts for field production. **Staff:** Gordon Shields, Dan Williams, Jim Peeler.

FGV-Panther 2507
Routbuchen Strasse 1, 8 Munich 90 FRG

Fiberbilt Cases 2910
601 W. 26th St., New York 10001

Fidelipac 3092
Box 808, Moorestown, N.J. 08057

Dynamax CTR10 series cartridge machines*, CTR30 series three-deck cartridge machines, ESD10 eraser/splice detector*, CTR100 series tape cartridge machines featuring cartscan and vary speed, other tape cartridges, bulk tape, cartridge accessories, studio warning lights and bulk tape erasers. **Staff:** Roger Thanhauser, Dan McCloskey, Scott Martin, Art Constantine, Mike Sirkis, Amy Welton, Gary Gresham, Fred Buehler, Bill Franklin, Ray Teabo, Rosemary Jukes.

Film House Inc. 2781
24 Music Square West, Nashville 37203

Television commercials for various formatted radio stations. **Staff:** Eric Hahn, Curt Hahn, Mike Watson, Tony Quin, Peter Natalie, Rob Gorstein, Denise Scott, Phil Hahn, Eric Hahn.

Film/Video Equipment Service 2803
1875 S. Pearl St., Denver 80210

Wide Eye I and II wide angle attachments, portable energy products, sealed lead-acid and Ni Cad battery systems. **Staff:** Jane Swearingen, Dean Schneider, Jerry Schneider, Ron Cotty.

Flash Technology 3454
55 Lake St., Nashua, N.H. 03060

High and medium intensity lighting for marking tall towers, beacon and power converters*, controller for remote control operations*. **Staff:** Stan Kingham, Fred Gronberg, Lew Wetzell, Denis Buckland, Rick Sullivan.

John Fluke Mfg. 100
6920 Seaway Blvd., Everett, Wash. 98206

Focal Press 2541
80 Montvale Ave., Stoneham, Mass. 02180

Books on television and radio. **Staff:** Suzanne Oesterreicher, David Guenette, Arlyn Powell.

For-A Corp. 3599
49 Lexington St., West Newton, Mass. 02165
Video switchers, TBC's encoders.

Fort Worth Tower 3360
1901 E. Loop 820S, Box 8597, Fort Worth 76124

Towers and equipment buildings. **Staff:** Tommy Moore, Betty Moore, Fred Moore, Cheryl Moore, Carl Moore, Valinda Moore.

Fortel 3044
2985 Gateway Dr., Suite 600, Norcross, Ga. 30071

Time base correctors, synchronizers, image correction systems.

Fostex 2579
15431 Blackburn Ave., Norwalk, Calif. 90650

Audio to video and video to audio synchronization systems, audio editing using computers, E series mastering recorders with center track SMPTE*. **Staff:** Mark Cohen, Y. Abe, Fred Huang, Bob Hunt, Allen Wald, Maggie Hughes, Sandy Golightly, Jacqueline Disputo.

Frezzolini Electronics 2716
5 Valley St., Hawthorne, N.J. 07506

Super no memory high capacity rechargeable nickel cadmium battery packs*, RPS-4 AC adaptor*, lightweight location lighting kit*, portable power and lighting equipment and accessories. **Staff:** Jim Crawford, Jack Frezzolini, Jack Zink.

Fuji Photo Film 3240
555 Taxter Rd., Elmsford, N.Y. 10523

Videotapes, VHS and Beta videocassettes. **Staff:** S. Bauer, B. Kuczik, B. Friedrich, G. Brill, T. Daly, J. Hegadorn, T. Kobayashi, K. Kurokawa, G. Kern, T. Shay.

Fujinon 3410
672 White Plains Rd., Scarsdale, N.Y. 10583

A18x8.5 ERM ENG lens*. **Staff:** John Newton, M. Kawamura, Jack Dawson, Mark Schurer, Reno Morabito, Dave Waddell, Jorge Casteneda, Bruce Wallace.

G-M Power Products 2790
943 N. Orange Dr., Los Angeles, Calif. 90038

Battery belts and packs and accessories. **Staff:** Gideon Ben-Akiva, Gerald Meisel, Avi Yaron.

Garner Industries 2648
4200 N. 48th St., Lincoln, Neb. 68504

New 2700 continuous duty degausser for eraser, other audio, video and computer tape erasers. **Staff:** Phil Mullin, Bruce Alderman, Brian Boles.

General Electric 2717
Nela Park-4033, Cleveland 44112

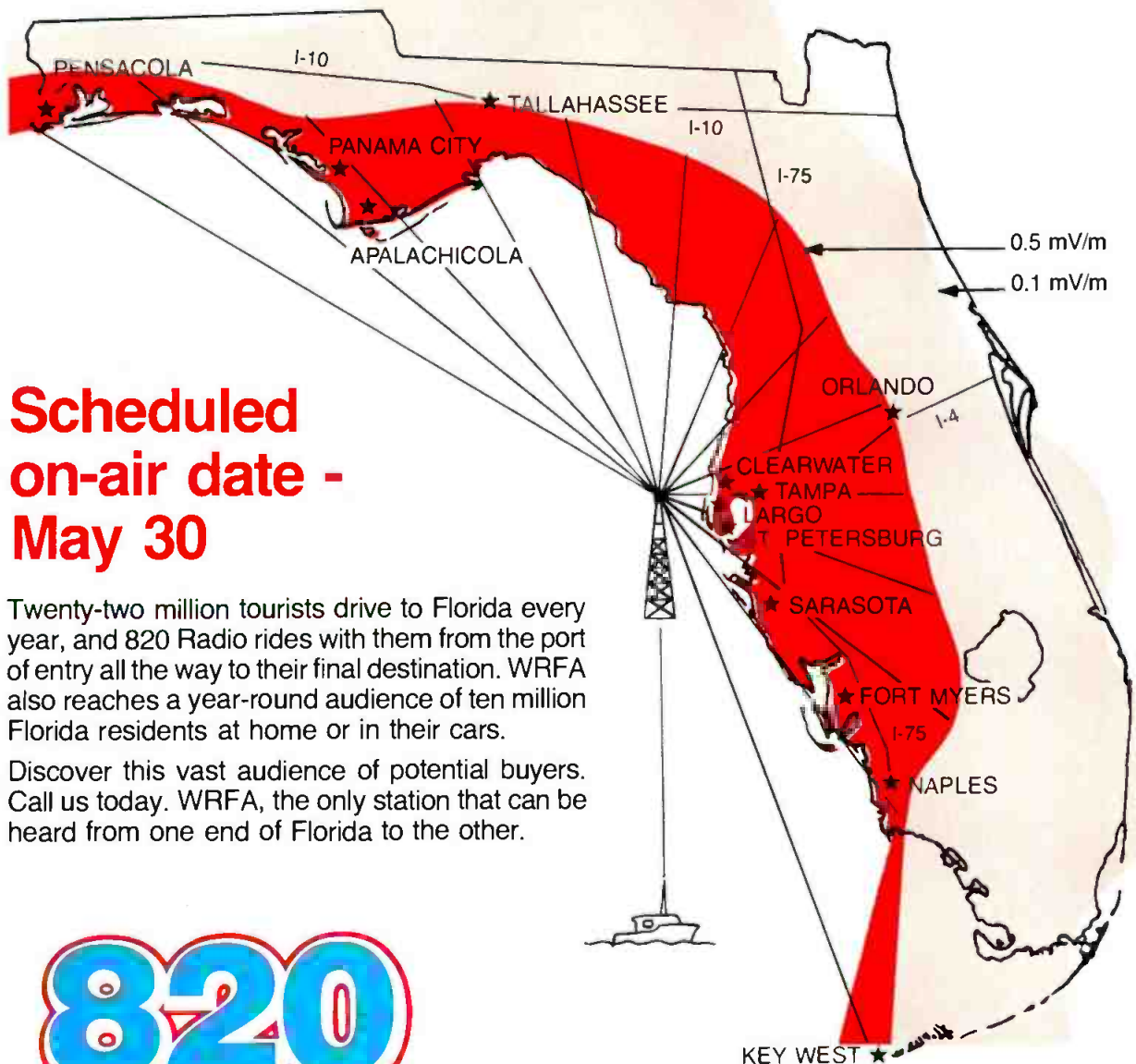
Lighting equipment.

Generic Computer Systems 2818
357 N. Main St., Butler, Pa. 16001

Software for traffic and billing on the Apple and IBM personal computers.

Gentner Engineering 2669
540 W. 3560 South, Salt Lake City 84115

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Telephone interface equipment*, audio routing systems, program switchers, intercom system, remote control unit. **Staff:** Russ Gentner, John Leonard, Bill Gillman, Elaine Jones, Brooks Gibbs, David Pedersen, Chris Gentner, Keldon Paxman, Karen Bump.

Gerstenslager Co. 2510
1425 E. Bowman St., Box 390, Wooster, Ohio 44691

Mobile TV vans and trailers.

Giese Electronic 2785
Klaus-Groth-Strasse 84-86, Hamburg 26, West Germany 0

Time code equipment, synchronizers, generators. **Staff:** Wolfgang Giese, Helmut Sket.

Global Systems Corp. 2788
15 Hale St., Haverhill, Mass. 01830

GML Inc. 2546
2323 Corinth Ave., Los Angeles 90064
Staff: C.J. Flynn, Bruce Jackson, Betty Bennet.

GML America Inc. 241
8150 Leesburg Pike, Suite 910, Vienna, Va. 22180

Dual channel, synchronizing digital video effects unit with A/B mixing capability. **Staff:** Gary Glover, John Coffey, Tony Stalley, Paula Bowen.

Gold Nugget 2772
10602 Lands Run, San Antonio, Tex. 78230

Alan Gordon Enterprises 3435
1430 Cahuenga Blvd., Hollywood, Calif. 90028

Fax animation equipment, EOS/Fax video animation controller, computer motion controlled fax animation stand.

Gorman-Redlich 2715
6 Curtis St., Athens, Ohio 45701

EBS encoders-decoders, NOAA weather receivers, digital AM antenna monitors.

Gotham Audio 3354
1790 Broadway, New York 10019

Staff: Russell Hamm, Jerry Graham, Juergen Wahl, George Johnson, Bernie Berry.

Graham-Patten Systems 2528
Box 1960, Grass Valley, Calif. 95945

Eight-input edit suite audio mixer*, other edit suite audio mixers, video keying systems, distributions amplifiers, universal equipment control system. **Staff:** Merv Graham, Mike Patten, Bill Rorden, Tim Prouty, Laurie Lewis.

Graland Distributors 2696
Box 45134, Baton Rouge, La. 70895

Grass Valley Group 3112
Box 1114, Grass Valley, Calif. 95945

Kaleidoscope DPM-1 digital effects system*, EZ-Link series 85 fiber optic system, production and postproduction switchers, routing switchers, timing/processing/distribution equipment, Wave-link fiber optic video/audio/data communication systems, master control/automation systems, editing systems,

computer graphics systems. **Staff:** Dan Wright, Bob Cobler, Birney Dayton, Randy Hood, Bob Webb, Peter Challinger, Doug Buterbaugh, Louis Swift, Tom O'Connor, Chuck Coovert, Gail Clason, Lee Frisius, Jay Kuca, Pete Mountainous, Bob Johnson.

Gray Communications 3402
404 Sands Dr., Albany, Ga. 31705

Broadcast television equipment, systems installations, mobile production vehicles. **Staff:** Steve Litterest, Norman Schroth, Cliff Scott, Doug Pritchett, Jim Carlisle, Jerome Hoffman, Travis Carter, Harold Cole, Pat Long, Steve Reynolds, Dick Scott, Stan Abadie, Cecil Wood, Jeff Wall, Kevin McDuff, Karl Lester, Perley Epley Sr., Ray Collins, Kenny Shewmake, Richard Brown, Emerson Ray, Fred McCoy, Russ Abernathy, Russ Thom, Linda Todd, Susan Boyett, Dick Schmidt.

Gray Engineering Labs 2428
504 W. Chapman Ave., Orange, Calif. 92668

Designs and manufacturers SMPTE longitudinal and vertical interval time-code products, video assisted film editing products and safe title generator equipment.

Great American Market 2714
826 N. Cole Ave., Hollywood, Calif. 90038

Grumman Corp. 2481
Mail Stop B39-05, Bethpage, N.Y. 11714

Sync generator and video processing amplifier machine control system.

James L. Grunder & Assoc. 2429
5925 Beverly, Mission, Kan. 66202

GTE Spacenet Corp. 2573
1700 Old Meadow Rd., McLean, Va. 22102

Multisatellite system providing transponder time on C and Ku-band, NewsExpress, turnaround service. **Staff:** Dr. C.J. Waylan, Ivan Riley, Michael Caffarel, Harley Shuler, Harry Mahon, Rick Boylan, Susan Kalla, Marianne Voight.

GTE Sylvania 3393
100 Endicott St., Danvers, Mass. 01923

Staff: Robert Shay, Pat Basile, Paul Berry, Mike Skerry, Steve McClenaghan, Arnie Weslund, Don Richardson, Tim Fohl, Bill Meyers, Ward Powers, Cal Gungie.

Hallikainen & Friends 2925
141 Suburban Rd., San Luis Obispo, Calif. 93401

Transmitter remote control and logging equipment, audio mixing equipment with audio follow video. **Staff:** Harold Hallikainen, Ric Turner, Rita Kinnear, Betsy Ehrler, Frank Calabrese, Rick Smith, Eric Dausman, Gerry Franke, Len Filomeo.

Harris Corp. 3136, 3238
Box 4290, Quincy, Ill. 62305

35 kw FM transmitter*, portable uplink package for satellite newsgathering*, 2/2.5 ghz ENG central microwave receiver*, model 640 synchronizer*, sentinel 48 remote control system*, ESP II still store*, model 634 synchronizer*, 4.5 meter Ku band satellite antenna*, program automation*, model 560 time base corrector*,

model VW-3 synchronizer*, model AC 20 dual channel time base corrector*, UHF and VHF transmitters, challenger 6w wideband microwave transmitter, Iris C still store, TV RF switching and antennas, Sentinel 16 remote control system, SX series 1 kw, 2.5 kw 5 kw AM transmitters, 7ghz microstar hot standby STL, 50 kw AM transmitter, FV-40 modulation shelf with SSB subcarrier and ardx telephone orderwire and UDL-634 telephone multiplex, 3.5 k and 25 k FM transmitter, Medalist 8, 10, 12 and gold audio consoles, TC-85C TV camera, PX-91 turntable pre-amp, phase fixer encoder and decoder, HDE 200D digital effects, AU75 and AU220 graphics, model 6541 satellite receiver and other satellite equipment, time base correctors. **Staff:** John Delissio, Gary Thursby, Ronald Frillman, Wilfred Bone, Robert Hallenbeck, S. Hawkins, E. Lowder, James Marwood, Mitchell Montgomery, Ivey Raulerson, Donald Taylor, Arthur Silver, Marvin Bredemeier, T. James Woods, Barry Huntsinger, Christopher Kreger, C. Wayne Schuler, Curtis Lutz, Warren Bortoff, Richard Chalk, Roy Giles, John Klecker, Thomas O'Hara, Paul Raymond, Thomas Schoonover, John Borger, James Burger, Shawn Underwood, Gary Johnston.

Harrison Systems 3412
Box 22964, Nashville 37202

Television stereo/mono audio production system, audio routing switchers, video switcher/editor interface, other mixing consoles and production equipment.

HEDCO 2751
Box 1985, Grass Valley, Calif. 95945

GSC-101 general purpose switching controller*, HD-12 video and stereo audio routing*, HDF-50 video and audio routing switcher*, other audio switchers, distribution amplifiers, video switchers, small routing switchers, intermediate routing switcher. **Staff:** Peter Hughes, Sherri Douglas, Ross Shelton, Gary Carter, Dave Swartzendruber, Steve Miller, Mike Carter.

Heie Engineering 2452
2480 S. 52d St., Acala, Fla. 32671

Karl Heitz 2900
34-11 62d St., Woodside, N.Y. 11377

Gitzo video/cine and photo tripods, leveling balls, fluid and counterbalanced heads*, dollies, monopods, microphone fishpoles, lightstands, Gitzo mini tele studex tripod with levelling balls*, Gitzo compact microphone fishpole. **Staff:** Karl Heitz, Sylvia Dellamula, Debbie Thomason, Laval Fuller, Chris Salmon.

Hipotronics 2728
Rt. 22, Brewster, N.Y. 10509
Automatic voltage regulators.

Hitachi Denshi America 3160
175 Crossways Park West, Woodbury, N.Y. 11797

Computacam auto set-up cameras including the Z31P*, HR-230 one-inch type C VTR, CV-ONE, 8 mm small format ENG/



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6 CARDIOLOGY UPDATE
8 WILD KINGDOM

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- 14** MOVIE ★★★ "The Trou-
 ble With Harry" (1955) Ed-
 Laine.
15 SCORE: SPORTS
16 YOU CAN'T DO THAT ON
 TELEVISION
22 VIDEO JOCKEYS
29 CHAMPIONSHIP FISHING
 6:30 **3** ABC NEWS
6 THIS WEEK IN COL
 MUSIC
8 NBC NEWS
10 INSIDE
19 GO
29

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Sources: Simmons Market Research, 1984;
 Nielsen Home Video, 1984



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EFP VTR system". **Staff:** J. Tosaka, Ber-
 nard Munzelle, Jack Breitenbucher, S.
 Hotta, Gino Nappo, Robert Russin,
 James Fadely, Samuel Wright, Karen
 Sawyer, Fred Scott, Tony Delp, Ed Wrona,
 Ross DeLacruz, Henry Fukushima.

HM Electronics 2619
 9675 Business Park Ave., San Diego 92131

Wireless microphones, intercoms and
 cabled intercoms, BH720 single channel
 cabled intercom belt pac headset sta-
 tion*, BH721 two-channel cabled inter-
 com*, RL742 two-channel rack mounted
 loudspeaker intercom station". **Staff:**
 John Kenyon, Tonnia Sills, Dan Taylor.

Hoffend & Sons 2641
 34 E. Main St., Honeoye, N.Y. 14471

Engineers, manufacturers and installers
 of stage and studio equipment, Micro
 Commander II computerized control sys-
 tem for motorized studio rigging*, Omni
 motorized scenery/lighting batten
 hoists*, Lighting Hoists for individual
 lighting fixtures". **Staff:** Donald Hoffend,
 Thomas Young, Robert Watson, Donald
 Hamilton.

Holaday Industries 2737
 14825 Martin Dr., Eden Prairie, Minn.
 55344

Broadband meters for measuring RF ex-
 posure, HI-5000SX system". **Staff:** David
 Baron, Burton Gran, Reed Holaday.

Home Shopping Network 2648
 1529 U.S. 19 South, Clearwater, Fla. 33546

Shop-at-home service: **Staff:** Chuck Bo-
 hart, David Frey.

Horizon Intl. 2491
 3837 E. Wier Ave., Suite 1, Phoenix 85040

Hotronics 2531
 1210 S. Bascom Ave., Suite 128, San Jose,
 Calif. 95128

Time base corrector and TBC/frame syn-
 chronizer with optional freeze frame/
 field, pixel by pixel drop out compensator
 and digital SMPTE color bar. **Staff:** Linda
 Lo, Andy Ho, Ed Manzo, Kenneth Ou.

Howe Audio/BCP 2832
 2300 Central Ave., Suite E, Boulder, Colo.
 80301

Modular and nonmodular audio con-
 soles, phase chaser audio time base cor-
 rector* **Staff:** Lee Edwards, Terry
 Sweeney, Bill Laletin.

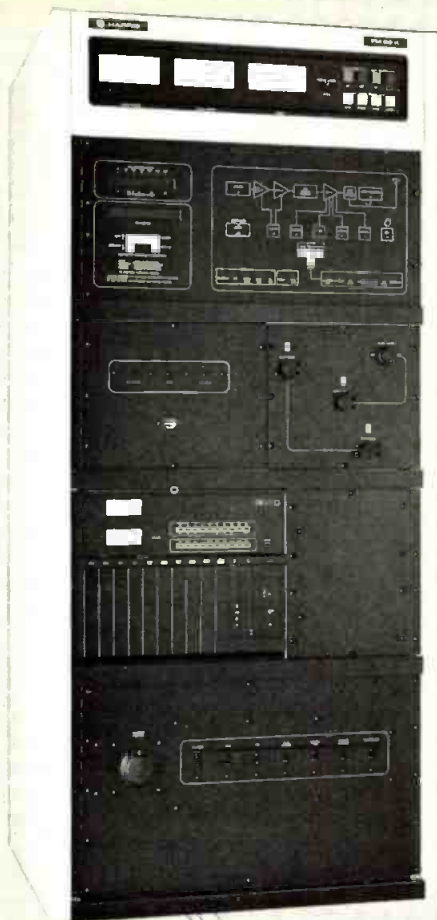
Hubbard Communications 3286
 12495 34th St., NW, St. Petersburg, Fla.
 33702

Satellite news gathering systems. **Staff:**
 Alan Jester, Bud Henley, Tom Kidd, Cliff
 Benham, John Terhar, John Figley, Mike
 Haskell, George Orgera.

**Hungerford, Aldrin, Nichols
 & Carter** 2534
 678 Front St., NW, Grand Rapids, Mich.
 49504

Broadcast accounting services. **Staff:**
 Clifford Aldrin.

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automatic VSWR foldback circuit gives you confidence of continued safe operation under heavy antenna icing conditions, and the built-in Flex-Patch feature can bypass the RF preamplifier, IPA, or even the final PA for continued on-air operation in an emergency.

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ICM Video 2711

Box 26330, Oklahoma City 73126

Video enhancer/processors, video/audio distribution amplifiers, satellite receivers, downconverters and accessories, character generator*. **Staff:** Mike Janko, Judy Dahlquist, David Broberg, Mike Schueder, Wes Crenshaw, Churchill Miller, Kodo Kawamura, Chuck Prada, Keith Holznagel, George Larkin, Joan Miller, Ron Dewell.

IGM Communications 3378

282 W. Kellogg Rd., Bellingham, Wash. 98226

IGM-EC broadcast systems controller*, IGM-SC IBM-PC-based systems controller*, Instacart 48-tray cartridge playback*, G-cart, 24-tray cartridge playback*. **Staff:** Jim Wells, Nick Solberg, Rick Sawyer, Carl Peterson, Fred Harkness.

Ikegami Electronics 3150

37 Brook Ave., Maywood, N.J. 07607

HDTV telecine and projection systems*, HK-323 3/4-inch and one-inch studio cameras*, PM 9-5 black and white monitor*, HL-95 ENG/EFP color TV camera, HL-79 ENG/EFP camera, ITC-730A ENG/EFP camera, SC-500 studio and field color camera, TKC-990 high performance telecine system with computer control. **Staff:** Nick Nishi, Greg Stoner, Sam La Conte, Yukimitsu Sato, Sam Arnold, John Lynch, John Chow, Harvey Caplan, Thomas Calabro, Frank LoCascio, Mike Aiello, Robert Schindler, Mark Adams, Oscar Wilson, Glen Smith, Kevin Goetz, Bob Johnston, Bud Mills, Frank Heyer, T. Kazuma, Jerry Kraus, S. Yana, N. Narumi, Howard Winch, Robert Estony, Carlos Contreras, Victor Luengo, Jose Cadavieco, Walter Nygaard, M. Sakamoto.

Image Video 2636

705 Progress Ave., Unit 46, Scarborough, Ont. M1H 2X1

Staff: A. A. Vanags, Joseph Gerkes, Brian Mitchell, Jeff Balmer, Murray Porteous, Craig Congrady.

Information Transmissions**Systems 2535**

16 E. Water St., Canonsburg, Pa. 15317

UHF and VHF exciters, stereo compatible UHF transmitters, MMDS transmitters.

Innovative Television Equipment 3258

Box 681, Woodland Hills, Calif. 91367

Camera support dollies, tripods, pedestals, pan/tilt heads and accessories for studio, ENG/EFP applications, ARO:P2 pedestal*, combination T50 and H50 ENG tripod and fluid head*. **Staff:** Bert Rosenberg, Stanton Hollingsworth, Michael Rosenberg, Rick Low, Mark Rosenberg, Vivien Burrows, Kevin Rynne, Eugenio Borganti, H. Takaoka, Grant Clementson.

Inovion Corp. 2445

195 E. Gentile, Suite 7C, Layton, Utah 84041

Inovonics 2434

1305 Fair Ave., Santa Cruz, Calif. 95060

Audio recording, signal processing, and instrumentation equipment for broadcast and recording, audio processing for stereo AM and TV.

Integrated Media Systems 2476

1552 Laurel St., San Carlos, Calif. 94070

Integrated Technologies 2758

3716B Alliance Dr., Greensboro, N.C. 27407

3D graphics, animation, weather, news-maker*, image-maker*, ani-maker*, ani-maker plus* and weather-maker* systems. **Staff:** Michael Gold, Anthony Watts, Robert McAll, Michelle Simpson, Jack Crutchfield, Kenneth McAll, Richard Volucci, Gordon Peters, Grady Young, Robert Whitton, Ray Balbes, Sean McAll.

Interactive Motion Control 2771

8671 Hayden Pl., Culver City, Calif. 90232

IMC3565 motion control computer, video slide image system*, camera lifter*.

Staff: Bill Bryan, Joe Parker, Ed Rathbun, Margot Hottum.

Intergroup Video Systems 3312

2040 NW 67th Pl., Gainesville, Fla. 32606

9310 and 9410 production switchers* with 10 input, 9420 production switcher* with 20 input, 8000 master control series*, 1100 routing switcher*, suite 16 video only routing switcher (analog component version)*, matrix wipe generator, downstream key edger, mini master control switcher, distribution amplifiers.

Staff: Robbie Majors, Doug Akers, David Stanley, Richard Melvin, Steve Dorman, Steve Ingram, Mary Ann Lewis, Fred Fey, Bill McClancey, Ed Miller, Vern Pearson, Jim Moneyhun, Bob Cooper, Gregg Smith, Roy English, Connie Dodd, Kevin Kelly.

International Tapetronics/3M 3052

2425 S. Main St., Bloomington, Ill. 61702

99B, Delta and Omega cartridge machines, dubbing from compact disk, test equipment, ESL V eraser/splice locator* and ScotchCart II broadcast cartridge*.

Staff: Jack Hanks, Bill Parfitt, John Schaab, Mike Bove, Dave Larimore, Bob Bomar, Chuck Kelly, Tom Becker, Chris Downing, Bill Kidd, Dick Lund, Dave Montgomery, Mark Hill, Charlie Bates.

Itelco USA 2765

1620 W. 32d Pl., Hialeah, Fla. 33012

ITS Corp. 2535

375 Valley Brook Rd., McMurray, Pa. 15317

VHF exciter, UHF back-up system 1 kw transmitter, 10 w MMDS/ITFS transmitter, ICPM corrector, aural IF modulator for multichannel sound. **Staff:** Robert Uretich, Jeffrey Lynn, Ronald Zborowski, Kenneth Foutz.

J&R Film Co. 3450

6820 Romaine St., Hollywood, Calif. 90038

Lokbox, video to film hard lock synchronizer, video moviola film to tape transfer machine, post production equipment and supplies, three-quarter-inch videocassettes cases*. **Staff:** Ron Powell, Joe

Szwieg, Joe Paskal, Jim Reid, Jim Frank, Kate Reynolds, Austun Green, Brent Keast.

J-Lab 2828

Box 6530, Malibu, Calif. 92064

JBL/UREI 2727

8500 Balboa Blvd., Northridge, Calif. 91329

6215 one-rack space amplifier*, JBL studio monitors*, broadcast consoles, studio monitors. **Staff:** Ronald Means, Ken Lopez, Neil Conley, Bill Hamilton, Tom Walter.

Jefferson Pilot Data Systems 3440

501 Archdale Dr., Charlotte, N.C. 28210

Sally PC-based productivity system for TV sales and research*, JDS Core call-out research system for radio*, JDS 1000 sales/traffic/billing system*, JDS 2000 and JDS 500 sales/traffic/billing systems, financial management system, music rotation system, electronic news processing equipment, program management system. **Staff:** John McDonald, Dan Philippi, Steve Jones, John Pearce, Jeff Griffin, Barry Roach.

Jensen Tools 2721

7815 S. 46th St., Phoenix 85044

Tools, tool kits and test equipment, shock mounted electronic enclosures*. **Staff:** Tom Fenzel, Patrick Kennedy.

Johnson Electronics 3451

4300 Metric Dr., Box 4728, Winter Park, Fla. 32793

SCA equipment and related accessories.

JVC Corp. of America 3180

41 Slater Dr., Elmwood Park, N.J. 07407

M1000 mindset titler*, M2000 mindset titling, graphics and animation system*, GX-N8PCU single tube RGB camera*, BR-9000 time lapse VCR*, Procan, digital audio mastering system, CR-850U 3/4 inch editing VCR. **Staff:** Daniel Roberts, Juan Martinez, Dave Walton, Mike Messerla, Gary Horstkorta, John Brown, Don Thorkelson, Tom McCarthy, Charles Roberts, Douglas DiGiacomo, Bob McManus, Bob Kelshaw, Larry Boden, Thimas Itoh, Mark Falzarano.

K&H Products Porta-Brace 2532

Box 246, N. Bennington, Vt. 05257

Nylon cases for video and film equipment. **Staff:** Marjorie Robertson, Ken Barry, Bob Howe.

Kahn Communications 2454

425 Merrick Ave., Westbury, N.Y. 11590

AM stereo signal generator*, AM stereo exciter and monitor, Lines-Plus high frequency and low frequency telephone extender. **Staff:** Leonard Kahn.

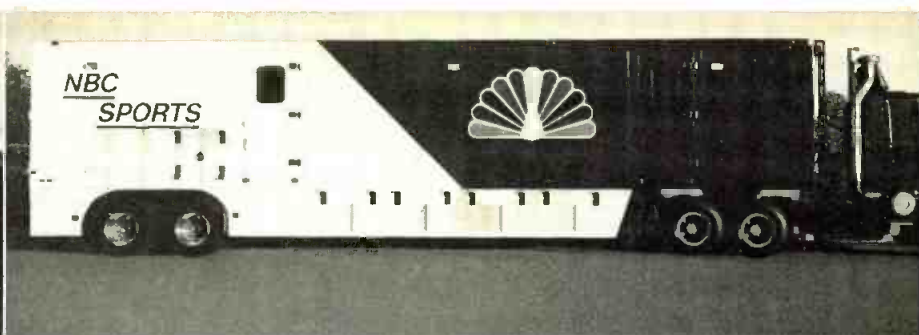
Kalamusic 169

4200 W. Main St., Kalamazoo, Mich. 49007

Kaman Broadcasting System 3078

1500 Garden of the Gods Rd., Colorado Springs 80933

Demographic research and proposal system*, programing inventory system



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for scheduling, amortization and payables. **Staff:** Richard Smith, George Beattie, Bill Phillips, Richard Harper, Bob Hoeglund, Beverly Trentz, Dave Anderson, Vicki Clinebell.

Kangaroo Video Productions 2676
10845 Wheatlands Ave., Suite C, Santee, Calif. 92071

Staff: Steve Sickman, Steve Leiserson, Lynne Domash, Julia Elkins, Mac Heald, Laurence Percz, Pam Satterfield, Gary Webb.

Kavouras 2657
6301 34th Ave., South, Minneapolis 55450

Weatherlink Vista and Weatherlink Metpac satellite communications systems*, Radac 2020 color weather radar receiver, Triton graphics and animation software advancements, data base products*, Mclidas forecasting graphics and maps. **Staff:** Bill Schlueter, John Traynor, Lynn Anderson, Ralph Manuel, Pete Sappanos, Dave Schlueter, Greg Slater, Jim Thole.

Kay Industries 2511
604 N. Hill St., South Bend, Ind. 46617

Rotary phase converters.

Keltec Florida 2435
Box 2917, Fort Walton Beach, Fla. 32549

Kem Elektronik 2467
30 Berry St., San Francisco 94107

Keylite Productions 2432
333 S. Front St., Burbank, Calif. 91502

QuartzColor incandescent HMI spotlights*, Supercrank heavy light stand*, 12000x QuartzColor HMI "Sirio" system, Bambino incandescent lights, location and stage, lighting and grip packages production vans and generators. **Staff:** Edward Carlin, Ron Dahlquist, Carole Carlin, Michael Carlin.

Kinometrics/True Time 2513
3243 Santa Rosa Ave., Santa Rosa, Calif. 95407

GPS* and Omega* synchronized clocks, other clocks, universal clock driver option. **Staff:** Rick Dielman, Jeff McDonald, John Van Groos, Chet Prater, Ed Petroka.

Kings Electronics 3464
40 Marbledale Rd., Tuckahoe, N.Y. 10707

RF coaxial, twinax and triaxial connectors, video patch panels and patch cords. **Staff:** Fred Pack, Fred Iacono, Bob Braden.

Kintek 2455
224 Calvary St., Waltham, Mass. 02154

Stereophonic converter, monogard, stereogard*. **Staff:** Zaki Abdun-Nabi, John Bubbers, Dan Taylor, James Townsend, Roberta Allis.

Kintronic 2780
801 English St., Bristol, Tenn. 37620

AM directional antenna phasing, power dividing and matching equipment, iso-coupler or isolation transformer for STL use. **Staff:** Tom King, Gwen King.

Kliegl Bros. 3581
32-32 48th Ave., Long Island City, N.Y. 11101

Performer IV computerized lighting control console*, ellipsoidal and fresnel lighting fixtures, K-100 dimmer rack. **Staff:** Kori Hansen, Lawrence Kellerman, John H. Kliegl II, John H. Kliegl III, Jose Sanchez, Horst Emmert, Mike Cowger.

Knox Video Products 2611
8547 Grovemont Cr., Gaithersburg, Md. 20877

Video correctors, character generators.

Kobold of America 2834
1905 Amerstone Ct., Silver Spring, Md. 20904

Kulka Smith 2691
1913 Atlantic Ave., Manaquan, N.J. 08736

L-W International 3427
50 W. Easy St., Simi Valley, Calif. 93065

Laird Telemedia 3474
2424 S. 2570 West, Salt Lake City 84119
Character generators.

Lake Systems 112
55 Chapel St., Newton, Mass. 02160

Landy Associates 2429
1890 E. Marlton Pk., Cherry Hill, N.J. 08003

Interphase M-40* and M-41* machine control system, Ikegami HL-79 ENG camera, countdown/safe area generator, character generator, tape editing equipment, Ikegami monitors. **Staff:** Jim Landy, Dave Newborg, Brad Reed, Mike Landy, Dave Raynes, Mike Keller, Fred Majewski, Dick Wills.

Lang Video Systems 2533
547 NE 26 Ct., Pompano Beach, Fla. 33064
Digital video test generators and source identifiers.

Larcan Communications 3314
380 Oser Ave., Hauppauge, N.Y. 11788
Transmitters.

Laux Communications 244
4460 S. Lake Forest Dr., Cincinnati 45242
C and Ku-band TVRO systems. **Staff:** Pat Laux.

LEA Dynatech 3332
12516 Lakeland Rd., Santa Fe Springs, Calif. 90670

Surge eliminators, electronic filtering systems, transient eliminators for studio and transmitter applications. **Staff:** Edward Bellamy, William Paulin, Robert Rozanski, Peter Carpenter.

Leader Instruments 2763
380 Oser Ave., Hauppauge, N.Y. 11788

Staff: S. Hirota, B. Storch, R. Sparks, R. Sileo, G. McGinty, J. Fisher, C. Asfour, M. Reiner, R. Storm, S. Nihei, S. Ohmatsu, S. Tanoue.

Leaming Industries 136
180 McCormick Ave., Costa Mesa, Calif. 92626

Audio subcarrier equipment for broadcast, microwave and satellite, wide dy-

namic range SCPC modulators and demodulators. **Staff:** Stan Serafin, John Hoge, Jim Leaming, Rob Leaming.

LeBlanc & Dick Communications 2903
14440 Cherry Lane Ct., Suite 201, Laurel, Md. 20707

Broadcast towers and antenna systems, combiners. **Staff:** Jim Wilson, Ray Tattershall, Paul Dickie, George Patton, Keith DeBelser, Larry Penner, Don Cuthbertson, Rufus Baldwin, Roy Jeffrey, Alan Dick, Mike Anders, David Brawn, John Tranter.

Leasing Concepts 168
3 Radnor Corporate Center, Radnor, Pa. 19087

Leitch Video of America 3559
835K Greenbrier Cr., Chesapeake, Va. 23320

SCH-7000 subcarrier to horizontal phase monitor*, TTG-2500N transmission test*, STG-2500N studio test set*, XTG-2500N transmitter test set*, CTG-2600N component test set*, frame synchronizer, video processing, audio and video distribution, sync pulse generators, master clock systems. **Staff:** Bob Lehtonen, John Walter, Bob Henson, Stan Moote, Don Jackson, Gary Newhook, Dave Strachen, George Adolph, Fay Turner, Gary Stephens, Paul Jenkins.

Lemo U.S.A. 2805
335 Tesconi Cr., Santa Rosa, Calif. 95401
Connectors.

Lenco 3056
300 N. Maryland St., Jackson, Mo. 63755

TBC-450 time base corrector-digital*, PVS-435 NTSC videoscope*, PVS-435P PAL videoscope. **Staff:** Jerry Ford, Don Ford, Max Prill, Bob Bergfeld, Bruce Blair, Mark Hill, Jim Rhodes, Herb Van Driel, Ron Wells, Roberto Orfila, Verna Stovall.

Lexicon 2909
60 Turner St., Waltham, Mass. 02154

Stereo digital audio time compressor/expander systems, digital audio delay synchronizers*.

Lighting Methods 2673
1099 Jay St., Rochester, N.Y. 14611

Lighting control equipment, Concept, Idea, Designer and CH200 control consoles, RD digital dimmer system. **Staff:** J. Nettleton, Tom Maloney, Bill Florac.

Lightning Eliminators & Consultants 164
13007 Lakeland Rd., Santa Fe Springs, Calif. 90670

Vertical or horizontal Chem-Rod rechargeable grounding electrode*, dissipation array system, consulting services*, lightning warning system. **Staff:** Roy Carpenter Jr., E. Alvin Rich.

Lightning Sciences 138
4695 Ulmerton Rd., Suite 200, Clearwater, Fla. 33520

Lightning prevention devices. **Staff:** Bruce Kaiser, Bruce Micek, Charlton Sadler, William Frey, Terri McDonald.



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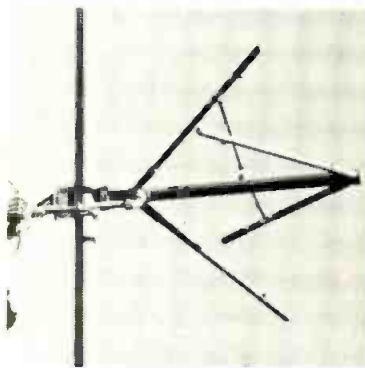
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Polar video production switcher*, picture mover* and safe area generator*, Acron NTSC encoder*, pulse generator*, 19-inch CRT on-camera prompter*, nine-inch portable on-camera prompter*, 15-inch CRT on-camera, portable studio/field prompters, scriptwriter electronic prompting system, simplicity II advanced digital prompter, short script table. **Staff:** Jack Littler, Raymond Blumenthal, Paulette DiBona, Than Lien, Peter Rowsell, Chris Perry, Fred Smith, David Goillen, Tom Keys, Phil Rutter, Jim Lucas.

Logitek 2807 3320 Bering Dr., Houston 77057

Crossfire automated audio crossfade mixer*, stereorack, audiorack and custom audio series consoles, audio DA's, audio power amps, audio preselectors, speakers, timers, LED audio level indicators. **Staff:** Scott Hochberg, Tag Borland, Patti Bellis.

Lowel-Light Manufacturing 2610 475 10th Ave., New York 10018

Location and studio lighting equipment, CM-90 surmountable kit*, CM-10 maxamount*. **Staff:** Marvin Seligman, Amy Carter, Roy Low, Dave Tearle.

LPB 3338 28 Bacton Hill Rd., Frazer, Pa. 19355

Signature, Citation and Alpha series audio consoles, DA's, presunrise transmitters, furniture, tonearms, high power AM transmitters. **Staff:** Charles Sheridan, Richard Crompton, Mary Kiger, Charles Bramhall, Richard Burden, William Jackson.

LTM 2537 1160 N. Las Palmas Ave., Hollywood, Calif. 90038

Luxor Corp. 237 2245 Delany Rd., Waukegan, Ill. 60085

Lyon Lamb Video Animation 2932
4531 Empire Ave., Burbank, Calif. 91505
Animation system, videodisk mastering, computer graphics.

3M 3120 Magnetic Audio/Video products Broadcasting & Related Products Optical Recording Project

3M Center Bldg., 225-3s-05, St Paul 55144
Magnetic div.: Recording tapes, 480 one-inch helical, MBRR 3/4-inch videocassettes, PB PV and BC/broadcast half-inch videocassettes, digital audio U-Matic, mastering tapes, audio/video accessories. **Broadcasting div.:** Routing switchers, master control systems, machine control systems, component switchers, character generators, paint system. **Optical div.:** Custom mastering and replication for laser videodisks and compact disks. **Staff:** Roger Hilde, Frank Price, Jim Mazzoni, Al Smith, Jerry Tapley, Bob Landingham, Bill Westin, Joe Leon, Don Rushin, Frank Russomanno, Wally Freir.

M/A-Com MAC 3281 63 Third Ave., Burlington, Mass. 01803

Transmit parabolic antenna*, Skypoc with Nav-Tack*, transmitters and receivers, 13CP and 13FA systems, G-line fixer microwave equipment, mini-scan antenna, super scan antenna. **Staff:** Yong Lee Bob Morrill, Fred Collins, David Erikson Dan McCarthy, Carl Guastaferrro, Bill Culbertson, George Hardy, Gary Schmidt, Jack Koo, Norman Cheng, Luis Barzana John Van, Maureen Martin, Bob Morris sette.

Magni Systems 121 9500 SW Gemini Dr., Beaverton, Ore. 97002

Integrated measurement package*, options for PC-based test signal generator. **Staff:** Chuck Barrows, Victor Kong, Dave Jurgensen, Ed Kiyoi, John Judge, Greg Sorenson, Phil Fernandez, Mark Wendt Carl Alelyunas.

Magnum Towers 290 9370 Elder Creek, Sacramento, Calif. 95825

AM, FM, VHF and UHF towers.

The Management 251 Box T, Aledo, Tex. 76008

Super Log I, II and III traffic, billing and accounting systems. **Staff:** Pete Charlton, Debra Patrick, Don Stafford, Jean Pitts, Betty Strickland.

Manhattan Production Music 255 300 W. 53d St., Suite 2A, New York 10019

Marcom 243 Box 66507, Scotts Valley, Calif. 95066

Model 701-00M modification kit*, 710 television stereo generator*, 730 TV stereo metered receiver monitor*, C.N Rood BAX and SC-200 series, 516M audio monitor/switcher. **Staff:** Martin Jackson, Ted Tripp, Doug Howland, Greg Morton.

Marconi Instruments 340 3 Pearl Cr., Allendale, N.J. 07401

Compact portable products for the microwave field service engineer, radio communications test set, microwave frequency counter, digital power meter, analog power meter, insertion signal analyzer, TV interval timer. **Staff:** Ray Munde John Garthwaite.

Mark Antenna Products 244 2180 S. Wold Rd., Des Plaines, Ill. 60018

Antennas for terrestrial microwave systems, earth station antennas, two-foot dual polarized 18 ghz antenna*. **Staff:** Ed Lamarre, Carlyn Buchanan.

Mark Electronics 2417 4324 SW 35th Terrace, Gainesville, Fla. 32608

Vertical racks, audio monitoring systems character generator*, automation systems, matrix wipe generator*, audio jack fields. **Staff:** Homer Masingil, Lloyd Walton, Rod Morrill, Zeke Zetien, Dave Strickland, Bob Bachus, Carmelo Catalano, John Williams, Paolo Ginobbi, Roger Curwin, Robert Hansen, Joel Gibson Wendy Johnson, Brenda Diaz, John Williams.

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Markedyne International 2591

10 S. Riverside Pl., Suite 900, Chicago 60606

Marti Electronics 3496

Box 661, Cleburne, Tex. 76031

MW-500 microwave booster/amplifier for STL use, UPS-12 uninterruptible power system. **Staff:** George Marti, M.E. McClanahan, Rick Neace.

Matco Control Products 2687

427 Terry Mount Ave., San Jose, Calif. 95125

Matthews Studio Equipment 3220

2405 Empire Ave., Burbank, Calif. 91504

Dollies, dolly track, mounting and grip equipment, reflectors, tulip crane, lighting control scrims and diffusers, stands, griffolyn, car mounts, cam-remote, unit 85 dolly*, Litt briefcase dolly*, super crank*, new boom arms*, auto mount accessories*, gift line. **Staff:** Edward Phillips, Carlos DeMattos, Loet Farkas, Bob Nettmann, Rick Hansen, Fred Farish, Mark Streapy.

Maxell Corp. 3551

60 Oxford Dr., Moonachie, N.J. 07074

Blank audio and video recording tape. **Staff:** Jim Ringwood, Joe Birkovich, John Selvaggio, Dan Maida, Joe Santangelo, Phil Konecki, Mark Stenehjem, Herb Matsumoto, Linda Healy, Pat Byrne, Maureen Ebers.

Maze Broadcast 213

Box 6968, Birmingham, Ala. 35210

McCurdy Radio 3028

108 Carnforth Rd., Toronto M4A 2L4

Audio consoles, switchers, DAs, intercoms.

Media California 2688

Suite 1064, 220 Montgomery St., San Francisco 94104

Media Computing 2545

4401 E. Kings Ave., Phoenix 85032

Automated news graphics interface system*, wire editor, PC prompter, producers rundown, assignment/archives, script writer. **Staff:** Mike Rich, Kathy Hulka, Larry Baum, Jim O'Brien, Ruth Harris, Janet Goodman.

Media General**Broadcast Services 3335**

2714 Union Extd., Memphis, Tenn. 38112

Production libraries, production and sales libraries, contest/promotion packages, advertiser jingles, customized contests and promotions, incentive merchandise, travel packages, syndicated music formats, station IDs, musical commercials, program syndication campaigns, media placement services. **Staff:** Don Robinson, Ed Hartnett, Zack Hernandez, Bob Blow, Dick Denham, Carl Reynolds, John Vaught, Ed Caplan, Ken Theiss, Jack Inman, Chase Hooks, Jim Mays, Suzanne Cheshire.

MEI Electronics 2620

910 Sherwood Dr., Unit 19, Lake Bluff, Ill. 60044

Digital audio storage unit*, satmaster satellite programmer, reel-to-reel programmer. **Staff:** Dave Collins.

Medstar Communications 2798

1305 S. 12th St., Allentown, Pa. 18103

Merlin Engineering 3408

2440 Embarcadero Rd., Palo Alto, Calif. 94303

VTR's and accessories, engineering services for VTR's.

Micro Communications 3438

Box 4365, Manchester, N.H. 03108

Waveguide transmission line, antennas and RF systems, technical services.

Staff: Tom Vaughan, Howard Bouldry, Dennis Heymans, Cindi Daniel, Jim Banker, Dave Marshall.

Micro Controls 2623

Box 728, Burleson, Tex. 76028

Microwave, remote control and subcarrier paging equipment.

Microdyne 3520

Box 7213, Ocala, Fla. 32672

Automated terminal programable hybrid C/Ku band earth station*, communication information manager data distribution equipment, transportable Ku-band uplink, Ku and C band satellite equipment and antennas. **Staff:** Steve Benoit, Earl Currier, David Alvarez, Louis Wolcott, Tom MacAllister, Dianne Giansante, Barbara Karlosky, Jim Grabenstein, Steve Lovely, Mark Chew, Doug McKay.

Micron Audio Products 2685

210 Westlake Dr., Valhalla, N.Y. 10595

Wireless microphone systems*, CTR-501 mobile system with complementary noise suppression. **Staff:** Paul Tepper, John Wykes.

Microprobe (see MEI) 2620**Microsonics 2543**

60 Winter St., Weymouth, Mass. 02188

Video delay lines, ultrasonic glass delay lines, oscillators, crystal filters, video filters for stereo TV*, 20 mhz equalized delay lines for HDTV*, micro filter miniature DIL video filter*. **Staff:** Frank Manning, Joseph Killough, Joseph Pavao.

Microtime 3086

1280 Blue Hills Ave., Bloomfield, Conn. 06002

Low cost time base correctors* for NTSC and either PAL B or PAL M applications, T-220 component time base corrector, S-230 TBC/frame synchronizer, TSE120 A/B roll effects system, T-200 time base corrector. **Staff:** Dan Sofie, Chuck Bocan, Ray Bouchard, David Everett, Steve Krant, Jerry Rankin, Langdon Cook, John Kissel, Chris Smith, David Brown, Gene Sarra, Chris Hadjimichael, Michael Montag, Robert Wickland, Julie Adams.

Microwave Networks 166

6515 Corporate Dr., Houston, Tex. 77036

MicroNet 23 communication system. **Staff:** Arthur Epley, David Bolan, W.F. Montgomery.

Midwest 3210

One Sperti Dr., Edgewood, Ky. 41017

Satellite news gathering vehicles. **Staff:** David Barnes, Jay Adrick, Skip McWilliams, John Loughmiller, Chris Summey, Lloyd Hicks, Fred Wood, Brad Nogar, Roy Williams, Pete Rightmire, Chris Siddell, Jerry Willingham, Larry Mason, Ron Bradley, Fred Higbie.

Miller Kaplan Arase 2507

10911 Riverside Dr., N. Hollywood, Calif. 91602

Broadcast accounting services, national composite radio revenue report, 24-month market revenue trend graphs* **Staff:** George Nadel, Jeff Slomik.

Minolta 2810

101 Williams Dr., Ramsey, N.J. 07446

Audio distribution and switching equipment, amplifiers, switcher crosspoint cards, VCA modules, oscillators, equalizers, compressor/limiters, pre-wired jackfields and patch cords, newsroom dubbing and switching units.

Mitsubishi Pro Audio Group 3530

225 Parkside Dr., San Fernando, Calif. 91340

X-850 32-track digital audio tape recorder*, SuperStar production and postproduction audio mixing console*, X-86 two-track digital audio mastering tape recorder*, Westar production and postproduction audio mixing console, Westrex digital master motion control system*, magentic film recorder/reproducer and dual magnetic film reproducer. **Staff:** Tore Nordahl, Cary Fischer, Bill Windsor, Frank Pontius, Bud Bennett, Sonny Kawakami, Bruce Bearman, Adrian Bailey, Gerry Eschweiler, Joe Urbanovitch, Kiyoshi Kondo.

Mobile-Cam Products 2594

Box A 82108, San Diego, Calif. 92138

Modulation Associates 2692

897 Independence Ave., Mountain View, Calif. 94043

Ku 02 suitcase portable uplink*, single channel per carrier and subcarrier satellite equipment for audio and data networks. **Staff:** J. Walter Johnson, Tim Scholz, Craig Pak, Don Haight.

Modulation Sciences 2811

115 Myrtle Ave., Brooklyn, N.Y. 11201

STV-784 TV stereo generator, TV sidekick SAP generators, SRD-1 TV stereo reference decoder*, FM sidekick SCA generator, data sidekick for FM and TV*, composite baseband processor, wired STL system for FM and TV aural baseband transmission. **Staff:** Richard Schumeyer, Eric Small, Alan Perkins, Sonny Funke, Will Dresser, Joseph Shapiro.

Modulight

(see Bardwell & McAlister) 2746

Mole-Richardson 3368

937 N. Sycamore Ave., Hollywood, Calif. 90038

Lighting equipment including Solar-spots, risers, fixtures, kits, grip equip-

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ment, hangers and adapters.

Montage Computer Corp. 3260
52 Domino Dr., West Concord, Mass. 01742
Series 700, 1200 and 4000 disk system picture processors. **Staff:** Dominic Saccacio, Bob Slutske, Deborah Harter, Martin Soloway, Rick Weislak, Roger Kuhn, Chet Shuler, Ken Kiesel, Paula Sanburn, Ellen Wieser, Chuck Wright, Harvey Ray, Bob Dorsett.

Morton Hi-Tek Furnishings 204
23461 Ridge Route Dr., Laguna Hills, Calif. 92653

Moseley Associates 3202
111 Castilian Dr., Goleta, Calif. 93117

Enhancements to MRC-1600 remote control system*, secure dial-up for remote control*, spectrum-efficient STLs*, transmitter remote control systems, aural studio-transmitter links, telemetry return links, remote pickup links, stereo and subcarrier generators and demodulators, remote control and STL accessories and interface kits. **Staff:** Fred Zimmermann, Paul McGoldrick, David Chancey, Liz Atesman, Daniel Barnett, Glenn Sanderson, Paul Taylor, Jeff Kelm, Jamal Hamdani, Vince Mercadente, Fred Barbaria, W.D. Brewer, Eileen Tuuri.

Motorola AM Stereo 3539
1216 Remington Rd., Schaumburg, Ill. 60195

C-Quam AM stereo exciters and modulation monitors, C-Quam AM stereo receivers*. **Staff:** Steve Kravitz, Jennifer DePalma, Ray Schulenburg, Greg Buchwald, Frank Hilbert, Oscar Kusisto, Norm Parker.

Motorola Communications 3442
1301 E. Algonquin Rd., Schaumburg, Ill. 60196

Two-way radio communications equipment, paging equipment, cellular units and communications test equipment, display pager printer/charger, portable cellular telephone.

MPO Videotronics 2549
2580 Turquoise Cr., Newbury Park, Calif. 91320

Multi-Track Magnetics 2515
3 Industrial Ave., Upper Saddle River, N.J. 07458

Ultra high speed recorders and reproducers.

Musco Lighting 2448
100 First Ave. West, Box 258, Oskaloosa, Iowa 52577

**Music Director
Programing Service** 2414
Box 103, Indian Orchard, Mass. 01151

Music research library*, Basic Gold Pop Oldies library, Record Research publication, country gold oldies library, key promotion. **Staff:** Budd Clain, Carl Drake, Noreen Bennett, Bill Schoenborn, Brenda Clain.

Musicworks 2734
Box 111390, Nashville 37211

Three country music formats, adult contemporary service, Jim Reeves Radio Special, radio special programming. **Staff:** Bill Robinson, Skeeter Dodd, Jeff Miller.

Mycro-Tek 2490
9229 E. 37th St., Wichita, Kan. 67226

Communications package*, production font* and on-line tape storage device* for character generators, Dissolve. **Staff:** Tim Hurley, Mike Burton, Don Paustian, Paula Rothschild, Doug Barton, Fred Godwin.

Nady Systems 2902
1145 65th St., Oakland, Calif. 94608

501 and 601/701 VHF and UHF wireless microphone system, IRT-200/IRM-210 cordless studio monitor system. **Staff:** Peter Kalman, Jim Maloney, Rick Gentry, Eric Schultheis.

Nagra Magnetic Recorders 3453
19 W. 44th St., New York 11036

Portable and miniature recorders, T-audio recorder, synchronizers.

Nakamichi USA Corp. 2456
19701 S. Vermont Ave., Torrance, Calif. 90502

MR-2 professional cassette deck*, DMP-100 digital mastering processor, SP-7 stereo headphones. **Staff:** Jett Logan, Stephen Mascenik, Robert Shoji.

Nalpak Video Sales 2800
1937-C Friendship Dr., El Cajon, Calif. 92020

Mini-test charts*, tubular carrying cases, heavy duty soft case*. **Staff:** Bob Kaplan, Stanley Singer, Jack Eddy, Les Weinstock, Debbie Kaplan, Tracy Eddy.

Narda Microwave 2551
435 Moreland Rd., Hauppauge, N.Y. 11788

National TV Systems 2472
2419 Rulland Dr., Austin, Tex. 78758

Nautel 2658
201 Target Industrial Cr., Bangor, Me. 04401
Solid state modular ampfet series of AM transmitters. **Staff:** Dave Grace, Kevin Rodgers, Jorgen Jensen.

NEC America 3161
130 Martin Ln., Elk Grove Village, Ill. 60007
Digital video effects, CCD cameras, television transmitters. **Staff:** H. Ono, M. Shimizu, R. Curwin, R. Dienhart, J. Engle, L. Litchfield, G. Schutte, F. Stolten, M. Burleson, J. White.

L.E. Nelson Sales Corp. 2437
5451 Ukiah Cr., Las Vegas 89118
1000 w 120 v par 64 lamps, 1200 w par 64 CID daylight source and 575 w par 46 CID daylight source. **Staff:** L. Nelson, B. Nelson, Dan Imfeld, H. Tilley.

Netcom International 2439
1702 Union St., San Francisco 94123
Satellite transmission services.

Network Production Music 2627
11021 Via Frontera, San Diego 92127

Music production and sound effects library. **Staff:** Michael Anderson, Larry Kessler, Ken Berkowitz.

New England Digital Corp. 134
Box 546, White River Junction, Vt. 05001
Synclavier digital audio system. **Staff:** David Nichtern, Mark Terry, Kevin Maloney, John Mahoney, Steve Zaretsky, Ray Niznik, Vaughn Halyard.

A.C. Nielsen Co. 2787
Nielsen Pl., Northbrook, Ill. 60062

Monitor plus commercial monitoring system. **Staff:** Roy Anderson, Dave Traylor, Bob Paine, Tom Hargreaves, Dave McCubbin, Larry Frerk, Hal Fleig, Leigh Wilson, Carla Thompson.

Normex 2453
55 Montpelier, St. Laurent, Quebec H4N 2G3

Telnox on-air computerized telephone for broadcasters. **Staff:** Jacques Coutellier, Manon Coutellier, Agnes Eder, Michel Ponton, Normand Girard, Alain Clement.

Norpak Corp. 2574
10 Hearsi Way, Kanata, Ont. K2L 2P4

Teletext data delivery systems. **Staff:** James Carruthers, Randy Carter, Malcolm Cocks, Louise McLaren, Robert Fitzgerald, Tim Warren, Alfred Lee, Brent Barnett.

Nortronics 3384
8101 10th Ave., Minneapolis 55427

Magnetic tape heads for replacement on broadcast and reel-to-reel drives and OEM product manufacture. **Staff:** Karen Nickolauson, Carole Carlson, James Campeau, Anthony Price.

Nova Systems 2778
20 Tower Ln., Avon, Conn. 06001
Time base correctors.

Fred Nudd Corp. 2672
1743 Route 104, Ontario, N.Y. 14519

Radio, TV and microwave towers, manufacturing and service. **Staff:** Rick Nudd, Galer Wright.

Nurad 3573
2165 Druid Park Dr., Baltimore 21211

SNG antenna for Ku band*, ENG/EJ microwave systems including control receive systems, remote transmit systems, automatic tracking systems. **Staff:** Gordon Neuberth, Vincent Rocco, David Fairley, Stephen Neuberth, Fred Hock, Eric McCulley, R. Merritt, G. Becknell, Lisa Czirkaj.

Nytone Electronics 123
2424 South 900 West, Salt Lake City 84119

O'Connor Engineering Labs 3364
100 Kalmus Dr., Costa Mesa, Calif. 92626
Camera support systems including the 155M-A metal tripod*. **Staff:** Chadwell O'Connor, Bruce Frenzing, Kelly Nelson, Mike Thompson, Chuck Caputo, John Healy.

Odetics 3586
1515 S. Manchester Ave., Anaheim, Calif. 92802

TCS-2000 television cart system. **Staff:** Dave Lewis, Dick Petit, Bill Keegan, Tim Crabtree, Phil McFadin, Robert Fairchild.

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Box 170, Yokohama 231-91 Japan

Olesen 3550

1535 Ivar Ave., Hollywood, Calif. 90028

Omicron Video 2661

9700 Owensmouth Ave., Unit F, Chatsworth, Calif. 91311

Model 501 10/1 PT video switcher, model 507 master control switcher* **Staff:** K. Akiyama, M. Akiyama.

Omnimount Systems 2415

10850 Van Owen St., N. Hollywood, Calif. 91605

Omnimusic 2775

52 Main St., Port Washington, N.Y. 11050

Production music library with pop, electronic, specialty industrial, classical, comedy and sports, atmosphere music library. **Staff:** Douglas Wood, Chip Jenkins.

Omnisoft Systems 172

2965 Pickle Rd., Toledo, Ohio 43616

Traffic and billing software*, call-out music research*, music scheduling*. **Staff:** Lew Dickey Jr., L. Dickey, David Dickey, Alfred Lutler III.

Optical Disc Corp. 162

17517 H Fabrica Way, Cerritos, Calif. 90701

ODC 610A LaserVision videodisk recording system, encoder/generator, recorda-

ble laser videodisk. **Staff:** Donald Hayes, John Browne, Richard Wilkinson.

Orban Associates 3444

645 Bryant St., San Francisco 94107

Model 275A automatic stereo synthesizer*, 8150A Optimod-FM stereo generator*, ACC-22 filter card for Optimod-FM*, stereo television system, AM and FM audio processing systems, audio processing equipment, compressor/limiter/de-essers, parametric equalizers, stereo synthesizer, reverb. **Staff:** Howard Mullinack, Sid Goldstein, Robert Orban, John Delantoni, Dave Shantz, Robert Burkhardt, David Dunetz.

Orion Research 2499

Box 444, Richfield, Ohio 44286

Otari Corp. 3246

2 David Dr., Belmont, Calif. 94002

DTR-900-32 one-inch 32-channel digital audio digital recorder with remote and autolocator*, CTM-10 NAB cartridge recorder/reproducer*, MX-80-24 24-channel multitrack recorder*. **Staff:** John Carey, Jeff Phillips, Wende West, Steve Hill, David Roudebush, Jack Soma, Bill Ford, Jim Goodman, Emil Handke, Barry Ross, Chris Pukay, Charlie Webster, Mike Babbitt, Mark Yamashita, Tom Defiglio.

Oxberry 2441

180 Broad St., Carlstadt, N.J. 07072

Pacific Recorders & Engineering 3151

2070 Las Palmas Dr., Carlsbad, Calif. 92008

BMX consoles, AMX operations console, ABX production console, cartridge machines, phono preamp TX990*. **Staff:** Jack Williams, Sandy Berenics, Rob Lingle, Robin Starkey, Mike Uhl, Dave Polard, Bonnie Smith, Don Coulter, Rich Kapushinski, Bob Moore.

Paco Electronics 2447

714 W. Olympic Blvd., Suite 706, Los Angeles 90015

DP-11* and DP-1240 battery pack, battery chargers, memorizers and mobile charger. **Staff:** Tetsushi Wakabayashi, Kuniyasu Kaikiuchi, K. Kasuga.

Pag America 2459

Box 15194, Asheville, N.C. 28813

PAG-lok battery to camera mounting system*, PAG-lok charger*, Master 90 battery*, Nitecam ENG camera*, Master-charger, speedcharge 6000, sequencer 6000, multicharger, ENG batteries, belts, lights, lighting kits. **Staff:** Bebe McClain, Robin Greeley, Nigel Gardiner, Barry Parker.

Paltex 3592

2752 Walnut Ave., Tustin, Calif. 92680

Videotape editing systems.

Panasonic 3116

1 Panasonic Way, Secaucus, N.J. 07094

M-II half-inch videotape format product family*, professional-industrial products including in-camera recorders, camera kits, low capacitance diode gun plumbicon tubes, saticon tubes, editing systems, editing controllers, high resolution

monitors, RAMSA professional audio equipment. **Staff:** Steve Yugas, Tom Nagai, Herman Schkolnick, John McDonnell, Steve Wooley, Morris Washington, Ted Conboy.

Patch Bay Designation 2409

4742 San Fernando Rd., Glendale, Calif. 91204

Custom labeling for audio and video patch bays, control panels, racks, mixing boards. **Staff:** Scott Lookholder, Charles Schufer, David Schermer.

Peerless Sales 2412

1950 Hawthorne Ave., Melrose Park, Ill. 60160

TV/VCR/cable accessory products including security hardware, stands, mounts, carts and brackets for desk, wall and ceiling.

Pegasus Systems 3141

(see A.F. Associates)

Pelmark 240

2501 S. Raritan St., Englewood, Colo. 80110

Staff: Peter Bauer, Walt Aikman, Kurt Oswald, Dennis London.

Penn Fabrication 2593

Unit 26 St. Johns Estate, St. Johns Rd.,

Penn Buckinghamshire, Eng. HP10 8HR

Penny & Giles 2774

2716 Ocean Park Blvd., Suite 1005, Santa Monica, Calif. 90405

Conductive plastics studio faders, T bar controller*, motorized fader*. **Staff:** David McLain, Gaynor Moses, C.J. Melechin.

Penteco Optics 2469

7838 N. San Fernando Rd., Sun Valley, Calif. 91352

PEP 3387

25 W. 54th St., New York 10019

ENG power and battery equipment.

Performance Group 2584

2741 Noblestown Rd., Pittsburgh 15205

Perrott Engineering Labs 2733

7201 Lee Hwy., Falls Church, Va. 22046

Nickel cadmium, silver zinc and lead acid battery systems* for ENG/EFP in clip-on or belt styles, single or multiple fast medium fast or overnight mini-charger for ni-cads and silver zinc packs*, silver zinc and ni-cad battery and charger combo clip-on packs*, silver zinc BP-90 pack for VTR camera*, lighting systems*, accessories. **Staff:** V. Tygesen, W. Mallon, R. Clutter, W. Aylor, John Stead, Harry Glass, Frank Fitzhenry.

Pesa Electronics 3417

6073 NW 167 St., Suite C4, Miami 33015

Digital sync analyzer, satellite receivers*, color monitors*, TV modulator, VHF 5 kw transmitter*, Intercom, character generators, TV translators/transmitters. **Staff:** Antonio Borja, Jose Elman, Fernando Guillot, Antonio Duarte, Fernando Garcia, Carlos Xifra, Alfonso Saiz, Gaspar Sastre, Jesus Reganon, Dalmacio Tola, M. Cazorla, C. Laccourreye, A. Delgado, A. Solana, Alicia Cook.

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Peters Productions 124
 9590 Chesapeake Dr., San Diego 92123

The Ultimate Programing System for A/C, country, MOR, easy listening and CHR, custom marketing campaigns, jingles, graphics, animation and creative consultation. **Staff:** Ed Peters, David Moore, Steve Cotov, Jerry Lee, Joel Thrope.

Philips Television Systems 3128
 900 Corporate Dr., Mahwah, N.J. 07430

LDK 6A, LDK-26A family microprocessor cameras*, LDK-54A portable camera*, LDK-54A universal camera recorder*, Coach system computer maintenance and diagnostic aid*, high resolution color monitors, 10 to 240 kw UHF television transmitters, FM transmitters, professional compact disk player system, sync pulse generator, studio lighting. **Staff:** Jim Wilson, Warren Anderson, Bob Blair, Alan Keil, Nick Labate, John Giove, William Sturcke, Colin Parkhill, Mike Mackin, Mike Hart, Jeffrey Clarine, Perry Priestley, Frank Coleman.

Phoenix Financial Group 160,161
 630 Third Ave., New York 10017

Diversified financial services. **Staff:** James Youngling, Thomas Williams, Richard De Sina, Jackie Folts.

Pinzone Communications
Products 2411
 14850 Cross Creek Rd., Newbury, Ohio 44065

Stereo/multichannel vertical interval audio encoding system, refurbishment services, computer diagnostics, satellite uplinks/downlinks, all-format receiver w/ binaural stereo audio. **Staff:** Basil Pinzone Jr., Robert Broad, James Toohig, Mark Leslie, Bob Sourek, Herb Schoenbohm, Ray Walsh, Phil Parker, Dave Stoll, Dale Olgilvie, Frank Murzynski.

Pioneer Video 3546
 5150 E. Pacific Coast Hwy., Suite 300, Long Beach, Calif. 90804

Laser optical videodisk players, videodisk replication, digital programing products, video display and monitor systems.

Polaroid 252
 575 Technology, Cambridge, Mass. 02139

Instant video film recorder*.

Porta-Pattern 3538
 Box 38945, 750 N. Highland Ave., Los Angeles 90038

Test charts and systems, telecine slides and films, spherical transparency illuminator and test transparencies, optical test media, RCA P-200 and P-300 test patterns*, film/video interface test media*, medical television and imaging equipment. **Staff:** Ed Ries, E. Taylor Jr., Anne Summers, A. Malang, Sid Tuff, Henry Cheong, Tom Pressley, Debbie Carter.

Potomac Instruments 3329
 932 Philadelphia Ave., Silver Spring, Md. 20910

QA-100 audio program analyzer*, sub-carrier modems modulator/demodulator modules*, directional array antenna monitors, audio test system, automatic remote control system, frequency synthesizer and coherent detector, medium wave field strength meters, VHF and UHF field strength meters, modulation and power controller, synthesized AM monitor receiver. **Staff:** Guy Berry, Bob Ellenberger, Cliff Hall, Dave Harry, Don Nash.

PPS Electronics 2465
 101-10 Foster Ave., Brooklyn, N.Y. 11236

Sonosax SX-S compact portable professional mixing console, SX-T mono-stereo mixing console for studio and mobile applications. **Staff:** Jean-Jacques Brocard, Jacques Sax, Betty Sax.

Prismagraphics 2791
 2422 W. Clybourn St., Box 703, Milwaukee 53233

Presentation folders/media kits. **Staff:** Richard Schmaelzle, Marsha Harvey, Jody Dries.

Provisional Battery 214
 3941 Oakcliff Industrial Ct., Atlanta 30343

QEI Corp. 3336
 Box D, Williamstown, N.J. 08094

Model 695 FM exciter, low-power FM emergency transmitters, high power FM transmitters, 691 FM modulation monitor, automatic remote control system*. **Staff:** Charles Haubrich, William Hoelzel, John Pilman, John Tiedeck, Ed Etschman.

QSI Systems 2722
 12 Linscott Rd., Box 2176, Woburn, Mass. 01801

AF-1000B three channel autophasing blackburst generator*, BG-308/BG-316 colorbar generator with video source identifier*, CB-1601 SMPTE colorbar generator with 16 character identifier*, CHID-10 cable channel identifier*, STAR-16 series transportable satellite video uplink identifiers*, VT-7A countdown generator*, other color bar generators, battery/portable colorbar generator, battery/portable eight character camera identifier, mini-production switcher. **Staff:** Alfred Smilgis, Richard Sanford, Dick Smilgis, Bill Hickey, Peter Smilgis.

Q-TV 3469
 104 E. 25th St., New York 10010

VPS-500* computerprompter system (IBM compatible), console and conveyor transport videoprompter system. **Staff:** George Andros, John Maffe, Jerry Berg, Hy Sheft, Al Eisenberg, Jim Greenfield.

Quality Video Supply 2461
 76 Frederick St., Hackensack, N.J. 07602

Quanta Corp. 3145
 2440 S. Progress Dr., Salt Lake City 84119

Quantel 3171
 3290 W. Baushore Rd., Palo Alto, Calif. 94303

Paint box, animation editing system, image manipulators, still stores, standard converter. **Staff:** Richard Taylor, Howard Shephard, Hugh Boyd, David Deven, Douglas Schwartz, George Grasso, Paul Fletcher, Bob Knowles, Larry Biehl, Janice Haigney, Tom Carrigan, Ron Yokes, Roy Varda.

Quantum Audio Labs 3446
 1909 Riverside Dr., Glendale, Calif. 91201

On-air production consoles. **Quickset 3380**
 3650 Woodhead Dr., Northbrook, Ill. 60062

Radiation Systems 244
 1501 Moran Rd., Sterling, Va. 22170

Tactical and fixed location antennas, five-meter Ku band earth station antenna*, eight-foot fold-down reflector for SNG vehicles*. **Staff:** Robert Denton Jr., Lawrence Thomas, William Thomas.

Radio Resources 2833
 Box 8782, BWI Airport, Md. 21240

Studios, transmitters, buying and selling of equipment, rentals of test and other equipment, turnkey installations. **Staff:** Ashley Scarborough, Ellen Scarborough, Bernie O'Brien, Suzanne Roantree, Dale Tucker, Peter Kovalski, Kin Jones.

Radio Systems 2680
 Box 356, Edgemont, Pa. 19028

Staff: Daniel Braverman, Andy Lovell, Gerrett Conover, Bill Wohl.



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Ram Broadcast Systems 3028

346 W. Colfax St., Palatine, Ill. 60067

Phasescope, routing switchers, intercoms, input switchers. **Staff:** Ron Mitchell, Steve Gordon, Tim Anderson, Doc Masoomian.**Ramsa/Panasonic 3216**

One Panasonic Way, Secaucus, N.J. 07094

Rank Cintel 3066

13340 Saticoy St., Unit F, North Hollywood, Calif. 91605

Flying spot telecine plus high resolution version, telecine, preprogramming control computer, still store, art file. **Staff:** J. Campbell, C. Waldron, D. Fenton, F. Bundesmann, D. Corbitt, N. Kempt, G. Collett, W. Capon, R. Mathys, G. Orme, J. Brittain, P. Swinson, D. Saville, C. Ritchie, E. Walden.**RCA American Communications 3298**

Four Research Way, Princeton, N.J. 08540

Radio services, international/occasional TV services, RCA syndication system. **Staff:** Kurt Thoss, Guy Lewis, Elizabeth Rawson, Des McBride, Dave Cornell, Andreas Georgiou, Lou Donato, Gerry Kaplan, John Williamson, Harold Rice, Andrew Hospodor, Eugene Murphy, John Christopher, Al Weinrich.**RCA New Products Division 3292**

New Holland Ave., Lancaster, Pa. 17604

TV camera tubes, power tubes and cavities for TV and FM services. **Staff:** D. Carter, R. Neuhauser, G. Grill, G. Brody, E. Dymacek, R. Nelson, G. Kochnovicz, O. Goedecke, L. Vera, D. Weinstein, H. Cramer, F. Ingle, T. Monroe, H. Strassman, J. Murphy.**R-Columbia Products 2671**

2008 St. Johns Ave., Highland Park, Ill. 60035

Headphones/microphones.

RE Instruments 108

31029 Center Ridge Rd., Westlake, Ohio 44145

Dual channel audio analyzer*. **Staff:** George Mayhew, Steve Watts, Don Natlerer, Tom Zavesky.**Reach Electronics 2438**

1600 W. 13th St., Lexington, Neb. 68850

SCA pocket paging receiver model 2VR82 tone and voice, dial access paging terminal, dial access paging terminal.

Staff: Mike Sutton, Jim Griffith, Gary Gifford, Jim DeCastro.**Recortec 3327**

275 Santa Ana Ct., Sunnyvale, Calif. 94086

One-inch magnetic tape cleaners and evaluators, VCE-750*. **Staff:** Lester Lee, Eldon Corl, Ronald Troxell.**Rees Associates 2500**

4200 Perimeter, Oklahoma City 73112

Register Data Systems 2505

Box 1246, Perry, Ga. 31069

Traffic system*, multi user IBM PCXT-PCAT, LF technologies multi user micro main frame, hard disk storage. **Staff:** Richard Spruill, Lowell Register, Janice

Register, Len Register.

Research Technology 3386

4700 Chase Ave., Lincolnwood, Ill. 60046

Videotape evaluator/cleaner for one-inch, ¾ and ½ inch, DV-5 dropout analyzer, film editing, previewing and cleaning machines. **Staff:** Tom Tisch, Charlie Morganti, Gary Ingram, Larry Beilin, Ray Short, Steve Little, Howard Bowen, Tom Boyle.**RF Scientific 2701**

181 Atlantic Dr., Maitland, Fla. 32751

R.F. Specialty Products 165

4212 San Pedro Ave., San Antonio, Tex. 78212

Design, manufacture and installation of AM, FM and TV systems, AM phasors, ATU's coils, lighting chokes, static drains, contactors and accessories. **Staff:** Jose Rubio, Kenneth Hyman, Francisco Ibarra, Cesar Hernandez, Gustavo Paez, Luis Caverio, Guido Ortiz, Rocio Lopez.**RF Technology 2809**

145 Woodward Ave., S. Norwalk, Conn. 06854

Flash-Back ENG transmit systems*, 950 mhz wireless microphone for field use*, FRL 7 and 13 fixed link systems, other ENG transmitters, power amplifiers.

Staff: Patrick Bradbury, Christopher Lay, Grady Jackson, Drew Lance, Peter Burnage.**Richardson Electronics 2503**

3030 N. River Rd., Box 424, Franklin Park, Ill. 60131

Doomsday portable power amplifiers*, replacement tubes and RF transistors, sockets and accessories. **Staff:** Larry Broome, Carlos Aillon, John Hess, Ian Stewart.**Riviera Broadcast Leasing 2793**

7400 Center Ave., Suite 102, Hollywood, Calif. 90028

RJW Software 243

251 Rolling Meadow Dr., Billings, Mont. 59101

Computerized music scheduling and library system. **Staff:** Richard Jones, John Webber.**Rockwell Int. 3484**

Box 10462, Dallas, Tex. 75207

Staff: Tom Noble, Bill Shurtieff.**Roh Corp. 2647**

3603 Clearview Pl., NE, Atlanta 30340

Rosco Laboratories 3443

36 Bush Ave., Port Chester, N.Y. 10573

Roscor Corp. 3404

1061 Feehanville Dr., Mt. Prospect, Ill. 60056

Ross Video 2616

Box 220, 500 John St., Iroquois, Ontario K0E 1K0

RVS 508 production switcher with multi-level effects systems and 210 10-input production switcher with the multi-level effects switcher. **Staff:** John Ross, Jim Millard, Jack McQuigge, Eric Good-

murphy, Donald McElheran, Brian Luscombe.

RPG Diffuser Systems 2463

12003 Wimbledon St., Largo, Md. 20772

Reflection phase grating acoustical diffusers*, Tele-Image audio-for-video. **Staff:** David Sless, Peter D'Antonio.**R/Scan Corp. 2794**

511 11th Ave. South, Minneapolis 55415

Lightning data and information systems. **Staff:** Dr. Walter Lyons, Thomas Nelson, Dr. Ken Bauer.**RTNDA 2622**

1717 K St., Suite 615, NW, Washington 20006

RTS Systems 3566

1100 W. Chestnut St., Burbank, Calif. 91506

Model 848 intercom station* for the matrix intercommunication system HST17 low cost headset*, software updates for model 802 master station*, TW, series 17 and series 800 intercom systems, IFB systems, pro audio, amplifier systems. **Staff:** Douglas Leighton, Shelley Harrison, Dave Richardson, Cliff Michael, Susan Seidenglanz, Bob Ringer, Stan Hubler, Ed Fritz.**Rupert Neve 3318**

Berkshire Industrial Park, Bethel, Conn. 06801

8232 audio console for TV production, postproduction and multitrack teleproduction recording*, V-series production consoles*, 16 to 60 input 51-series of stereo broadcast, video post production and film consoles, automated mixing systems, other mixing consoles, mobile consoles, limiter/compressors, digital signal processing consoles. **Staff:** Barry Roche, Anthony Langley, Geoffrey Langdon, Rhonda Kohler, Michael George, Tom Semmes, Thomas Schlum.**Sachtler Corp. 3419**

400 Oser Ave., Hauppauge, N.Y. 11788

Hot Pod tripod*, video 20 studio and O.B. pedestal*, video 14 fluid head, 7 + 7 fluid head, Video 20, 25 and 30 fluid heads. **Staff:** Eric Falkenberg, John Gehrt, Alex Froemel, Juergen Nussbaum, Hardy Jauermann, Kurt Gunkel, Alice Davis.**Samson Music Products 2797**

124 Fulton Ave., Hempstead, N.Y. 11550

TH-1 body pack transmitter for instruments/lavaliers, VHF digitally synthesized receiving systems, receiver systems, microphone stands. **Staff:** Doug Bryant, Scott Goodman, Bob Rufkahr, Amy Rufkahr, John Amstadter, Bob Newhuis, Joe Martin, Alan Hyatt, Bill Ray, Mark Tarshis, Randy Fuchs.**Sansui Electronic 2598**

108 Westlake Dr., Valhalla, N.Y. 10595

SatCom Technologies 244

2912 Pacific Dr., Norcross, Ga. 30071

Satellite earth station antennas, feed systems and antenna control systems, 5.5 meter antenna* with hybrid C/Ku band feed. **Staff:** Dave Speed, John Bulman,



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Rieterstrasse 6, CH-8002, Zurich, Switzerland

Schneider Corp. of America 3343
400 Crossways Park Dr., Woodbury, N.Y. 11797

TV zoom lenses for $\frac{3}{8}$, 1, 1 $\frac{1}{4}$ -inch tube cameras, TV-80 series zoom lenses*, TV 64,65,66 series zoom lenses*, TV-44 series wide angle ENG/EFP zoom lenses. **Staff:** Bob Jones, Craig Marcin, Erwin Gerteis, Horst Stahl, Dr. Joachim Herzke, Peter Mieke, Dwight Lindsay, Jay Citrin.

Schwem Technology 2553
3305 Vincent Rd., Pleasant Hill, Calif. 94523

Gyrozoom 60/300 image stabilizing zoom lens for ENG/EFP cameras, wide angle attachment*, remote control system*. **Staff:** Katherine Metrolas, Michael Salit, Holt Johnson, Clayton Sylvester, Janet Alvarez.

Scientific-Atlanta 3272
3845 Pleasantdale Rd., Atlanta 30340

7555 Ku band video exciter, 7500 09 video receiver C band input displays Ku

band, 9630 video receiver with low noise block converter for SNG trunks, Ku band LNAs 302A and 304, digital audio terminal, models of 11, 10, 7, 4.5, 2.8, 1.8 and 1.2 meter antennas, B-MAC equipment, video/studio equipment, enclosure cabinets. **Staff:** Sid Topol, Jay Levergood, John Lappington, Duke Brown, Alan Freece, Alex Best, Dan Ozley, Jim Cofer.

Sea-Tex div./Si-Tex Marine 2683
14000 Roosevelt Blvd., Clearwater, Fla. 33520

Color weather radar system. **Staff:** Ted Bodtmann, Dave Church.

Selco/Sifam 2450
7580 Stage Rd., Buena Park, Calif. 90621

Knobs, audio level indicator, meters. **Staff:** Bill Wilkinson, John Tamsitt, Celeste Martinez, Tom Swearingen.

Sennheiser 2914
48 W. 38th St., New York 10018

UHF and VHF wireless microphones, headphones and microphones.

Sescom 3445
1111 Las Vegas Blvd., Las Vegas 89101

Staff: Franklin Miller.

SG Communications 2556
3444 N. Dodge, Suite A, Tucson, Ariz. 85716

Staff: James Meehan, Thomas Leschak, Douglas Gratzner, Jean Gratzner, Wallace Steiger.

Sharp Electronics 3305
Sharp Pl., Paramus, N.J. 07430

Color camera systems and high resolution rackmount color monitors, triax control systems, component VTR adaptors for Sharp cameras, four head industrial VCR's* with VHS-HQ picture enhancement. **Staff:** Ron Colgan, Bob Garbutt, Bob McNeill, Paul Insko, Gary Bridges, Ron Parker, Neil Kobu, Peter Gloeggler, Bruce Pollack, Hank Miura, Mike Yamaguchi, Jim Hulfish.

Douglas Sheer & Assoc. 2561
274 Madison Ave., Suite 1406, New York 10016

Broadcast equipment marketplace survey and census of TV stations, professional video marketplace survey. **Staff:** Douglas Sheer, Des Chaskelson, April Palmer, Karen Kent.

Shintron Co. 3036
144 Rogers St., Cambridge, Mass. 02142

Empress C-2000 component production switcher with downstream keyer*, DK3/CK3 composite downstream keyer/chromakeyer*, 12X-C4 12-input/four-output component routing switcher*, Andromeda 3000 component framestore/DVE unit with control panel*, component switchers, time code generator/reader, VDA's and ADA's. **Staff:** Shintaro Asano, Jeff Swift, Jacques Kuchler, George Laughhead, Kathleen O'Keefe, Jose Rosado, Morris Sazar.

Shively Labs 2709
86 Harrison Rd., Bridgeton, Me. 04009
Spaced broadcast antennas*, vertically

polarized FM broadcast antennas*, circularly polarized FM broadcast antennas, panel antennas, horizontal-only antennas, rigid coaxial transmission line and coax components, branched and balanced FM combiners, RF patch panels, AM/FM isocouplers, hybrid power combiners, harmonic filters, directional couplers, pressurization equipment, FCC directional pattern and omnidirectional pattern studies, VSWR monitoring, display and protection systems, TV antennas. **Staff:** Paul Wescott, D. Steve Collins, Charles Peabody, Robert Surette, Jonathan Clark, Peter Hayes, George Harris.

Shook Electronic Enterprises 3222
6630 Topper Pwy., San Antonio, Tex. 78233

Model 14-22/D 22-foot mobile production system with dual generators, nine equipment racks, terminal package, two cameras and two VTR's*, ENG/EFP construction manual, network production trailer. **Staff:** Edwin Shook, Julia Hollenbeck Shook, Stuart Shook, Patrick McCafferty.

Shure Brothers 3320
222 Hartrey Ave., Evanston, Ill. 60202

FP32 stereo ENG mixer*, FP42 stereo production mixer*, microphones, circuitry, phono cartridges. **Staff:** Dick Murphy, John Phelan, Dan Marchetto, Chris Lyons, Michael Petersen, Al Herschner, Lotie Morgan, Joanne Wilkinson.

Sigma Electronics 2905
1184 Enterprise Rd., East Petersburg, Pa. 17520

Generators, video processing amplifiers, distribution amplifiers. **Staff:** Sue Huber, Joe Donches, Bob Hivner, Kent Porter, Jeff Spittle, Jerry Wingle, Cheryl Stauffer.

Singer Broadcast Productions 3344
875 Merrick Ave., Westbury, N.Y. 11590

CCA electronics FM-20G FM exciter and 20 kw FM transmitter. **Staff:** John Hillman, Timothy Hillman, Alan Singer, Ron Baker.

Skotel Corp. 2738
1445 Provencher, Brossard, Quebec J4W 1Z3

Staff: Stephen Scott, Gaston Auclair, Mark Danowski.

Leonard Sloan & Assoc. 234
2542 Elm St., Dallas, Tex. 75226

Staff: John Davis, Russell Anokey, David Downs, Kathryn Saxton, Larry Tompkins.

SMPTE 2501M
862 Scarsdale Ave., Scarsdale, N.Y. 10583

"Digital Television Tape Recording and Other New Developments" book. **Staff:** Alex Alden, Janice Baio, Peg Caggiano, Barry Detwiler, Harold Eady, Jeff Friedman, Lynne Robinson.

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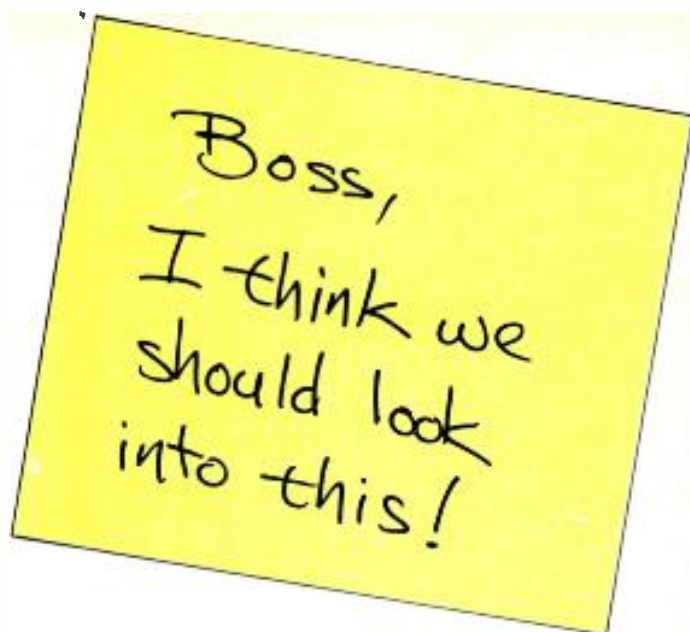
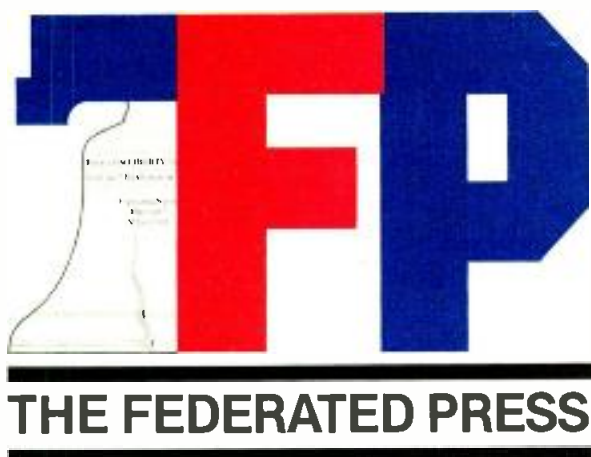
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The voting rights of the Federated Press is extended to all Member newspapers and broadcasters. Members are entitled to all Standard Membership Benefits.

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Although *The Poor Richard Corp.* is responsible for the management of the FP, final governing authority is vested in a member elected Board of Trustees. The thirty one seats are distributed among daily newspapers by circulation, weekly newspapers, the networks, and broadcasters by market size.

- **Editorial Oversight**

The Federated Press Editorial Association is responsible for editorial standards and wire-editor relations. The FPEA Convention represents the working staff, while editors have their own Conference.

- **Inaugural Membership**

Only Inaugural Members who join the Federated Press prior to Commencement of Operations are entitled to participate in the \$542 million plus annual Profit Sharing Allocation. Distribution is based on the Member's seniority.

- **Group Ownership Membership**

Inaugural Members under Group Ownership may join under a *Flat Rate* versus their actual circulation (audience) rate.

- **The Launch of the Federated Press**

Backed by \$50 million investment and 55 General Contractors, the FP will commence operations 123 days after it has obtained the required number of Inaugural Members.

- **American Ownership**

The FP joins the AP as the only American-owned wire services, flying under the color of the First Amendment. Only the FP and the AP are directly controlled by and report to the Members they serve.

- **One of Two Wires**

The FP is not intended to replace the AP as the only wire; instead the FP is to be one of the two wires editors need today. Because the FP pays for itself, every newspaper and broadcaster can have two wires for the cost of one. Those who couldn't afford a wire, now can have the largest.

H.A. Solutec 2530
4360 Iberville St., Montreal, Que. H2H 2L8
SOL-6800 automated broadcasting system for recording and playback, SOL-6800/UIS for eight VTR's with 12 inputs AV switcher*, SOL-6800/MICRO for one VTR with four inputs AV switcher*, SOL AD.ID/Q generator*, SOL-8200 adaptive co-channel filter*. **Staff:** E. Grondin, G. Fortin, G. Caron, M. Beland.

Solway 2745
5010 Johnson St., Hollywood, Fla. 33021

Sono-Mag 3480
1833 W. Hovey Ave., Normal, Ill. 61761

Broadcast automation programers and systems for radio, compact disk-based automation program for live assist and random access of CD disks. **Staff:** Stephen Sampson, William Moulic Jr., Bill Hosington, Jerry Bassett, Pete Charlton.

Sony Broadcast Products Co. 3100
1600 Queen Anne Rd., Teaneck, N.J. 07666

DVR-1000 component digital videotape recorder*, BVW-105 CCD Betacam camera*, BVH-2800 VTR with digital audio recording*, SP-mode U-matic recorders*, MXP-2000 stereo audio mixing console, BVE-900 editing system*, CDK-006 automatic compact audio disk loader*, Betacam camera-recorders, Betacart automated playback system, stereo audio production/post-production equipment, Type C one-inch videotape recorders and accessories, high-definition TV systems, color monitors, three-quarter-inch U-matic recorders and professional cameras. **Staff:** William Connolly.

Soper Sound Music Library 2443
Box 498, Palo Alto, Calif. 94302
Production music library.

Sound Ideas 2444
86 McGill St., Toronto M5B 1H2

Staff: Brian Nimens, Michael Bell, Garry Trafford, Bruce Hayne.

Sound Technology 3328
1400 Dell Ave., Campbell, Calif. 95008

Soundcraft USA 2770
1517 20th St., Santa Monica, Calif. 90404

Staff: Wayne Freeman, Erika Lopez, Greg McVeigh, Alan Archer, Gary Lynn, Shane Morris, Charlie Day.

Soundtrack/Aircraft Music 2554
25 E. 21st, New York 10010

Custom, syndication and production music service. **Staff:** Mark, Crit, Rob, John, David, Vi, Jeannie, Mary Ellen, Lisa, Bonzie.

Soundtracs/USA Office
MCI Intertek 144,145
745 109th St., Arlington, Tex. 76011

Audio mixing consoles, M series monitor desk*, CM-4400 studio console linked with 24-track tape machine, M and MR ranges for sound reinforcement and studio engineers, eight and 16-track recording, T series consoles. **Staff:** Todd Wells, John Carroll, Peter Jostins, John Stadius, Tom Burrows, Jerry Spohn, John Birk-

head, Travis Ludwig, Bill Mullin, John Caporale, Rick Brown, Stan Sliz, Wane Fuday, Barry Evans, Paul Cullity, Randy Fuchs, Jim Starkin, Bob Rufkahr, Pete Wood, Mark Tarshis.

Spantel 3382
968 NBC Center, Lincoln, Neb. 68508

FM subcarrier paging, tone and voice pagers. **Staff:** Richard Thompson, Donn Davis, Andy Andros, Tom Barker, Ken Gray, Robert Roe, Kay Davis, Mary Endacott, Ann Murray, Deb Sandstedt, Chuck Piper.

Spectrum Planning 2634
Box 831360, Richardson, Tex. 75083

Communications systems engineering services, marketing research, site location, feasibility studies, channel and frequency searches, coordination and protection, TV Beam* combining engineering, marketing and cable analysis into one tool, 80/90 application package for spectrum planning. **Staff:** Scott Goldman, Nick Stanley, Jerry Mull, Jerry Armes, Duncan McIntosh, Randy Oster, Dale Rylander, Fred Johnston, Lyman Bishop.

Sperry Corp. 2633
49 Music Square West, Nashville, Tenn. 37211

Radio traffic and accounting software for IBM PC's. **Staff:** Ray Hines, Sharon Moyers, Mark Spruill.

Sprague Magnetics 2540
15720 Stagg St., Van Nuys, Calif. 91406

Replacement Sony BVH audio heads, replacement parts and tape heads, refurbishment services. **Staff:** Darrell Sprague, John Austin, Bob Reiss.

Stage Lighting Distributors 2446
346 44th St., New York 10036

Lighting dimmers and control, studio lighting, fog and smoke machines.

Stainless 2735
Third & Montgomery Ave., North Wales, Pa. 19454

Guyed and self-supporting towers, design, fabrication and installation services. **Staff:** R.A. Farrington, J.C. Rodriguez, Howard Balshukat, Owen Ulmer, Peter Starke, Kenneth Wetzel, Ronald Pagnotto, John Windle, H. William Guzewicz.

Standard Communications 2489
Box 92151, Los Angeles 90009

Stanton Magnetics 3331
200 Terminal Dr., Plainview, N.Y. 11803

Cartridges, styli, preamplifiers, headphones and record care products. **Staff:** Pete Bidwell, Jack O'Donnell.

Stantron 2911
6900 Beck Ave., N. Hollywood, Calif. 91605

Desk consoles, VTR/VCR racks, duplication racks and cabinet consoles. **Staff:** Guy Tessier, Tom Grant Jr., Tom Hanson, Scott Harries, Tom Judkins, John Crockett, Jeff Gouch.

Star Case Manufacturing 2555
648 Superiro, Munster, Ind. 46321

Staff: Dennis Toma, Bernard Fryman, Al Novak, Bill Coffel, David Athans.

Steady-Film 248
707 18th Ave., South, Nashville, Tenn. 37203

Steady-Film system retrofitted to Rank Cintel Mark IIIC with microprocessor controller which interfaces with Sony BVH-2500 or Abekas and color grading system for film-to-tape transfer. **Staff:** Wayne Smith, Sara Brinker, Phil Kroll, Chris Gyoury, Sarah Burmeister.

Steenbeck 2749
9554 Vassar Ave., Chatsworth, Calif. 91311

Storeel 3322
2050-C Chamblee-Tucker Rd., Box 80523, Atlanta 30341

Instant access and modular rapid transit storage systems for videotape, cassettes and film, room stretcher high-density storage for RCA, Ampex and Beta carts, set-up trucks*, high-density audio cart for FM and AM storage. **Staff:** Carolyn Galvin, Michael Plaut, Robert Kearns, Paul Galvin, Maureen Kearns.

Straight Wire Audio 2518
2611 Wilson Blvd., Arlington, Va. 22201

Strand Century 3024
18111 S. Santa Fe Ave., Rancho Dominguez, Calif. 90221

Showchangers motorized fixtures*, Lightboard XP, Lightboard M, control consoles*, DC-90 dimming, memory control console, Ianiro fixtures, 12 kw HMI, HMI par units. **Staff:** John Pavacik, Jeff Sessler, Marion Rimmer, William Groener, Jim Crooks, Len Bedard, Leonard Wittman, Lee Magadini, Robert Schiller, Franc Dutton, Susan Dandridge, Debra Garcia, Tom Folsom, Robin Crews, No-land Murdock.

Strata Marketing 2689
403 W. North Ave., Chicago, Ill. 60610

Staff: Bruce Johnson, Roger Skolnik, Chuck Cady, John Thompson, Deborah Novess.

Studio Technologies/AEA 2769
5520 Touhy Ave., Skokie, Ill. 60077

AEA active MS matrix, MS 380 battery powered ENG version with microphone inputs, AN2 stereo simulator. **Staff:** Gordon Kapes, Carolyn Cashel.

Studor Revox America 3048
1425 Elm Hill Pk., Nashville 37210

A812 ATR, A807 ATR, B203 automation controller*, SC 4016 and SC 4008 system controllers for video post*, 961/962 compact mixing consoles*, A820-TC ATR with center track time code*, multitrack ATR's, mixing consoles, compact disk players, compact ATR's, telephone hybrid systems, cassette decks, synchronizing systems, studio monitor loudspeakers. **Staff:** Thomas Mintner, Doug Beard, David Bowman, Larry Jaffe, Thomas Jenny, Chris Ware, Nick Balsamo, Fred Layn, Brian Tucker, Joe Bean, Vencil Wells, Nancy

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Byers, Bruce Borgerson, Tom Knox.

Sunspot 2679
2440 San Mueo Pl., Albuquerque, N.M. 47110

Broadcast billing, trafficking and data system for Apple III and IBM compatible computers*. **Staff:** Don Rice, Dave Spring, Dawn Bodener, John Flint, Maggie Wesley, Joshua Wesley, Don Manual, Jerry Littenberg.

Swintek Enterprises 2918
587 Division St., Campbell, Calif.

Staff: William Swintek, Les Underwood, Davisa Hill, John Ferguson, Dan Deegal, Wayne Wyche, Richard Pass, Frank Fitzhenry, Toveg Montero.

Switchcraft Inc. 2684
5555 N. Elston Ave., Chicago 60630

Phone jacks and plugs, phono jacks and plugs, audio and general purpose connectors, jack panels and connectorized jackfields, molded and nonmolded cable assemblies, E series audio receptacles with removable inserts*, straight and right-angle BNC receptacles*, high-power plugs and jacks*, two-wire printed circuit board jackfields. **Staff:** Bruce Heeb, Terry Leen, Bill Kysiak, Keith Rosborough.

SWR Inc. 3350
Box 215, Goffstown, N.H. 03045

Sylvania US Lighting 3393
Sylvania Lighting Center, Danvers, Mass. 01923

Lighting equipment.

Symetrix 2519
4211 24th Ave., West, Seattle 98199

Teleconferencing interface, broadcast telephone interface, telephone interface, noise reduction system, fast RMS compressor/limiter, peak-RMS compressor/limiter, stereo amplifier, parametric equalizer, quad expander/gate, voice track processor. **Staff:** Dane Butcher, Roy Blankenship, Mike Burnes.

Symtec/One Pass Video 228
14902 Winning Creek Rd., Tampa, Fla. 33612

Graphics and text generator. **Staff:** Robert Cook, Heather Welner, Rob Duncan, Steve Strong, Peter Mandel, Jim Davies.

System Associates 3392
5801 Uplander Way, Culver City, Calif. 90230

Brokers of used TV equipment. **Staff:** Walter Shubin, Billy Seidel.

Systemation 2567
337 N. Water, Decatur, Ill. 62523

Taber Manufacturing 3491
1880 Embarcadero Rd., Palo Alto, Calif. 94303

Bulk degaussers, audio replacement heads, refurbishing services, computer software, computer graphics software. **Staff:** Veldon Leverich, Diane Leverich, Chuck Towns, Neil Martinez, Bob Souza.

Take a Trip America 2590
3608 N.W. 58th St., Oklahoma City 73112

Tamron Industries 120
24 Valley Rd., Port Washington, N.Y. 11080

Film video professor. **Staff:** Hank Nagashima, Tony Garaguso, Hideaki Shimizu, Takamune Hirano, Harumasa Ikumo, Yasumasa Mizushima.

Tandberg of America 2748
Box 58, Armonk, N.Y. 10504

Tannoy North America 215
97 Victoria St., North, Kitchener, Ont. N2H 5C1

NFM-8, SRM-10B and SRM-12B near-field broadcast monitors, SR-840 power amplifier. **Staff:** Bill Calma, Rob Hofkamp.

Tapecaster 3310
3798 Watman Ave., Memphis 38118

Series 1000 console*, cartridge machine. **Staff:** Welton Jetton, Steve Sage, Stovall Kendrick, Bob Jones.

Tapscan 2664
2100 Data Park, Suite 202, Riverchase, Ala. 35244

Tascam 3416
7733 Telegraph Rd., Montebello, Calif. 90640

Recorder reproducers*, studio 8 console multitrack, 16-channel multitrack, other mixing consoles. **Staff:** Anders Madsen, Bill Mohrhoff, Gregg Hildebrandt, Barry Goldman, David Oren, Norio Tamura, Sue Osborne, David Bierut, Bill Stevens, Jimmy Yamaguchi, Hal Onda, Vince Basse, Kiy Watanabe, Gary Beckerman, Fred Johnson, Jon Bliese.

Teatronics 2756
3100 McMillan Rd., San Luis Obispo, Calif. 93401

Lighting control equipment, Vision computer lighting console*, Tech Director manual two-scene console. **Staff:** Roger Volk, Paul Rabinovitz, Mike Griffith, Randy Pybas.

Technov Industries 148
3974 Amboy Rd., Staten Island, N.Y. 10308

Sync generators, DAs, switchers.

Tekno 2486
100 W. Erie St., Chicago 60610

Tekskil Industries 2570
Suite 310, 218 Blue Mountain St., Coquitlam, B.C. V3K 4H2

Tektronix 3214
Box 500, Beaverton, Ore. 97077

1730 waveform monitor*, 1720 vectorscope*, sync, pulse and test signal generators, picture monitors, precision demodulators, frame synchronizers and automated measurement devices. **Staff:** Larry Kaplan, Steve Kerman, Jim Zook, Dan Castles, Larry Harrington, Dave Friedley, Wayne Olmstead, Rex Stevens, Jeanine Navarra, Ron Marquez.

Telcom Research 2588
1163 King Rd., Burlington, Ont. L7R 3X5

Telemet 3396
185 Dixon Ave., Amityville, N.Y. 11701

TV broadcast demodulator*, controller for routing switcher*, fiber optics systems, isolation amplifiers, thermal equalizers, sideband analyzers, spectrum/sideband analyzers, clamping amplifiers, repeaters, video cable terminals, test signal generators, modulators, chroma keyers and decoders, group delay measuring systems, routing switchers. **Staff:** Robert Griffiths, Seymour Hamer, Eugene Murphy, Alex Kwartiroff, Leo Lazarus, Vincent Delmato, Ivan Slovák, Antonio Silva.

Telemetrics 2569
7 Valley St., Hawthorne, N.J. 07506

Camera remote-control system*, pan/tilt tri-ax cable connected table for remote control of portable video color cameras, other tables controlled via microwave transmitters/receivers, standard multi-conductor cable controlled systems. **Staff:** Anthony Cuomo, Allen Phelps, Albert Chan, Haig Soojian.

Telepak San Diego 2566
8340 Clairemont Mesa Blvd., Suite 201, San Diego 92111

Carrying cases.

Telescript 3351
445 Livingston St., Norwood, N.J. 07748

1000 line resolution monitor/promoters, telecue and telescriptor transports, hi-efficiency beamsplitters, telepod free standing transport, C-64 networking prompting program*, 8088-8086 PC prompting program*, 1150 line resolution monitor/promoter*. **Staff:** Bob Swanson, Jim Stringer, Rich Mergner, Susan Moran, Kay Hyde, John Lennan.

Television Engineering 3400
580 Goddard Ave., Chesterfield, Mo. 63017

14-inch four camera production unit. **Staff:** Jack Vines, Linda Vines, Gary Warnecke, Ray Vines.

Television Equipment Associates 3342
Box 393, S. Salem, N.Y. 10590

Matthey low loss video delays*, micro video filters*, wideband products for HDTV*, rack mounted and video and pulse delays, little gray boxes, transparent low pass video filters, Elcon one-inch tape cleaner/profiler*, 3/4 inch cassette cleaner/profiler*, Racal ounce intercom headset*. **Staff:** Bill Pegler, Steve Tociolowski, Vince Emmerson, Bill Walters, Marilyn Walters.

Television Information Office 3105
745 Fifth Ave., New York 10151

Television Technology Corp. 3492
2360 Industrial Ln., Broomfield, Colo. 80020

Staff: Carol Anderson, Jim Billig, John Binsfeld, Dave Haupt, Mark Hutchins, Nick Panos, Bo Pearce, Byron St. Clair.

Telex Communications 3370
9600 Aldrich Ave., South, Minneapolis 55420

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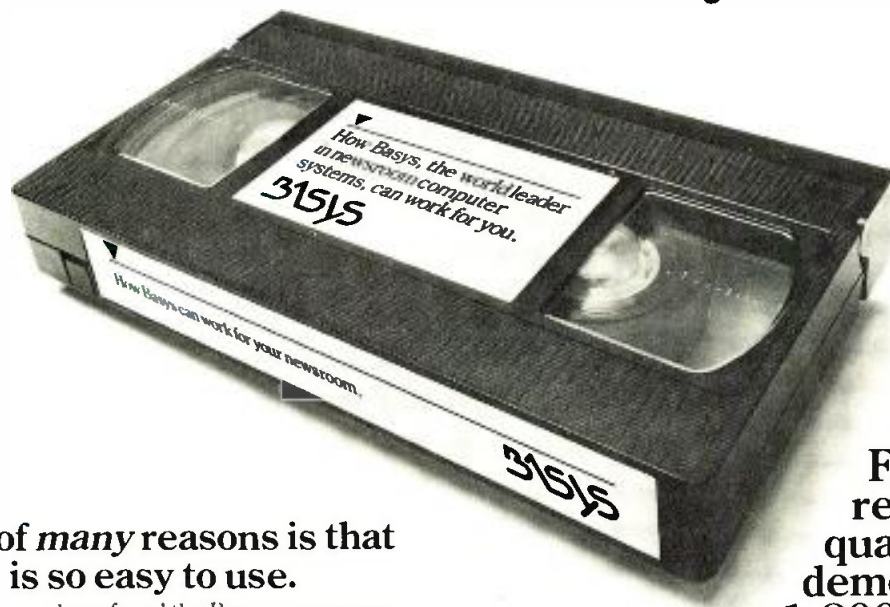
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CA 94043

Single antenna and dual diversity wireless mic systems, headsets, headphones, intercom systems, wired mics, audio tape duplicators, ENG-4 wireless microphone receiver*. **Staff:** Jim Arrington, Pat Gillette, Don Mereen, Michael Olinger, Dan Paulnock, Claude Kleiman, Gary Fisher, Rick Peterson, Joel Johnson, Dan Dantzier.

Tennaplex Systems 2812
452 Five Farms Ln., Timonium, Md. 21093

TV and FM broadband panel with circular polarization, multistation combiner*, broadcast antennas with vertical patterns*. **Staff:** Marvin Crouch, Les Lear, Manfred Muenzel, Ed Ritz, Bob Paradise.

Tentel 3326
1506 Dell Ave., Campbell, Calif. 95008

Staff: Wayne Graham, John Bonn, John Chavers, Burke Stafford, Bev Zern, Chris Lui, Lorrie David.

Texar 2571
7175 Saltsburg Rd., Pittsburgh 15235

Texscan MSI/Compuvid 2473
3855 S. 500 W., Suite S, Salt Lake City 84115

TFT 3420
3090 Oakmead Village Dr., Santa Clara, Calif. 95051

Multi-channel remote control*, baseband input BTSC aural modulation monitor*, distortion analyzer*, narrowband STL receiver*, composite subcarrier generator, series STL with IF repeater, FM/stereo monitor, AM stereo exciter, EBS systems, AM monitor, BTSC aural modulation monitor. **Staff:** Joe Wu, Henry Wu, Jesse Maxenchs, Lois Kiri, Kevin Tam, Joe Borghonia, Terry Peterson, Gerald Wakayama, Charlie Hu, Charles Lee, Y.S. Law, Richard Chien, Malcolm Furfly.

Theater Service & Supply 2917
1792 Union Ave., Baltimore 21211

Staff: Richard Antisdell, Jacauelein Keleman.

Thermodyne 2824
20850 S. Alameda St., Long Beach, Calif. 90810

Shipping cases, rack-mounted instrument cases.

Thomson-CSF Broadcast 3190
37 Brownhouse Rd., Stamford, Conn. 06902

Vidifont graphic product line, Betacam and studio cameras, FM and TV transmitters and video and audio processing equipment. **Staff:** Stanley Basara, Charles Gaydos, Thomas Hindle, Johan Safar.

Thomson Electron Tubes 3422
550 Mount Pleasant Ave., Dover, N.J. 07801

Staff: Robert Kolts, S.N. Barthelmes, Daniel Kleim, Anthony Laconti, Charles Kalfon, James Auxier, C. Marliac, C. Bonnet, P. Gerlach, C. Grolleau, G. Cleri.

Tiffen Manufacturing 2736
90 Oser Ave., Hauppauge, N.Y. 11788

Special effect filters, lenses, special effect viewing kit. **Staff:** Nat Tiffen, Ira Tiffen, Steve Tiffen, Tom Grosso, Jack Bon-

ura.

Timeline 2686
270 Lafayette St., Room 1300, New York 10012

Time code and synchronization products, Lynx time code module, SAL time code module, Lynx model video systems interface*, system controller*, software package*. **Staff:** Gerry Block, Julie Goldscheid, Glenn Lystad Jr., James Monroe.

TOA Electronics 2498
480 Carlton Ct., S. San Francisco 94080

Audio equipment manufacturer, studio reference monitors, sound reinforcement, loudspeakers systems and components, mixing consoles, signal processing equipment, digital delay, microphones. **Staff:** Terry Taylor, Bill Eskew, Kae Cochran.

Torpey Controls 2906
98-2220 Midland Ave., Scarborough, Ont. M1P 3E6

Hi-styled, low profile illuminated analog clocks to operate from impulse drive*, master clock systems, digital and analog slave clocks, central temperature display systems, timers, central timing systems with remote readouts, video time display, video temperature display, video stopwatch, video/audio routing switchers. **Staff:** R.J. Torpey, A. Critchley.

Toshiba America 3302
2441 Michelle Dr., Tustin, Calif. 92680

Total Spectrum Manufacturing 3534
20 Virginia Ave., West Nyack, N.Y. 10994

Townsend Associates 3418
79 Mainline Dr., Westfield, Mass. 01085

UHF, VHF transmitters, 15kw VHF*, high efficiency pulse for klystron transmitters*, update TV exciter*, VHF and UHF solid state amplifiers for replacement in older transmitters. **Staff:** George Townsend, Tom McDonald, Howard McClure, Ray Yirga, Bob Anderman, Gary Cooper, Jim Rogers, Harry Craig, Ken Barker, Bob Klein.

Tracoustics 151
Box 3610, Austin, Tex. 78764

Transimage International 130
245 Hamworth Rd., Hounslow, Middlesex, England TW3 3UA

Transmission Structures 2621
Box 907, Vinita, Okla., 74301

Staff: Richard Bell, Shari Bell, Tom Snow.

Trim Inc. 223
400 W. Lake St., Libertyville, Ill. 60048

Audio jacks, plugs and patch cords, coaxial jacks, plugs and patch cords, terminal block and connectorized terminal block, front facing terminal blocks, fuse panels, audio and video jack panels and connectorized panels. **Staff:** Ron Larsen, Harry Lewis, George Newton, Richard Sinclair.

Trinity Corp. 143
481 8th Ave., Suite 647, New York 10001

Trivial Development 2514
4 N 240 Calvary Dr., Unit D, Bloomington, Ill. 60108

Trompeter Electronics 3346
31186 La Baya Dr., Westlake Village, Calif. 91362

Coax connectors, cable assemblies, patch panels, patch cords and accessories, RGB cable plug*. **Staff:** Ed Trompeter, Hap Gladish, Bill Byers, Dick Coleman, Frank Miles, Jeannette Miles, Sam Jones, Arnie Stryk.

TVI 2752
5426 Fair Ave., N. Hollywood, Calif. 91601

TWR Lighting 246
1630 Elmview, Houston 77080

Obstructional lighting including beacons, sidelights and controls, strobe lighting*. **Staff:** George Jackson, Mike Elledge, Jack Byers, Bill Fabry, Tom Brame.

Ultimate Support Systems 2783
Box 470, Fort Collins, Colo. 80522

Rackmount stands*, modular parts systems*, lightweight aluminum and portable support stands, tripods, utility stands, versa tables and mic boom stands. **Staff:** Glen Snider.

Ultimate Corp. 3552
18607 Topham St., Reseda, Calif. 91335

Ultimate-5 production and post production and Newsmatte-2 weather and news. **Staff:** Paul Vlahos, Pat Smith, David Fellingner, Arpag Dadourian, Ron Ungerman, Petro Vlahos, Maury Schallock, Roger Factora.

Uni-Set Corp. 2806
449 Avenue A, Rochester, N.Y. 14621

Modular studio staging system, graphic design cart, riser blocks, tops, ramps, news set and table system.

Unicol Products 2475
74 Fourth St., New Rochelle, N.Y. 10801

Union Connector 2923
149 Babylon Tpke., Box H, Roosevelt, N.Y. 11575

United Media 3526
4075 Leaverton Ct., Anaheim, Calif. 92807

Comm-ette videotape editor*, mini-comm A/B/C roll editor, Commander II eight machine edit controller, time code generators, readers and character generators, audio router/dissolver. **Staff:** Robert Ricci.

United Ropeworks 2420
Box 306, 20 Commerce Dr., Montgomeryville, Pa. 18936

Phillystran HPTG, electrically transparent, maintenance-free tower guys and specially designed systems for high power applications. **Staff:** Vincent Pappas, Kenneth Knight.

Universal Elecon 152
903 S. Lake St., Suite 102, Burbank, Calif. 91502

Universal Antennas 244
909 E. Collins Blvd., Richardson, Tex. 75081



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*TEMPO Television, formerly SPN (Satellite Program Network) • TEMPO Sound, formerly Star Ship Stereo • TEMPO Cable, formerly Cable Southwest • TEMPO Data, formerly CableText

Earth stations, radio telescopes and antennas for offshore drilling. **Staff:** John Wallace.

UPI 3378
1400 Eye St., NW, Washington 20005

UPI TeleCast*, The Assignment Desk*, CustomNews, CustomWeather, Unislides, Nuestras Noticias, CustomNet*, Live*, NewsFeed*, TeleSports 100*, Format Wires*. **Staff:** Bruce Kanner, Gordon Rice, Bill Ferguson, Bud Hutchinson, Jim O'Keefe, Bill Fuller, Jim Palmer, Lou Westendorf, Courtenay Carson, Mary Meter, Lauren Savadel, Pinky Vidacovich.

U.S. Tape and Label 2723
1561 Fairview Ave., St. Louis 63132

Bumper strips, window labels and concert patches. **Staff:** Byron Crecelius, Audrey Moore, Jim Eisman.

Utah Scientific 3144
1685 W. 2200 South, Salt Lake City 84119

Routing switchers, station automation hardware, video and audio distribution amplifiers.

Utility Tower 3485
3200 NW 38th, Box 12369, Oklahoma City 73157

Tower sections for AM, FM, TV, CATV and MW communications. **Staff:** R. Nelson, C. Nelson, Joe James, Chris Payne, Rick Bales.

Valentino Music Library 3465
151 W. 46th St., New York 10036

Production music and sound effects libraries, direct licensing of performance rights. **Staff:** Thomas Valentino, Chris Carrino, John Battaglia.

Valley People 2747
2817 Erica Pl., Nashville 37204

Model 400 microphone processor*, 415 dynamic sibilance processor*, PR-2 powered rack for 800A series limiters*, expanders*, multifunction signal processor, limiter/compressor/expanders. **Staff:** Norman Baker, Michael Morgan, Tom Irby, Shawna Crymes.

Varian Associates 3206
611 Hansen Way, Palo Alto, Calif. 94304

Broadcast tubes and amplifiers, klystrons, sockets and cavities for radio and TV, linear triodes and tetrodes, switch tubes, industrial heating applications, special ham cavity, test set, TWT power supply, UHF-TV klystrons, variable visual couplers. **Staff:** G. Badger, H. Foster, D. Crumm, S. Paul, K. Peterson, M. Wytshyn, S. Adamo, R. Stones, W. Brunhart, J. Aurand, E. McCune, J. Button, M. Schrader, N. Pond, J. Driscoll, C. Wirth, B. Miklos, C. Erridge, T. Dolan, J. Ahern, J. Bradley, R. Brandon.

Veam/Litton Systems 2559
100 New Wood Rd., Watertown, Calif. 06795

Active interconnect. **Staff:** Hubert Dumas, Al Bernardini, William Stopper, Dennis Kohanek.

Vertex Communications 208, 209
2600 Longview St., Kilgore, Tex. 75662

Vidcom International 225
3 West End Ave., Old Greenwich, Conn. 06830

BAT 1700 billing, accounting traffic system. **Staff:** Anthony Toogood, Mark Custer, Warren Middleton, Charles Cox.

Video Aids of Colorado 175
Suite H, 2450 Central Ave., Boulder, Colo. 80301

Pattern generator, burst phasemeter, sequential switcher, DAs. **Staff:** Pat Adamson, Don Rogers, Kirk Fowler.

Video Associates Labs 3330
3933 Steck Ave., Austin, Tex. 78756

Video International 2754
1280 Sunrise Hwy., Copiague, N.Y. 11726

DTC 3500 standard converters, DTC2500 standards converter, TBC 3000 time base corrector. **Staff:** Gerhard Freitag, Stefanie Freitag, Peter Kaminsky.

Video Telecom 2592
1041 N. Highland Ave., Hollywood, Calif. 90038

VideoLab 210
1978 B Del Amo Blvd., Torrance, Calif. 90501

Time code retrofit, zero offset time code retrofit*, fast shuttle retrofit*, 6800 time code retrofit*, balanced audio module for type V VTR's. **Staff:** Tom Anderson, Kevin Irlan, Ramsey Dawson.

Videomagnetics 2725
3515 Edison Way, Menlo Park, 94025

Quad video heads. **Staff:** Tony Korte, Ted Barger, Ed Chapman, Carme-Blanchard.

Videomedia 3558
211 Weddell Dr., Sunnyvale, Calif. 94089

Eagle editing systems XR low cost AB roll*, magnum editing system, VS10 frame accurate videotape animation system*, Q-Star IIA commercial insertion sequencer, VMC-202A multichannel traffic control system with log generator, availabilities, billing, sales tracking, edit list generator, graphics. **Staff:** Jim Thibedeaux, Hank Wilks, Ken Royer, Bill Stickney, Stu Earnest, Herb Kneiss, Dick Dorsa.

Videotek 3316
243 Shoemaker Rd., Pottstown, Pa. 19464

VSM-60 broadcast vectorscope*, HR-190 19-inch high resolution master color monitor*, AVM-13s 13-inch color monitor with audio*, APM-8RS eight input audio program monitor with four stereo inputs*, rack mount color monitors, color receiver/monitors, waveform monitor, sync generator, routing switchers, audio program monitors, distribution amplifiers, demodulators. **Staff:** Phil Steyaert, Peter Choi, Rick Hollowbush, Don Taylor, Eric Wahlberg, Emery Grady, Barry Gardner, Bill Boxill, Jay Trunzo, Jim Mauger.

Viking Cases 2757
10480 Oak St., NE, St. Petersburg, Fla. 33702

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lightweight carrying cases, EIA rack cases and shock mounted rack cases. **Staff:** Arthur Stemler, William Strickland, Robert Stemler, Bruce Stemler.

Vital Industries 3191
3700 NE 53d Ave., Gainesville, Fla. 32601

3000 video production switcher*, digital video manipulator. **Staff:** Christopher Donoyan, Linda Buickel, Norman White, Paul Dragon, Gordon Peters, Jon Martin, Richard Hardage.

VTS Music 206
Box 1168, Arden, N.C. 28704

Ward-Beck Systems 3060
841 Progress Ave., Scarborough Ont. M1H 2X4

R1400 and R2200 radio audio consoles*, transportable production console, stereo TV audio consoles, stereo routing switcher*, distribution amplifier assembly, distribution amplifier, extended range meters, intercom systems. **Staff:** Ronald Ward, Rodger Beck, Arthur Schubert Jr., Eugene Johnson, Sylvia Fantin, William McFadden, Duke McLane.

Wavefront Technologies 247
1421 State St., Santa Barbara, Calif. 93101

Software modules, Model, PreView and Image, for 3D animation/simulation. **Staff:** Lauri Kelty, Ken Duckworth, John Grower, Larry Barels, Bill Kovacs, Mark Sylvester, Dave Elrod, Scott Stein, Jeff Wood, Richard Taylor.

Weatherbank 2930
2185 S. 3600 West, Salt Lake City, Utah 84119

WeatherCheck weather information services. **Staff:** Steven Root, Richard Eubank.

Wegener Communications 2760
150 Technology Park, Norcross, Ga. 30092

Staff: Bob Placek, Peggy Placek, Ned Mountain, Jon Thrasher, Roger Doering, Harry Matthews, Steve Fox, Neil Kohn, Louis Livaditis, Heinz Wegener.

West End Film 2474
2121 Newport Pl., Washington 20037

Wheatstone Broadcast Group 2400
5 Collins Rd., Bethany, Conn. 06525

Stereo television consoles.

Wheelit 2478
440 Arco Dr., Toledo, Ohio 43607

Whirlwind 2463
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Will-Burt Co. 2587
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Winsted 3424
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equity financing.

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380 Hillside Ave., Hillside, N.J. 07205

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Wold Communications 2606
10880 Wilshire Blvd., Los Angeles 90024

Satellite delivery of programing, television operations centers, earth station complexes, mobile satellite uplink and microwave units, weather data and information service, Ku- and C-band transmission services. **Staff:** Maxine Jordan, Robert E. Wold, Robert N. Wold, Bill Hynes, Tom Bartunek, Dorothy Marsh, Jim Burke, Mike LoCollo, Bob Abrahams, Gary Lister, Bob Wean, Craig Robin, Paula Aldridge, John Chin, Gary Luhrman.

Wolf Coach 3541
7 B St., Industrial Park, Auburn, Mass. 01501

Satellite newsgathering mobile design.

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Box 405, Mayfield, Ky. 42066

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Zenith Electronics 167

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Zonal Limited 2586

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Aries Industries 6

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Ries, 202/206, Bedminster, N.J. 07921

BAF Communications 4,6

228 Essex St., Salem, Mass. 01970

Broadcast Microwave Service 17

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Centro Corp. 52

9516 Chesapeake Dr., San Diego 92123

Comsat 26,27

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Comtech Antenna 15

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3415 University, Minneapolis 55414

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1205 Summit, Plano, Tex. 75074

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7641 Clarewood, Suite 336, Houston, Tex. 77036

Hubbard Communications 23

12495 34th St. N., St. Petersburg, Fla. 33702

IDB Communication Group 5

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Kavouras Inc. 14

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491 Oak Rd., Ocala, Fla. 32672

Midwest Corp. 10,11,12,13

One Sperti Dr., Edgewood, Ky. 41007

Musco Mobile Lighting 1,2

100 First Ave., West, Oskaloosa, Iowa 52577

MZB & Associates 22

4203 Beltway Dr., Dallas, Tex. 75244

ENG/EFP/production mobile video vehicles. **Staff:** John Zienkosky, Dick Bock, Tom Hosper, Herb Huff, Bruce Laughlin, Mike Woody, Karen Westbrook, Mike Rucker.

Pesa America 18

6073 N.W. 167th St., Suite C-4, Miami, Fla. 33015

Radiation Systems 28

1501 Moran Rd., Sterling, Va. 22170

RCA American Communications 7

Four Research Way, Princeton, N.J. 08540

Shook Electronic Enterprises 30

6630 Topper Pkwy., San Antonio, Tex. 78233

Spectra Communications

Rte. 1, Box 116B, Aldie, Va. 22001

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CBS Inc. Fairmont 1901

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CBS/Broadcast Group

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/AAA																			
P12+ SHR		1.3	2.1	2.2	2.2	2.5	2.6	2.9	3.1	2.3	2.4	3.0	3.1	2.7	2.6	2.4	2.6	2.2	1.8
P12+		21	102	166	168	185	186	200	201	184	170	174	173	143	83	77	81	53	28
TEENS		7	6	9	2	3	1	2	5	2	1	1	1	1	14	20	21	14	8
M 18-34			22	31	31	30	22	24	24	19	20	20	20	23	19	16	13	7	
W 18-34		6	31	55	58	61	63	75	7	71	78	62	27	24	24	24	12	12	
M 25-54		6	33	50	57	51	44	48		51	44	33	25	1	24	24	7	2	
W 25-54		8	34	5	72	80	78	88		70	79	65	17	2	2	2	7	2	
M 35-64		6	21	32	36	38	32	35		32	1	13	17	1	1	1	1	1	
W 35-64		2	21	38	41	51	50	59		3	3	3	31	1					
/BBB																			
P12+ SHR		3.7	2.2	4.7	4.9	5.3	5.2	5.2	5.1	5.3	5.4	5.1	4.1	3.8	3.1	2.4	2.6	2.2	1.8
P12+		58	193	348	368	390	372	351	321	344	359	344	210	159	111	83	77	81	53
TEENS			1	2	2	2	2	2	2	6	10	3	3	2	2	2	2	2	2
M 18-34		14	61	138	120	110	93	9	9	86	71	6	53	2	2	2	2	2	2
W 18-34		10	44	100	132	142	123	6	6	88	88	42	42	42	42	42	42	42	42
M 25-54		26	81	143	106	114	128	1	1	93	93	6	6	6	6	6	6	6	6
W 25-54		11	73	122	161	150	123	1	1	110	110	46	46	46	46	46	46	46	46
M 35-64		18	40	42	36	43	69	8	8	52	46	4	4	4	4	4	4	4	4
W 35-64		6	35	53	67	79	8	8	8	6	6	6	6	6	6	6	6	6	6
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Staff: William Rice.

Kalil & Co. Loews Anatole
3438 N. Country Club, Tucson, Ariz. 85716

Staff: Frank Kalil, Howard Duncan, Kelly Callan.

Kepper, Tupper & Co. Summit
300 Knightsbridge Parkway, Suite 360, Lincolnshire, Ill. 60069.

Staff: William Kepper, John Tupper, Pam Mysker, Mike Fugatt.

H.B. LaRue Loews Anatole 1489
44 Montgomery St., San Francisco 94104

Staff: Hugh Ben LaRue, Harold Gore, Joy Thomas.

The Mahlman Co. Loews Anatole 723
1 Stone Pl., Bronxville, N.Y. 10708

Staff: Bob Mahlman, Nancy Mahlman, Josh Mayberry, Bob Biernacki, Lou Faust.

R.A. Marshall & Co. Wyndham
508A Pineland Mall Office Center, Hilton Head Island, S.C. 29928

Staff: Bob Marshall, Marti Marshall.

Reggie Martin & Associates

Loews Anatole 710 Atrium
731 S. Mashtia Dr., Key Biscayne, Fla. 33149

Staff: Reggie Martin, Ron Jones.

Ralph Meador Loews Anatole 8189
Box 36, Lexington, Mo. 64067

Staff: Ralph Meador, Randy Meador.

George Moore & Associates
Loews Anatole

Suite 712, 6116 N. Central Expwy., Dallas 75206

Staff: George Moore, Jim Moore, Charles Earls.

The Montcalm Corp.

Pan Pacific Vancouver
Duncan Building, 315 2nd Ave., Seattle 98104

Staff: Jerry Dennon, William Baldwin.

O'Grady & Associates Wyndham
Drawer D, Goshen, N.Y. 10924

Staff: Jim O'Grady, Richard Lyttle, Tom Shovan.

Stan Raymond & Assoc. Loews 1889
1795 Peachtree Rd., NE, Suite 220, Atlanta 30309

Staff: Stan Raymond, Nancy Raymond, Nick Ibornone.

Cecil L. Richards Inc. Hyatt 1018
7700 Leesburg Pike, Suite 408, Falls Church, Va. 22043

Staff: Cecil Richards, Loyola Richards,

Bruce Houston, Lee Hague.

Robert Rounsaville & Associates
Plaza of the Americas
P.O. Box 11898, Atlanta 30355

Staff: Robert Rounsaville, Arnold Kaufman, Mary Bush.

Barry Sherman & Associates
Loews Anatole 1665 Tower

1828 L St., N.W., #300, Washington 20036

Staff: Barry Sherman, Walter Westman, Muriel Levin.

Howard E. Stark By appt. only
575 Madison Ave., 10th Floor, New York 10022

Staff: Howard Stark.

Edwin Tornberg & Co. Mansion
Box 8698, Washington 20011

Staff: Edwin Tornberg.

Reps

John Blair & Co. Anatole 823
1290 Avenue of the Americas, New York 10104

Staff: Corporate: Jack Fritz. **TV:** Harry Smart, Wally Schwartz, Pat Devlin, Jim Kelly, Floyd Gelini, Bill Breda, Jack Poor, Kenn Donnellon. **Radio Representation Division:** Jim Hilliard, John Boden, Barbara Crooks, Bob Smith. **Blair Radio:** Charlie Colombo, Bob Ferraro, Bill Coury, Ken Miller, Bob Lion, Scott Lazare, Karen Wald. **Selcom/RAR:** Frank Oxarart, Bill McHale, Tom Turner, Andy Rainey, Jim Forrer, Brian Robinson. **Torbet:** Tony Fasolino, Mike Bellantoni, John Graziano, Robert Lurito, Mariann DeLuca, Bill Kehlbeck, Alan Harrison, Loyd Senn.

Durpetti & Associates Anatole
111 E. Wacker Dr., Chicago 60601

Staff: Michael Blackman, Pat Byrne, Tony Durpetti, John Fabian, Cheryl Hanger, Peggy Kafka, Jay Kirchmaier, Stacy Mack, Bruce Pollock, Patty Riegler.

Eastman Radio Anatole
1 Rockefeller Pl., New York 10020

Staff: Bill Burton, Dave Recher, Jerry Schubert, Carl Butrum, Lee Lahey, Dan Prodanovich, Dave MacAlister, Mayo Smith.

Hillier, Newmark, Wechsler & Howard Anatole
100 Park Ave., New York 10017

Staff: Frank Carter, Joi Christo-Schlapp, Kirk Combs, Rocky Crawford, Jane Engel, Marc Gross, Marcia Herman, Chuck Hillier, Bernard Howard, Nick Imbornone, Clarence Johnson, Georgann Lavelle, Ashley Manning, Phil Newmark, Paddy O'Brien, Tom O'Brien, Elaine Pappas, Jacqui Rossinsky, Ira Wechsler, Sharon Wienzveg.

Independent TV Sales
437 Madison Ave., New York 10022

Staff: Bill Bee.

Interep
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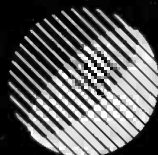
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Katz Communications Anatole 1472
One Dag Hammarskjold Pl., New York 10017

Staff: Corporate: James Greenwald, Dick Mendelson, Barry Lewis, Lucille Luongo, Debra Kontir.

Katz Television Group

Staff: Corporate: Peter Goulazian, Richard Goldstein, Paul Arnzen. **American Television:** James Beloyianis, Michael Hugger. **Continental Television:** Tom Olson, Jack Higgins. **Independent Television:** Marty Ozer. **Katz Radio Group:** Ken Swetz, Stu Olds, Glenn Kummerow, David Halberstam, Bruce Hoban. **Christal Radio:** Bill Fortenbaugh, Paddy Ramsay, Mark Braunstein, John Fouts, Dave Winston, John Comenos, Bob Gad, Susan Specht, Ken Roberts. **Katz Radio:** Dick Romanick, Bob McCurdy, Jerry Stehney, Greg Noack, Mike Marshall, Tim Robisch, Mitch Kline. **Republic Radio:** Jerry Cregan, Dick McCauley, Ed Marshak, Jeff Hodge, Linda Packer-Spitz, John Poche, John Lynch.

Major Market Radio Anatole 553
100 Park Avenue, New York 10017

Staff: Karin Dutcher, Jim Hagar, Elaine Jenkins, Dave Kaufman, Tom McKinley, Warner Rush, Austin Walsh.

Masla Radio Anatole
41 E. 42d St., New York 10017

Staff: Jack Masla, Stan Feinblatt, Charles McCreary, Mel Trauner, Doug Masla, Johnnie Pegues, Arnold Taylor, Julie Judge, Kathy Murphy, Cathy Moran, Phil Roberts, Peter Moore, Sue Barnes, Bruce Schneider.

McGavren Guild Radio Anatole 734
100 Park Avenue, New York 10017

Staff: Gary Ahrens, Gina Ansaldi, John Bitting, Robert Bordelon, Adrian Chu, Jeff Dashev, Lynn DeCaterina, Tom Dolliff, Peter Doyle, Erica Farber, Andie Fatool, Shane Fox, Les Goldberg, Marc Guild, Ralph Guild, Don Hall, Martha Harrington, Denton Holmes, Ellen Hulleberg, Donna La Vitola, Pam Little, Debbie Pascale, Jim Peacock, Vince Perez, George Pine, Tom Poulos, Kathy Score, Dick Sharpe, Andrea Simon, Jane Sperrazza, David Wisentaner.

Seltel
750 Third Ave., New York 10017

Staff: Ray Johns, Jack Mulderrig, Joe Cosenza.

TeleRep Fairmont
875 Third Ave., New York 10022

Staff: Sandra McCourt, Dick Singer, Al Masini, Dave Plager, Ollie Treyz, Jim Jordan.

Weiss & Powell Anatole 984
100 Park Avenue, New York 10017

Staff: Judith Brandt, Jay Berman, Ralph Connor, Glen Cornelieess, Carol Salter, Christi Taylor.

Adam Young Fairmont
3 E. 54th St. New York 10022

Staff: Vincent Young, Keith Thompson, Joan Barron, Susan Clair Wagner.

Other

Toby Arnold & Assoc. Loews 622-23
3234 Commander Dr., Carrollton, Tex. 75006

Contemporary country ID package*, adult contemporary*, urban contemporary* jingle packages, Silk & Satin adult contemporary format*, computer generated music system*, Unforgettable, Unforgettable II, Country Magic, production bank and master library. **Staff:** Toby Arnold, Dolly Arnold, Bill Pasha, Jim Kerr, Norma Kerr, Walter Wienecke, Danny Owen, Ed Johnson, Jeanne Bozetti, Irene Bonales, Dottie Woodell, Tom Wedge, Debbie Pasha, Greg Ricks.

Birch Radio Loews Anatole 2082
120 Van Nostrand Ave., Englewood Cliffs, N.J. 07632

Radio audience measurement for all 212 markets, micro computer generated rating analysis system. **Staff:** Alan Trugman, David Kabakoff, John Dobel, Bill Livek, Craig Harper, Larry Gorick.

Broadcast Investment Analysts Fairmont 2100
Box 17307, Washington 20041

Staff: Tom Buono, Jonathan Intrater, David Cole.

Firstmark Financial Loews Anatole
110 Washington St., Indianapolis 46204
Staff: Mike Lewis, Ed Brubeck, Don Godfrey.

Frazier, Gross & Kadlec Loews Anatole 953
4801 Massachusetts Ave., Suite 390, Washington 20016

Staff: Charles H. Kadlec, Sandra Freschi, Timothy Pecaro, Linda Shapiro, Elisabeth Swanson, Arthur Dietz.

Jhan Hiber & Associates Loews Anatole 6189
26384 Carmel Rancho Ln., Suite 202, Carmel, Calif. 93923

The Predictor. **Staff:** Jhan Hiber, Larry Johnson, Wendy Minafo.

International Broadcast Systems Hotel Crescent Court
2807 Briar Knoll Dr., Arlington, Tex. 76006
 Consulting services for TV stations.
Staff: Earl Jones Jr.

The Ward L. Quaal Co. Hyatt
401 N. Michigan Ave., Suite 3140, Chicago 60611

Staff: Ward L. Quaal, Graham W. Quaal, Donald Raydon.

SESAC Central Expressway Inn
10 Columbus Cr., New York 10019

Staff: Willis (Jim) Myers, Deborah Houghton, Alan Altman, Evie Altman.

T.A. Associates Loews Anatole
45 Milk St., Boston 02190

Staff: David Croll, Richard Churchill, William Collatos, James Wade, Stephen Gormley.

TelCom Associates Loews Anatole
8033 Sunset Blvd., Suite 559, Los Angeles 90046

TV station and program consulting firm.
Staff: Ronald Krueger, Grace Jacobs.

Turner Program Services 2424, 3210
100 International Blvd., Box 105366, Atlanta 30348

The Goodwill Games, World of Audubon, World of Cousteau, Cousteau's Rediscovery of the World, End of Eden, Super Football Saturday Night. **Staff:** Henry Gillespie, Bob Schuessler, Bob Rierion, Paul Amos, Carol Bomberger, Colin Chisholm, Art O'Connor, Paul Wischmeyer, Lisa McMahon, Cliff Matis.

FCC

All of the FCC commissioners are expected to be in attendance at NAB. Expected to be accompanying them will be: Daniel Brenner, senior adviser to Chairman Mark Fowler; John Kamp, special assistant for congressional affairs; Kenneth Howard Jr., legal assistant to Commissioner James Quello; Robert Pettit, senior adviser to Commissioner Mimi Dawson, and Diane Killory, senior adviser to Commissioner Dennis Patrick. If President Reagan signs the Budget Reconciliation Act, which would permit the industry to reimburse FCC officials for travel expenses, the Mass Media Bureau is expected to be represented by William Hassinger, engineering assistant to the Mass Media Bureau chief; Larry Eads, chief, audio services division; Roy Stewart, chief, video services division; Ralph Haller, deputy chief, policy and rules division; Jim Shook, attorney, EEO branch, and John Reiser, assistant chief, engineering policy branch. Also expected to attend are Thomas Stanley, chief engineer; Robert Cleveland, physical scientist, spectrum engineering division, and Kent Crawford, director, FCC Field Operations Bureau Chicago office.

Public service

All-Industry Radio Music License Committee—2301; Conservative Media Network—2311; Commerce Department Minority Services—2302; Department of the Army and Air Force—2307; Museum of Broadcasting—3104; National Air/Space Museum—2308; National Safety Council—2310; Society of Broadcast Engineers—2305; Society of Motion Picture and Television Engineers—2501; Television Information Office—3105; The Jewish Museum—2301; U.S. Armed Forces Radio Service—2309; Voice of America—2312.

Pulitzer waters grow muddier

Taubman increases offer to buy out company; majority shareholders and management file countersuit to be filed by minority group

...e stakes, both legal and financial, continue to build in the fight for Pulitzer Publishing Co. Last Monday, Alfred Taubman, the Bloomfield Hills, Mich.-based investor who already has an option on 20% of the company's shares, increased his offer to buy the whole company from \$500 million to \$625 million. The previous Friday, April 4, the company's majority shareholders and management filed a countersuit to the suit filed two weeks ago by certain minority shareholders.

Taubman's offer, comprising \$450 million cash and \$175 million in preferred stock, falls at the bottom end of a "range of fairness" for the value of the St. Louis-based media company, estimated by Morgan Stanley & Co., one of the company's investment bankers.

Peter W. Quesada, a director of the company and one of the minority shareholders who optioned their shares to Taubman, said the new offer's success was "...more likely...because the disparity (between Taubman's offer and the money they might receive if they sold their shares as part of the company's planned initial public stock offering) is so great that trustees (of the 80% voting trust) can no longer argue that it is not in the best interests of shareholders to take advantage of this offer."

But that logic did not persuade three shareholders, Joseph Pulitzer Jr., the company's chairman; Michael Pulitzer, vice chairman, and David Moore, who among them own 54% of the outstanding stock. The next day, Tuesday, the three said they had no intention of changing their Feb. 24 agreement which forbids any of them to sell his stock to an outsider until March 31, 1987, at the earliest. Meanwhile, all indications were that the company would proceed with its planned initial public offering (IPO) (BROADCASTING, March 24).

By now most major shareholders have let it be known whether they favor the sale of Pulitzer to an outsider (roughly 43%) or favor the IPO (the remainder). Most of those on either side have also squared off in litigation which is scheduled for trial May 12 in United States District Court for the Eastern District of Missouri.

In a filing April 4, the majority shareholders and certain officers and directors denied all allegations of mismanagement and corporate entrenchment made by some of the minority shareholders (BROADCASTING, April 7). The countersuit stated that the Pulitzer voting trust, which controls 80% of the stock and does not expire until 1994,

was established to preserve control of the company within either the family and/or certain management closely associated with the family.

The countersuit also makes some allegations of its own, including that Peter Quesada had used his position as director to

obtain information which he then disclosed to outsiders (such as Taubman) in "violation of his fiduciary duties as a director of Pulitzer Publishing." The counterclaim also accused Quesada of "greenmail," saying that he had offered "to cease his tortious conduct in exchange for the receipt of a sub-

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
CBS	First	\$1,198,900	9	\$16,300	-3	\$0.56
	Fourth	\$619,520	9	\$79,444	7	\$0.99
	Year	\$2,209,421	13	\$253,277	13	\$3.16
Satellite Music Net.	Year	\$13,589	119	\$376	NM	\$0.05
SFN Companies	Third	\$113,399	16	(\$25,271)	NM	****
	***	\$499,511	25	\$29,094	75	****
	Year	\$1,906,682	8	\$97,579	-6	\$0.42
Sony	First	\$59,210	33	\$7,070	83	\$0.48
	Fourth	\$155,453	46	\$14,829	59	\$1.10
	Year	\$8,031	28	\$35	NM	\$0.01
Telepictures	Fourth	\$92,451	30	\$6,158	212	\$0.28
	Year	\$351,891	25	\$1,157	-89	\$0.05
	Third	\$50,645	19	\$2,078	-39	\$0.07
United Cable TV	First	\$11,229	229	\$830	132	\$0.12

*Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful. ***Figures are for 11 months ending Dec. 31. Lack of full year's figures is due to change in fiscal period from year ending April 30 to calendar year. Figures for 11 months ending 1984 were unaudited. **** SFN has no publicly traded common stock.

See story on CBS, page 150. ■ **Gannett Co.** reported operating income for fourth quarter of \$155.7 million, up 7%, and \$504,520 for full year, up 13%. Broadcasting division reported fourth-quarter revenue of \$77.3 million, up 7%, while full-year revenue was up 14% to \$265,480. ■ **Satellite Music Network** (NASDAQ: SMNI) had net loss of \$2.3 million in 1984. Net income reported last year included operating loss carryforward (tax benefit) of \$152,717. Company said that "initial crossover to profitability had been achieved in the first quarter of 1985...and that profitability had been maintained for each of the four quarters of the year." Company also said that revenue from sale of network time to advertisers increased 236% to \$8.6 million. ■ **SFN Companies** had net loss of \$9 million in 1984 fourth quarter. Company had operating loss of \$14.9 million in fourth quarter, compared to operating loss of \$6.1 million in 1984 fourth quarter. For 11 months ending Dec. 31, 1985, company had operating income of \$57.4 million, up 4%. Company said improvement in net earnings for 11 months was "due primarily to the sale of WFTV-TV Orlando, Fla., for \$180 million." ■ First-quarter operating profit for **Sony** dropped 22%, which company attributed largely to strengthening of Japanese yen compared to U.S. dollar. ■ **Telepictures** merged with **Lorimar** on Feb. 18. ■ **TM Communications** reported 1984 net loss of \$306,165. Pre-tax income in 1985 was \$477,914. ■ **Turner Broadcasting System** had fourth-quarter operating income of \$7.2 million, up 203%, and full-year operating income of \$22.9 million, up 82%. Depressing net income for both periods was extraordinary expenses associated with TBS's unsuccessful takeover attempt of CBS, and absence of significant operating loss carryforwards (tax benefits) realized in 1984. Fiscal results for TBS's 75% interest in Omni Ventures real estate complex ended Oct. 31. Company said that if results for last two months of 1985 were included, TBS annual net income would have been \$764,000 lower. ■ **United's** cash flow ("net income plus depreciation and other noncash items") was \$36,276,000, up 10%. ■ Norman J. Pattiz, chairman and chief executive officer of **Westwood One**, attributed company's improved results to, "the company's acquisition of the Mutual Broadcasting System along with higher average advertising rates and substantial increases in up-front commitments from national advertisers.... These advertising revenues combined with our ability to maintain a stable cost base continued to provide substantial operating leverage."

stantial portion of Pulitzer Publishing's assets."

Quesada denied the greenmail allegation and told BROADCASTING there is in fact a

"long record" indicating he is interested only in a solution which benefits all shareholders. There are now fewer signs of amicably reaching such a solution. There have been

no out-of-court negotiations, Quesada said because there is nobody who is "above the fray" and who could bring the two sides together.

The uneasy life of bedfellows Warner and Chris-Craft

Industry observers think tense alliance between two companies will last as long as their values continue to run roughly parallel

Warner Chairman Steven J. Ross recently had a minor operation, causing the third postponement of the company's shareholder meeting in the last 12 months. Lawyer Arthur Liman, widely seen as an intermediary between Ross and Herbert Siegel, chairman of Chris-Craft Industries, recently dropped his membership on the Chris-Craft board—he remains counsel for Warner. Last year's open disputes between the two companies contributed to the decision.

It has not been a tranquil year for those involved in the continuing chess match between Warner Communications and Chris-Craft, least of all for those outsiders who have been trying to predict the outcome. All that is seen by observers now is that there has been enough of a lull in the recent tension to allow Warner to schedule its first shareholder meeting in two years—to be held in New York on April 17.

Warner's stock is currently at \$42, up 50% from where it was a year ago, giving Siegel less reason to regret having given up a piece of his company for a piece of Warner. The two companies first became intertwined in late 1983 to thwart a possible takeover by Rupert Murdoch. In the stock swap that took place early the next year, Chris-Craft received a 20% interest in Warner, which in turn received 42.5% in Chris-Craft's television subsidiary, BHC Inc. (BHC accounts for roughly 90% of Chris-Craft's revenue and even more of its operating income.) Since then, Chris-Craft and its affiliated companies have added, through purchases, another 50% to its Warner holdings.

Aside from occasional battles of personality, it is the changing values of each company that outside observers focus on to explain the dissension. They do so on the theory that the Warner/Chris-Craft marriage will work as long as the values proceed roughly in tandem, but that any divergence will cause dissatisfaction.

That theory appears to help explain last year's dissension. In early 1985 Warner stock was trading at \$28 per share, unchanged from when the stock swap took place the year before. Meanwhile, the value of television stations—Chris-Craft owns two and a majority of five-station group owner, United Television—was soaring as evidenced by the May 1985 sale of KTLA(TV) Los Angeles for \$510 million, a doubling of the station's value in just two years. One of the two Chris-Craft stations is co-located KCOP(TV), also a VHF independent.

Ross, having sold off much of Warner's poorly performing operations and reduced its debt, was contemplating a leveraged buyout. But because of the divergence in

values, the terms for Chris-Craft were apparently not satisfactory. Siegel filed with the Securities and Exchange Commission, saying Chris-Craft would take what steps it deemed necessary to "protect or enhance the value of its holdings."

Since then the comparative value of those holdings has increased, said Chris-Craft's

executive vice president, Lawrence Barne. "I think our investment looks much better. Warner's films have been doing well at the box office; its records division has been aided by the boom in compact disk sales, at Warner Brothers Television continues to supply a handful of series to the three network Corporate, general and administrative e

BottomLine

Pooling talents. Hollywood executives Norman Horowitz and Russell Goldsmith announced they have "entered into an agreement" to work together to analyze opportunities and pursue investments in entertainment and communications businesses. Horowitz will work with Goldsmith's The Paragon Group in search of media properties ranging from magazines to broadcast stations and program copyrights. Goldsmith, former chief operating officer of Lorimar, formed The Paragon Group as limited partnership in late 1985. Goldsmith is general partner. Horowitz, former president of PolyGram Television and, before that, Columbia Pictures Television, formed The Norman Horowitz Co. in 1984 specializing in acquisition of rights to program and theatrical titles for television distribution. Both said they have "significant" capital available—or available to borrow—to make acquisitions in hardware and software ends of business. (Limited partnership investments in The Paragon Group started at minimum of \$1 million, Goldsmith said.)

Less outstanding. Board of Cetec Corp. authorized future repurchase of 100,000 shares of common stock (ASE: CEC) for retirement. Beginning in 1985, El Monte, Calif.-based electronics manufacturer has purchased and retired approximately 218,000 shares, it said.

Reductionist thinking. Shamrock Holdings said it lowered ownership in Walt Disney Co. from 3.97%—as of Disney's Jan. 6 proxy statement—to about 3%, or four million shares (Disney recently had four-for-one split). Shamrock, station group owner, is owned by family of Roy E. Disney, who is vice chairman of Disney board and head of Disney's animation department.

Less leverage. SFN Companies has called for \$205 million redemption of all of outstanding 14⅞% senior subordinated notes due February 1994. Notes were issued in connection with leveraged buyout of Feb. 1, 1985. SFN still has 16⅞% preferred stock and 16% subordinated notes, both of which are listed on American Stock Exchange.

Video value. Two New York-based investors have accumulated 6.4% of outstanding stock of Unitel Video within past two months, according to March 31 filing with Securities and Exchange Commission. Michael Landes and Albert Schwartz, co-chairman of RKO Century Warner Theaters, said they had acquired 138,425 shares of Unitel (ASE: UNV) at mean average purchase price of \$8.04 (for total of \$1.1 million). Purchase of shares, through margin account, began on Feb. 5, when stock was trading below \$7. By time of SEC filing, stock was trading at roughly 8½ per share and by last Tuesday stock closed at 9½. Landes and Schwartz said they "... anticipate that they might under certain circumstances consider seeking control of the company... and... also may attempt to dispose of shares of common stock held by them in the open market." Two co-chairmen, both lawyers, own 131 exhibition theaters in greater New York city area, as well as film distribution company and videocassette stores. They additionally have real estate and oil exploration investments. Unitel is New York-based videotape services company. Company provides mobile production services as well as studio production, editing and duplication facilities. Unitel is 26% owned by Herbert Bass, president, and Alex Geisler, executive vice president. Company has staggered board of directors and approved "super majority" (80%) approval provision for mergers, as well as other antitakeover defenses. Unitel had revenue for year ending Aug. 31, 1985, of \$13.2 million; cash flow from operations of \$2.6 million, and net loss of \$655,000.

Cheap money. Knight-Ridder offered \$100 million in 7⅞% notes due 1993. Frank Hawkins, vice president, said purpose of offering was simply to switch out of short-term debt and "lock in low rates for the long-term."

Stock Index

	Closing Wed Apr 9	Closing Wed Apr 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
Capital Cities/ABC	233	232 3/4	1/4	.10	21	3,027
NBS	138 3/8	142	- 3 5/8	- 2.55	31	3,243
Clear Channel	19	19 1/4	- 1/4	- 1.29	28	55
Gulf Broadcasting		3/16 1/8	1/16	50.00		8
Acorn Commun.	6 1/2	7 1/2	- 1	- 13.33		36
J.N.	44 3/8	44 7/8	- 1/2	- 1.11	30	1,171
Malrite	15 3/8	15 1/4	1/8	.81	18	128
Malrite 'A'	15	14 3/4	1/4	1.69	18	63
Price Commun.	10 7/8	10 7/8				
Scrpps Howard	53 3/4	52 1/4	1 1/2	2.87	17	555
Group Inc.	4 1/4	4 3/8	- 1/8	- 2.85		7
Walt	95 1/2	96 3/4	- 1 1/4	- 1.29	21	863
VX Broadcast Group	10 3/8	10 7/8	- 1/2	- 4.59	43	60
United Television	28 3/8	28	3/8	1.33	85	310

BROADCASTING WITH OTHER MAJOR INTERESTS						
C.H. Belo	50	3/4	50	3/4		24
Idams Russell	34	1/2	33	3/4	3/4	2.22
Affiliated Pubs	47	1/2	45	3/4	1 3/4	3.82
American Family	28	1/2	28	5/8	- 1/8	- 0.43
Assoc. Commun.	42	1/4	42	1/4		
Chris-Craft	60	1/8	62	3/8	- 2 1/4	- 3.60
Jannett Co.	73	5/8	72	1/4	1 3/8	1.90
GenCorp	74	75	1/4	- 1 1/4	- 1.66	21
Gray Commun.	138	138				23
Jefferson-Pilot	51	1/2	52	- 1/2	- 0.96	7
John Blair	21	7/8	21	1/2	3/8	1.74
Josephson Intl.	7	3/4	8	- 1/4	- 3.12	
Knight-Ridder	47	5/8	47	5/8		21
Lee Enterprises	26	26	3/4	- 3/4	- 2.80	22
Liberty	41	7/8	42	- 1/8	- 0.29	18
McGraw-Hill	55	1/2	57	7/8	- 2 3/8	- 4.10
Media General	91	91	3/4	- 3/4	- 0.81	19
Meredith Corp.	76	3/8	77	1/4	- 7/8	- 1.13
Multimedia	31	1/2	35	3/8	- 3 7/8	- 10.95
New York Times	60	62	5/8	- 2 5/8	- 4.19	21
Park Commun.	28	1/4	27	1/2	3/4	2.72
Rollins Commun.	29	3/4	30	1/2	- 3/4	- 2.45
Selkirk	25	3/8	25	1/4	1/8	.49
Stauffer Commun.	122	117		5	4 27	20
Tech/Ops Inc.	29	30	1/4	- 1 1/4	- 4.13	5
Times Mirror	60	3/4	62	1/8	- 1 3/8	- 2.21
Tribune	65	1/8	67	7/8	- 2 3/4	- 4.05
Turner Bcstg.	19	17	3/8	1 5/8	9.35	44
Washington Post	152	3/4	153	1/2	- 3/4	- 0.48

PROGRAMING						
All American TV	6	1/2	8	3/4	- 2 1/4	- 25.71
American Nat. Ent.	2	5/16	3	- 11/16	- 22.91	11
Barris Indus	21	21	1/4	- 1/4	- 1.17	25
Century Commun.	12	7/8	13	1/2	- 5/8	- 4.62
Coca-Cola	100	5/8	103	7/8	- 3 1/4	- 3.12
Disney	39	3/4	36	1/2	3 1/4	8.90
Dow Jones & Co.	51	7/8	53	3/4	- 1 7/8	- 3.48
Financial News	8	8	1/4	- 1/4	- 3.03	200
Four Star	5	7/8	5	3/4	1/8	2.17
Fries Entertain.	9	1/2	9	1/4	1/4	2.70
Gulf + Western	59	1/2	57	5/8	1 7/8	3.25
Hal Roach	13	1/4	13	5/8	- 3/8	- 2.75
King World	37	1/2	38	- 1/2	- 1.31	24
Lorimar-Telepictures	26	1/8	26	1/8	.48	10
MCA	52	3/4	51	5/8	1 1/8	2.17
MGM/UA	26	5/8	26	5/8		
New World Pictures	15	3/4	17	1/2	- 1 3/4	- 10.00
Orion Pictures	11	3/4	11	1/4	1/2	4.44
Playboy Ent.	7	3/4	8	1/8	- 3/8	- 4.61
Reeves Commun.	14	7/8	14	5/8	1/4	1.70
Republic Pictures 'A'	11	11	1/8	- 1/8	- 1.12	78
Republic Pictures 'B'	10	10				71
Robert Halmi	4	1/8	4	3/8	- 1/4	- 5.71
Sat. Music Net.	7	3/4	7	1/2	1/4	3.33
Warner Communications	42	1/4	42		1/4	.59
Westwood One	24	1/4	26	1/2	- 2 1/4	- 8.49

	Closing Wed Apr 9	Closing Wed Apr 2	Net Change	Percent Change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O Ally & Gargano	12	1/4	9	3 1/4	36.11	11
O BBDO Inc.	31	3/4	62	1/4	- 30 1/2	- 48.99
O Compact Video	6	5/8	6	7/8	- 1/4	- 3.63
N Comsat	35	34	1/4	3/4	2.18	10
O Doyle Dane B.	22	3/8	23	1/2	- 1 1/8	- 4.78
N Foote Cone & B.	64	64	5/8	- 5/8	- 0.96	16
O Grey Advertising	227	230	1/4	- 3 1/4	- 1.41	14
N Interpublic Group	54	1/2	55	1/8	- 1.13	18
N JWT Group	39	3/4	39	5/8	1/8	.31
A Movielab	7	1/8	7	1/8		11
O Ogilvy Group	39	39	1/2	- 1/2	- 1.26	12
O Saatchi & Saatchi	41	5/8	43	- 1 3/8	- 3.19	24
O Telemation	6	1/2	6	1/2	8.33	6
O Tempo Enterprises	8	1/2	10	1/4	- 1 3/4	- 17.07
A Unitel Video	9	1/2	9	1/2	5.55	20
N Western Union	7	1/8	7	3/8	- 1/4	- 3.38

CABLE						
A Acton Corp.	2	3/8	1	7/8	1/2	26.66
O AM Cable TV	1	1/2	1	1/2		5
N American Express	66	67	3/4	- 1 3/4	- 2.58	18
N Anixter Brothers	24	1/2	25	1/8	- 5/8	- 2.48
O Burnup & Sims	6	1/2	6	7/8	- 3/8	- 5.45
O Cardiff Commun.	1	3/16	1	3/8	- 3/16	- 13.63
N Centel Corp.	50	1/4	52	1/2	- 2 1/4	- 4.28
O Comcast	26	25	5/8	3/8	1.46	44
N Gen. Instrument	19	3/4	18	3/4	1	5.33
N Heritage Commun.	25	7/8	26	3/4	- 7/8	- 3.27
O Jones Intercable	12	3/8	11	1/8	1 1/4	11.23
T Maclean Hunter 'X'	18	7/8	18	7/8		26
A Pico Products	2	5/8	2	1/4	3/8	16.66
O Rogers Cable	15	15				351
O TCA Cable TV	26	26	1/2	- 1/2	- 1.88	35
O Tele-Commun.	48	1/4	48	3/4	- 1/2	- 1.02
N Time Inc.	73	1/2	74	3/4	- 1 1/4	- 1.67
O United Artists Commun.	28	28	1/2	- 1/2	- 1.75	41
N United Cable TV	27	1/8	28	- 7/8	- 3.12	41
N Viacom	61	1/8	57	4 1/8	7.23	23

ELECTRONICS/MANUFACTURING						
N 3M	98	1/8	102	1/4	- 4 1/8	- 4.03
N Allied-Signal	51	3/4	50	7/8	7/8	1.71
N Arvin Industries	27	1/4	27	1/4		12
O C-Cor Electronics	5	1/2	5	1/2		16
O Cable TV Indus.	3	1/2	3	1/2		175
A Cetec	8	1/4	8	1/8	1/8	1.53
O Chyron	6	6				19
A CMX Corp.	1	5/8	1	5/8		6
A Cohu	9	1/8	8	3/8	3/4	8.95
N Conrac	16	3/8	16	5/8	- 1/4	- 1.50
N Eastman Kodak	59	1/4	61	5/8	- 2 3/8	- 3.85
O Elec Mis & Comm.	3	5/8	3	5/8		14
N General Electric	76	1/8	77	1/4	- 1 1/8	- 1.45
O Geotek Inc.	1	3/8	1	1/2	- 1/8	- 8.33
N Harris Corp.	27	3/4	27	3/8	3/8	1.36
N M/A Com. Inc.	17	16	7/8	1/8	.74	22
O Microdyne	6	3/8	6	3/8		28
N Motorola	42	1/4	43	1/4	- 1	- 2.31
N N.A. Philips	41	7/8	45	7/8	- 4	- 8.71
N Oak Industries	1	7/8	2	- 1/8	- 6.25	57
N RCA	64	63	1/2	1/2	.78	15
N Rockwell Intl.	46	5/8	47	7/8	- 1 1/4	- 2.61
N Sci-Atlanta	10	1/2	10	7/8	- 3/8	- 3.44
N Sony Corp.	22	21	7/8	1/8	.57	14
N Tektronix	55	7/8	55	5/8	1/4	.44
N Varian Assoc.	25	1/8	26	5/8	- 1 1/2	- 5.63
N Westinghouse	55	7/8	54	3/8	1 1/2	2.75
N Zenith	22	5/8	24	1/4	- 1 5/8	- 6.70
Standard & Poor's 400	258.44	260.22	-	1.78	-	0.68

pronto, 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. Notes: * 2 for 1 split, April 7.

pense were cut by 40% in 1985 and long-term debt was lower. In addition, improved cable industry prospects reflect well on Warner's cable operations which were serving about 1.2 million basic subscribers at the end of 1985.

The latter operation is one area where, according to several informed sources, Ross and Siegel initially disagreed. The Chris-Craft chairman, it is said, wanted Warner to sell what was then half ownership of Warner Amex for \$375 million and the assumption of debt. Ross declined—this was occurring simultaneously with Chris-Craft's SEC filing—and instead bought out Warner Amex's partner, American Express, for \$450 million in a deal that just closed last month. Ross then continued to sell off Warner Amex's interest in Showtime/The Movie Channel and MTV to Viacom. The wheeling and dealing apparently paid off.

Warner's improved results helped reduce conflict between the two chairmen, allowing a revision of their original 1984 agreement. The new amendments, dated Feb. 7, doubled Chris-Craft's representation on the board, which now stands at six of 16 seats. In addition, other amendments gave Chris-Craft more flexibility to dispose of its shares.

Although Warner's businesses are doing well, Liman said Chris-Craft wanted strong representation because of the size of its investment: "For Chris-Craft, the investment is a very significant part of its assets and it wanted representation that would more near-

ly approximate its voting interest."

Liman, a partner in the law firm of Paul, Weiss, Rifkind, Wharton & Garrison, said too much was being made of disagreements between the two chairmen: "Whenever you have discussion you can have disagreements and when you have two companies, each with a different constituency, then no matter how much good will you have between the people...after all Herb and Steve are friends...you are going to have points of difference. In this kind of industry it is very hard because everyone is putting a magnifying glass to the companies and every time they sit at different tables in the same restaurant people will notice. Hopefully the kind of relationship that existed in the beginning will continue." One securities analyst who requested anonymity agreed: "All the rows you hear about are exaggerated."

Beyond the current truce, most observers are reluctant to hazard a prediction on the future courses of the two companies. The securities analyst suggested that Siegel may now regard the Warner investment as a good balance to the uncertainties of independent television—five of Chris-Craft's and United's seven stations are independents.

But, he noted, it was also reasonable to speculate that Siegel might still wish to disengage the two companies' interlocking ownership, or at least liquidate a large portion of his holdings, and for that reason had sought increased board membership. "At some time he will have to make a move and he wants to be in the best position possible to

make it." Chris-Craft gets less than \$15 million in dividends—most of which is not taxable—on stock with a market value of more than \$750 million. Warner gets no cash contribution from its BHC holdings.

Liman did not explicitly deny that Siegel had already tried to disengage the two companies, but said that the assertion was "overstatement."

Chris-Craft might be able to reduce Warner investment by having the latter undertake a large share repurchase, especially now that Warner's debt has been lowered. The analyst noted that Warner is delaying approving a replacement for former Warner chairman, Drew Lewis. "If you want to keep restructuring Warner, the easiest way to do it is by selling cable. And not having head of that division makes it easier to sell."

With lower debt and a declining interest rate it is also possible that Ross may once again consider a leveraged buyout. But the price would also be higher. Harold Vogel, securities analyst for Merrill Lynch, assesses Warner's current break-up value at between \$45 and \$55, at least \$10 more than what was being talked about only nine months ago.

Virtually every observer discounted the possibility of Siegel taking over Warner, forcing out Ross. Siegel is more of an investor than an operator, it was said, and recognizes that it would be a mistake to remove Ross, who reportedly has good relations with the creative people who make Warner profitable. "If you ask: 'Five years from now

Satellite Footprints

Who's buying a Ford. Because of the many technical and economic uncertainties affecting the communications satellite marketplace, said Alan L. Parker, chairman of Ford Aerospace Satellite Services Corp., at a satellite seminar in Washington last week, satellite operators can no longer afford to build and launch satellites on speculation. Market uncertainties mandate "that a satellite provider have firm customer commitments for a significant part of system capacity at the time he begins construction of the program," he said. "Moreover, these commitments must be from substantial companies."

When Parker added that Ford was beginning construction of three high-capacity hybrid satellites later this month, reporters wanted to know what commitments for capacity Ford had. Parker wouldn't say. Talks with various entities willing and able to make such commitments are at a delicate stage, he said. However, he added, prospects that Ford will secure the necessary commitments are "very favorable"—so favorable, in fact, that Ford is confident enough to start building the birds.

Assuming they are built, each of the Ford satellites will have more capacity than any communications satellite built to date. According to Parker, each will have 24 C-band and 24 Ku-band cross-strapped 36 mhz transponders. The C-band transponders will have 10 watts of power; the Ku-band, 45 watts.

According to Parker, that today's marketplace is making life difficult for satellite operators and would-be operators will have serious implications: 1) There will be only four "significant" satellite operators in the future, which Parker declined to identify; 2) the prices of transponders will increase as the prices of satellites increase, and 3) there will be a shortfall in transponder supply beginning in 1989 and continuing through 1995.

Smooth sailing. "Everything is going just as it should be," said a GTE Spacenet spokeswoman after being asked for a status report on GSTAR II. GSTAR II was launched March 28 by Ariespace aboard the Ariane 3 rocket and was boosted into geostationary orbit on March 31 by an on-board rocket. A week and a half after the

launch, it was drifting toward a permanent orbital slot at 105 degrees west longitude. The spokeswoman said GTE would use the satellite's 16 Ku-band transponders for expansion of existing SNG and data transmission services.

New agreement. South Star Communications Inc., operator of a teleport near Fort Lauderdale, Fla., and BAF Communications Corp., a supplier of satellite news gathering vehicles and services, have concluded a cooperative agreement that should strengthen the position of both companies in the competitive satellite communications marketplace. Under the agreement, according to South Star President Barry Pasternak, South Star's teleport will become the "hub" for BAF's SNG services, including two-way voice and IFB communications for SNG vehicles and C-band-to-Ku-band turnaround. BAF, which has capacity on GTE Spacenet's GSTAR I, has built at the teleport a 7.2-meter earth station aimed at the Ku-band bird. The teleport's other dishes will be available on an as-needed basis for BAF and its customers. Pasternak did not want to discuss the financial arrangement, but said it involved some "sharing of profits."

Covering it all. The FCC Common Carrier Bureau has agreed to start issuing blanket authorizations for large networks of technically identical earth stations of less than five meters in diameter operating in the Ku-band. The authorizations will be good for 10 years.

Applicants for such authority are supposed to describe themselves and their overall systems, fill out one form for each "hub" station of five meters in diameter or more in the network, and another for each representative type of dish with a diameter of less than five meters that will be used.

In its order, the bureau also said pending applications for networks would be granted by separate orders under the new scheme. Ready for grant, according to the bureau, are the pending applications of Wal-Mart Stores Inc.; Telcom General Corp.; Federal Express Corp.; Southland Corp.; Satellite Technology Management Inc., and American Satellite Co.



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will Ross still be running Warner?" said Liman. "I would say yes."

Another informed observer who asked not to be named said, "I suspect that five years from now they won't be together... but it is generally agreed that making predictions about those two is a bad business." □

Weak scatter market hurts CBS's earnings

Company reports 3% drop in profits; bright spots are radio and TV stations divisions

CBS's first-quarter net income was down 3% from the comparable period last year. Dropping significantly was the CBS/Broadcast Group's operating profit, largely attributable to a weak first-quarter scatter market.

The broadcast group's operating profits

fell to an estimated \$19.4 million, from \$57.4 million in the first quarter of 1985. The company said the reduced profits, which were also below those of 1984, "...reflected sharply lower profits for the CBS television network partly offset by solidly improved results for the CBS television stations division and higher profits for the CBS radio division which includes the five stations purchased from Taft Broadcasting in July 1985."

Overall company revenue was up 9%, to \$1.2 billion, while operating profit, held down by the poorer performance of the broadcast group, was down 4%, to \$61.2 million. The CBS/Records Group turned in the best results, showing estimated revenue of \$353.9 million, up 21%, and estimated operating profit of \$52.2 million, double that of last year (but still below that of 1984). The CBS/Publishing Group reported estimated revenue of \$131.5 million, down 5%, and an operating loss of \$12.3 million,

slightly less than that reported in the 1984 first quarter.

General corporate expenses for CBS were down 13% but net corporate interest expense (interest expense minus interest income) quadrupled to \$28.2 million. The jump in interest expense resulted from debt service of money CBS borrowed to repurchase shares last fall and was largely responsible for halving income from continuing operations to \$22.7 million.

Still, estimated net income was close to that reported last year, largely because of a drop in the provision for income taxes and because of the absence of losses from discontinued operations which were reported last year.

At a meeting with securities analysts last month (BROADCASTING, March 17), CI Chairman Thomas H. Wyman said that "one-time-only" financing transactions in the past few months also allowed the company to report net income.

Journalism

Press at the bench

C-SPAN raises consciousness with night-long coverage of D.C.'s Court of Appeals

Last Monday (April 7), for the first time in the history of the federal judiciary, television cameras were allowed inside the U.S. Court of Appeals for the District of Columbia Circuit. Although it was nighttime, and court was not in session, judges, lawyers and journalists were present. The occasion was a six-and-a-half-hour examination of the courts, conducted by C-SPAN, the 24-hour, public-affairs, basic cable service that serves approximately 24.5 million households.

The program was part of C-SPAN's *America and the Courts* series, which began last November. Last week's installment, *A Focus on the Federal Judiciary*, featured a mixture of live and recorded interviews and roundtable discussions. At 6-6:30 p.m. NYT, Tony Fisher, clerk of the U.S. Court of Appeals, spoke of the structure and history of the court, live from the courtroom. At 6:30-7, C-SPAN ran a recorded interview with Judge Patricia Wald. At 7-7:30, in the



Judges Mikva and Starr, with C-SPAN moderator Connie Doebele

courtroom, lawyers Alan Morrison and Daniel Gribbon talked about what it's like to argue cases in the Court of Appeals. At 7:30-8:30, viewers saw a live roundtable with representatives from four federal agencies—the FCC, the Federal Trade Commission, the Federal Election Commission and the Envi-

ronmental Protection Agency—that are affected by the rulings of the court. At 8:30-9:30, reporters from *Time* magazine, the *Washington Post*, the *Baltimore Sun* and the *National Law Journal* discussed covering the court. At 9:30-10:30 p.m., Judge Abner Mikva and Judge Kenneth Starr fielded phone calls from viewers. And from 10:30 p.m. to 12:30 a.m., the program featured half-hour, recorded interviews with D.C. Circuit Judges Antonin Scalia, Harry Edwards, Robert Bork and Ruth Ginsburg.

Connie Doebele, the producer of the program, said: "We were very pleased that seven of the 11 judges had accepted our invitation. Many of the judges had said that they very rarely do this kind of thing." Mikva said he hadn't done a call-in show since leaving Congress, and Starr said he had never been on a call-in program before last week's show.

The *Washington Post's* Al Kamen said:

TV talk. The Society of Professional Journalists, Sigma Delta Chi, is accepting applications for the third annual BROADCASTING-Taishoff Seminar, to be held June 13-14 at the ABC News bureau in Washington. Fifty TV news journalists will be chosen to participate in the two-day seminar, which is devoted to "developing future leaders in television news." Applicants must have at least five years' experience as TV anchors, reporters, writers, producers, assignment editors or camera operators, and must have demonstrated excellence in the field. Among the veteran journalists who will discuss television news issues at the conference are ABC News commentator David Brinkley and Post-Newsweek Stations President Joel Chaseman.

The seminar, which honors the memory of BROADCASTING magazine co-founder, editor and publisher Sol Taishoff, a former SPJ-SDX national president, is made possible by an endowment from the BROADCASTING-Taishoff Foundation. Deadline for applications is May 9. For further information, contact Sigma Delta Chi: (312) 922-7424.

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think if the public could see the arguments of the court, it would be the greatest intellectual show in town. They really are quite impressive."

There were mixed feelings among the program's participants as to whether television cameras should be allowed to cover the courts in session. Clerk of the Court Tony Fisher said he believed "people tend to think too much about being on television" when there are cameras in the courts. Judge Edwards presented both sides of the argument: "I think there would surely be some benefit because people would have a much better

idea as to what the process really is about and would understand the limitations on the process," he said, but "I frankly think that once some exposure was given, the public would get terribly bored, over the long haul, with watching judicial proceedings."

Asked whether he thought cameras would eventually be allowed in the federal courts, Judge Starr said: "I don't know. I wouldn't opine on that. I think it's an uncertain future." But Judge Mikva said: "Whatever the

future is of active coverage of the drama of trial or an appeal, I do hope that this kind of coverage goes on. I think that while it's very good for the judges to be invisible, very bad for any public institution to be visible, and it is important that people know what goes on in their courts." He concluded by saying: "I would hope that whatever happens with public television, with television, that at least this part of the court coverage continues."

Distinguished journalists. Among those receiving 1985 Sigma Delta Chi Distinguished Service Awards were seven radio and television stations. The Society of Professional Journalists has presented the awards annually since 1932, this year choosing 19 winners from more than 1,250 entries. Those in broadcast categories are: *radio reporting*: Tony Hanson, Richard Maloney and Larry Litwin, general assignment reporters for KYW(AM) Philadelphia, for spot news reports about the police siege and bombing of MOVE headquarters in Philadelphia last spring; *public service in radio journalism*: KGO(AM) San Francisco for *Tarnished Silver: Life in a Nursing Home*, a 10-part series about sexual abuse, unsanitary conditions and other problems in nursing homes; *editorializing on radio*: Nicholas DeLuca and Joan Margalith of KCBS(AM) San Francisco for *The Case of Eugene Barnes*, a two-part editorial criticizing area hospitals for refusing to accept as a patient a stabbing victim who was unemployed and uninsured; *television reporting*: WFAA-TV Dallas for its spot-news coverage of the crash of Delta flight 191 at the Dallas-Fort Worth International airport last August; *public service in television journalism (stations in the top 50 markets)*: KPRC-TV Houston for *Death Without Dignity*, a four-part series reporting on a Houston nursing home, where neglect contributed to the deaths of several people; *public service in television journalism (stations in all other markets)*: KTUL-TV Tulsa, Okla., for *Tulsa's Golden Missionaries*, a series reporting that a Tulsa-based foundation raises millions of dollars a year, supposedly for aid to needy people in the Third World, but spends most of it on "overhead costs"; *editorializing on television*: Phil Johnson of WWL-TV New Orleans for a five-part series commenting on the point-shaving scandal involving Tulane University's 1984-85 basketball team. This year's winners will receive their awards at a banquet April 26 in Columbus, Ohio.



NATIONAL ASSOCIATION OF BLACK JOURNALISTS

Last August 1,200 journalists met in Baltimore to examine news coverage, journalism ethics and the future of minorities in America's newsrooms at the annual convention of the National Association of Black Journalists—the nation's largest minority professional journalism organization.

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Of those 51 media companies, only five were broadcast: ABC News, CBS News, NBC News, Capital Cities Communications and Gannett Broadcasting. Can you afford not to attend?

Come join us at the 1986 NABJ Newsmaker Convention and Jobs Fair, August 13 – 17, in Dallas, Texas.

Thanks to the following companies for sponsoring part of our 1985 convention:

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For more information on the NABJ Convention and Jobs Fair, please call or write:
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in
BROADCASTING
June 9

Buyout wave hits syndication business

List of smaller firms being swallowed by larger companies leads some to say that only the large will survive

The sales of four smaller television syndicators in the past eight weeks are leading some observers to speculate that the days of the smaller syndicator are numbered. No longer, observers say, will syndication boutiques be able to survive in the hopes of some day scoring success with the next *Wheel of Fortune*. "You can always catch lightning in a bottle," said Marvin M. Grieve, president of MG/Perin. "The odds are just getting tougher."

But there are those who work at the smaller end of that business who contend not all that much has changed. They point out that programming niches—such as MG/Perin's sports vignettes series, *The Winning Moment*, and specials for weekends and holidays—not covered by the the major syndicators will continue to allow smaller companies to exist.

The television programming business, including syndication, is in a state of flux. After last year's merger of Lorimar and Telepictures came the acquisitions of Syndicast,



Koch

Fox/Lorber, Primetime Entertainment and Lionheart Television. As the list of smaller firms dwindles, the focus shifts to larger prey. Several midsize syndicators, for example, said that they still are receiving unsol-

cited offers.

The four buyouts were the Australia-based animation house Network Film Co. Ltd.'s (NFC) purchase of Syndicast (BROADCASTING, Feb. 24); Prism Entertainment's purchase of Fox/Lorber Associates (BROADCASTING, March 24); Southbrook Entertainment Corp.'s purchase of the assets and personnel of the U.S. syndication of Primetime Entertainment (BROADCASTING, April 7); and an agreement in principle for BBC Enterprises to purchase 98% of Lionheart Television International (BROADCASTING, April 7). (It already owns the other 2%.)

In each case, the purchase was made with stock in the buying company (or rights to some of the purchaser's assets) in combination with cash, or simply stock. The price paid for the companies varied from between \$2.5 million and \$2.6 million in Prism stock and warrants for Fox/Lorber, to \$10.3 million (\$7.5 million in cash) for the Primetime Entertainment assets.

The lot of the smaller syndicator has become tougher in the past few years. In search for money, a larger syndicator can leverage a programming acquisition against current success. But with the cost of syn-

NBC wins week, ties CBS in evening news race

NBC edged CBS for its 21st win of the season during the week of March 31-April 6 and, perhaps more important, tied CBS in the evening news ratings. Both newscasts ended the week with an 11.8/23, while ABC had a 10.9/21. The two newscasts have tied twice before this season in share, when CBS beat NBC by 0.1 rating point. The week of March 17-23 CBS had a 12.3/22 and NBC a 12.2/22, and during the week of Feb. 17-23 CBS had a 13.3/23 and NBC a 13.2/23. Last week was the first time the two tied in rating and share.

In the prime time ratings, NBC ended the week with a 16.7 rating and a 27 share. CBS followed with a 16.5/27 and ABC with a 14.3/23.

CBS was paced by a strong showing on Sunday, including its movie,

"Nobody's Child," which scored a 25.7/39; its regular schedule on Friday and, in part, on Monday with the *CBS NCAA Basketball Championship* (20.7/31).

ABC stayed in the game early in the week with wins on Tuesday and Wednesday. ABC now dominates Tuesday, winning all time periods, thanks not only to good numbers from 8 to 10 but also a surge in the performance of *Spenser: for Hire*, at 10-11.

In rating statistics, HUT levels were up 1%, from a 61.5 during the same week a year ago, to 62. Combined network ratings were up 2%, from last year's 46.5 to 47.5. And combined network shares were up from last year's 76 to 77. Of the week's 67 programs, 12 were repeats.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	34.3/52	24.	Falcon Crest	CBS	17.2/30	47.	News at Eleven	CBS	13.3/22
2.	Family Ties	NBC	31.8/48	25.	Hill Street Blues	NBC	17.2/28	48.	Pleasures	ABC	12.9/20
3.	Murder, She Wrote	CBS	25.7/39	26.	You Again	NBC	17.2/26	49.	Twilight Zone	CBS	12.5/21
4.	Nobody's Child	CBS	25.7/39	27.	Facts of Life	NBC	16.8/29	50.	Riptide	NBC	12.1/21
5.	Cheers	NBC	25.2/38	28.	Mr. Belvedere	ABC	16.6/28	51.	Stingray	NBC	11.9/22
6.	60 Minutes	CBS	22.9/40	29.	Scarecrow & Mrs. King	CBS	16.2/24	52.	Caddyshack	CBS	11.4/20
7.	Who's the Boss?	ABC	22.4/35	30.	Hunter	NBC	16.0/25	53.	Crazy Like a Fox	CBS	11.2/20
8.	Night Court	NBC	22.0/34	31.	Webster	ABC	15.7/28	54.	St. Elsewhere	NBC	11.2/20
9.	Perfect Strangers	ABC	21.3/32	32.	Blackie's Magic	NBC	15.7/24	55.	Equalizer	CBS	11.1/20
10.	Golden Girls	NBC	21.2/36	33.	Spenser: For Hire	ABC	15.6/29	56.	Fast Times	CBS	10.9/17
11.	Dynasty	ABC	21.1/33	34.	Gimme a Break	NBC	15.3/28	57.	Mary	CBS	10.8/16
12.	Moonlighting	ABC	21.1/32	35.	All is Forgiven	NBC	15.2/27	58.	Joe Bash	ABC	10.7/17
13.	Miami Vice	NBC	21.0/36	36.	Magnum, P.I.	CBS	14.6/22	59.	Amazing Stories	NBC	10.5/16
14.	NCAA Basketball Final	CBS	20.7/31	37.	A Team	NBC	14.5/22	60.	Morningstar/Eveningstar	CBS	10.2/16
15.	Killer in the Mirror	NBC	20.4/31	38.	I Man	ABC	14.4/23	61.	Roley Square	CBS	10.0/16
16.	Dallas	CBS	19.8/32	39.	Mr. Sunshine	ABC	14.3/23	62.	Alfred Hitchcock Presents	NBC	10.0/16
17.	Simon & Simon	CBS	19.4/29	40.	Love Boat	ABC	14.2/26	63.	Tough Cookies	CBS	9.9/15
18.	Knots Landing	CBS	18.5/31	41.	Hardcastle & McCormick	ABC	13.9/21	64.	Punky Brewster	NBC	8.8/15
19.	Highway to Heaven	NBC	18.3/29	42.	20/20	ABC	13.8/23	65.	Fathers and Sons	NBC	7.1/13
20.	Hotel	ABC	18.2/32	43.	Knight Rider	NBC	13.7/22	66.	Diner	ABC	6.4/10
21.	Valerie	NBC	17.8/26	44.	Remington Steele	NBC	13.6/25	67.	Fall Guy	ABC	6.2/11
22.	Beverly Hills Madam	NBC	17.5/27	45.	Blue Thunder	ABC	13.5/21				
23.	MacGyver	ABC	17.4/27	46.	Charley Hannah	ABC	13.4/23				

*Indicates premiere episode



Fox and Lorber

product increasing steadily, much of syndicated programming is out of the reach of smaller shops. When smaller shops seek a sale, they will typically use the quality of their sales talent as collateral because they have no existing program leverage. To stay in the syndication business these days, LBS communications chairman and president Jerry Siegel says, "I'd like to be a big guy." Leonard Koch, president of Syndicast, makes the same point. "There's just no way to make it alone any more" without being a large company, or having a large company as a partner, he said. "You have to sell a lot of product and dime programming" in lieu of that. Syndicast, formerly owned by Adrex International, was approached by a number of companies before its deal with C.

Among the other problems the small syndicator faces these days is the weak independent stations, to whom credit must sometimes be extended out of necessity. When a syndicated station is struggling, payments to syndicators and rep firms have assumed a low priority. Syndicators are also faced with the need to supply stations with cash consideration in barter sales, a phenomenon that is growing according to one smaller syndicator who said that such a practice makes profit obsolete in some sales ("Closed Circuit," March 31). And, according to one syndicator veteran, the \$125,000 price tag to keep a salesperson on a staff (\$75,000 in salary, and \$50,000 in travel costs) does not make the job any easier.

In addition, the smaller syndicator can expect to see the competition intensify, as evidenced by the expected attempt by Rupert Murdoch's 20th Century Fox to program one full night of prime time on a weekend, as well as attempts by other major groups to program themselves through their in-house syndication divisions.

Bleak forecasts aside, smaller syndicators can be an attractive opportunity for a buyer not only for their existing program library but also for their sales talent. In none of the recent purchases is the buyer changing marketing personnel. Tom McDermott, president and chief executive officer of Southbrook Entertainment Corp., said the purchase of Primetime's syndication division was made not only for the 53 movies to which it holds rights but also for its sales talent, principally Harvey Reinstein, executive vice president in charge of sales. McDermott and Reinstein both worked at the time at Four Star International.

McDermott's Southbrook began operations last summer with the goal of becoming a broadly based entertainment company, which is essential for survival these days, he said. The company went public in the over-the-counter market last December. McDermott said his company will function as both

a producer for the networks and as a syndicator: "The wonderful days of making money on the first run of a program are gone."

Primetime Entertainment, a division of Primetime Holdings, based in London and owned by Richard Price, will continue to function under the aegis of president Robert E. Shay. Primetime's syndication division was formed in 1983 with the purchase of Trident Television. Shay said that the Southbrook offer was too good to turn down, especially given the need for cash in the entertainment business.

That the syndication business can be profitable is no secret. Based in Los Angeles, Lionheart posted 1985 sales of better than \$100 million, up 45% from its 1984 total, as

it upped its sales to commercial stations (it also supplies programming to public stations) from 10% to 45%, an improvement that prompted the BBC Enterprises offer. Public Media Inc. and Western World Television, which each owned a 49% share in the distributor, sold out to BBC Enterprises for a combination of cash and certain distribution rights to BBC programs.

"We see this as a sensible move to make at this moment," said Ian Duncan, a spokesman for BBC Enterprises, a BBC for-profit subsidiary that sells BBC programming and a variety of other BBC material (home video, records, tapes) internationally. The BBC division made a profit of \$10 million on \$150 million in revenue in 1985. The BBC has in

Public dispute. A controversial public television program, *Flashpoint—Israel and the Palestinians*, evoked heated discussion even before it aired last week as 18 PBS stations decided against broadcasting the show because of its form and content. Eleven others skipped the program because others in their markets showed it.

Produced by noncommercial KQED(TV) San Francisco, *Flashpoint* was a two-and-a-half-hour special including three films made "by partisans of each side," a KQED spokeswoman said, which discussed the disputes over Israeli-claimed territory in the Middle East. It is the second part of a three-part experimental series informally called *Theme Nights*, whose "central purpose," according to PBS, "is to identify and present the uncensored views of advocates on both sides of highly emotional and controversial issues." Among those criticizing *Flashpoint* was the American Jewish Committee, which, according to David Gordis, its executive vice president, urged its chapters to contact local PBS stations to express their displeasure with the program.

Of the 29 PBS stations not airing *Flashpoint*, several were in large markets, including WNET(TV) New York and WETA-TV Washington, two of the PBS system's largest stations. Stella Giammasi, director of public information at WNET, said that *Flashpoint* was not aired, in part, because the station's program directors and senior managers felt that the two Israeli-perspective films were "dated" and the Palestinian piece was "a highly emotional propaganda piece based on the distorted premise that Israel's intention is to expel and annihilate the Palestinians."

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the past maintained an active involvement as a partner in Lionheart. Lionheart President Frank R. Miller will continue to run the company.

Fox/Lorber overcame its need for cash last year by successfully securing a private placement that gave the company \$600,000 in capital with which it doubled its revenues from \$1.5 million to \$3 million. The company used the money to double its staff and to restore a number of vintage John Wayne movies.

Fox/Lorber was approached by six companies and received three offers before deciding on Prism. The Prism deal not only gives the company 137,609 shares of Prism common stock but also 110,000 warrants exercisable at \$15.50 each (and valued at \$2 each). "We have facilitated what we could only dream of" before, said David M. Fox, executive vice president. With Prism essentially acting as its in-house banker behind it, the company will have access to product acquisition critical to increasing its presence in the market.

Fox/Lorber currently licenses movie rights to home video distributors, but will not necessarily give all of its product to Prism which also distributes videocassettes. Richard Lorber, Fox/Lorber president, said that currently 40% of the company's revenues are derived from licensing films to video distributors, an activity he expects to increase in the future. Another 40%-50% of revenue comes from syndication, and the rest from sales to cable. □

MPAA objects to Canadian TV, film 'barriers'

Association tells House subcommittee that country's limits on U.S. programing cause economic harm

The Motion Picture Association of America has told Congress that Canada has erected substantial barriers against U.S. motion pictures, television programs and home video material. And it is clear, MPAA added, that the purpose is primarily economic, not the protection of "cultural sovereignty," as claimed.

MPAA made the charge in comments it filed with the House Ways and Means Committee on the proposed U.S.-Canada Free Trade Agreement. MPAA said that free trade in motion picture and television material cannot exist between the U.S. and Canada until Canada removes its "unreasonable barriers" to trade in those products and improves its level of intellectual property protection.

MPAA said that "in the guise of seeking to protect 'cultural sovereignty'" Canada is seeking to interfere with the operation of motion picture companies in Canada. At the federal level, MPAA said, Canada is attempting to use its "Investment Canada" legislation to restrict the ability of those companies to operate through wholly owned subsidiaries or branches "and/or to impose

conditions to require the companies to invest part of their revenue in Canadian production or the distribution of Canadian pictures."

As for television programing, MPAA said the Canadian Radio-Television and Telecommunications Commission, as part of a policy to develop a Canadian broadcasting system, has adopted content restrictions. They require Canadian television networks and stations to devote 60% of their broadcast time to Canadian-content programs. The existence of that restriction, MPAA said, "should be borne in mind by the U.S. negotiators in the overall conduct" of the free trade negotiations.

And MPAA said that the failure of Canada—"one of the most heavily cabled countries in the world"—to assure copyright owners of the right to derive compensation from cable retransmissions "is completely out of step with generally accepted international standards." MPAA noted that Canadian Prime Minister Brian Mulroney assured President Reagan during their meeting in March that efforts to deal with American concerns in that matter would be made. "These assurances are not being implemented," MPAA said.

MPAA noted that Cancom, a satellite network licensed by CRTC in 1981 to deliver signals of American programs to Canadian cable systems in remote areas, is increasingly serving areas larger and more heavily populated than those it was originally intended to serve. Neither the systems nor Cancom pays American copyright owners of the programs. And MPAA said its request that CRTC require Cancom to pay for the American programs it transmits has gone unheeded. What's more, MPAA said, some Canadian cable systems have received authority from the CRTC to carry the signals of American superstations, and other applications are pending. "Such Canadian cable systems are obtaining a free ride, as they are not liable to make any payments to the copyright owner or to the U.S. resale carrier."

MPAA urged the committee to direct U.S. negotiators "at an early stage of the negotiations," that the concerns it expressed regarding what it considers market barriers and inadequate copyright protection must be dealt with. □

Lotto game scores big in California

Among the ranks of syndicated successes in Nielsen's February Cassandra report was *The Big Spin*, produced not by a major distributor, or even a small one, but by a consortium of 11 California stations on which it airs exclusively. (The show is produced by Alexander Media Services, based in Sacramento.) *The Big Spin*, which landed between *Entertainment Tonight* and *P.M. Magazine* with a 9.1 rating in the report, is a weekly California state lottery contest.

The Big Spin features winners of the state's instant game as contestants. In the bonus round on *The Big Spin*, each contestant spins a wheel (a la *Wheel of Fortune*) for a guaranteed minimum cash prize and a shot at a jackpot that builds until someone hits it

big. There are 100 spots on the wheel prizes beginning at \$10,000 and going into the millions.

Originally, stations used the show as a lead-out for *Monday Night Football*. (When the show began last September, all 11 consortium members were ABC affiliates.) The West Coast, *MNF* begins at 6, making the show's typical broadcast time 9-9 p.m. After the end of the season, the station shifted the show in favor of the network's regular schedules. It eventually found a home at 7 or 7:30 p.m. on Saturdays. The two ABC-owned stations in Los Angeles and San Francisco, KABC-TV and KGO, dropped the show after the football season. They were replaced by independent KTTV-TV and KTVU-TV, respectively.

The show is distributed via satellite. Stations sell four minutes of advertising time and the state gets three minutes.

On KTTV-TV, the show has produced high demand both local and national advertising, according to Martin Bergman, president and general sales manager. This second spots sell for between \$3,000-\$3,500. Advertisers include Pepsi, Playtex, Mitsubishi and Southern California Volkswagen dealers.

CBS to produce series for APR

Joint partnership has CBS producing financial program.

CBS News is embarking on two distinct different radio programing projects, the production of a financial series for public radio stations and the distribution of a 30-minute radio adaptation of CBS Television's *Wall Street* program to affiliates of CBS Radio's young adult network, RadioRadio.

CBS Radio has signed a "joint partnership" agreement with American Public Radio, St. Paul, Minn., calling for CBS News to produce a new, 30-minute, afternoons drive time financial broadcast as well as a shorter, 10-minute morning version of the previous day's financial activity for APR affiliated stations. The programs, which will be anchored by CBS News correspondent Frank Settipani, will be called *Business Update*. They are slated to begin in late September. According to CBS, the 30-minute *Business Update* broadcast will be a mix of "hard news, features and investment information."

The public radio business programming venture was initiated late last year by Di Brescia, senior vice president of the CBS Radio Networks. Brescia told BROADCASTING that, in the process of looking at "new ways" to approach the radio business, he decided to discuss ideas with American Public Radio President Bill Kling because he had been impressed with the quality of APR's *A Prairie Home Companion* series with Garrison Keillor. "I did some brainstorming with Kling and the issue of a half-hour business show came up because the [American Public Radio] network had recently lost its business program." (APR had carried a 30-minute, specially produced version of the ESPN financial program, *Busi-*

s Times, but the show folded last summer," Brescia continued. "I didn't see a conflict with commercial radio because most commercial stations won't give up 30 minutes of time [to such programming] nightly." Brescia said American Public Radio will "putting up most of the money" for the shows with CBS absorbing the rest of the cost. "Once the cost level is covered," said Brescia, "then the revenues will be shared 50." Brescia noted that the revenue potential for the *Business Update* programs will be derived from both underwriting and affiliate or user fees.

The deal makes "good business sense," said Brescia. CBS will be able to serve two "publics"—the public radio stations and their listeners—with a product in which it has "considerable expertise," he said. The APR/CBS programming venture was scheduled to be unveiled last Saturday (April 12) morning at APR's conference in San Diego.

On another front, CBS News will begin offering *In Touch: West 57th Street* to RadioRadio affiliates. Each program, according to Larry Copper, news director for the youth-oriented network, will include "three stories adapted from that week's CBS Televi-

sion Network broadcast." The news magazine's principal correspondents are Jane Wallace, John Ferrugia, Meredith Vieira and Bob Sirott.

"Our affiliates told us they were interested in a regularly scheduled, long-form public affairs broadcast," said Bob Kipperman, vice president and general manager for RadioRadio. "West 57th's fast pace and use of ambient sound are very well suited to the style and format of the hourly news broadcasts on the network," he said. *In Touch: West 57th Street* will be ready for distribution the weekend of May 2.

Syndication Marketplace

■ A pilot for *The Best of You*, distributed by Fox/Lorber in association with All American Television, has been completed and is ready for sales presentations to stations. The show's focus has been switched from a beauty show which integrates talk segments, to a talk show which integrates beauty segments. Linda Dano, star of *Another World*, will continue to host. The show will incorporate segments on makeovers (featuring Lynn Redgrave in the pilot), fitness and fashion. *The Best of You* is now in its third year in Canada (where it reaches 95% of television homes, and has enjoyed a 100% renewal rate for the past two years), and is produced by R.E.O.



Dano

International, headed by Robert Essery. Essery will produce both the Canadian and American versions of the show. Sales of the American version will be on a barter basis with four minutes for stations and two minutes for the distributors. All American will sell the two national minutes. All American Television has also announced a partnership with George Carlin and Carlin Productions, and Scott Sternberg Productions, for the production of a half-hour strip tentatively titled *Here's the Good News*. Carlin will take stories off the newswires and elaborate on them in his own style. The series is slated for early fringe or access. Carlin and Sternberg have been developing the project for two years. Casablanca Productions is packaging it. All American and Sternberg have produced *The Second Annual Stuntman Awards*, which airs this month. Sternberg also produced the first season of Lorimar-Telepictures's *Perfect Match*.

■ MCA-TV has signed up all five Gaylord stations for its series with Tribune Entertainment, *Charles in Charge*. The Tribune stations were the first to take the series (BROADCASTING, March 31). The Gaylord stations are WUAB(TV) Cleveland, KTVT(TV) Dallas, KHTV(TV) Houston, KSTW(TV) Tacoma, Wash., and WTVT(TV) Milwaukee.

■ DCA Teleproductions says that it cleared *Everything You Wanted to Know About Taxes But Were Afraid to Ask* in 58 markets covering more than 50% of the country. Stations used the program during weekend access, among other time periods, throughout its March 1-April 15 window. The half-hour guide was produced by the Internal Revenue Service and DCA, and distributed with four minutes of ad time for stations. DCA retained no time in the program. Along with host Tony Randall, the program featured an IRS spokesperson, and a variety of vintage film clips to lighten the discussion on taxes. Among the clearances were the ABC owned stations in New York, Los Angeles and Chicago, as well as WBZ-TV Boston, WJLA-TV Washington, KTRK-TV Houston, WTAE-TV Pittsburgh and KIRO-TV Seattle. DCA Teleproductions

is a Taft Broadcasting subsidiary.

■ Paramount says that it has cleared *Solid Gold* in 145 markets for the coming 1986-87 season, its seventh year on the air. Formerly sold by TPE, the show is now cleared in 45 of the top 50 markets, including WTAF-TV Philadelphia, KTVU(TV) San Francisco, WBZ-TV Boston, WCCO-TV Minneapolis, KPLR-TV St. Louis, KMGH-TV Denver, KTSP-TV Phoenix, WTOG(TV) Tampa, Fla., and WFSB(TV) Hartford, Conn. The one-hour show, hosted by Dionne Warwick, is sold on a barter basis with six minutes for stations and six minutes for Paramount.

■ Consolidated Productions has acquired all foreign rights to *A Case of Deadly Force*, starring Richard Crenna and John Shea. The made-for-television production was seen on CBS on April 9. Consolidated will be offering the film at MIP.

■ In expanding international sales, Blairspan, the distribution arm of John Blair & Co.'s Spanish-language subsidiary, has appointed Santa Clara S.A./Argentina as its representative for sales of its programming library in Argentina, Chile, Peru and Uruguay. Pedro Simoncini is president of the South American distributorship. Blairspan has 2,000 hours of Spanish-language programming, including 17 Telemundo novelas.

■ Blair Entertainment says that it has cleared its 12-title package, "Revenge," on 16 more stations, bringing its total to 26. Gross sales now total over \$2 million in cash. The suspense/mystery films in the package include "Whispering Death," starring Christopher Lee and Trevor Howard; "Mean Frank and Crazy Tony," starring Lee Van Cleef and Tony Lo Bianco, and "Order to Kill," starring Jose Ferrer. Among the latest sales are WPMR-TV Chicago; KRZZ(TV) Seattle; WCIX-TV Miami; WTVT(TV) Tampa, Fla.; KPHO-TV Phoenix; WTNH-TV Hartford, Conn.; WPRI-TV Providence, R.I., and WBNS-TV Columbus, Ohio.

■ In NTI ratings through March 23, three animated series produced by Sunbow Productions in association with Marvel Productions Ltd. and distributed by Claster top the animation charts. *G.I. Joe*, with a 4 rating, and *The Transformers*, with a 3.8, have been vying for number one since their September debut. Claster's *Super Sunday* is third in ratings through March 23.

■ Telerep's division for the sales of specials has now cleared *The Coca-Cola 100th Anniversary Parade* in 57 markets for its May 10 window. Stations will receive a live feed on that day between 11 a.m.-1 p.m. for broadcast. They may also show the parade on a delayed basis. Sales of the two-hour event are on a barter basis with eight minutes for stations and eight minutes for Telerep. Kenneth D. Kolb, Telerep director of special sales/sports marketing, said that all of the Cox Broadcasting-owned stations are expected to clear the parade (Cox owns Telerep). Among recent clearances are Cox's WPXI(TV) Pittsburgh and WSB-TV Atlanta, as well as WNEV-TV Boston, KOIN-TV Portland, Ore., and WFTS(TV) Tampa, Fla.

■ Access Syndication opens a Chicago office today (April 14). Joe Hillenbrand, director of Midwest sales, will head the office. Last month Access opened an East Coast office, headed by Rick Pack, vice president, eastern advertising sales.

■ Eagle Media has sold *Pet Action Line*, a series of 98 half-hours on animal care topics, on 17 broadcast stations and four cable systems. *Pet Action Line*, with topics ranging from animal welfare to animal care, aired on PBS during the 1984-85 season. Sales to cable systems are for cash. Broadcast sales are on a barter basis with three-and-a-half minutes for stations and two-and-a-half minutes for Eagle. Station sales include KXMI(TV) Grand Rapids, Mich.; WJXC(TV) Greensboro, N.C.; KHSN-TV Ontario, Calif. (Los Angeles); WYVE(TV) Orlando, Fla., and WNEG-TV Toccoa, Ga.

Fifth Estate PACmen and women

More than \$1.6 million in political contributions was donated in 1985 by broadcasting, cable, motion picture and other communications interests; American Family was biggest giver, Pete Wilson was favorite recipient

Political campaign contributions from the Fifth Estate in 1985 were well over \$1.6 million. According to filings at the Federal Election Commission, 35 of the major political action committees (PAC's), sponsored by the broadcasting, cable and motion picture industries as well as law firms and public relations companies, showed that even in a nonelection year, Congress was not ignored.

The leading PAC contributor for 1985 was the American Family Corp.'s AF-PAC, which raised \$180,125 and distributed \$202,395 (the difference came from funds left over from 1984). American Family is a Columbus, Ga.-based firm with major insurance interests that also owns six television stations.

Many of the 1985 contributions came from the Hollywood production community. Many of the studios and production companies have their own PAC's and make frequent contributions to the Motion Picture Association of America's PAC.

MPAA itself was near the bottom of the fund-raising list in 1985 with \$27,000 in receipts and \$15,472 in disbursements, while Paramount parent, Gulf + Western Industries, was at the top with \$77,216 in receipts and \$73,226 in disbursements. Among some of the other Hollywood PAC's are MCA, which raised \$88,053 and spent \$71,364, and Warner Communications, with \$54,600 in receipts and \$53,350 in disbursements. Others in the creative community operating PAC's: Columbia Pictures Industries; 20th Century Fox Film Corp.; MGM/UA Entertainment Co.; Walt Disney Productions, and Lorimar (see list below).

Broadcasters look to the National Association of Broadcasters' TARPAC (Television and Radio PAC) as its leading political fund raiser. Last year TARPAC raised \$82,004 and distributed \$120,393 (the difference came from left over 1984 funds). The Association of Independent Television Stations also has a PAC. It raised \$11,500 and spent \$9,158. And a number of broadcast operations, such as American Family, have their own committees.

Turner Broadcasting System's PAC listed \$16,854 in receipts and \$16,309 in disbursements. Some of the other prominent broadcasting PAC's are Nationwide Political Participation Committee (Nationwide is a Columbus, Ohio-based group operator with cable and insurance interests) and Jefferson-Pilot Communications Good Government Committee.

Cable also is a major PAC player. Last year the National Cable Television Association's CablePAC raised \$79,927 and spent \$43,443. Warner Amex Cable Communications reported raising \$17,825 and distributing \$20,600 (using leftover money). Among other cable PAC's listed below: Heritage Communications; Viacom International; United Cable Television Corp., and Daniels & Associates. Cablevision Systems Corp. also operates a PAC but reported no disbursements in 1985.

Other factions in communications have committees, including the American Advertising Federation, Comsat and the Satellite Television Industry Association, the last representing dealers, manufacturers and distributors of backyard satellite dishes. The Low Power Television Association of America reported no activity for its PAC last year.

Law firms often have PAC's. Washington-based Dow, Lohnes & Albertson, for example, raised \$24,196 and spent \$21,165. Crowell & Moring, another law firm, has its own committee, although it did not make any contributions last year. Verner, Liipfert, Bernhard & McPherson raised \$74,095 and spent \$68,097. Akin, Gump, Strauss, Hauer & Feld, which represents Hollywood in most of its legislative battles, reported \$62,300 in receipts and \$62,086 in disbursements. The public relations and lobbying firm of Gray & Co., which represents NBC, raised \$28,778 and distributed \$30,182 (using left-over funds).

Members of the House and Senate Commerce Committees, which have jurisdiction over telecommunications matters, and the House and Senate Judiciary Committees, which oversee copyright matters, received the majority of the contributions. Budget and Appropriations Committee members and members of the House Ways and Means Committee also figured on the PAC lists.

Senator Pete Wilson (R-Calif.) was the leading recipient last year of Fifth Estate PAC dollars. All of Wilson's \$55,500 in donations came from the Hollywood production community. Wilson was followed by House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), who received \$33,300, much of it from cable PAC's and the motion picture industry. Wirth, who is running for the Senate also received \$12,800 from the Satellite Television Industry Association. Representative Ken Kramer (R-Colo.), who appears to be the most likely Republican candidate to oppose Wirth, received \$500 from NCTA and \$1,250 from United Cable's PAC.

The other top Senate recipients were: Senate Finance Committee Chairman Bob Packwood (R-Ore.), also a Communications Subcommittee member, \$25,000; Senator Patrick Leahy (D-Vt.), ranking minority

member of the Copyright Subcommittee, \$24,019; Senator Daniel Inouye (D-Hawaii), Communications Subcommittee member, \$23,846; Senator Alan Cranston (D-Calif.), \$23,500; Senator Alfonse D'Amato (R-N.Y.), Appropriations Committee member, \$22,500, and Senator Ernest Hollings (D-S.C.), ranking minority member of the Commerce Committee, \$18,250.

Other key congressmen receiving considerable contributions from the Fifth Estate were: House Energy and Commerce Committee Chairman John Dingell (D-Mich.) \$8,050; House Commerce Committee Ranking Minority member James T. Broyhill (R-N.C.), who is running for the Senate \$6,500; Representative Matthew Rinaldi (R-N.J.), ranking minority member on House Telecommunications Subcommittee \$4,500; Senator Wendell Ford (D-Ky.), Communications Subcommittee member \$16,076; Senator Slade Gorton (R-Wash.), Communications Subcommittee member \$7,500; Senator Charles Grassley (R-Iowa), Judiciary Committee member, \$13,100 and Senator Arlen Specter (R-Pa.), a Judiciary Committee member, \$6,873.

Below, BROADCASTING has compiled list of some Fifth Estate PAC's with totals for each candidate for 1985. (The disbursement figure represents contributions to candidates and PAC's and does not include other expenses.) Incumbent Senate members up for re-election this year are in bold. Member major committee assignments are identified by: CC—House or Senate Commerce Committees; TS—House Telecommunications Subcommittee; CmS—Senate Communications Subcommittee; JC—House or Senate Judiciary Committees; CS—House or Senate Copyright Subcommittees; AC—House or Senate Appropriations Committees; BC—House or Senate Budget Committee and WMC—House Ways and Means Committee.

Akin, Gump, Strauss, Hauer & Feld Civic Action Committee

Disbursement: \$62,086

House

Jim Bates (D-Calif.) TS	\$5
Frederick Boucher (D-Va.) CS	\$5
Barbara Boxer (D-Calif.) BC	\$2
Jack Brooks (D-Tex.) CS	\$5
John Bryant (D-Tex.) TS	\$1.0
Howard Coble (R-N.C.) CC, CS	\$5
John Conyers (D-Mich.) JC	\$2
Wayne Dowdy (D-Miss.) TS	\$5
Dennis Eckart (D-Ohio) CC	\$7
Edward Feighan (D-Ohio) JC	\$2
Dan Glickman (D-Kan.) JC	\$1.075
Ralph Hall (D-Tex.) CC	\$5

key Leland (D-Tex.) TS	\$250
nan Lent (R-N.Y.) CC	\$250
Richardson (D-N.M.) CC	\$250
Rinaldo (R-N.J.) TS	\$500
Sharp (D-Ind.) CC	\$250
y Sikorski (D-Minn.) CC	\$250
y Smith (D-Fla.) JC	\$300
Tauzin (D-La.) TS	\$500
Wirth (D-Colo.) TS	\$1,000
Wyden (D-Ore.) CC	\$500

Senate

rdell Ford (D-Ky.) CmS	\$695
art Gore (D-Tenn.) CmS	\$500
Slade Gorton (R-Wash.) BC, CmS	\$500
est Hollings (D-S.C.) AC, CmS	\$1,000
iel Inouye (D-Hawaii) AC, CmS	\$1,164.90
i Riegle (D-Mich.) BC, CC	\$1,000
an Specter (R-Pa.) AC, JC	\$500

American Advertising Federation Ad PAC

Disbursement: \$2,500

House

Fazio (D-Calif.) AC	\$300
ies J. Florio (D-N.J.) CC	\$500
Wirth (D-Colo.) TS	\$200

Senate

ndell Ford (D-Ky.) CmS	\$500
ert Kasten (R-Ore.) AC, BC, CC	\$500
o Packwood (R-Ore.) Cms	\$500

American Family

Disbursement: \$202,395

House

yl Anthony (D-Ark.) WMC	\$250
e Bilirakis (R-Fla.) CC	\$500
dy Boggs (D-La.) AC	\$500
roll Campbell Jr. (R-S.C.) WMC	\$500
rge Darden (D-Ga.)	\$250
iam Dickinson (R-Ala.)	\$250
on Dorgan (D-N.D.) WMC	\$500
yne Dowdy (D-Miss.) TS	\$250
mas Downey (D-N.Y.) BC, WMC	\$500
in Duncan (R-Tenn.) WMC	\$500
l Erdreich (D-Ala.)	\$250
k Fields (R-Tex.) TS	\$500
n Gallo (R-N.J.)	\$250
n Gibbons (D-Fla.) WMC	\$3,000
wt Gingrich (R-Ga.)	\$5,000
nk Guarni (D-N.J.) WMC	\$1,000
aries Hatcher (D-Ga.)	\$250
Jenkins (D-Ga.) BC, WMC	\$5,000
nes R. Jones (R-Okla.) WMC	\$1,000
k Kemp (R-N.Y.) AC	\$2,000
'bara Kennelly (D-Conn.) WMC	\$500
er Kostmayer (D-Pa.)	\$5,000
nt Lott (R-Miss.)	\$500
mas Luken (D-Ohio) TS	\$250
o Michel (R-Ill., minority leader)	\$1,000
vid Monson (R-Utah)	\$5,000
mas Moore (D-La.) BC, WMC	\$5,000
n Pease (D-Ohio) WMC	\$500
nes Quillen (R-Tenn.)	\$500
Richardson (D-N.M.) CC	\$500
oy Rowland (D-Ga.)	\$500
ty Russo (D-Ill.) BC, WMC	\$500
hard Schulze (R-Pa.) WMC	\$1,000
hard Shelby (D-Ala.) CC	\$1,000
rry Sikorski (D-Minn.) CC	\$250
nny Smith (R-Ore.) BC	\$250
ney H. Stark (D-Calif.) WMC	\$1,000
rick Swindall (R-Ga.) CS	\$2,500
dsay Thomas (D-Ga.)	\$500

William Thomas (R-Calif.) WMC	\$1,000
Guy Vander Jagt (R-Mich.) WMC, chairman of National Republican Congressional Committee	\$150
Doug Walgren (D-Pa.) CC	\$300
Henry Waxman (D-Calif.) TS	\$10,000
Tim Wirth (D-Colo.) TS	\$200

Senate

Jim Abdnor (R-S.D.) AC	\$3,000
Alfonse D'Amato (R-N.Y.) AC	\$15,000
Dale Bumpers (D-Ark.) AC	\$2,000
Quentin Burdick (D-N.D.) AC	\$1,000
Alan Cranston (D-Calif.)	\$2,000
Wendell Ford (D-Ky.)CmS	\$7,000
Jake Garn (R-Utah) AC	\$5,000
Slade Gorton (R-Wash.) BC, CmS	\$500
Charles Grassley (R-Iowa) BC, JC	\$5,000
Tom Harkin (D-Iowa) AC	\$1,000
Orrin Hatch (R-Utah) BC, CS	\$5,000
Paula Hawkins (R-Fla., chairman of Children, Family, Drugs & Alcoholism Subcommittee)	\$5,000
Ernest Hollings (D-S.C.) AC, CmS	\$5,000
Daniel Inouye (D-Hawaii) AC, CmS	\$9,000
Mack Mattingly (R-Ga.) AC	\$6,000
Don Nickles (R-Okla.)	\$2,000
Robert Packwood (R-Ore.) CmS	\$1,000
Dan Quayle (R-Ind.) BC	\$2,000
William Roth Jr. (R-Del.)	\$5,000
Arlen Specter (R-Pa.) AC, JC	\$2,000
Steven Symms (R-Idaho) BC	\$2,000
Paul Trible (R-Va.) CC	\$300

Other

Americans for Constitution Action PAC (supports conservative candidates for House and Senate seats)	\$5,000
Business-Industry PAC (supports pro-business and industry candidates)	\$1,000
Campaign America (supports Republican candidates at federal, state and local levels)	\$1,000
Coalition for a Democratic Majority	\$500
Democratic Congressional Campaign Committee	\$1,000
Democratic Senatorial Campaign Committee	\$5,000
Effective Government Committee (Rep. Richard Gephardt [D-Mo.] PAC)	\$500
Independent Action PAC (supports Democratic candidates running for House or Senate seats)	\$500
National Bipartisan PAC (supports pro-Israel and civil rights-oriented candidates)	\$2,500
National & Economic PAC (pro-business, especially minority business)	\$1,000
Republican Senatorial Trust	\$20,000

Columbia Pictures

Disbursement: \$40,250

House

Joseph P. Addabbo (D-N.Y.) AC	\$500
Howard Berman (D-Calif.) CS	\$250
Frederick Boucher (D-Va.) CS	\$500
John Bryant (D-Tex.) TS	\$1,000
Howard Coble (R-N.C.) CC, CS	\$500
Tony Coelho (D-Calif., chairman, Democratic Congressional Campaign Committee)	\$500
John Dingell (D-Mich.) CC	\$1,000
John Duncan (R-Tenn.) WMC	\$500
Vic Fazio (D-Calif.) AC	\$500
Barney Frank (D-Mass.) CS	\$500
Sam Gibbons (D-Fla.) WMC	\$500
James R. Jones (D-Okla.) WMC	\$1,000
Mickey Leland (D-Tex.) TS	\$250
Jim Oberstar (D-Minn.)	\$250
James Quillen (R-Tenn.)	\$500
Larry Smith (D-Fla.) JC	\$750
Tim Wirth (D-Colo.) TS	\$1,000
Ron Wyden (D-Ore.) CC	\$500

Senate

Jeff Bingaman (D-N.M.)	\$500
Christopher Dodd (D-Conn.)	\$1,000
Pete Domenici (R-N.M.) AC, BC	\$500 (AC, BC)
Wendell Ford (D-Ky.) CmS	\$1,000

Slade Gorton (R-Wash.) BC, CmS	\$1,000
Ernest Hollings (D-S.C.) AC, CmS	\$1,000
Patrick Leahy (D-Vt.) AC, CS	\$2,500
Daniel Patrick Moynihan (D-N.Y.) BC	\$1,000
Bob Packwood (R-Ore.) CmS	\$1,000
Pete Wilson (R-Calif.)	\$5,000

Other

Democratic Congressional Campaign Committee	\$5,000
Democratic Senatorial Campaign Committee	\$4,250
MPAA PAC	\$5,000

COMSATPAC (Comsat)

Disbursement: \$22,585

House

Michael Barnes (D-Md.) BC	\$200
Howard Berman (D-Md.) CS	\$250
Mike Bilirakis (R-Fla.) CC	\$250
Thomas Billey (R-Va.) TS	\$250
Don Bonker (D-Wash.)	\$500
James Broyhill (R-N.C.) TS	\$500
John Bryant (D-Tex.) TS	\$250
Beverly Byron (D-Md.)	\$300
Bob Carr (D-Mich.) AC	\$250
Dan Coats (D-Ind.) TS	\$250
Bill Cobey (R-N.C.)	\$250
Cardiss Collins (D-Ill.) TS	\$250
Wayne Dowdy (D-Miss.) TS	\$750
Mervyn Dymally (D-Calif.)	\$250
Dante Fascell (D-Fla.)	\$500
Bobbi Fiedler (R-Calif.) BC	\$500
Sam Gejdenson (D-Conn.)	\$250
Bill Green (R-N.Y.) AC	\$300
Judd Gregg (R-N.H.) WMC	\$250
Peter Kostmayer (D-Pa.)	\$750
Mickey Leland (D-Tex.) TS	\$250
Mel Levine (D-Calif.)	\$250
Manual Lujan (R-N.M.)	\$250
Connie Mack (R-Fla.) BC	\$250
Buddy MacKay (D-Fla.) BC	\$250
Ed Madigan (R-Ill.) CC	\$500
Dan Mica (D-Fla.)	\$750
Henson Moore (D-La.) BC, WMC	\$500
Carlos Moorhead (R-Calif.) TS, CS	\$250
Bill Nelson (D-Fla.)	\$250
Howard Nielson (R-Utah) TS	\$250
Matthew Rinaldo (R-N.J.) TS	\$250
Don Ritter (R-Pa.) TS	\$250
Gerry Sikorski (D-Minn.) CC	\$250
Larry Smith (D-Fla.) JC	\$300
Neal Smith (D-Iowa) AC	\$250
Olympia Snowe (R-Me.)	\$250
Harley O. Staggars Jr. (D-W.Va.) JC	\$250
Al Swift (D-Wash.) TS	\$250
Billy Tauzin (D-La.) TS	\$500
Bob Torricelli (D-N.J.)	\$250
Henry Waxman (D-Calif.) TS	\$500
Tim Wirth (D-Colo.) TS	\$500
Frank Wolf (R-Va.) AC	\$500
Howard Wolpe (D-Mich.) BC	\$250

Senate

Mark Andrews (R-N.D.) AC, BC	\$1,000
Christopher Dodd (D-Conn.)	\$1,000
Wendell Ford (D-Ky.) CmS	\$1,000
Albert Gore (D-Tenn.) CmS	\$500
Slade Gorton (R-Wash.) BC, CmS	\$500
Daniel Inouye (D-Hawaii) AC, CmS	\$500
Frank Murkowski (R-Alaska)	\$1,000
Bob Packwood (R-Ore.) CmS	\$1,000
Paul Trible (R-Va.) CC	\$300

Danielspac (Daniels & Associates)

Disbursement: \$6,754

House

Henson Moore (R-La.) BC, WMC	\$500
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Patricia Schroeder (D-Colo.) CS \$100
Tim Wirth (D-Colo.) TS \$1,100

Other

NCTA-CablePAC \$5,000

Walt Disney

Disbursement: \$4,250

House

Joseph Addabbo (D-N.Y.) AC \$500 (AC)
Frederick Boucher (D-Va.) CS \$500
John Bryant (D-Tex.) TS \$500
Howard Coble (R-N.C.) CC, CS \$500
Barney Frank (D-Mass.) CS \$500
Romano Mazzoli (D-Ky.) CS \$250

Senate

Jeff Bingaman (D-N.M.) \$500
Alan Cranston (D-Calif.) \$1,000

Dow, Lohnes & Albertson

Disbursement: \$21,165

House

Howard Berman (D-Calif.) CS \$500
Don Bonker (D-Wash.) \$1,000
James Broyhill (R-N.C.) CC \$500
Tony Coelho (D-Calif., chairman, Democratic Congressional Campaign Committee) \$1,000
Tom Daschle (D-S.D.) \$1,000
Julian Dixon (D-Calif.) AC \$500
Don Edwards (D-Calif.) JC \$500
Vic Fazio (D-Calif.) AC \$1,000
Ronnie Flippo (D-Ala.) WMC \$1,000
James J. Florio (D-N.J.) CC \$1,000
Ed Jenkins (D-Ga.) BC, WMC \$1,000
Robert Lagomarsino (R-Calif.) \$1,000
Mel Levine (D-Calif.) \$1,000
Jerry Lewis (R-Calif.) AC \$1,000
Bill Lowery (R-Calif.) AC \$1,000
Robert Matsui (D-Calif.) WMC \$1,000
Leon Panetta (D-Calif.) \$500
Edward Roybal (D-Calif.) AC \$500
Gerry Sikorski (D-Minn.) CC \$1,000
Jim Slattery (D-Kan.) BC, TS \$500
Fortney H. Stark (D-Calif.) WMC \$1,000
Bob Torricelli (D-N.J.) \$500
Tim Wirth (D-Colo.) TS \$1,000

Senate

Charles Grassley (R-Iowa) BC, JC \$1,000
Dan Quayle (R-Ind.) BC \$1,000

Gray & Co.

Disbursement: \$30,182

House

Barney Frank (D-Mass.) CS \$250
William Gray (D-Pa.) AC, BC \$500
Henry Hyde (R-N.Y.) CS \$250
Robert Kastenmeier (D-Wis.) CS \$200
Barbara Mikulski (D-Md.) CC \$250
Michael Oxley (R-Ohio) TS \$250
Patricia Schroeder (D-Colo.) CS \$250
Gerry Sikorski (D-Minn.) CC \$250
Doug Walgren (D-Pa.) CC \$250
Tim Wirth (D-Colo.) TS \$200

Senate

Robert Dole (R-Kan., majority leader) \$1,000
Charles Grassley (R-Iowa) BC, JC \$100

Ernest Hollings (D-S.C.) AC, CmS \$1,000
Robert Kasten (R-Wis.) AC, BC, CC \$1,000
Paul Simon (D-Ill.) JC \$500

Other

The House Leadership Fund \$500

Gulf + Western

Disbursement: \$73,226

House

Joe Addabbo (D-N.Y.) AC \$500
Frank Annunzio (D-Ill.) \$1,000
Doug Barnard (D-Ga.) \$500
Steve Bartlett (R-Tex.) \$1,050
Frederick Boucher (D-Va.) CS \$500
John Bryant (D-Tex.) TS \$500
Thomas Carper (D-Del.) \$500
Dick Cheney (R-Wyo.) \$500
Howard Coble (R-N.C.) CC, CS \$626.48
Tony Coelho (D-Calif., chairman, Democratic Congressional Campaign Committee) \$500
Butler Derrick (D-S.C.) BC \$500
John Dingell (D-Mich.) CC \$500
Glenn English (D-Okla.) \$250
Ben Erdreich (D-Ala.) \$500
Harold Ford (D-Tenn.) WMC \$500
Barney Frank (D-Mass.) CS \$500
Martin Frost (D-Tex.) BC \$1,000
Sam Gibbons (D-Fla.) WMC \$500
Bart Gordon (D-Tenn.) \$500
William Gray (D-Pa.) AC, BC \$500
Frank Guarini (D-N.J.) WMC \$500
Thomas Hartnett (R-S.C.) \$500
James R. Jones (D-Okla.) WMC \$1,000
Mel Levine (D-Calif.) \$500
Tom Manton (D-N.Y.) \$500
Raymond McGrath (R-N.Y.) WMC \$500
Stewart McKinney (R-Conn.) \$500
George Miller (D-Calif.) BC \$500
Steve Neal (D-N.C.) \$500
Claude Pepper (D-Fla.) \$1,000
James Quillen (R-Tenn.) \$500
Matthew Rinaldo (D-N.J.) TS \$500
Romano Mazzoli (D-Ky.) CS \$500
Fernand St. Germain (D-R.I.) \$500
Gerry Sikorski (D-Minn.) \$500
Larry Smith (D-Fla.) JC \$500
Bob Torricelli (D-N.J.) \$300
Henry Waxman (D-Calif.) TS \$500
Tim Wirth (D-Colo.) TS \$1,000
Jim Wright (D-Tex., majority leader) BC \$2,000

Senate

Jeff Bingaman (D-N.M.) \$500
Alan Cranston (D-Calif.) \$4,500
Alfonse D'Amato (R-N.Y.) AC \$5,000
Christopher Dodd (D-Conn.) \$1,000
Albert Gore (D-Tenn.) CmS \$1,000
Chic Hecht (R-Utah) \$500
Ernest Hollings (D-S.C.) AC, CmS \$1,000
Daniel Inouye (D-Hawaii) AC, CmS \$2,500
Slade Gorton (R-Wash.) BC, CmS \$1,000
Charles Grassley (R-Iowa) BC, JC \$1,000
Orrin Hatch (R-Utah) BC, CS \$2,000
Paula Hawkins (R-Fla., chairman, Children, Family, Drugs & Alcoholism Subcommittee) \$1,500
Patrick Leahy (D-Vt.) AC, CS \$1,500
Mack Mattingly (R-Ga.) AC \$1,000
Patrick Moynihan (D-N.Y.) BC \$2,000
Dan Quayle (R-Ind.) BC \$500
Paul Simon (D-Ill.) JC \$1,000
Arlen Specter (R-Pa.) AC, JC \$500
Pete Wilson (R-Calif.) \$10,000

Other

AFSA PAC (American Financial Services Assoc.) \$1,000
Chicago Campaign Committee (Rep. Dan Rostenkowski [D-Ill.] PAC) \$500
Effective Government Committee (Rep. Richard Gephardt [D-Mo.] PAC) \$1,000

MPAA PAC \$1
Ohio Democratic Party \$1
Ohio Republican Federal Candidates Finance Committee \$1
Republican Leaders Fund (Rep. Bob Michel [PAC]) \$1

Heritage Employee PAC

Disbursement: \$6,581

House

Steve Bartlett (R-Tex.) \$1
Jim Ross Lightfoot (R-Iowa) \$1
Pat Schroeder (D-Colo.) CS \$1

Senate

Charles Grassley (R-Iowa) BC, JC \$1

Other

NCTA-CablePAC \$1
Texas Cable Television Association PAC \$1
Truman Fund (Democratic Party of Iowa) \$1

INTV

Disbursement: \$9,158

House

Thomas Bliley (R-Va.) TS \$1
Frederick Boucher (D-Va.) CS \$1
Jack Brooks (D-Tex.) CS \$1
James Broyhill (R-N.C.) CC \$1
John Bryant (D-Tex.) TS \$1
William E. Dannemeyer (R-Calif.) CC, JC \$1
John Dingell (D-Mich.) CC \$1
Jack Fields (R-Tex.) TS \$1
Hamilton Fish (R-N.Y.) JC \$1
Barney Frank (D-Mass.) CS \$1
Dan Glickman (D-Kan.) JC \$1
Mickey Leland (D-Tex.) TS \$1
Tom Luken (D-Ohio) TS \$1
Dan Lungren (R-Calif.) JC \$1
Romano Mazzoli (D-Ky.) CS \$1
Michael Oxley (R-Ohio) TS \$1
Matthew Rinaldo (R-N.J.) TS \$1
Don Ritter (R-Pa.) TS \$1
Patricia Schroeder (D-Colo.) CS \$1
Gerry Sikorski (D-Minn.) CC \$1
Al Swift (D-Wash.) TS \$1
Billy Tauzin (D-La.) TS \$1
Doug Walgren (D-Pa.) CC \$1
Henry Waxman (D-Calif.) TS \$1
Bob Whittaker (R-Kan.) CC \$1
Tim Wirth (D-Colo.) TS \$1

Senate

Slade Gorton (R-Wash.) BC, CmS \$1

Other

Women's Congressional Council \$1

Jefferson-Pilot Corp.

Disbursement: \$12,954

House

Robin Britt (Dem. candidate opposing Rep. Howard Coble [R-N.C.]) \$1
Bill Cobey (R-N.C.) \$500
Richard Gephardt (D-Mo.) WMC \$1
Alex McMillan (R-N.C.) \$1
W. Henson Moore (R-La.) BC, WMC \$1
Steve Neal (D-N.C.) \$1

Other

HI PAC (Health Insurance Association of Am

ica)	\$1,000
Insurance PAC (American Council of Life Insurance)	\$2,000
Industry PAC (American Land Title Association)	\$200

Liberty Corp.

Disbursement: \$6,000

House

n Spratt (D-S C)	\$1,000
ney H Stark (D-Calif) WMC	\$1,000

Senate

est Hollings (D-S C) AC, CmS	\$500
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Other

Insurance PAC (American Council of Life Insurance)	\$1,500
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Lorimar PAC

Disbursement: \$21,050

House

o Carr (D-Mich.) AC	\$250
Levine (D-Calif)	\$2,500
Wirth (D-Colo.) TS	\$1,000

Senate

n Cranston (D-Calif.)	\$4,500
de Gorton (R-Wash.) BC, CmS	\$1,500
riel Inouye (D-Hawaii) AC, CmS	\$1,000
rick Leahy (D-Vt.) AC, CS	\$2,000
bert Packwood (R-Ore.) CmS	\$2,000
ven Symms (R-Idaho) BC	\$1,000

Other

i, Senate Democratic Business Roundtable (Democratic Senatorial Campaign Committee)	\$5,000
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MCA PAC

Disbursement: \$71,364

House

Joseph Addabbo (D-N.Y.) AC	\$500
ward Berman (D-Calif) CS	\$500
derick Boucher (D-Va) CS	\$500
rbara Boxer (D-Calif.) BC	\$250
nes Broyhill (R-N.C.) CC	\$500
on Bryant (D-Tex.) TS	\$500
b Carr (D-Mich.) AC	\$500
ward Coble (R-N C) CC, CS	\$1,000
oy Coehlo (D-Calif., chairman, Democratic Congressional Campaign Committee)	\$250
on Conyers (D-Mich.) JC	\$250
rold Daub (R-Neb.) WMC	\$250
ald Dellums (D-Calif.)	\$250
an Donnelly (D-Mass.) WMC	\$500
on Dorgan (D-N.D.) WMC	\$500
yne Dowdy (D-Miss.) TS	\$500
mas Downey (D-N.Y.) BC, WMC	\$500
on Duncan (R-Tenn.) WMC	\$500
Fazio (D-Calif.) AC	\$600
bbi Fiedler (R-Calif.) BC	\$500
milton Fish (R-N Y.) JC	\$300
nie Flippo (D-Ala.) WMC	\$1,000
rold Ford (D-Tenn.) WMC	\$500
dney Frank (D-Mass.) CS	\$1,000
Frenzel (R-Minn.) WMC	\$500
m Gibbons (D-Fla.) WMC	\$1,500
n Glickman (D-Kan.) JC	\$1,000
liam Gray (D-Pa.) AC, BC	\$500

Henry Hyde (R-Ill.) CS	\$250
Tom Kindness (R-Ohio) CS	\$500
William Lehman (D-Fla.) AC	\$200
Mel Levine (D-Calif.)	\$1,750
Cathy Long (D-La.)	\$500
Dan Lungren (R-Calif.) JC	\$200
Robert Matsui (D-Calif.) WMC	\$300
Romano Mazzoli (D-Ky.) CS	\$500
Norman Mineta (D-Calif.)	\$250
Henson Moore (D-La.) BC, WMC	\$1,000
Bruce Morrison (D-Conn.) CS	\$250
Claude Pepper (D-Fla.)	\$500
Peter Rodino (D-N.J.) JC	\$1,500
Gerry Sikorski (D-Minn.) CC	\$250
Larry Smith (D-Fla.) JC	\$300
Tim Wirth (D-Colo.) TS	\$1,500

Senate

Jeff Bingaman (D-N.M.)	\$500
Bill Bradley (D-N.J.)	\$1,000
Alan Cranston (D-Calif.)	\$5,000
Alan Dixon (D-Ill.)	\$1,000
Christopher Dodd (D-Conn.)	\$1,000
Albert Gore (D-Tenn.) CmS	\$240
Slade Gorton (R-Wash.) BC, CmS	\$1,000
Charles Grassley (R-Iowa) BC, JC	\$500
Tom Harkin (D-Iowa) AC	\$500
Orrin Hatch (R-Utah) BC, CS	\$2,500
Ernest Hollings (D-S.C.) AC, CmS	\$2,000
Daniel Inouye (D-Hawaii) AC, CmS	\$3,500
Patrick Leahy (D-Vt.) AC, CS	\$3,500
Bob Packwood (R-Ore.) CmS	\$2,000
Paul Simon (D-Ill.) JC	\$1,000
Steven Symms (R-Idaho) BC	\$1,000
Pete Wilson (D-Calif.)	\$10,000

Other

Howard Baker for President	\$5,000
Democratic Congressional Campaign Committee	\$5,000

Meredith Corp.

Disbursement: \$9,709

House

James Broyhill (R-N.C.) CC	\$2,500
Howard Coble (R-N.C.) CC, CS	\$250
Ron Flippo (D-Ala.) WMC	\$300
Dale Kildee (D-Mich.)	\$100
Buddy MacKay (D-Fla.) BC	\$500
Bill Nelson (D-Fla.)	\$250
Doug Walgren (D-Pa.) CC	\$100

Senate

Charles Grassley (R-Iowa) BC, JC	\$300
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Other

Fund for America's Future (George Bush Pac)	\$1,000
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MGM/UA

Disbursement: \$30,328

House

Tony Coelho (D-Calif., chairman, Democratic Congressional Campaign Committee)	\$500
Julian Dixon (D-Calif.) AC	\$500
Don Edwards (D-Calif.) JC	\$500
Sam Gibbons (D-Fla.) WMC	\$500
Tom Kindness (R-Ohio) CS	\$500
Mel Levine (D-Calif.)	\$1,000
Romano Mazzoli (D-Ky.) CS	\$500
Carlos Moorhead (R-Calif.) TS, CS	\$500
Peter Rodino (D-N.J.) JC	\$500

Senate

Orrin Hatch (R-Utah) BC, CS	\$2,000
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Ernest Hollings (D-S.C.) AC, CmS	\$1,000
Patrick Leahy (D-Vt.) AC, CS	\$2,000
Robert Packwood (R-Ore.) CmS	\$1,000
Pete Wilson (R-Calif.)	\$10,000

Other

MPAA PAC	\$5,000
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Motion Picture Association of America

Disbursement: \$15,472

House

Joe Addabbo (D-N.Y.) AC	\$500
Joseph DiGuardi (R-N.Y.)	\$250
Barney Frank (D-Mass.) CS	\$649.05
Sam Gibbons (D-Fla.) WMC	\$500
William Gray (D-Pa.) AC, BC	\$500
Joe Moakley (D-Mass.)	\$100
Henry Waxman (D-Calif.) TS	\$500

Senate

Jeff Bingaman (D-N.M.)	\$500
Robert Dole (R-Kan., majority leader)	\$1,000
Orrin G. Hatch (R-Utah) BC, CS	\$1,000
Daniel Inouye (D-Hawaii) AC, CmS	\$1,181.83
Patrick Leahy (D-Vt.) AC, CS	\$769.60
Bob Packwood (R-Ore.) CmS	\$1,000
Arlen Specter (R-Pa.) AC, JC	\$623

Other

Chairman's Council (Democratic Congressional Campaign Committee)	\$2,500
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NAB (TARPAC)

Disbursement: \$120,393

House

Herb Bateman (R-Va.)	\$500
Jim Bates (D-Calif.) TS	\$1,250
Berkley Bedell (D-Iowa)	\$2,500
Doug Bereuter (R-Neb.)	\$275
Mike Bilirakis (R-Fla.) CC	\$500
Tom Biley (R-Va.) TS	\$1,000
Fredrick Boucher (D-Va.) CS	\$250
Jack Brooks (D-Tex.) CS	\$400
James Broyhill (R-N.C.) CC	\$1,000
John Bryant (D-Tex.) TS	\$250
Dan Burton (R-Ind.)	\$250
Bob Carr (D-Mich.) AC	\$500
Dick Cheney (R-Wyo.)	\$1,000
Dan Coats (R-Ind.) TS	\$500
Bill Cobey (R-N.C.)	\$250
Howard Coble (R-N.C.) CC, CS	\$750
Tony Coehlo (D-Calif.), chairman, Democratic Congressional Campaign Committee	\$1,000
Cardiss Collins (D-Ill.) TS	\$1,500
Tom Daschle (D-S.D.)	\$200
John Dingell (D-Mich.) CC	\$2,000
Joseph DiGuardi (R-N.Y.)	\$500
Wayne Dowdy (D-Miss) TS	\$1,250
Joseph Early (D-Mass.) AC	\$500
Dennis E. Eckart (D-Ohio) CC	\$250
Bill Emerson (R-Mo.)	\$250
Vic Fazio (D-Calif.) AC	\$1,000
James J. Florio (D-N.J.) CC	\$2,250
Barney Frank (D-Mass.) CS	\$1,000
Steve Gunderson (R-Wis.)	\$250
Henry Hyde (R-Ill.) CS	\$1,000
Andy Ireland (R-Fla.)	\$350
Jack Kemp (R-N.Y.) AC	\$500
Peter Kostmayer (D-Pa.)	\$500
Robert Lagomarsino (R-Calif.)	\$300
Richard Lehman (D-Calif.)	\$250
Norman Lent (R-N.Y.) CC	\$500
Jim Lightfoot (R-Iowa)	\$250
Tom Luken (D-Ohio) TS	\$1,750

Dan Lungren (R-Calif.) JC	\$300
Buddy MacKay (D-Fla.) BC	\$250
Ed Madigan (R-Ill.) CC	\$500
Robert Matsui (D-Calif.) WMC	\$1,000
Robert Michel (R-Ill.), minority leader	\$1,000
Allan Mollohan (D-W.Va.)	\$500
Carlos Moorhead (R-Calif.) TS, CS	\$1,000
Michael Oxley (R-Ohio) TS	\$500
Claude Pepper (D-Fla.) RC	\$1,000
James Quillen (R-Tenn.) RC	\$500
Charles Rangel (D-N.Y.) WMC	\$500
Bill Richardson (D-N.M.) CC	\$500
Matthew Rinaldo (R-N.J.) TS	\$1,250
Tommy Robinson (D-Ark.)	\$500
Peter Rodino (D-N.J.) JC	\$500
John Rowland (R-Conn.)	\$125
Claudine Schneider (R-R.I.)	\$500
Richard Shelby (D-Ala.) CC	\$1,000
Gerry Sikorski (D-Minn.) CC	\$1,250
Jim Slattery (D-Kan.) BC, TS	\$500
D. French Slaughter (R-Va.)	\$500
Larry Smith (D-Fla.) JC	\$300
Al Swift (D-Wash.) TS	\$250
Pat Swindall (R-Ga.) CS	\$250
Tom Tauke (R-Iowa) TS	\$750
Billy Tauzin (D-La.) TS	\$500
Harold Volkmer (D-Mo.)	\$250
Doug Walgren (D-Pa.) CC	\$300
Henry Waxman (D-Calif.) TS	\$700
Jamie Whitten (D-Miss.) AC	\$500
Tim Wirth (D-Colo.) TS	\$600
Ron Wyden (D-Ore.) CC	\$1,250

Senate

Jim Abdnor (R-S.D.) AC	\$1,500
Mark Andrews (R-N.D.) AC, BC	\$500
Dale Bumpers (D-Ark.) AC	\$2,000
Alfonse D'Amato (R-N.Y.) AC	\$1,000
Jeremiah Denton (R-Ala.) JC	\$1,000
Alan Dixon (D-Ill.)	\$1,000
Christopher Dodd (D-Conn.)	\$500
Robert Dole (R-Kan., majority leader)	\$1,000
Wendell Ford (D-Ky.) CmS	\$1,000
Slade Gorton, (R-Wash.) BC, CmS	\$1,000
Charles Grassley (R-Iowa) BC, JC	\$1,200
Paula Hawkins (R-Fla., chairman, Children, Family, Drugs & Alcoholism Subcommittee)	\$1,000
Ernest Hollings (D-S.C.) AC, CmS	\$1,000
Daniel Iouyne (D-Hawaii) AC, CmS	\$2,000
Robert Kasten (R-Wis.) AC, BC, CC	\$1,000
Patrick Leahy (D-Vt.) AC, CS	\$1,000
Mitch McConnell (R-Ky.) JC	\$500
Frank Murkowski (R-Ark.)	\$1,000
Don Nickles (R-Okla.)	\$1,000
Bob Packwood (R-Ore.) CmS	\$5,000
Dan Quayle (R-Ind.) BC	\$500
Donald Riegle (D-Mich.) BC, CC	\$1,000
Paul Simon (D-Ill.) JC	\$500
Arlen Specter (R-Pa.) AC, JC	\$1,000
Paul Trible (R-Va.) CC	\$300
John Warner (R-Va.)	\$4,000
Ed Zorinsky (D-Neb.)	\$250

Other

Campaign Fund for Rep. Women & Friends	\$80
Constitution Federal Committee (Lowell Weiker PAC)	\$500
Effective Government Committee (Richard Gephardt PAC)	\$500
The Fund for America's Future (George Bush PAC)	\$500
Fund for a Republican Majority (House)	\$500
National Republican Congressional Committee (House)	\$1,000
The Speaker's Club (House)	\$10,000
Vote '86 (House)	\$500
Democratic Senatorial Campaign Committee	\$15,000

Nationwide Corp.

Disbursement: \$19,566

House

Helen Bentley (R-Md.)	\$500
James Broyhill (R-N.C.) CC	\$500

Carroll Campbell Jr. (R-S.C.) WMC	\$500
George Gekas (R-Pa.) JC	\$55
Tony Hall (D-Ohio)	\$1,500
Barbara Kennelly (D-Conn.) WMC	\$1,000
Henson Moore (R-La.) BC, WMC	\$2,500
Don Pease (D-Ohio) WMC	\$500

Senate

John Glenn (D-Ohio)	\$550
Charles Grassley (R-Iowa) BC, JC	\$1,000
John Heinz (R-Pa.)	\$1,000
Bob Packwood (R-Ore.) CmS	\$2,000
Arlen Specter (R-Pa.) AC, JC	\$1,500

Other

NAMIC PAC (National Association of Mutual Insurance Cos)	\$500
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NCTA

Disbursement: \$43,443

House

Jim Bates (D-Calif.) TS	\$500
Douglas Bosco (D-Calif.)	\$250
Barbara Boxer (D-Calif.) BC	\$100
John Dingell (D-Mich.) CC	\$2,000
Dennis Eckart (D-Ohio) CC	\$1,000
Don Edwards (D-Calif.) JC	\$500
Dante Fascell (D-Fla.)	\$500
Duncan Hunter (R-Calif.)	\$150
Ed Jones (D-Tenn.)	\$500
Ken Kramer (R-Colo.)	\$500
George Miller (D-Calif.) BC	\$250
Patricia Schroeder (D-Colo.) CS	\$3,400
Richard Shelby (D-Ala.) CC	\$1,000
Esteban Torres (D-Calif.)	\$150
Doug Walgren (D-Pa.) CC	\$500
Tim Wirth (D-Colo.) TS	\$3,000
Jim Wright (D-Tex., House majority leader) BC	\$5,000

Senate

Alan Cranston (D-Calif.)	\$1,000
Alfonse D'Amato (R-N.Y.) AC	\$1,000
John Danforth (R-Mo.)	BC, CC \$1,000
Charles Grassley (R-Iowa) BC, JC	\$2,000
Wendell Ford (D-Ky.) CmS	\$1,000
Ernest Hollings (D-S.C.) AC, CmS	\$1,000
Patrick Leahy (D-Vt.) AC, CS	CS \$1,000
Bob Packwood (R-Ore.) CmS	\$5,000
Paul Simon (D-Ill.) JC	\$1,000

Other

California Republican Congressional PAC	\$250
Californian for America (Senator Pete Wilson [R-Calif.])	\$500
President's Dinner Committee	\$1,500
Valley Education Fund (Rep. Tony Coelho [D-Calif.])	\$250

RKO General Inc.

Disbursement: \$4,110

House

Matthew Rinaldo (R-N.J.) TS	\$250
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Other

Democratic Senatorial Campaign Committee	\$1,000
GenCorp PAC (GenCorp is RKO's parent company)	\$1,460
24th Congressional District of California PAC (Rep. Henry Waxman [D-Calif.] PAC)	\$600

Satellite Television Industry Association

Disbursement: \$41,677

House

Charles Rose (D-N.C.)	\$1
Tim Wirth (D-Colo.) TS	\$12
Jim Wright (D-Tex., House majority leader) BC	\$26

Storer

Disbursement: \$8,050

House

Jim Bates (D-Calif.) TS	\$1
Cardiss Collins (D-Ill.) TS	\$1
John Conyers (D-Mich.) JC	\$1
John Dingell (D-Mich.) CC	\$1
Mickey Leland (D-Tex.) TS	\$1
Michael Oxley (R-Ohio) TS	\$1
Claude Pepper (D-Fla.)	\$1
Matthew Rinaldo (R-N.J.) TS	\$1
Billy Tauzin (D-La.) TS	\$1
Tim Wirth (D-Colo.) TS	\$1

Senate

Wendell Ford (D-Ky.) CmS	\$1
Ernest Hollings (D-S.C.) AC, CmS	\$1
Robert Kasten (R-Wis.) AC, BC, CC	\$1
Mack Mattingly (R-Ga.) AC	\$1

Susquehanna

Disbursement: \$650

House

Larry Smith (D-Fla.) JC	\$1
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Senate

Arlen Specter (R-Pa.) AC, JC	\$1
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Turner Broadcasting

Disbursement: \$16,309

House

Jim Bates (D-Calif.) TS	\$1
Thomas Bliley (R-Va.) TS	\$1
Frederick Boucher (D-Va.) CS	\$1
James Broyhill (R-N.C.) CC	\$1
Bob Carr (D-Mich.) AC	\$1
Cardiss Collins (D-Ill.) TS	\$1
Mike DeWine (R-Ohio) CS	\$1
Vic Fazio (D-Calif.) AC	\$1
Newt Gingrich (R-Ga.)	\$1
Charles Hatcher (D-Ga.)	\$1
Henry Hyde (R-N.Y.) CS	\$1
Thomas Kindness (R-Ohio) CS	\$1
Mickey Leland (D-Tex.) TS	\$1
Norman Lent (R-N.Y.) CC	\$1
Bill McCollum (R-Fla.) JC	\$1
Tom McMillen (Md. Dem. candidate)	\$1
Carlos Moorhead (R-Calif.) TS, CS	\$1
Matthew Rinaldo (R-N.J.) TS	\$1
J. Roy Rowland (D-Ga.)	\$1
Patricia Schroeder (D-Colo.) CS	\$1
Al Swift (D-Wash.) TS	\$1
Pat Swindall (R-Ga.) CS	\$1
Wes Watkins (D-Okla.) AC	\$1
Tim Wirth (D-Colo.) TS	\$1.1

Senate

Christopher Dodd (D-Conn.)	\$1.0
Robert Dole (R-Kan., majority leader)	\$1.0

Wendell Ford (D-Ky.) CmS	\$1,000
Art Gore (D-Tenn.) CmS	\$500
Patrick Leahy (D-Vt.) AC, CS	\$1,000
Jack Mattingly (R-Ga.) AC	\$1,000
David Zorinsky (D-Neb.)	\$250.

Other

Democratic Senatorial Campaign Committee	\$1,000
Executive Government Committee (Rep. Richard Gephardt [D-Mo.] PAC)	\$500

20th Century Fox Film Corp.

Disbursement: \$31,936

House

Joseph Addabbo (D-N.Y.) AC	\$500
Frederick Boucher (D-Va.) CS	\$500
John Bryant (D-Tex.) TS	\$500
Edward Coble (R-N.C.) CC, CS	\$500
Key Frank (D-Mass.) CS	\$500
Hy Hyde (R-N.Y.) CS	\$500
Levine (D-Calif.)	\$2,000
Joe Morrison (D-Conn.) CS	\$500
De Pepper (D-Fla.)	\$500
Rodino (D-N.J.) JC	\$500
Wirth (D-Colo.) TS	\$600

Senate

Bingaman (D-N.M.)	\$500
Al Cranston (D-Calif.)	\$2,500
Orrin Hatch (R-Utah) BC, CS	\$1,000
Ernest Hollings (D-S.C.) AC, CmS	\$2,000
Daniel Inouye (D-Hawaii) AC, CmS	\$1,000
Patrick Leahy (D-Vt.) AC, CS	\$5,250
Bob Packwood (R-Ore.) CmS	\$1,000
Frank Specter (R-Pa.)	\$500
Pete Wilson (R-Calif.)	\$10,000

United Cable Television

Disbursement: \$7,166

House

John Dingell (D-Mich.) CC	\$300
Al Kramer (R-Colo.)	\$1,250
Paul Krause (Rep. candidate for Colorado House seat)	\$2,000
Patricia Schroeder (D-Colo.) CS	\$100

Senate

Jack Mattingly (R-Ga.) AC	\$500
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Other

Democratic Congressional Campaign Committee	\$1,000
NTA-CablePAC	\$2,000

Verner, Lipfert, Bernhard & McPherson

Disbursement: \$68,097

House

Frederick Boucher (D-Va.) CS	\$250
James Collins (D-Ill.) TS	\$500
Joe Dowdy (D-Miss.) TS	\$500
Orin Eckart (D-Ohio) CC	\$250
James J. Florio (D-N.J.) CC	\$500

Barbara Kennelly (D-Conn.) WMC	\$813.75
Mickey Leland (D-Tex.) TS	\$500
Norman Lent (R-N.Y.) CC	\$250
Barbara Mikulski (D-Md.) CC	\$250
Mike Oxley (R-Ohio) TS	\$250
Bill Richardson (D-N.M.) CC	\$500
James Scheuer (D-N.Y.) TS	\$250
Patricia Schroeder (D-Colo.) CS	\$250
Richard Shelby (D-Ala.) CC	\$250
Al Swift (D-Wash.) TS	\$250
Tim Wirth (D-Colo.) TS	\$800
Ron Wyden (D-Ore.) CC	\$500

Senate

Wendell Ford (D-Ky.) CmS	\$2,631.46
Ernest Hollings (D-S.C.) AC, CmS	\$1,000
Daniel Inouye (D-Hawaii) AC, CmS	\$1,000
Patrick Leahy (D-Vt.) AC, CS	\$1,000
Donald Riegle (D-Mich.) BC, CC	\$1,000
Paul Simon (D-Ill.) JC	\$1,000

Other

Chairman's Council (Democratic Congressional Campaign Committee)	\$1,000
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Viacom International

Disbursement: \$8,350

House

Vic Fazio (D-Calif.) AC	\$300
Mickey Leland (D-Tex.) TS	\$500
Matthew Rinaldo (R-N.J.) TS	\$250
Al Swift (D-Wash.) TS	\$500
Tim Wirth (D-Colo.) TS	\$2,000

Senate

Alfonse D'Amato (R-N.Y.) AC	\$500
Bob Packwood (R-Ore.) CmS	\$500
Pete Wilson (R-Calif.)	\$500.

Other

NCTA-CablePAC	\$3,300
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Warner Amex

Disbursement: \$20,600

House

Jack Brooks (D-Tex.) CS	\$200
William Clinger (R-Pa.)	\$500
Dan Coats (R-Ind.) TS	\$250
Joseph Gaydos (D-Pa.)	\$200
Marc Holtzman (Rep. candidate for Pa. House seat)	\$200
James R. Jones (D-Okla.) WMC	\$250
Robert Kastenmeier (D-Wis.) CS	\$250
Jack Kemp (R-N.Y.) AC	\$300
Mickey Leland (D-Tex.) TS	\$250
Norman Lent (R-N.Y.) CC	\$250
James Quillen (R-Tenn.)	\$300
Richard Schulze (R-Pa.) WMC	\$150
Bud Shuster (R-Pa.)	\$250
Tim Wirth (D-Colo.) TS	\$700

Senate

Jeremiah Denton (R-Ala.) JC	\$1,000
Robert Dole (R-Kan., majority leader)	\$1,000
Barry Goldwater (R-Ariz.) CmS	\$1,000
J. Bennett Johnson (D-La.) AC, BC	\$1,000
Robert Packwood (R-Ore.) CmS	\$1,000
Dan Quayle (R-Ind.) BC	\$1,000
Arlen Specter (R-Pa.) AC, JC	\$500

Paul Trible (R-Va.) CC	\$150
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Other

Black Entrepreneurs Salute (National Black Republican Council)	\$1,000
Connecticut Republican Party	\$1,000
Massachusetts Democratic State Committee	\$500
NCTA-CablePAC	\$2,500
National Republican Congressional Committee	\$100
New Leadership PAC (supports new Republican candidates at all levels)	\$2,000
Republican Leaders Fund (House Minority Leader Robert Michel [R-Ill.] PAC)	\$1,000
Salute America (supports freshmen Republican members of Congress)	\$1,500
Women in Politics PAC (supports Republican women running for congress in Pennsylvania)	\$600

Warner PAC

Disbursement: \$53,350

House

Joseph P. Addabbo (D-N.Y.) AC	\$500
Mike Barnes (D-Md.) BC	\$900
Jim Bates (D-Calif.) TS	\$250
Howard Berman (D-Calif.) CS	\$500
Frederick Boucher (D-Va.) CS	\$1,000
John Bryant (D-Tex.) TS	\$1,000
Bob Carr (D-Mich.) AC	\$250
Howard Coble (R-N.C.) CC, CS	\$500
Tony Coelho (D-Calif., chairman, Democratic Congressional Campaign Committee)	\$250
Tom Daschle (D-S.D.)	\$300
John Dingell (D-Mich.) CC	\$1,000
Julian Dixon (D-Calif.) AC	\$500
Thomas Downey (D-N.Y.) BC, WMC	\$1,750
Dennis Eckart (D-Ohio) CC	\$250
Don Edwards (D-Calif.) JC	\$250
Vic Fazio (D-Calif.) AC	\$300
Hamilton Fish (R-N.Y.) JC	\$600
James Florio (D-N.J.) CC	\$500
Barney Frank (D-Mass.) CS	\$500
Sam Gejdensen (D-Conn.)	\$250
Sam Gibbons (D-Fla.) WMC	\$500
Dan Glickman (D-Kan.) JC, CC	\$500
Lee Hamilton (D-Ind.)	\$250
William Hughes (D-N.J.) JC	\$250
Henry Hyde (R-N.Y.) CS	\$250
James R. Jones (D-Okla.) WMC	\$500
Mickey Leland (D-Tex.) TS	\$250
Mel Levine (D-Calif.)	\$250
Romano Mazzoli (D-Ky.) CS	\$250
Tom McMillen (Dem. candidate for Maryland House seat)	\$500
Jim Moody (D-Wis.)	\$500
Carlos Moorhead (R-Calif.) TS, CS	\$500
Bruce Morrison (D-Conn.) CS	\$250
Charles Rangel (D-N.Y.) WMC	\$1,000
Matthew Rinaldo (R-N.J.) TS	\$500
Peter Rodino (D-N.J.) JC	\$1,000
Patricia Schroeder (D-Colo.) CS	\$500
Gerry Sikorski (D-Minn.) CC	\$500
Larry Smith (D-Fla.) JC	\$500
Henry Waxman (D-Calif.) TS	\$500
Alan Wheat (D-Mo.)	\$250
Tim Wirth (D-Colo.) TS	\$1,500
Ron Wyden (D-Ore.) CC	\$250

Senate

Jeff Bingaman (D-N.M.)	\$500
Alan Cranston (D-Calif.)	\$3,000
Christopher Dodd (D-Conn.)	\$500
Tom Harkin (D-Iowa) AC	\$500
Orrin Hatch (R-Utah) BC, CS	\$2,000
Daniel Inouye (D-Hawaii) AC, CmS	\$3,000
Pat Leahy (D-Vt.) AC, CS	\$2,500
Bob Packwood (R-Ore.) CmS	\$1,000
Donald Riegle (D-Mich.) BC, CC	\$500
Paul Simon (D-Ill.) JC	\$2,000
Arlen Specter (R-Pa.) AC, JC	\$500
Pete Wilson (R-Calif.)	\$10,000

Two sides in music licensing dispute square off again on H

Broadcasters and composers battle over blanket license before Senate Copyright Committee

Four weeks ago, before the House Copyright Subcommittee, broadcasters argued strongly for legislation that would, in essence, eliminate the blanket copyright licensing system for music in syndicated television programming, while songwriters and representatives of the music licensing societies argued equally strongly against it (BROADCASTING, March 24). Last week before the Senate Copyright Subcommittee, they repeated their performances.

Opponents of the legislation got a slight head start in last week's congressional debate, calling an early morning press conference to sound their theme for the day—"Don't stop the music." Senator Albert Gore (D-Tenn.); representatives of the American Society of Composers, Authors and Publishers (ASCAP), Broadcast Music Inc. (BMI) and SESAC, and a long line of songwriters and singers who appeared in person or on videotape, told reporters that passage of S. 1980 and H.R. 3521, its companion bill in the House, would devastate the music industry, removing much of the songwriters' compensation and incentive to write new music.



Gore and Boucher

"If the composers are not compensated," said Gore, "the music will stop."

Standing on a chair so he could see over the array of microphones on the lectern, diminutive songwriter Paul Williams said there is no cause for Congress to step in to protect broadcasters from him and other songwriters. "If it ain't broke, don't fix it," he said. Citing the participation of many country music stars in Farm Aid, a concert to raise money for American farmers, country singer/songwriter T.G. Sheppard called the legislation "a slap in the face [of those who are trying so hard to better our country's local communities]." Without compensation from the blanket license, said singer Don Osmond, little new music will be written and produced. Television viewers will be left with nothing but "talking heads and runs," he said. Mike Post, a composer of music for such prime time network series as *Hill Street Blues*, said the blanket license has allowed him to "flourish" as a composer and should be retained so that others can follow in his footsteps. Without the blanket license, he said, "guys like me . . . would die."

According to testimony at the hearing, broadcasters paid about 2% of their revenue or around \$85 million for the blanket license last year. The legislation would not eliminate the blanket license per se. It would require program syndicators to acquire the music rights for each program they distribute and sell those rights along with the rest of the program to television stations. The legislation, said Senate Copyright Subcommittee Chairman Charles McC. (Mac) Mathias (Md.) in his opening comments at the hearing, "would mandate this so-called 'source' licensing as the only way for television stations to acquire performance rights in music in syndicated programs."

Prospects for passage of the legislation during the current session of Congress are dim. In the Senate, Judiciary Committee Chairman Strom Thurmond is the author of S. 1980. The measure will be discharged from the subcommittee to the parent Judiciary Committee on May 1. Despite that act, there doesn't appear to be enough support to move the bill out of the full committee. The bill was introduced in the House by Fred Boucher (D-Va.), the most junior Democrat on the Copyright Subcommittee. Although the bill's lobbyists have been able to garner more than 130 co-sponsors in the House, only three of them are on the subcommittee.

The broadcasters got the first at

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Sterling Communications Corp.

has acquired

WKJN—FM
Hammond, Louisiana

WMSI—FM
Jackson, Mississippi

WJDX—AM
Jackson, Mississippi

WSSL—FM
Gray Court, South Carolina

WGSL—AM
Greenville, South Carolina

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ring the hearing. Although Mathias said the burden of proof was on the proponents of the legislation, they tried to shift it to the music industry and its allies. Preston Padon, president of the Association of Independent Television Association, said even though stations are paying small fortunes for indicated programing—up to \$15 million

for a single off-network series—the programing is “worthless” until the stations pay “tribute to ASCAP and BMI” for the blanket licenses. “The sad truth is that both buyers and seller of television programs are prisoners of this outmoded, antiquated anachronism,” he said.

The broadcasters said they want the same

deal as theater owners, who are able to source-license music for the films they show. “Why shouldn’t television be treated like the movies?” asked Eddie Fritts, president of the National Association of Broadcasters. “Why should the same movie be treated differently in a local theater than when it is broadcast by a local sta-

The money in CPB's and FCC's futures

President Reagan last week signed a budget reconciliation bill that included authorizing legislation for the FCC and Corporation for Public Broadcasting. CPB is reauthorized for fiscal 1987 through 1990 with funding levels set at: 1987—\$200 million, 1988—\$214 million, 1989—\$238 million and 1990—\$254 million. The bill would also establish funds for the National Telecommunications and Information Administration's public telecommunications facilities pro-

Private radio services:	Rates
Marine coast station-new, modifications, renewals	\$60
Operational fixed microwave stations-new, modifications, renewals	135
Aviation (ground stations)-new, modifications, renewals	60
Land mobile radio license-new, modifications, renewals	30

Equipment approval services:

Certifications:

Receivers (except TV and FM receivers)	250
All other devices	650

Type acceptance:

Approval of subscription TV systems	2,000
All others	325

Type approval:

Ship (radio telegraph) automatic alarm systems	6,500
Ship and lifeboat transmitters	3,250
All others (with testing)	1,300
All others (without testing)	150

Notification	100
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Mass media services:

Commercial TV Stations:

New and major change construction permit application fees	2,250
Minor change application fee	500
Hearing charge	6,000
License fee	150

Commercial radio stations:

New and major change construction permits:	
Application fee—AM stations	2,000
Application fee—FM stations	1,800
Minor change applications—AM's and FM's	500
Hearing charge	6,000
License fee:	
AM	325
FM	100
Directional antenna license fee (AM only)	375
FM/TV translators and LPTV stations (new and major change construction permits):	
Auxiliary services major actions application fee	75
Application fee	375
License fee	75

Station assignment and transfer fees:

Commercial AM, FM and TV stations:	
Application fee	500
Application fee (Form 316)	70
FM/TV translators and LPTV stations	75
Renewals-all services	30
Cable TV service:	
Cable TV relay service construction permits, assignment and transfers, renewals and modifications	135
Cable special relief petitions-filing fee	700

Direct broadcast satellite-new and major changes, construction permits:

Application for authority to construct a direct broadcast satellite	1,800
Issuance of construction permit and launch authority	17,500
License to operate satellite	500
Hearing charge	6,000

Common carrier service:

Domestic public land mobile stations (base, dispatch, control and repeater stations):

New or additional facility authorizations, assignments and transfers (per transmitter/per station)	200
Renewals and minor modifications (per station)	20

gram: 1986—\$24 million, 1987—\$28 million and 1988—\$32 million.

Under the legislation, the FCC is reauthorized for fiscal 1986 and 1987 at funding levels of \$99.7 million and \$98.7 million, respectively. The FCC provisions also include cost-of-regulation fees for FCC applicants and licensees which appear in the following chart. The only changes from an earlier version (BROADCASTING, April 22, 1985) were in cellular systems.

Air-ground individual license, renewals, and modifications	20
--	----

Cellular systems:

Initial construction permits and major modification applications (per cellular system)	200
Assignments and transfers (per station)	200
Initial covering license	
Wireline carrier	525
Nonwireline carrier	50
Renewals	900
Minor modifications and additional licenses	250

Rural radio service (central office, interoffice or relay facilities):

Initial construction permits, assignments and transfers (per transmitter)	90
Renewals and modifications (per station)	20

Offshore radio service:

Initial construction permits, assignments and transfers (per transmitter)	90
Renewals and modifications (per station)	20

Local television or point-to-point microwave radio service:

Construction permits, and modification of construction permits and renewals of licenses	135
Assignments and transfers of control (per station)	45
Initial license for new frequency	135

International fixed public radio service-public and control stations:

Initial construction permits, assignments and transfers	450
Renewals and modifications	325

Satellite service:

Transmit earth stations:

Initial station authorization	1,350
Assignments and transfers of station authorization	450
All other applications	90
Small transmit/receive earth stations (two meters or less)	
Lead authorization	3,000
Routine authorization	30
All other applications	90

Receive-only earth stations:

Initial station authorization	200
All other applications	90
Application for authority to construct a space station	1,800
Application for authority to launch and operate a space station	18,000

Satellite System Application:

Initial station	5,000
Assignments and transfers	1,333
All other applications	90

Multipoint distribution service:

Construction permits, renewals and modifications of construction permits	135
Assignments and transfers of control (per station)	45
Initial license (per channel)	400

Section 214 applications:

Applications for overseas cable construction	8,100
Application for domestic cable construction	540
All other 214 applications	540

Tariff filings:

Filing fee	250
Special permission filing	200

Telephone equipment registration

	135
--	-----

Digital electronic message service:

Construction permits, renewals and modifications of construction permits	135
Assignments and transfers of control (per station)	45
Initial license (first license or license adding a new frequency)	135



Pro. L-r: Preston Padden, president, INTV; Eddie Fritts, president, NAB, and Leslie Arries, chairman, All-Industry Television Station Music License Committee.

tion? . . . The answer is clearly that television music can and should be bargained for on a case-by-case basis, where the value of each and every show's music can be determined in the marketplace."

Leslie Arries, chairman of the All-Industry Television Station Music License Committee, which represents more than 800 television stations, said source licensing is not a viable alternative for stations as long as blanket licensing exists because syndicators are financially attached to the blanket license. "They have the golden ring and they want this merry-go-round to continue forever," he said. "They belong to an exclusive and lucrative club, whose members comprise a small clique of composers and publishers who receive the benefits of the blanket license system. Today, these program suppliers not only call the tune in the lucra-



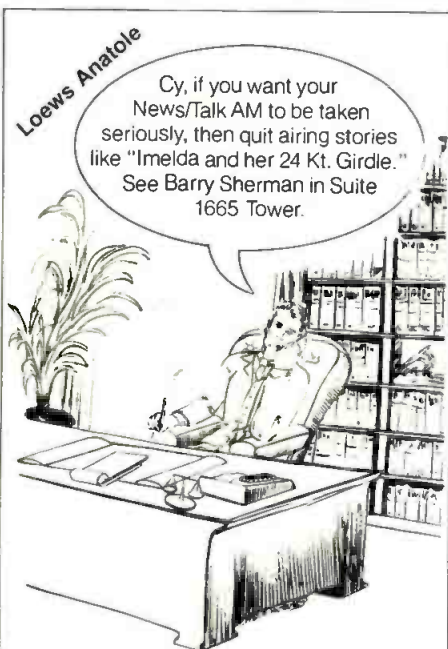
Con. L-r: W. Robert Thompson, president, SESAC; Mike Post, composer, Edward Cramer, president and chief executive officer, BMI, and Deane Hall, president, ASCAP.

tive syndication marketplace, they also receive a back-end kickback of 50% of the royalties paid out by ASCAP and BMI for television performances of background and theme music—through wholly owned music publishing subsidiaries."

Because the blanket license fees are tied

to station revenues, Arries said, ASCAP, BMI have become the "revenue partners" of stations. "We do not pay for the specific compositions we need and use," he said. "We pay for unneeded access to literally millions of compositions."

In their testimony, Arries and Padden



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Dennis is almost there. Patricia Diaz Dennis, President Reagan's nominee for the Democratic FCC seat vacated by Henry Rivera, is almost in. And, judging from her confirmation hearing before the Senate Commerce Committee last week, she will face no difficulties in receiving confirmation.

At the hearing, Dennis, now a member of the National Labor Relations Board, was not asked to answer any substantive questions. "I have to report that I looked into your background, and I found nothing in the world to hold against you," said Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), who was presiding. "Anybody who would want to move out of the Southwest to come back to this godawful place might be looked at. . . . But you're in." Dennis is shown above with her son, Geoffrey, and Goldwater. Goldwater and Slade Gorton (R-Wash.), who stood in for Goldwater for a few minutes, were the only committee members to put in an appearance.

After the hearing, committee staffers said the committee would probably approve her confirmation this month, assuming that legislation cutting back the terms of the commissioners from seven years to five is approved. Committee Democrats had insisted upon that legislation, which the Senate has already approved. The bill is pending in the House, where it is expected to receive routine approval.

At the hearing, Dennis, who was born in New Mexico (BROADCASTING, March 17, Jan. 13), was introduced by Senator Jeff Bingaman (D-N.M.). Dennis said she would address issues at the FCC in a "fair, open-minded and impartial manner," just as she said she does at the NLRB. "My overall philosophy, which I have applied at the NLRB, will continue to be to limit governmental regulation to that appropriate to achieve the statutory goals," she said. "My starting point, however, will be the Communications Act itself, which mandates that the commission make available, so far as possible, to all the people of the United States, a rapid, efficient, nationwide and worldwide wire and radio communications service with adequate facilities at reasonable charges. I will further adhere to the act's requirement that the commission promote the public interest, convenience and necessity. I intend to work with my colleagues at the commission and with the Congress to achieve these ends."

ed the music industry's argument that ination of the blanket license would de- e composers and publishers of residual ulties. The composers can negotiate with program producers for residuals as part compensation package, they said. The iposers want to continue to saddle broad- ers with the blanket license, Arries said, ause they are "scared" to negotiate with producers.

.rries and Padden also said that instead of nning young composers trying to break the business as the music industry med, elimination of the blanket license ild actually benefit them. Television sta- s have no incentive to pay local compos- for original music, Arries said, when are already paying for millions of titles ough the blanket license.

. move to source licensing, he said, ild "open the door to a lot of young com- ers who are not in Los Angeles, New k and Nashville."

he heads of the various licensing soci- s argued that what the broadcasters really it is music without paying for it. ASCAP sident Hal David testified broadcasters ould have Congress remove all alterna- forms of licensing except source licens- . They would give us one choice only in ing the performing rights to our music on yndicated TV show and that is to sell se rights to the producer at a time when he 't possibly know whether the show will ceed, whether the music will succeed or ther he will even recoup his production

More on KKH-TV agreement dispute. RKO General Inc. and Fidelity Television, the competing applicant for RKO's KKH-TV Los Angeles, last week argued that the settlement agreement under which Group W has proposed to buy the station is in the public interest. In a filing with an FCC administrative law judge, RKO General and Fidelity said the agreement, under which RKO would get \$212 million and Fidelity would get \$95 million, was consistent with FCC rules and policies. "When the settlement is viewed as an entirety, it most certainly will serve the public interest," RKO and Fidelity said. "There is no other comparative proceeding that, commencing its third decade, still threatens to haunt the commission's halls for years to come. There is no other comparative proceeding that has taxed the resources of the courts and the commission as much without a definitive result. Settlement of such a case—particularly when it places the station in the hands of a distinguished broadcaster—is in the public interest."

costs." Under such a system, experienced composers would receive "very little" compensation, he said. And "for the newcomer, there would simply be no future at all," he said.

At last week's hearing the representatives of the music industry were supported by representatives of the programming industry. Jack Valenti, president of the Motion Picture Association of America, said the legislation, by mandating source licensing, "would deny composers continuous payment for continuous use of their music. . . . That would mean that fewer and fewer men and women could pursue professional careers as composers. It is ludicrous for broadcasters to suggest that all they want is to 'give America's composers a break.' What they really want to do is break America's composers," he said.

Elimination of the blanket license would have a detrimental effect on program production, Valenti said. The legislation would

"force program producers into a straitjacket," he said. "It would gravely constrict their flexibility in choosing music for their shows. It would force producers to swallow new costs for performance rights which they may never use. Moreover, the bill would throw the industry into chaos. The terms of the contracts for thousands of programs that are currently under license to broadcasters and thousands of underlying agreements for programs 'in the can' would be cast into uncertainty."

Mel Blumenthal, executive vice president, MTM Enterprises Inc., producer of five programs now on the network schedules and several more in wide syndication, said elimination of the blanket license would "stifle the freedom of both producers and composers to search for the best possible creative 'match.'" Today, he said, composers of program theme and background music receive only "modest" payments from producers. □

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Blair's Select

John Blair & Co. has changed the name of its Selcom/RAR rep company to Select Radio Representatives to better reflect the firm's new "selective" positioning approach.

The representative stations, according to company president Frank Oxarart, will be positioned as "select" or important stations "vital to any media buy." To accomplish that, Select Radio Representatives is reducing its client list by some 50%, concentrating on outlets in the top 70 to 75 markets where, said Oxarart, over 80% of all national sales activity takes place ("Closed Circuit," March 31). "We are committed to entering into a station/rep partnership as if each station is the only one we represent," Oxarart said.

Another from WFMT

Fine arts WFMT(FM) Chicago will unveil a new, 24-hour, satellite-delivered music and news service for classical radio stations this week, to be programed separately from the

Leading the way. Sears Roebuck, Warner Lambert and AT&T were the top three network radio advertisers in 1985, according to the Radio Network Association (RNA), which relies on data collected confidentially from network companies by the accounting firm of Ernst & Whinney.

"Sears is employing network radio in the promotion of products in virtually every department of the store," said RNA President Bob Lobdell, in explaining the company's use of the medium. As for Warner-Lambert, Lobdell said the company placed commercials for 12 different products, ranging from chewing gum to cold remedies. AT&T, said Lobdell, used network radio for 10 campaigns, including selling long-distance services and computers.

Rounding out the top 10 network radio advertisers were: Anheuser-Busch, Cotter & Co. (parent of True Value hardware stores), Triangle Publications, Procter & Gamble, General Motors, Nabisco Brands and K-Mart. Total advertising expenditures on network radio last year came to \$328,708,708, an increase of 14% over 1984 (BROADCASTING, Feb. 3.)

station. Known as the Beethoven Satellite Network, it will be available to both public and commercial stations, said Ray Nordstrand, president of WFMT Inc.

"The Beethoven Network," according to Nordstrand, "will draw on WFMT's 35-years experience in programing classical music with a library of more than 40,000 records and tapes. Stations will be able to buy var-

ious modules of time, ranging from a night or weekend block to full-time service. The WFMT programming package also includes research and marketing materials to help sell the format to local advertisers and underwriters.

WFMT General Manager Richard Marschner said the station is entering the field "because the time is right" for a efficient, classical music service. "Pressure for profit have never been greater in commercial radio and funding is enormous tight in the public sector," Marschner said. Nordstrand said a formal rate card has yet been established, but subscriber rates "will be in line with other format services."

Nordstrand will introduce the service at National Public Radio's annual conference this week in San Diego while Marschner will do the same at the National Association of Broadcasters convention in Dallas. WFMT said Nordstrand, is looking to launch the service in September.

McBirch report

McDonald's, the fast-food franchise conglomerate, said it will use Birch Radio as its primary ratings service for planning buy in metro areas where Birch measures radio listening. "We feel the strong points in Birch favor not only include their telephone methodology, but their better response rates relative to a diary [the Arbitron methodology] especially in the younger demographic," said Karen Dixon-Ware, media manager at McDonald's. Birch presently measures radio listening in over 200 markets, 90 of them on a year-round basis.

Legal injunction

Westwood One Inc., Culver City, Calif., has granted a preliminary court injunction April 8 enjoining Amway Corp., Ada, Mich. and its satellite distribution unit, Micom Telecommunications Corp., Arlington, Va., from transmitting radio programs and advertising related to such programs.

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that are allegedly in violation of agreements under which Westwood One had purchased the principal assets and name of the Mutual Broadcasting System.

The action stems from a \$10-million lawsuit filed in Los Angeles Superior Court on March 4 by Westwood One, which purchased Mutual from Amway late last year, against the former Mutual owner and MultiComm, alleging that they have broken three-year, noncompete agreements by op-

erating "shadow" and "independent" networks with radio programming in competition with Mutual. (MultiComm currently distributes Mutual programming over Westar IV.)

Judge John L. Cole of the Los Angeles Superior Court entered the order prohibiting Amway and its MultiComm subsidiary from the following: transmitting any programs to radio stations other than those transmitted pursuant to contracts executed prior to March 4; entering into or renewing any

agreements to transmit radio programming sending any sales literature or other advertising related to any radio programs transmitted by MultiComm prior to March 4, ceasing use of the word "Mutual" in MultiComm business.

Mutual signing

Three RKO-owned major market radio stations—WRKO(AM) Boston, WOR(AM) New York and KFRC(AM) San Francisco—have signed new one-year affiliation agreements with Mutual Broadcasting. WRKO, a basic Mutual affiliate since 1982, renewed its agreement with Mutual while WOR and KFRC signed as new commercial affiliates. (WOR has been carrying Mutual's *Larry King Show America in the Morning* broadcast).

Playback

The United Stations Radio Networks has renewed its production contract with producer Dick Bartley, head of DB Productions, Chicago, for the *Solid Gold Saturday Night* and *Solid Gold Scrapbook* series. *Solid Gold Saturday Night* is a live, five-hour, old show currently in its fifth year of national distribution. *Solid Gold Scrapbook* started in March 1984 as a two-hour, weekly old feature but has been expanded to five, one-hour programs per week. The new format, according to United Stations, is designed to be aired as an hourly program, Monday through Friday. Both shows are hosted by Dick Bartley.

People and money

ABC Radio has launched a weekday, live, view actuality service focusing on film, record celebrities and sports personalities. Called *Today's People*, it is being made available to affiliates of ABC's six networks through twice daily feeds. The service, according to an ABC spokeswoman, offers a type of programming "most requested" by affiliates.

Separately, ABC Radio News will air a series of follow-up reports this week examining how money collected by the Live Aid and Band Aid organizations last year for famine victims in Africa is being spent. The reports will be anchored by Richard Davalos, special correspondent for ABC's Direct network.

Hams across the water

The British Isles of Scilly may seem an unlikely place for an amateur radio ham, but the uninhabited island of Great Gar will be just that for four days in May when a group of Cornish hams conduct the event help raise funds for Britain's Royal National Lifeboat Institution.

Courtesy of Prince Charles, the 20-acre isle's principal owner, 15 Cornish radio "enthusiasts" will gather May 23-26 at the 30 miles off southwestern England's Looe Peninsula, to take in an estimated 5,000 calls. Said Cornishman Tony Bevington, Carnkie, Wendron, "There's bound to be pandemonium. We're bringing radios, generators, tents, water and food across from the British mainland by steamer." Call signs are GB 4 IOS and GB 8 IC and the "special event station square," according to participant Clive Tregartth, Mumford, is "Oscar November 69 Oscar ray."



King fete. The Mutual Broadcasting System celebrated the new six-hour format and 11 p.m. (NYT) starting time of *The Larry King Show* ("Riding Gain," Dec. 16, 1985) by throwing a party for nearly 200 advertising and agency executives at New York's Marriott Marquee hotel. The overnight talk show was broadcast live from the hotel on three nights. Joining the guests at the event were (l-r): Bob Lobdell, president of the Radio Network Association, Peter Bloom, Mutual's vice president-eastern sales manager, and Bill Stake, president and CEO of the Radio Advertising Bureau.

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Spectrum dispute

broadcasters and land-mobile radio industry representatives have yet to agree on a rule for protecting UHF TV stations from mobile radio interference, despite recently conducted laboratory tests as part of the work of an FCC technical advisory committee.

The FCC set up the advisory committee last year after proposing to extend UHF spectrum sharing to land mobile services in its major markets, and the committee is expected to present its final report to the commission in early May.

Last week, a committee subgroup that conducted two analyses of viewer perception of interference failed to find a consensus between broadcast and land-mobile members on what interference protection for UHF TV stations should be provided. Though the final subgroup report is not until this week, it is unlikely agreement will be reached, explained co-chairman Sam Cohen, a broadcast engineering consultant.

According to Cohen, land-mobile participants continue to support the commission's proposal to decrease co-channel protection on the desired TV signal level and undesired land-mobile signal level from

50 db to 40 db at the TV station's predicted grade B service contour. Extensive subjective tests completed in March at the CBS Technology Center in Stamford, Conn., however, have led broadcasters to believe that greater protection is required than that afforded by the commission. The broadcasters base their suggested protection ratio, not yet specified, on findings of the CBS tests showing that viewers' expectations of picture quality and sensitivity to interference are higher today than they were several decades ago when the FCC conducted the interference tests on which it is now basing its proposal.

Broadcasters in the group also have rejected some of the findings of a second study, conducted for mobile radio members by consulting engineer Carl T. Jones, because, Cohen explained, a portion of the study's subjective viewer testing used off-air broadcasts, leaving its conclusions not scientifically replicable. The CBS tests used repeatable motion picture segments with scenes recorded on videotape.

The separate subgroup reports were submitted last week to a second working group set up to review the FCC's sharing plan, but Cohen said there was little expectation that the parties would agree on the issues in time for that group's report, due April 25.

The whole advisory committee meets next on April 28 and again on May 5-6 in an effort to complete its final report to the FCC by the May 7 deadline.

Ampex clinches Cup

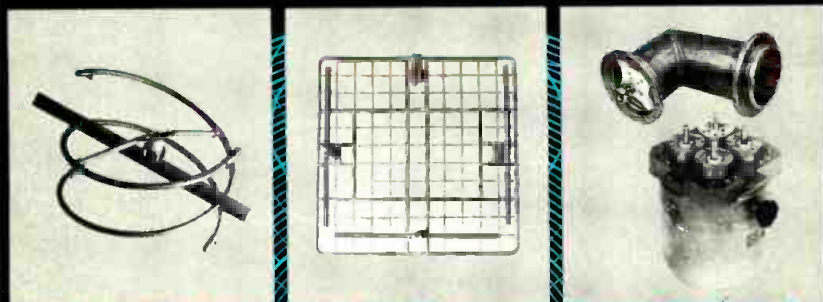
In Ampex's largest international equipment order ever, the Redwood City, Calif., manufacturer will supply \$11.9 million in one-inch Type C videotape recorders, digital effects systems and videotape to the 13th World Cup soccer games in Mexico May 31-June 29. The 52-game World Cup is expected by Mexican television broadcasting executives to become the world's most watched sporting event.

Ampex, working in part through the cup's prime systems contractor, Philips's PYE-TV, will be the sole supplier of the cup's 137 video recorders, providing 94 studio VTR's and 43 portable one-inch units, as well as 16 channels of ADO digital effects, an AVA-3 video art system, 22 time-base correctors and 10 Chyron character generators.

The company will also supply all videotape used by the host broadcaster, Telemexico. Telemexico was formed for the event as a joint venture of Mexico's privately owned Televisa and the government-owned Imevi-

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According to Ampex, the 43 portable one-inch VPR-5 units supplied to Telemexico during the games will be used afterward by Televisa's news department, making it the first network in the world to adopt a one-inch format standard for electronic news-gathering. Televisa will also keep eight channels of ADO and the AVA-3 system.

Cetec divestiture

Cetec Antenna has returned to private ownership after nearly two decades as part of former parent Cetec Corp. The antenna company, formed in the early 1960's and bought by Cetec in 1967, will change its name to its original, Jampro Antennas Inc.

Jampro President James E. Olver financed the buyback for an undisclosed sum, and he will be sole owner of the new firm, which will continue making its line of FM and television antennas. Its headquarters will stay in Sacramento, Calif., with a staff of 25.

Cetec Corp., which still owns microphone

manufacturer Cetec Vega, in recent years has sold other broadcast equipment interests, including its transmitter group (now Elcom Bauer) and its audio group.

TTC capitalization

Television Technology Corp., a Broomfield, Colo., television transmission and radio equipment manufacturer, has acquired a new infusion of capital with the purchase of stock options in the company by Quality Media Corp., a \$20-million turnkey TV station contractor and equipment broker based in Columbus, Ga.

TTC had been under financial strain in the past two years, in large part because the market for its line of TV translator and low-power transmitters had been greatly slowed by FCC delays in permit approvals (BROADCASTING, Jan. 6).

Quality Media President William J. Kitchen said last week he has purchased options for majority control of the company which he would exercise in the next six months to two years, and the agreement has already

brought TTC a half-million dollars in capital. Company founder Byron St. has stepped aside as president of the firm for Kitchen, but will remain active in firm as chairman, and would still retain 10% interest in the business after all options are exercised.

Kitchen said the company, which scheduled to be at the National Association of Broadcasters' annual equipment exhibition this week in Dallas, is planning to introduce a new line of high-power UHF transmitters in the near future.

Gearing up

A new BTSC stereo generator is now available for cable operators from Leamington, Calif. The M7 generator can be used to transmit multichannel sound through cable distribution systems and provides a BTSC stereo baseband aural composite signal from left and right baseband audio inputs, as well as a composite baseband signal from sum and difference signals.

Technology

French government throws wrench in HDTV works

Its request to postpone action on Japanese TV system draws cool reception from U.S.

A French government appeal to postpone the standardization of high-definition television studio technology is being rejected in leading U.S. technical circles as a last-minute effort to block international approval of a U.S.-backed, Japanese-designed HDTV system.

HDTV studio standardization is scheduled to be taken up at a plenary session of the CCIR (International Radio Consultative Committee) in Dubrovnik, Yugoslavia, in May. But documents submitted last month by France to the international standards body asked that studies of HDTV studio technology be allowed to continue past current deadlines so that two French technical production proposals could be studied with an

aim to developing "compatible" HDTV systems.

Spokesmen for the U.S. Advanced Television Systems Committee (ATSC) and CBS/Broadcast Group, speaking in a telephone conference with BROADCASTING last Wednesday, took issue with claims made by France for its still-theoretical HDTV technologies and characterized the late submission as a "red herring" designed solely to weaken chances of acceptance of the proposed 1,125-line, 60 hz system.

The French have emerged in recent months as the most vocal opposition to the 1,125-line proposed standard, mainly, it is believed, because of French interest in versions of MAC (multiplexed analog component) transmission and component display technology developed by Dutch manufacturer Philips. Whether recent changes in the French government following the March

general elections may affect the nation's future on HDTV is not yet clear, but at least one major figure leaning against the proposed standard, Francois Schoeller, president of French television organization TF1, was reportedly forced from office.

In an effort to bridge the gap between proponents and opponents of 1,125-line, 60 hz system, several support met earlier this month in Paris with European organizations resisting the standard. Though no resolution was announced at the meetings, observers viewed as a possible step the decision to continue the talks in Kyoto on May 6-7 ("Closed Circuit," April 28).

The discussions are apparently aimed at considering joint exchanges of rights, patents and designs on HDTV technologies that equalize advantages held by Japanese developers of 1,125-line HDTV products. European consumer-industrial conglomerates such as Philips of the Netherlands, Thomson of France, two of the strongest European opponents of the standard, have done little HDTV research, with most of their efforts in the improved-television field devoted to the development of MAC transmission and reception systems, primarily for work with prospective direct broadcast satellite systems.

Active in the Paris meeting, according to U.S. representative ATSC, were both Thomson and Philips, Japanese manufacturer Sony and Matsushita, the secretary of European Association of Consumer Electronics Manufacturers, the director of European office of the Electronic Industries Association of Japan and the host of the Electronic Industries Association. TDF Japanese Broadcasting Corp., NHK, were

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*Certain transactions subject to FCC approval and final closing.

as observers. France's television production sector first : widespread notice of its position on TV with a brief, but aggressively worded : k on the proposed HDTV standard, dis- : ted prior to a gathering of world broad- : ng unions in Prague last February : ADCASTING, March 3). The French : since produced a longer, more complex : ysis opposing the U.S.-backed system, : g with their own technical proposals for : npatible" HDTV systems. A condensed : ion of the report was later submitted to : CIR.

multaneously, in mid-March, represen- : of France, the Netherlands, the U.K. : West Germany gathered informally un- : the aegis of the European Economic : mission to discuss the possibilities of : loping a European consensus on the : TV question. Each of the four has at var- : times expressed different degrees of dis- : fort with the proposal.

he EEC reported only inconclusive re- : s from the meeting and many European : dcasters, such as those active in the Eu- : ran Broadcasting Union (EBU), are be- : ed to be reticent about attempts to re- : e technical debates in a highly : tized body such as the EEC.

he EBU itself will attempt to take a final : d on the issue at a meeting of its techni- : bureau in Montreux, Switzerland, later : month. The bureau has been unable in : vious meetings to develop a position on : issue because its consensus-only deci- : -making methods prevent it from stating : clear support of the majority for the pro- : d standard.)

rance's fundamental argument, as stated : he submission to CCIR, is that the ap- : ach to future HDTV systems should be : olutionary," and rather than considering : TV production standards separately from : mission and display, as the long-ap- : ved CCIR procedure has specified, the : rs should be considered simultaneously. : n its own scenario of events leading to : TV, France envisions MAC transmission : ems for DBS as a stepping stone to : TV, along with the use of digital produc- : i technology and the introduction of digi- : -frame stores to increase television receiv- : ' field frequency and aspect ratio for : her quality pictures. Although MAC is : actually compatible with Europe's exist- : television systems, it is convertible using : elatively simple set-top unit.

HDTV production would not begin until : mid-1990's, the French argue, and during : undefined period to follow it would be : verted before transmission to MAC for : eption on digitally enhanced receivers. : imately, new transmission techniques : uld allow HDTV to be provided directly : he home.

to buttress its request for "further study" : HDTV during the next four-year study : le, France has put forward for consider- : n a pair of what it calls "compatible" : TV production proposals, one believed : be developed by Thomson, the other by : lips.

The first proposal uses progressive scan- : g, maintains the existing television sys- : is' dual field frequencies of 50 hz (for

PAL and SECAM) and 59.94 hz (for : NTSC), but achieves a single 60 hz horizon- : tal line frequency for easier conversion be- : tween the two by doubling the number of : active lines in current 625-line and 525-line : systems. Total lines provided in the 50 hz : version would be 1,200, with 1,001 total : lines in the 59.94 hz version. The proposed : system would have 65 mhz luminance band- : width, however, more than 10 times current : systems' 6 mhz bandwidth and more than : twice the 27 mhz bandwidth used for the : proposed HDTV production standard.

The second system, from Philips, uses in- : terlaced scanning as does the proposed stan- : dard but doubles PAL-SECAM's 50 hz field : frequency to 100 hz, and doubles NTSC's : 525 lines to 1,050 lines.

Questioning the motivation for the French : proposals is ATSC Chairman and former : FCC Commissioner E. William Henry. Ac- : cording to Henry, the detailed French posi- : tion has been taken for one reason: "The : French want to prevent adoption of the stan- : dard. They want delay; that's their objective. : Their suggestion cannot possibly be acted : on, but they can point to it [in their request] : for further study."

Henry also disagreed with the implication : that the proposed 1,125-line, 60 hz standard : was, contrary to the "evolutionary" systems : proposed by the French, a "revolutionary" : approach. "Even if a 60 hertz system is cho- : sen, its going to take a number of years, at : least a decade or longer, before there is po- : tential widespread displacement" of current

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systems, he said.

Renville McMann Jr., vice president of advanced television at CBS Technology Center and chairman of ATSC's technology group on HDTV, called the French position a "red herring thrown in to put an obstacle in the way of the proposal." He said that although the French-outlined systems could probably be built in a few years, they suffered "fundamental problems," and plans for

reduction of their very large bandwidths were not "realistic."

Long-time proponent of the HDTV production proposal, Joseph Flaherty, vice president and general manager of engineering and development for CBS Operations and Engineering, noted the "opposition now centers on the industrial side. They have been asleep, literally; then they suddenly became alarmed" when they realized the pro-

posed standard was close to acceptance. Flaherty said that the French proposals "were hastily compiled and 'not terribly thought out.'" He added: "To start over a new standard would cost \$50 million to \$100 million in three to five years to design products. At that time those in place will present a new standard. The present system has an infrastructure of 200-plus components at a complete design."

The Media

NAB sends draft of five-year plan to board members

Plan, to be submitted for board approval in June, outlines ways to strengthen trade association

A draft of a strategic plan for the National Association of Broadcasters for the next five years proposes to produce a more effective trade association with stronger ties to Congress, improved member services and a better image overall for the broadcasting industry.

The draft, prepared by NAB's executive committee under the guidance of Joint Board Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., has been sent to members

of NAB's TV and radio boards for reaction. The document includes goals and strategies for the next five years. A list of sample tactics that NAB might use in accomplishing its goals is also included. The committee has asked the boards to critique the plan, which will be submitted for approval at NAB's June board meeting.

The association's four major goals, according to the plan, are to "represent and advocate the interests of broadcasters; serve the membership; enhance the public image of broadcasting, and enhance the association's leadership and its role as spokesman for the broadcasting industry."

As for NAB's role as a lobbyist, the plan calls for several strategies. Chief among those: involving Congressmen and their staffs in broadcasting activities; maintaining a grassroots lobbying organization that can be mobilized on short notice; maintaining a professional lobbying staff by "offering a competitive wage and benefit program working with allied organizations on issues impacting broadcasting; increasing the prestige of NAB lobbyists; providing guidance and training to state associations and members; conducting NAB's activities with "integrity and honesty so that NAB is held in the very highest esteem," and dealing with issues "independently for radio and television as the circumstances require."

In serving its membership, the plan suggests that NAB "staff and maintain" its radio and TV departments with personnel "in tune with the needs of broadcasters." Other recommendations include: conducting seminars and meetings to inform members on key issues; maintaining communication with members; maximizing non-dues income, and being responsive to member requests.

Improving the public image of broadcasting might be accomplished by refining NAB publications and its communication practices, the plan said. It also proposed NAB "research new and improved methods of communication and research the reach and effectiveness of NAB communications." Still other initiatives the association should pursue: "employ competent writers and artists and others with required communicative skills;" use industry leaders and NAB staff as spokesmen; involve past NAB leadership as "broadbased counsel and consultation with the industry," and implement public service campaigns.

The plan also calls for developing activities that will give high visibility to NAB leadership. Additionally, industry leaders would become involved with NAB through participation on committees and through service on the board. It also recommends that NAB directors and staff be encouraged to become involved in national activities to broaden their scope, visibility and relationship with national leaders."

One sample tactic in the plan would have NAB rank issues in order of importance by category, such as radio, television;



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joint board issues. Other tactics:

- "Develop and prudently manage an operating budget.

- Develop a feedback system so as to be able to anticipate and stay alert to impending issues.

- Plan special social and recreational events and invite congressmen and staff.

- Involve congressmen in on-the-air activities such as PSA's, documentaries and

talk shows.

- Develop special awards and recognition for congressmen and staff for laudable help or exemplary service.

- Seek out special interests of congressmen and assist them through utilization of broadcasting techniques and resources.

- On regular basis arrange for congressmen to attend lunch or dinner with NAB leadership."

Changing Hands

PROPOSED

KCBA(TV) Salinas, Calif. □ Sold by Sainte Broadcasting Corp. to Cypress Broadcasting Inc. for \$13.1 million cash. **Seller** is principally owned by Chester Smith and his wife, Naomi. It also owns KCSO-TV Modesto, Calif., and KREN-TV Reno. **Buyer** is subsidiary of Ackerly Communications, Seattle-based group of two AM's, one FM and four TV's and outdoor advertising firm. It is owned by Barry Ackerly, owner of Seattle Supersonics professional basketball team. KCBA is SIN affiliate on channel 35, with 2,328 kw visual, 238 kw aural and antenna 2,414 feet above average terrain.

KCBQ-AM-FM San Diego, Calif. □ Sold by Infinity Broadcasting to Eric/Chandler Communications for \$12.2 million. **Seller** is New York-based group of four AM's and six FM's, principally owned by Michael A. Weiner and Gerald Carrus. **Buyer** is subsid-

iary of Los Angeles-based entertainment investment firm, Eric/Chandler Ltd., principally owned by Robert E. Geddes and Terry C. Bassett. Subsidiary president, Simon T. also has interest in buyer. He was formerly general sales manager at WLS-AM-FM Chicago. KCBQ is on 1170 khz with 50 kw day and 5 kw night. KCBQ-FM is on 105.3 mhz with 29 kw and antenna 620 feet above average terrain. **Broker: The Mahlman Co.**

WKIX(AM)-WYLT(FM) Raleigh, N.C. □ Sold by Mann Media to Metroplex Communications for \$10.5 million. **Seller** is owned by Bernard Mann, president of National Radio Broadcasters Association. It also owns WRKB(AM)-WOJY(FM) Greensboro-High Point, N.C. **Buyer** is Cleveland-based group of five AM's, six FM's and one TV. It is owned by Norman Wain and Robert C. Weiss. WKIX is on 850 khz with 10 kw day and 5 kw night. WYLT is on 96.1 mhz with 98 kw and anten-

na 930 feet above average terrain. **Broker: Cecil L. Richards Inc.**

KEBC-FM Oklahoma City, Okla. □ Sold by Electronic Broadcasting Corp. to Van Verner Communications Inc. for approximately \$5 million. **Seller** is owned by Ralph Tyl has no other broadcast interests. **Buyer** owned by Jason Perline. It also owns WXCM(AM)-WIBM-FM Jackson, Mich. KJFM is on 94.7 mhz with 100 kw and antenna 440 feet above average terrain. **Broker: Blackburn & Co.**

KTCT(TV) Tulsa, Okla. □ Sold by Coit Dery and Cleaners Inc. to Le SEA Inc. for \$3.4 million. **Seller** is owned by Lou Kearn and family. It also has interests in KRZD(AM) Granby, Colo. **Buyer** is nonbroadcast corporation headed by Lester Sumral also owns WHME-FM-TV South Bend, Ind. WHMB(TV) Indianapolis, and international broadcast station, WHRI Noblesville, Ind. KTCT is independent on channel 47 with kw visual, 62.75 kw aural and antenna 1,425 feet above average terrain.

KSCO-AM-FM Santa Cruz, Calif. □ Sold by Radio Santa Cruz to Fuller-Jeffrey Group Inc. for \$3.1 million cash, plus other considerations. **Seller** is principally owned by non-Berlin and brothers, Fred and Mac McPherson. They have no other broadcast interests. **Buyer** is Sacramento, Calif.-based group of one AM and five FM's, owned by Robert F. (Doc) Fuller, J.J. Jeffrey and Bock. KSCO is on 1080 khz with 10 kw day and 5 kw night. KSCO-FM is on 99.1 mhz with 1.15 kw and antenna 2,618 feet above average terrain. **Broker: American Radio Brokers/SFO.**

KIKO(AM) Miami and KIKO-FM Globe, Arizona □ Sold by Willard Shoecraft to Locom Corp. for \$1,750,000. **Seller** has no other broadcast interests. **Buyer** is owned by Denny Durbin, Phoenix-based contractor and real estate broker with no other broadcast interests. KIKO is on 1340 khz with 10 kw day and 250 w night. KIKO-FM is on 101.1 mhz with 15.3 kw and antenna 4,100 feet above average terrain. **Broker: Kalil & Associates for buyer and American Radio Brokers for seller.**

KLSN(AM)-KISC(FM) Spokane, Wash. □ Sold by KHQ Inc. to Home News Co. for \$1,547,700 cash. **Seller** also owns KHQ Spokane and is subsidiary of Cowles Publishing of Washington, principally owned by William H. Cowles. It publishes Spokane Chronicle and Spokesman-Review. Subsidiary is headed by J. Birney Blair, president. **Buyer** is New Brunswick, N.J.-based publisher, cable operator and station group with three AM's, four FM's and two TV's. It publishes daily Brunswick, N.J., Home News and five weekly papers and owns cable systems in Collegeville and Trappe, both Pennsylvania. Home News Co. is owned by William M. Boyd. KLSN is on 590 khz full time with 5 kw. KISC is on 98.1 mhz with 94 kw and antenna 2,030 feet above average terrain. **Broker: Richard A. Foreman Associates.**

WKEU-AM-FM Griffin, Ga. □ Sold by WJ Inc. to Dominion Marketing Inc. for \$1 million including \$50,000 noncomp agreement. **Seller** is owned by Allen N

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III and Bill Westmoreland. They have other broadcast interests. **Buyer** is principally owned by A.C. Schmick and Joseph R. Schick was formerly owner of WNCN(AM) Staunton, Va. They have interest in AL-PACK, Richmond, Va.-based company. *Broker: The Thorburn Co.*

(AM) Franklin (Nashville), Tenn. □ Sold by Lobbro Inc. to Sam Littleton for \$1 million. **Seller** is owned by James R. Romine. has no other broadcast interests. **Buyer** formerly general manager of WSM(AM) Nashville and WLRQ(FM) Franklin, Tenn. is on 1380 khz with 5 kw day and 500 ghz. *Broker: Mack Sanders.*

IP(AM) San Sebastian, P.R. □ Sold by Maria E. Mendez Cruz and Glorimar Perez Mendez and family to Las Raices Pepinianas for \$450,000. **Sellers** have no other broadcast interests. **Buyer** is owned by William Acevedo and two others. Acevedo is on's general manager. WLRP is on 1460 full time with 500 w.

CABLE

Systems serving Anchorage and Kenai/Solara, both Alaska □ Sold by MultiVisions to SONIC Communications for \$78 million. **Seller** is Anchorage-based cable operator principally owned by Robert J. Gould and Robert N. Uchitel. **Buyer** is Walnut Creek, Calif.-based cable MSO serving over 100,000 subscribers. It is owned by Chris Coe, president. Anchorage system has 100 homes in franchise area with 11,000 subscribers and 68 miles of proposed 600-mile plant. Kenai system has 3,000 homes in franchise area with 112 miles of plant. *Broker: Henry Ansbacher Inc.*

Systems serving Carson, Inglewood and Pomona, all California □ Sold by Tele-Communications Inc. to American Cablesystems Corp. for \$18-\$22 million. **Seller** is publicly traded. Denver-based MSO headed by Bob Gness, chairman. It is country's largest cable firm, with over 3.5 million subscribers. **Buyer** is publicly owned. Beverly Hills-based MSO headed by Stephen Hoge, president. It serves over 300,000 subscribers in five states. Carson system serves 30,000 homes with 2,250 subscribers and 125 miles of plant. Inglewood system serves 34,000 homes with approximately 100 subscribers and 135 miles of plant. Pomona system serves 15,000 homes with 100 subscribers and 150 miles of plant.

System serving Portsmouth, Ohio □ Sold by W Cable to Century Communications for approximately \$18 million. **Seller** is divesting all its cable interests. **Buyer** is New Britain, Conn.-based cable MSO with over 1,000 subscribers. It is principally owned by Leonard Tow, president. System serves 100,000 homes with 18,000 subscribers and 100 miles of plant. *Broker: Daniels & Associates.*

Systems serving Orofino-Grangeville, Idaho □ Sold by Clearwater Communications to Imbers Cable of Idaho Inc. for approximately \$3 million. **Seller** is Coeur d'Alene, Idaho-based firm headed by Ted W. Hughett. has no other cable interests. **Buyer** is Eugene, Ore.-based cable MSO serving over

45,000 subscribers and owned by Carolyn S. Chambers. It also owns KEZI-TV Eugene, Ore. System serves 4,500 homes with 3,500 subscribers and 88 miles of plant. *Broker:*

Henry Ansbacher Inc.

For other proposed and approved sales see "For the Record," page 178.

Padden defends must-carry accord

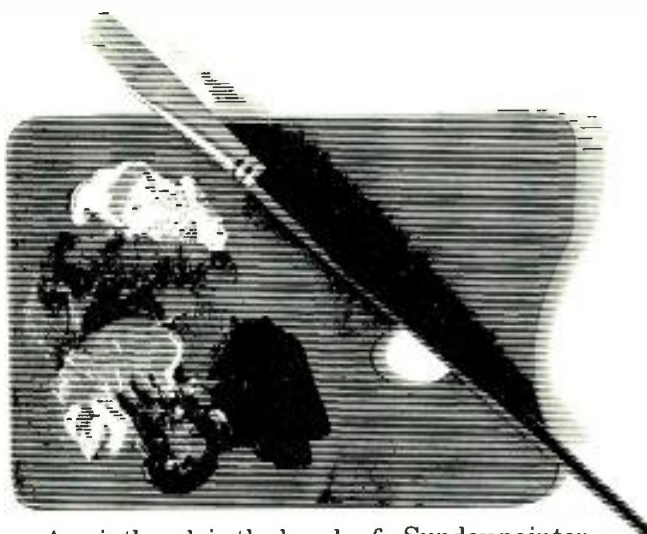
Tells ABA meeting in Dallas on eve of NAB convention that compromise will help many independent television stations

Preston Padden, president of the Association of Independent Television Stations, defended the industry compromise on must-carry last Saturday (April 12), saying that if it is adopted, it would benefit many independent UHF stations and "curtail the undeni-

able anticompetitive behavior that we have observed in the field." The "policy rationale for our compromise," Padden said, "is that modified must-carry rules are required to insure the continued availability of some quantum of free-over-the-air television service."

Padden was scheduled to make his remarks at a legal forum held by the American Bar Association forum committee on communications law at the National Association

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of Broadcasting's annual convention in Dallas on Saturday. He said it is not accurate to dub the compromise—now pending at the FCC—"must-carry-for-the-rich. On the contrary," Padden said, the proposal "would provide substantial relief for many new and struggling independent UHF stations." He cited examples of stations benefitting from the agreement by being entitled to widespread carriage, or being restored to a basic tier. He said also that under the modified rules, "our stations would no longer be victimized by program blackouts designed to advance the competitive position of cable program channels."

Padden also talked about the recent growth of independent television—from 27 stations in 1960, to 120 in 1980, to 283 in operation by 1985. Audiences for those stations are growing as well, Padden said, citing a report from BBDO that Padden said "sees the networks' current audience share of 73% shrinking to 65% by 1990, with most of the loss attributed to the 'aggressive stance taken by independent TV stations, which have been upgrading their programming in recent years and running consistent schedules.'"

However, Padden said, the growth of independent stations has "not been an unblemished success. A few new stations have failed. Others are hanging on by their fingernails. However, the good news is that our revenues have done a remarkable job of keeping up with the explosive growth in our ranks." But the INTV president warned that "the chronic understatement of independent

[television] viewing levels in diary-based audience measurements poses a serious threat to the continued growth of diverse new independent stations."

Another area of growth cited by Padden is in barter program syndication, which he said has provided independent stations with "potential access" to money "planned by the agency for network expenditures. . . . The windfall profits in syndication have stimulated a rush of new entrants and new program product. As these divergent lines cross, independents may enter the promised land of station compensation," Padden said, adding that "already there are signs that a strong station can, under certain circumstances, command compensation for clearing a barter program. It clearly is a phenomenon to watch," Padden said. □

Israeli satellite executive discounts importance of Intelsat letter

An Intelsat letter to Israel regarding the technical coordination of its proposed domestic satellite system may have seemed uncompromising, not to mention defiant of an order of the board of governors (BROADCASTING, April 7). But while U.S. government officials last week were beginning to ponder the contents of the March 28 letter that they

had just obtained from a member of press—Intelsat apparently served no one government with a copy—Israelis appear unconcerned by the brewing controversy.

Hesi Carmel, president of the Gei Satellite Corp., Tel Aviv, which is representing Israel in the coordination activities, "The board of governors makes the rule, not the director general or the director of external relations. If the board says: 'No scission,' that's what's going to happen. There's nothing to discuss."

Carmel, who was in New York on business for his company, had not seen the letter that Francis Latapie, Intelsat's director of external affairs, had written to Israel's ministry of communications. It warned that Israel's coordination of its AMS system would no longer be "in effect" unless the system conformed to the information regarding it Israel had submitted originally. Israel, according to Intelsat, had twice made significant changes in the proposal and had responded to requests for information. Intelsat said was needed to begin a new coordination process.

Intelsat's director general, Richard Colino, last month had recommended to the board that it rescind the original coordination and begin the process anew. But the board, led by the U.S., rejected the proposal, fearing such action would establish a precedent that could be used to stall progress in the coordination of American satellite systems, and directed Colino simply to tell Israel to re-coordinate as needed. Hence the surprise caused by Latapie's letter, one some at Intelsat apparently expected to be a "bombshell." But not Carmel. To him, it was the instruction of the board "that should be followed."

He also offered a reason for the delay in providing Intelsat with the information it needed, a reason he said had been provided to the global organization. "The letters were sent to Intelsat." In the file Carmel said, Israel explained it was coordinating the AMS with other countries through the International Frequency Registration Board. "There was no sense in coordinating with Intelsat until we completed work with IFRB," Carmel said. "Otherwise, we'd have to coordinate again."

Then Carmel noted, "When we first coordinated with Intelsat, it took several months. I don't see the urgency."

The developing U.S. view was that Intelsat executive organ has acted contrary to the board's order. "Our view has been that the existing consultation would remain in effect and be updated at an appropriate time by Israel," said Frank Urbany, who heads the Office of International Affairs at the National Telecommunications and Information Administration. "And my understanding is that there is a difference between updating a coordination and starting from scratch."

Clearly, the Latapie letter was highly unusual in the history of Intelsat, for officials like Urbany, were approaching the question it raises with caution. "Based on our view at this time, it [the letter] seems an inappropriate action," Urbany said. What happens now? "I don't know. We haven't discussed next steps. We'll look at it in a deliberative fashion. We won't rush to judgment on it."

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WKBT-TV	La Crosse, WI	
Harlem Globetrotters		\$30,000,000
Ice Capades		
WCTI-TV	New Bern, NC	\$22,500,000
WPTY-TV	Memphis, TN	\$12,500,000*
WPWR-TV	Aurora/Chicago, IL	\$12,000,000
KLLS(AM)		
KLLS-FM	San Antonio, TX	\$ 8,000,000
WPBN-TV	Traverse City, MI	\$ 5,400,000
WTOM-TV	Cheboygan, MI	
KIEM-TV	Eureka, CA	\$ 4,000,000
WAKY(AM)		
WVEZ-FM	Louisville, KY	\$ 3,150,000
WRKR(AM)		
WRKR-FM	Racine, WI	\$ 2,050,000
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For the Record

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

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ **KCBA-TV** Salinas, Calif. (ch. 35; SIN; ERP vis. 2,328 kw. aur. 238 kw; HAAT: 2,414 ft., ant. height above ground: 227 ft.)—Seeks assignment of license from Sainte Broadcasting Corp. to Cypress Broadcasting Inc. for \$13.1 million cash. Seller is principally owned by Chester and Naomi Smith. It also owns KCSO-TV Modesto, Calif., and KREN-TV Reno. Buyer is subsidiary of Ackerly Communications, Seattle-based group of two AM's, one FM and four TV's and outdoor advertising firm. It is owned by Barry Ackerly, owner of Seattle Supersonics professional basketball team. Filed March 31.

■ **WKMK(AM)-WRTM(FM)** Blountstown, Fla. (AM: 1000 khz; 1 kw-D; FM: 102.3 mhz; 3 kw; HAAT: 185 ft.)—Seeks assignment of license from Hentz McClellan, trustee to Blountstown Communications for \$103,000. Seller has no other broadcast interests. Farnell-O'Quinn Partnership. Buyer is owned by Harry Hagan and his wife, Cathryn. Hagan also owns WPRY(AM)-WPCI-FM Perry, Fla. Filed March 31.

■ **WPOK(AM)-WJEZ(FM)** Pontiac, Ill. (AM: 1080 khz; 1 kw-D; FM: 103.1 mhz; 3 kw; HAAT: 185 ft.)—Seeks transfer of control of Livingston County Broadcasters Inc. from Lawrence Nelson and his wife, Pamela (57.9% before; none after) and Dallas Ingemunson (2% before; none after). J. Collins Miller and his wife for \$231,437.23. Seller Ingemunson also has interest in buyer's WBYG(AM) Sandwich, Ill. Buyer also owns WSPY(FM) Plano and WBYG(AM) Sandwich, both Illinois. It owns remaining stock of station. Filed March 27.

■ **WKDZ-AM-FM** Cadiz, Ky. (AM: 1110 khz; 1 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 215 ft.)—Seeks assignment of license from Berkley Lake Broadcasting Co. to WKDZ Inc. for \$225,000 cash. Seller is principally owned by John Woodruff. It has no other broadcast interests. Buyer is owned by Gary Kidd and his wife, Michele. It also owns WMOK(AM) Metropolis, Ill. Filed Mar. 31.

■ **KLPL-AM-FM** Lake Providence, La. (AM: 1050 khz; 250 w-D; FM: 97.2 mhz; 2 kw; HAAT: 145 ft.)—Seeks assignment of license from Dixie Business Investment Co. Inc. to New Directions Broadcasting Inc. for \$225,000. Seller is headed by L.W. Baker. It has no other broadcast interests. Buyer is owned by Paul L. Coates and his wife, Elizabeth. His brother, Gary, owns KBJT(AM)-KQEW(FM) Fordyce, Ark. Filed March 31.

■ **WLNS-TV** Lansing, Mich., and **WKBT-TV** La Crosse, Wis. (WLNS: ch. 6; CBS; ERP vis. 100 kw. aur. 20 kw; HAAT: 1,000 ft.; ant height above ground: 1,023 ft. WKBT:

ch. 8; CBS; ERP vis. 316 kw. aur. 57.5 kw; HAAT: 1,5 ant. height above ground: 1,625 ft.)—Seeks assignmr license from Backe Communications to Young Broadc for \$72 million. Seller is owned by John Backe, I president of CBS Inc. Buyer is subsidiary of Adam Inc., New York-based station representative. Subsi owned by Adam Young (66.6%) and his son, V (33.3%). Filed April 2.

■ **WTYJ(FM)** Fayette, Miss. (97.7 mhz; 3 kw; HAA ft.)—Seeks assignment of license from Double G Broa ing Inc. to Natchez Communications Inc. for \$20K Seller is owned by Nick Gizzard, his wife, Paula, and Gancy. They have no other broadcasting interests. Bu owned by James B. Nutter and his wife, Diane. It also WMIS(AM) Natchez, Miss. Filed April 1.

■ **KTCT(TV)** Tulsa, Okla. (ch. 47; independent; ER 344 kw. aur. 62.75 kw; HAAT: 1,425 ft.; ant. height ground: 2,000 ft.)—Seeks transfer of control of KBJI from Coit Drapery and Cleaners Inc. to Le SEA Inc., fc million. Seller is owned by Louis J. Kearm and family. has interest in KRZZ(AM) Granby, Colo. Buyer is noi corporation headed by Lester Sumrall. It also owns W FM-TV South Bend, Ind., WHMB(TV) Indianapol international broadcast station WHRI Noblesville, Ind March 28.

■ **WLRP(AM)** San Sebastian, P.R. (1460 khz; 500 w Seeks assignment of license from Gloria E. Mendez C Las Raices Pepinianas Inc. for \$450,000. Seller is own Cruz (50%) and Glorimar Perez Mendez and family. It other broadcast interests. Buyer is owned by William I Acevedo, and two others. Acevedo is general mana station. Filed March 31.

■ **KBRO(AM)** Bremerton, Wash. (1490 khz; 1 kw-l W-N)—Seeks assignment of license from Bingham l casting of Washington Inc. to Everest Broadcasting fo \$1,330,000, comprising \$930,000 cash and rem note at 10% over six years. Seller is Seattle-based gr three AM's and three FM's principally owned by Bingham. Buyer is Olympia, Wash.-based group c AM's and two FM's principally owned by Gerry De Filed March 27.

■ **WKAU(AM)** Kaukauna, Wis. (1050 khz; 1 kw Seeks assignment of license from WinCom Wisconsi Partnership to Martin Communications for \$512,500. is principally owned by Donald Winther and G. Woo Stover. It owns WHFB-AM-FM St. Joseph's, Mo. WNFL(AM) Green Bay and WKAU(FM) Kaukauna Wisconsin. Buyer is Milwaukee attorney with no broadcast interests. Filed March 31.



Richard T. Wartell

WE TAKE GREAT PLEASURE IN ANNOUNCING THAT
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Mr. Wartell is a graduate of Kansas State University with a Bachelor of Science degree. Mr. Wartell brings to Gammon & Ninowski sixteen years of broadcast experience which includes AM/FM station ownership and positions as Western U.S. Regional Manager of Mutual Broadcasting System in Los Angeles and Director of Broadcast Liaison and Regional Manager for The National Association of Broadcasters. Through his affiliations and broadcast experience, Mr. Wartell is well acquainted with broadcasters throughout the industry.



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New Stations

AM's

■ **Rosamond, Calif.**—Desert Broadcasters seeks 89K 500 w-D. 1 kw-N. Address: Box 2233, Citrus Heights lif. 95611. Principal is owned by Donald P. Harris. wh no other broadcast interests. Filed March 28.

■ **Florida City, Fla.**—Florida City Radio seeks 880 kl kw-D. 1 kw-N. Address: 85 East Harris St., LaGrange, 60525. Principal is owned by Karen M. Cox, who h other broadcast interests. Filed March 31.

■ **Longwood, Fla.**—Family Stations Inc. seeks 880 50 kw-D. 1 kw-N. 3108 Fulton Ave., Sacramento, 1 95821. Principal is Oakland, Calif.-based nonprofit si group of one AM, 17 FM's, one short wave and one TV headed by Harold Camping. Filed March 31.

■ **Perrine, Fla.**—Perrine Communications seeks 102K 20 kw-D. 1 kw-N. Address: 2017 East Cliff Dr., Santa l Calif. 95062. Principal is owned by Thomas F. Mulle Leo Kasselmann. It has no other broadcast interests. March 31.

■ **Port Orange, Fla.**—Port Orange Radio seeks 1020 10 kw-D. Address: 1662 Willowmont Ave., San Jose, (95124. Principal is owned by Richard A. Bowers, wh interest in new AM in Hialeah, Fla. Filed March 31.

■ **Orono, Me.**—James E. Richford seeks 1250 khz; l D. Address: 167 Center. Bangor, Me. 04401. Principa

er broadcast interests. Filed April 2.
ncord, N.H.—Concord Broadcasting Associates
1140 khz; 10 kw-D. Address: 401 W. Kirkpatrick St.,
se, N.Y. 13204. Principal is owned by Craig L. Fox
orge W. Kimble. They have interest in WWLF-TV
on and WOLF-TV Scranton, both Pennsylvania; and
-AM-FM Manlius, WYHV(AM) Canton, WNOD-
mestown and WJCK-TV Watertown, all New York.
so has interest in WTUV-TV Utica, N.Y., and Kimble
crest in WQNY-FM Ithaca, N.Y. Filed March 28.

irview, N.C.—Fairview Broadcasting Co. seeks 880
kw-D. Address: 298 Town Mountain Rd., Asheville,
28804. Principal is principally owned by Dorothea
er and two others. Alderfer has interest in
(AM) Columbia, S.C. Filed March 28.

lcm, N.C.—Michael B. Gliner seeks 880 khz; 1 kw-
dress: 1711 Appletree Lane, Fort Mill, S.C. 29715.
al owns WQCC(AM) Charlotte, N.C., and (WID-
) Elizabethtown, Tenn. Filed March 31.

aufont, S.C.—Wilbur H. Goforth seeks 880 khz; 500
Address: P.O. Box 66345, Mobile, Ala. 36660. Princi-
s no other broadcast interests. Filed March 31.

ythewood, S.C.—Michael B. Gliner seeks 880 khz;
v-D. Address: 1711 Appletree Lane, Fort Mill, S.C.
. Principal owns WQCC(AM) Charlotte, N.C., and
(AM) Elizabethtown, Tenn. Filed March 31.

wis, S.C.—Mark H. Gunn seeks 880 khz; 320 w-D.
ss: 11533 Vista Haven Dr., Pineville, N.C. 28134.
pal has no other broadcast interests. Filed March 31.

ulce, N.M.—Jicarilla Apache Tribe seeks 91.1 mhz;
y, HAAT: 1,494 ft. Address: P.O. Box 306, 87528.
pal is Indian tribe, headed by Leonard Atole, presi-
it has no other broadcast interests. Filed March 31.

rt Plain, N.Y.—William H. Walker seeks 101.1 mhz;
HAAT: minus 422.6 ft. Address: RD 1, Box 12, Route
, Clintondale, N.Y. 12515. Principal has no other
ast interests. Filed March 25.

lacios, Tex.—Bay Broadcasting Ltd. seeks 100.7
3 kw; HAAT: 300 ft. Address: Highway 35 East, Bay
lex. 77414. Principal is owned by Brenda Clark and 12
. It also owns KIOX(AM) Bay City, Tex. Filed March

ve Oak, Fla.—Frank A. Baker seeks ch. 57; ERP vis.
w; aur. 500 kw; HAAT: 1,088 ft.; ant. height above
d: 1,022 ft. Address: 512 Cherokee St., Marianna,
2446. Principal has no other broadcast interests. Filed
1 28.

ve Oak, Fla.—Cardwell-Bussey Partnership seeks ch.
RP vis. 1,000 kw; aur. 200 kw; HAAT: 417 ft.; ant.
t above ground: 460 ft. Address: 304 Stanton St., Jack-
le, Ala. 36265. Principal is owned by William E.
y and Lynda Cardwell. It has no other broadcast inter-
Filed March 28.

radise, Nev.—Pollack Broadcasting Co. seeks ch. 39;
vis. 2,000 kw; aur. 200 kw; HAAT: 2,276 ft.; ant.
t above ground: 135 ft. Address: 509 S. Walnut St.,
la, Ark. 72370. Sydney Pollack and family. It also
KOSE(AM)-KHFO-FM Osceola, Ark., and
(AM) Paducah, Ky. Filed Apr. 3.

lorehead City, N.C.—Crystal Coast Communications,
eeks ch. 8; 316 kw; aur. 31.6 kw; HAAT: 1,965 ft.; ant.
t above ground: 1,990 ft. Address: 1012 Bay St.,
7. Principal is owned by William C. Horton, general
r. and limited partners, Reginald Hawkins, Melvin
and Spurgeon Webber. Webber has interest in
(U)TV) Belmont, N.C. Filed March 28.

lorehead City, N.C.—Pine Cone Communications L.P.
ch. 8; 316 kw; aur. 31.6 kw; HAAT: 2,000 ft.; ant.
t above ground: 2,002 ft. Address: 223 N. Yaupon
e, 28557. Principal is owned by Mrs. Shirley B. Hen-
n, general partner, and limited partners, Joseph B.
r, his brother, John and Gil L. Lyons. It has no other
cast interests. Filed March 28.

lorehead City, N.C.—Dr. James E. Carson seeks ch. 8;
w; aur. 31.6 kw; HAAT: 1,009 ft.; ant. height above
id: 1,004 ft. Address: 1866 Geiberger Dr., Fayetteville,
28303. Principal has no other broadcast interests. Filed
h 28.

ebanon, Pa.—Lebanon Valley Television Ltd. seeks
5; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,093 ft.;
eight above ground: 975.5 ft. Address: 4295 Winston
eaumont, Tex. 75428. Principal has no other broadcast
sts. Filed March 31.

hartinsburg, W.Va.—Ivan Lambert Broadcasting Ltd.
ch. 60; 5,000 kw; aur. 500 kw; HAAT: 850 ft.; ant.
t above ground: 100 ft. Address: 205 Juneway Dr.,
enango, N.Y. 13037. Principal has no other broadcast

interests. Filed March 31.

■ Bluefield, Va.—Interface Productions Inc. seeks ch. 40;
ERP vis. 1,110 kw; aur. 110 kw; HAAT: 2503.6 ft.; ant.
height above ground: 1,033 ft. Address: P.O. Box 7346-A,
Orlando, Fla. 32854. Principal is owned by Hugh C. White
and family. It owns KHCT-TV Salina, Kan. Filed April 1.

Facilities Changes

Applications

AM's

Tendered

■ WBNR (1260 khz) Beacon, N.Y.—Seeks CP to add night
service with 500 w and make changes in ant. sys. App. April
1.

■ WPRQ (870 khz) Colonial Heights, Tenn.—Seeks CP to
increase power to 10 kw. App. April 1.

■ WSGI (1190 khz) Springfield, Tenn.—Seeks CP to change
freq. to 760 khz and install DA-D. App. April 1.

■ KBAL (1410 khz) San Saba, Tex.—Seeks CP to increase
power to 800 w. App. April 1.

■ WOMT (1240 khz) Manitowoc, Wis.—Seeks CP to
change TL. App. April 7.

Accepted

■ KXZI (1030 khz) San Luis Obispo, Calif.—Seeks MP to
reduce day power to 2.5 kw; reduce night power to .7 kw,
and change TL. App. April 1.

■ KEZW (1430 khz) Aurora, Colo.—Seeks mod. of lic. to
move SL to Denver. App. April 1.

■ WSKQ (620 khz) Newark, N.J.—Seeks mod. of lic. to
operate transmitter by remote control. App. April 4.

FM's

Accepted

■ KWOZ (103.3 mhz) Mountain View, Ark.—Seeks CP to
change HAAT to 986.85 ft. App. April 4.

■ KKHR (93.1 mhz) Los Angeles—Seeks CP to change
ERP to 29.5 kw and change HAAT to 3,498 ft. App. April 4.

■ KMET (94.7 mhz) Los Angeles—Seeks mod. of lic. to
install new transmission sys. App. April 1.

■ KWVE (94.7 mhz) San Clemente, Calif.—Seeks mod. of
lic. to install new ant. sys. App. April 1.

■ KCDA (103.1 mhz) Coeur D'Alene, Idaho—Seeks CP to
change TL and change HAAT to 328 ft. App. April 4.

■ WLNR (106.3 mhz) Lansing, Ill.—Seeks CP to install
aux. sys. App. April 7.

■ WITT (93.5 mhz) Tuscola, Ill.—Seeks mod. of CP to
change TL and change HAAT to 148 ft. App. April 4.

■ WCKQ (103.9 mhz) Campbellsville, Ky.—Seeks CP to
change ERP to 1.825 kw and change HAAT to 411 ft. App.
April 1.

■ KRRV (100.3 mhz) Alexandria, La.—Seeks CP to change
TL and change HAAT to 1,058.13 ft. App. April 1.

■ KFXZ (106.3 mhz) Maurice, La.—Seeks mod. of CP to
change ERP to 1.3 kw and change HAAT to 494.1 ft. App.
April 4.

■ WMJS (92.7 mhz) Prince Frederick, Md.—Seeks CP to
change ERP to 1 kw. App. April 4.

■ WPNH-FM (100.1 mhz) Plymouth, N.H.—Seeks CP to
change ERP to 2.34 kw and change HAAT to 364.08 ft.
App. April 4.

■ KIVA (105.1 mhz) Santa Fe, N.M.—Seeks mod. of CP to
change HAAT to 1,935.8 ft. App. April 1.

■ WFXC (107.1 mhz) Durham, N.C.—Seeks mod. of CP to
change TL; change ERP to 1.19 kw, and change HAAT to
505.12 ft. App. April 1.

■ *WCBE (90.5 mhz) Columbus, Ohio—Seeks mod. of lic.
to install new transmission sys. App. April 1.

■ WMXQ (105.5 mhz) Moncks Corner, S.C.—Seeks CP to
change TL and change HAAT to 328 ft. App. April 4.

TV's

Accepted

■ KTVE (ch. 10) El Dorado, Ark.—Seeks CP to change
HAAT to 2,000 ft. and replace ant. App. April 3.

■ WHCT-TV (ch. 18) Hartford, Conn.—Seeks CP to change
ERP to vis. 3,273 kw, aur. 327.3 kw; change HAAT to 1,110
ft.; replace ant., and change TL. App. April 1.

■ WFTY (ch. 50) Washington—Seeks CP to move main SL
outside community of lic. App. April 1.

■ WBFF (ch. 45) Baltimore—Seeks CP to change ERP to
vis. 1,589 kw, aur. 79.5 kw; change HAAT to 1,056.16 ft.,
and change TL. App. April 1.

■ KDEB-TV (ch. 27) Springfield, Mo.—Seeks MP to
change HAAT to 1,688 ft. App. April 1.

■ WPTF (ch. 28) Durham, N.C.—Seeks CP to change
HAAT to 2,000 ft.; replace ant., and change TL. App. April
1.

■ WVBT (ch. 43) Virginia Beach, Va.—Seeks MP to change
HAAT to 979 ft.; replace ant., and change TL. App. April 1.

■ WLAX (ch. 25) La Crosse, Wis.—Seeks MP to change
ERP to vis. 501 kw, aur. 50.1 kw; change HAAT to 995 ft.;
replace ant., and change TL. App. April 1.

Actions

AM's

■ WRAB (1380 khz) Arab, Ala.—Granted app. to add night
service with .65 kw and make changes in ant. sys. Action
April 1.

■ KKEW (1600 khz) Tucson, Ariz.—Granted app. to in-
crease day power to 2.5 kw. Action April 1.

■ WFTP (1330 khz) Fort Pierce, Fla.—Returned app. to
increase day power to 5 kw and night power to 1.5 kw.
Action April 1.

■ WGGG (1230 khz) Gainesville, Fla.—Granted app. to
change TL. Action April 1.

■ WGKA (1190 khz) Atlanta—Granted app. to increase
power to 10 kw and change TL. Action April 1.

■ WKDC (1530 khz) Elmhurst, Ill.—Granted app. to in-
crease power to 400 w. Action April 1.

■ WARA (1320 khz) Attleboro, Mass.—Granted app. to
increase day and night power to 5 kw and make changes in

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ant. sys. Action April 1.

■ KCBN (1230 khz) Reno—Granted app. to change TL. Action March 26.

■ WCQR (1030 khz) Mint Hill, N.C.—Granted app. to change TL. Action April 1.

■ WBZN (1030 khz) Wake Forest, N.C.—Granted app. to make changes in ant. sys. Action April 1.

■ KTCR (1530 khz) Wagoner, Okla.—Granted app. to increase power to 840 w and make changes in ant. sys. Action March 25.

■ KKJB (1000 khz) Marion, Tex.—Granted app. to change TL. Action April 1.

■ KIKN (840 khz) Pharr, Tex.—Granted app. to change TL. Action April 1.

■ WVNK (1340 khz) Poultney, Vt.—Granted app. to change TL and make changes in ant. sys. Action April 1.

■ WQSF (740 khz) Williamsburg, Va.—Dismissed app. to make changes in ant. sys. Action April 1.

■ KZUN (700 khz) Newport, Wash.—Dismissed app. to change city of lic. to Grangeville, Idaho; change TL; change

day power to 5 kw; change to DA-2, and make changes in ant. sys. Action April 1.

■ KQEU (920 khz) Olympia, Wash.—Granted app. to increase day power to 5 kw and change to DA-2. Action April 1.

FM's

■ WKYD-FM (98.1 mhz) Andalusia, Ala.—Granted app. to change TL and change HAAT to 981.3 ft. Action March 31.

■ KZZZ (94.7 mhz) Kingman, Ariz.—Granted app. to change TL; change ERP to 45.701 kw. and change HAAT to 2,491.88 ft. Action March 31.

■ KPDJ (92.3 mhz) Eureka, Calif.—Granted app. to change ERP to 32.3 kw and change HAAT to 1,525 ft. Action March 27.

■ KDIK (95.1 mhz) Oakdale, Calif.—Granted app. to change ERP to 29.5 kw and change HAAT to 631.6 ft. Action March 27.

■ KROR-FM (106.9 mhz) Yucca Valley, Calif.—Granted app. to change ERP to 4 kw; change HAAT to 1,371.04 ft., and make changes in ant. sys. Action March 27.

■ WNJY (94.3 mhz) Riviera Beach, Fla.—Granted app. to change ERP to 1.38 kw. Action March 27.

■ WCGQ (107.3 mhz) Columbus, Ga.—Granted app. to change HAAT to 1,011 ft. Action March 27.

■ WYNK-FM (101.5 mhz) Baton Rouge—Granted app. to change TL and change HAAT to 1,282.81 ft. Action 27.

■ KLPL-FM (92.7 mhz) Lake Providence, La.—Dismissed app. to change HAAT to 328 ft. Action March 31.

■ WDHP (96.9 mhz) Presque Isle, Me.—Granted app. to change TL and change HAAT to 1,480.59 ft. Action 27.

■ KTCZ-FM (97.1 mhz) Minneapolis—Dismissed app. to change ERP to 71 kw. Action March 31.

■ *WCAL-FM (89.3 mhz) Northfield, Minn.—Dismissed app. to change ERP to 23.5 kw and change HAAT to 1,317.15 ft. Action March 31.

■ WFTA (101.7 mhz) Fulton, Miss.—Granted app. to change ERP to 1.35 kw and change HAAT to 480 ft. Action March 27.

■ KMMR (100.1 mhz) Malta, Mont.—Granted app. to change TL and change HAAT to 377.2 ft.

■ WMVB-FM (97.3 mhz) Millville, N.J.—Granted app. to change ERP to 50 kw and change HAAT to 205 ft. Action March 31.

■ WPST (97.5 mhz) Trenton, N.J.—Granted app. to change ERP to 50 kw and change HAAT to 429.68 ft. Action 31.

■ KLSK (104.1 mhz) Santa Fe, N.M.—Granted app. to change HAAT to 1,876.16 ft. Action March 27.

■ WYFL (92.5 mhz) Henderson, N.C.—Granted app. to change HAAT to 990.56 ft. Action March 27.

■ WVOD (99.3 mhz) Mantec, N.C.—Granted app. to change TL and change HAAT to 217.14 ft. Action 26.

■ KRRZ (101.9 mhz) Fargo, N.D.—Dismissed app. to change HAAT to 846 ft. Action March 31.

■ WRQK (106.9 mhz) Canton, Ohio—Granted app. to install new ant. sys. Action March 28.

■ WCHO-FM (105.5 mhz) Washington Court House, Ohio—Granted app. to install new transmission sys. Action March 28.

■ KQMJ (99.5 mhz) Henryetta, Okla.—Granted app. to make changes in ant. sys. Action March 27.

■ KWEN (95.5 mhz) Tulsa, Okla.—Dismissed app. to install aux. sys. Action March 31.

■ WHLM-FM (106.5 mhz) Bloomsburg, Pa.—Granted app. to change ERP to 35.5 kw; change HAAT to 577.28 ft. make changes in ant. sys. Action March 31.

■ WSBA-FM (103.3 mhz) York, Pa.—Granted app. to change ERP to 6.4 kw and change HAAT to 1,305 ft. Action March 31.

■ WLNK-FM (94.3 mhz) Goose Creek, S.C.—Granted app. to change TL and change HAAT to 490 ft. Action March 27.

■ KBRA (95.9 mhz) Freer, Tex.—Dismissed app. to change ERP to 2.5 kw; change HAAT to 354 ft., and make changes in ant. sys. Action March 31.

■ KVMV (96.9 mhz) McAllen, Tex.—Granted app. to change HAAT to 1,146.69 ft. Action March 25.

■ KGAR (106.3 mhz) Mercedes, Tex.—Granted app. to change ERP to .53 kw and change HAAT to 633 ft. Action March 27.

■ KPXI (100.7 mhz) Mount Pleasant, Tex.—Granted app. to change TL and change HAAT to 984.5 ft. Action 31.

TV's

■ *KRCB-TV (ch. 22) Cotati, Calif.—Granted app. to change ERP to vis. 68,823 kw, aur. 6,823 kw and change HAAT to 2,034 ft. Action March 25.

■ KMCI (ch. 38) Lawrence, Kan.—Granted app. to change ERP to vis. 5,000 kw, aur. 1,000 kw; change HAAT to 1 ft.; replace ant., and change TL. Action March 28.

■ KLAX-TV (ch. 31) Alexandria, La.—Granted app. to change ERP to vis. 1,216 kw, aur. 122 kw; change HAAT to 1,357 ft., and change TL. Action March 28.

■ WWAC-TV (ch. 53) Atlantic City—Granted app. to change ERP to vis. 12.2 kw, aur. 1.2 kw and change HAAT to 280 ft. Action March 28.

■ *WNJB (ch. 58) New Brunswick, N.J.—Granted app. to change ERP to vis. 1,321 kw. Action March 25.

■ *WSOC-TV (ch. 9) Charlotte, N.C.—Granted app.

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install aux. ant. sys. Granted separate app. to change HAAT to 1,179 ft. and replace ant. Actions March 28.

■ *WYBE (ch. 35) Philadelphia—Granted app. to change ERP to vis. 323.6 kw; change HAAT to 558 ft.; replace ant. and change TL. Action March 25.

■ WAPA-TV (ch. 4) San Juan, P.R.—Granted app. to make changes in aux. ant. sys. Action March 28.

■ *KHBV-TV (ch. 14) Houston—Granted app. to change ERP to vis. 4,455.7 kw and change HAAT to 1,436.64 ft. Action March 28.

In Contest

Review board made following decision:

■ Homestead, Fla. (Homestead Minority Broadcasters, et al) FM proceeding. Granted joint requests by Homestead Minority Broadcasters Inc., Radio South Dade Inc., Homestead Community Broadcasters, Dario Gonzalez, Leisure Broadcasting Inc. and Radio Internart Corp. for settlement agreement and dismissed apps. of Homestead, Radio South, Homestead Community, Gonzalez and Leisure with prejudice; granted app. of Radio Internart for new FM station at Homestead, and terminated proceeding. By order, March 25.

ALJ Joseph Chachkin made following decisions:

■ Eureka, Calif. (James and Sharon Deon Sepulveda, et al) TV proceeding. By separate orders: granted Sepulveda's petition to extent of adding issues to determine whether Centennial Broadcasting is in compliance with commission's EEO policy and whether it was so careless or inept in preparing its app. as to affect its qualifications and on judge's own motion added financial issue against Pacific. By MO&O's, March 21.

■ Sebring, Fla. (Focus Broadcast Communications Inc., et al) TV proceeding. Granted joint requests by Focus Broadcast, Channel 60 Inc., Hunt Partnership and Ridge Broadcasting Co. for settlement agreement; dismissed apps. of Channel 60, Hunt and Ridge with prejudice; conditionally granted app. of Focus for new TV station on Channel 60 at Sebring, and terminated proceeding. By MO&O, March 27.

ALJ Thomas B. Fitzpatrick made following decision:

■ Danville, Va. (Danville Broadcasting and Haughton Partnership Ltd.) TV proceeding. Granted joint requests for approval of agreement and dismissed app. of Danville Broadcasting with prejudice and retained Haughton's app. in hearing status. By MO&O, March 24.

ALJ John M. Frysiaak made following decisions:

■ New York (Digital Paging Systems Inc., et al) MDS proceeding. Pursuant to settlement agreement approved in MO&O, released Dec. 27, 1985, which amended app. of Digital Paging and retained it in hearing status pending receipt of confirmation that corp. consisting of settling parties had been established, ordered that app. of New York MDS for new MDS station at New York is granted and terminated proceeding. By order, March 26.

■ El Paso (UN2JC Communications, et al) TV proceeding. Granted request by Josie Moore and dismissed her app. with prejudice. By order, March 21.

ALJ Byron E. Harrison made following decision:

■ New Orleans (Lloyd A. Allen, et al) TV proceeding. Granted Crescent City Communications Co.'s motion and dismissed app. of Lloyd A. Allen with prejudice for failure to prosecute. By order, March 27.

ALJ Edward J. Kuhlmann made following decision:

■ Cabo Rojo, P.R. (Olga Iris Fernandez and Maria I. Ortiz Aviles) FM proceeding. Granted joint request for settlement agreement by Fernandez and Aviles; dismissed Fernandez's app. with prejudice; granted Aviles's app. for new FM station at Cabo Rojo, and terminated proceeding. By MO&O, March 25.

ALJ Walter C. Miller made following decisions:

■ Islamorada, Fla. (Florida Educational Television Inc. and Islamorada Educators Broadcasting Inc.) Ed-TV proceeding. Granted joint request for settlement agreement; dismissed Florida's app. with prejudice; granted app. of Islamorada for new educational TV station at Islamorada, and terminated proceeding. By MO&O, March 27.

■ Dallas (Agape Broadcasting Foundation Inc., et al) FM proceeding. Granted joint request by Crusader Broadcast Foundation Inc. and Criswell Center for Biblical Studies for approval of settlement agreement and dismissed Crusader's app. with prejudice. By MO&O, March 20.

Call Letters

Applications

Call	Sought by
New AM	
WGBE	Joanne Miller, Woodbine, Ga.
Existing AM's	
WNAP	WDRV Statesville Family Radio Corp., Statesville, N.C.
WTGR	WBMK Broadcast Media of Knoxville Inc., Knoxville, Tenn.
KTMP	KLVR Creek Broadcasting Corp., Heber City, Utah
WQWM	WKAU Martin Communications Inc., Kaukauna, Wis.
Existing FM's	
WBZD	WKDZ-FM WKDZ Inc., Cadiz, Ky.
KCGQ	KJAG Target Media Inc., Gordonsville, Mo.

Grants

Call	Assigned to
New AM's	
WONG	John H. Pembroke, Canton, Miss.
WAGP	Community Broadcasting Corp. of Beaufort, Beaufort, S.C.

New TV

KZKQ Charles R. Shinn, Pine Bluff, Ark.

Existing AM's

KSZL KPRD First American Communications, stow, Calif.
WJXW WCRJ Defuniak Communications Inc., sonville, Fla.
KYKN KGAY Capitol Equities Corp., Saler

Existing FM's

WIZB WXLE Abbeville Wireless Corp., Ala.
KFRE-FM KFRY Chester Associates, Fresno, Calif.
KEYQ KGMJ High Country Broadcasting, gle, Colo.
WSST WINZ-FM WINZ Inc., Miami
WLLO WJRO WJRO Broadcasting Inc., W Fla.
WGBF-FM WHKC First In Evansville Inc., Henc Ky
WLWV WKYZ HVS Partners/Salisbury, Salis Md.
KMGK KMGW KTNW-FM Inc., Anoka, Minn
WJOJ-FM WRXY-FM Cincinnati Broadcasting, ford, Ohio
WLTJ WPNT WPNT Inc., Pittsburgh
WMMC WDPN Alpha Communications of S Carolina Inc., Columbia, S.C.
KAZZ KNOI Barbara Kazmark, Deer Park.

Existing TV

WECN WMPE Art Broadcasting Corp., Narr P.R.

Summary of broadcasting as of February 25, 1986

Service	On Air	CP's	Total
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

* Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

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RADIO

HELP WANTED MANAGEMENT

ous format general manager: 1kw fulltime west New owner switching to religious format. General manager must be experienced in religious broadcasting and must be able to put in place proper staff programming. Earned ownership position part of package. Reply to Box C-38. EOE.

est group operation reopening search for experienced general manager or sales manager for the flag stations in Richmond, Indiana, Strong sales background mandatory. Send resumes to: William Quigg, Jent, Central Broadcasting Corporation, P.O. Box Richmond, IN 47375.

eting research director for major market radio to assist in format selection, market positioning audience and sales promotion. Requires experience in perceptual research, music testing and vulnerability analysis. Experience with broadcast marketing research firm preferred. Send resume with salary and requirements to Entercom, Two Bala Plaza, Cynwyd, PA 19004. EOE.

p V.P. sales in medium and small markets in north. Top dollars with benefits including stock option >19.

Coast, Midwest and Southern regional sales gers wanted. Broadcasting's oldest, international, 32-year old radio/TV/cable sales promotion any. Community Club awards (CCA), looking for Coast, Midwest, Southern, regional managers to station presidents, managers and GSMs in five area. Media sales experience required. Fulltime, lay/Friday, planned travel. Expense advance substantial commission. Send resume, including references, recent picture. Complete confidentialured. Include prior earnings. Personal interview ged. Immediate openings. John C. Gilmore, dent, CCA, Inc., P.O. Box 151, Westport, CT 1. 203—226-3377.

ral manager: Success oriented sales leader for M combo in Idaho. Medium size college market. I credentials required. Salary plus bonus, profit ng, and stock ownership. Send resume to Box C-

manager-or street wise, people wise, top act executive ready to step up. GM possible within 2 i. Call today 618—382-4162.

ing group needs general manager for AM/FM in assee. Need strong management skills, ability to le two stations, prior success. Earn salary/bonus \$80,000 plus ownership opportunity. Contact Jim sman, VP, Community Service Broadcasting, 108 i 10th, Mt. Vernon, IL 62864. EOE, M/F.

ral manager for Midwest AM/FM being sold. act with salary and incentives. Opportunity with owners. EEO/AA. Box B-163.

ral sales manager. EOE/M/F. Around \$25,000 y and benefits. Major medical. Hire and train new staff. Salary and % of increase guaranteed in g. Send to WTTM, 333 West State Street, Trenton, 3618 or call 609—695-8515 -- Ask for Marc Scott.

eting research director for major market radio to assist in format selection, market positioning audience and sales promotion. Requires experience in perceptual research, music testing and vulnerability analysis. Experience with broadcast marketing research firm preferred. Send resume with salary and requirements to Entercom, Two Bala Plaza, Cynwyd, PA 19004. EOE.

s manager capable of further advancement. g leader to organize, train and motivate staff. Must xperienced, people-oriented, aggressive, self- r who understands retail consultation. Active mar- Great lifestyle Fred Baker, Box 488, Fort Smith, ssas, or contact me at Loews Anatole during Dal- IAB.

Radio administrative assistant: Handle secretarial, operational duties reporting to News Director, Operations Managers of 2 radio stations. Clerical, telephone, people skills important. Need organized, enthusiastic person. Resume to Personnel Department, WTOP/Magic 1102.3, 4646 40th Street, N.W., Washington, D.C. 20016. No calls. EOE.

HELP WANTED SALES

Sales pro wanted for leading East Texas high power FM. Excellent situation for former announcer who sells, writes, and produces way to the top. Phone Joe McNamara, 214—586-2527. EOE.

Here's your opportunity to move up to a top rated mid-market CHR FM in a prime midwestern location. Only ambitious, success-oriented salespeople need apply. For the dedicated self-starter, this is a "can't miss" opportunity. Call Roanna Petrie, WZOK Rockford, IL. 815—399-2233. EOE.

General sales manager for Key Largo, Florida FM station. Must have experience. All new operation. Automated. Send resume to David W. Freeman, Sr., 513 Southard St, Key West, FL 33040. Phone 305—294-2542

Radio syndication: Expanding sales dep. looking for experienced radio syndication reps with strong agency contacts. Powerful 12-34 network. NATIONAL LAM- POON's "True Facts". Contact Steve Lehman 213—467-2346.

Professional salesperson for new FM in growing Sunbelt market of 100,000. Send resume to Megacom Inc., P.O. Box 1477, McAlester, OK 74502. EOE.

Sales manager: Growing broadcast group has opening for Sales Manager with at least 5 yrs. local and national sales experience. Demonstrated ability to work with computers. Top 10 market, AOR format. New FM ownership building staff. Excellent salary and benefit package. Interested applicants send detailed resume and salary history to: P.O. Box 200, Roslyn, N.Y. 11576. Open until filled. E.O.E. M/F/H.

Looking for salesperson dedicated broadcasting. 20% commissions on cash receipts. We will train. Small market AM-FM operating for 28 years. If you would like to sell for a professional organization, Call Tom Albrecht, 612—629-7575. A Minnesota opportunity.

Sales position with top-rated AM/FM combo in Palm Springs, CA. Minimum 3 years experience, with successful track record. Send recent billing history, resume and letter of qualification. EOE. Reply Box C-66.

Sales help M/F for suburban N.Y.C. radio station. Resume & references. Call 201—965-1530.

Sales professional: Good opportunity for aggressive ambitious self-starter who believes the client is #1. Motivated by success. Must have integrity and ability to work closely with clients. Growing mid-SW med market with great lifestyle and nearby outdoor sports. Call Gary 501—782-9125 after NAB or contact at NAB Dallas Loews Anatole.

Sales manager with integrity, ambition, ability to motivate. Promotion oriented station with leading technical and a/c programming in place. Excellent reputation throughout area. Needs strong sales leader to match. Good opportunity for advancement. Active growing SW med. market. Beautiful country with outdoor recreation close by. Organize and train staff. Will consider top producer with very good administrative skills, but this is not a desk job. EOE, etc. Resumes to Box C-72.

HELP WANTED ANNOUNCERS

Morning air personality for: adult contemporary station. Must be fast moving, able to do production. Send tape & resume to PO Box 278, Fort Myers, FL 33902. EEO.

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

Top NE market: seeks morning DJ for "lite" AC. No comics. Ability to communicate and relate in world economy a must. No calls. Rush tape and resume to: Roslin Radio Productions, Inc., 509 Madison Ave., New York, NY 10022 ATT: Mr. Marvin Roslin. EOE, M/F.

Experienced announcers needed for new CHR FM in growing Sunbelt market. Send tape and resume to Megacom, Inc., P.O. Box 1477, McAlester, OK 74502. EOE.

Wanted-dependable announcer and announcer-salesperson. Market about 40 miles from metro market in MO. Sent T&R to P.O. Box 310, DeSoto, MO 63020.

Evening talker. We have double-digit shares, great demos and a host so talented we're giving him a promotion. We're an excellent career move for a versatile personality who can anger, amuse, inform & entertain. We'll back you with talented producers, excellent facilities and a superb support staff. 17K. Rush T&R to Robb Westaby, PD WMBD Radio, 3131 N. University, Peoria, IL, 61604. EOE/MF.

HELP WANTED TECHNICAL

Radio engineer, minimum two years' radio maintenance experience, FCC General and SBE certification preferred. EOE. WHBC, Box 9917, Canton, OH 44711.

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 system. Salary dependant on experience. Equal opportunity employer. Send resume and application to Mr. Ed Muniz, Phase II Broadcasting, 1639 Gentilly Blvd., New Orleans, Louisiana 70119.

HELP WANTED NEWS

News director minimum of 3 years experience, mid-west university market, salary to \$18,000. Resume to Box C-9.

Wanted: News anchor. Suburban Boston AM-FM radio combo seeks full-time news anchor. Good pay for good skills. Advancement opportunities, WATD, P.O. Box 487, Marshfield, MA 02050. 617—837-1166.

Dominant capital city AM-FM combo seeking an experienced news director. Send tape/resume to Tom Thies, c/o KLIK/KTXV, P.O. 414, Jefferson City, MO 65102.

Experienced radio anchor/reporter for afternoon drive on news/talk station in exciting capital city of Albany, New York. Write clearly, take charge! Tapes, resumes, phone calls to News Director, WQBK AM/FM, P.O. Box 1300, Albany, NY 12201. 518—462-5555. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Production manager. Creative. Must be experienced in copy writing, co-op, etc. Good company, excellent benefits, growing chain on gulf coast of Florida. Send resume to Bowman, WPAP Caller Box 2288, Panama City, FL 32402.

A good PD is hard to find. Educated, aware of the world, personality sign-on, good jock leader, management-oriented. Arizona. Is that you? EOE. Box C-1.

Receptionist WTOP/Magic 102.3, 4646 40th St., NW, Washington, DC 20016. Reliable, diligent. Will be given chance to venture into various departments if qualities merit. 50 wpm. Cover letter & resume only to, Personnel Recep. No calls, please. EOE M/F.

Program manager. Needed, an inexhaustible program department manager who realizes the PD does more than pick music and schedule jocks and who is also a top PM air personality. 100,000 watt #1 A/C coastal Florida station. Good pay and benefits. Experienced pros only. Resume and letter tells all. Box C-37.

Classical and jazz associate producers, (WPKF-FM/WFPL-FM) Radio Broadcasting Division of the Louisville Free Public Library. B.A. in related field. Demonstrated announcing, production, editing and equipment operating and maintenance skills; professional experience with similar radio production duties; thorough knowledge of classical music (jazz music respectively); familiarity with foreign languages associated with classical music. Audition tape (cassette only) must accompany resume. Deadline: April 30, 1986. Salary: \$12,481.56. Respond to: City of Louisville, Dept. of Employee Relations, 609 West Jefferson, Louisville, KY 40202. EOE.

SITUATIONS WANTED MANAGEMENT

Station manager. Successful medium market experience in programming, sales, and engineering. Major market engineering and on-air experience. Looking for an advancement opportunity. Peter G. Hamlett, P.O. Box 12573, Columbia, SC 29211.

GSM seeks winning company! Creative leader speaking at NAB. Call Mr. Money 214-960-5694.

General manager/sales manager team: Husband and wife with 22 years of combined experience in all phases of radio seek growing, professional operation. Enthusiastic, dedicated, and honest. Box C-34.

Sales oriented GM: Programming, engineering, and sales management experience. Excellent references, stable family man. Seeking growth opportunity with dynamic organization. Box C-35.

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 C-26.

Available for interim management, market consultation, evaluation, 35 years experience: ownership, management, sales, promotions. Joes Stavas, 2018 28th St. Columbus, NE 68601. Phone - 402-564-0401.

Shirt sleeve workaholic. Eighteen years management experience. Looking for long term association with medium or small market station or group. Strong on administration, programming and sales. Call 215-759-5303.

SITUATIONS WANTED ANNOUNCERS

Morning personality with 2 years experience seeks move to larger market. Contact Drew at 601-445-5260 after 2 PM central.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Call Dave anytime, 201-777-0749.

Announcer. Experienced, but been away for a time. Excellent knowledge of contemporary music. Excellent writing skills. BS in Business, AA in Broadcasting. Like chance to get back with well established station on East Coast. Mature voice. Box C-79

28 years radio/TV/cable. All facets. Possible Investment. NY, NJ, CT. Box C-75.

Major market talker: Proven big voice generalist with mature, authoritative style - aggressive but not obnoxious! Quick wit and telephone finesse plus lots of political savvy. Prefer East but all offers seriously considered. Box C-62.

SITUATIONS WANTED TECHNICAL

Experienced engineer desires maintenance with an AM/FM combo. Solid background with transmitter and studio. H. Roedel, 8163 Avery, Indianapolis, IN 46268.

Hot shot! I can give you the best signal in your market. 10 yrs. experience providing the highest quality audio to networks and radio stations in the nations largest markets. Construction a specialty. Box C-73.

These damn corporate buyouts and budget cuts mean great engineering talent is available to you. 12 yrs experience in television production. Radio RF and construction, satellite signal distribution. All offers considered. Box C-74.

SITUATIONS WANTED NEWS

Bright, young journalism graduate (University of Wisconsin-Madison) seeks entry-level news work. Would prefer upper Midwest (Wisconsin, Illinois, Minnesota, Michigan, Iowa.) George, 608-249-9037.

Anchor/reporter with 10 years medium and major market experience seeks news director or anchor position. Lifestyle, creative reporting a specialty. All markets considered. Box C-15.

PBP sportscaster for major college statewide network with national network experience, seeks professional or college PBP. Box C-3.

Experienced sportscaster, who also has solid news background, willing to relocate anywhere in the country. 201-543-2035.

Sports director, with PBP. Minor league baseball, junior college basketball, network experience. Wants move up. David, 314-756-7097, after 2:15.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Conscientious motivated professional programmer looking for new challenges. Small medium markets. Promotionally minded. Community involved. Box B-132.

PD/music director: 6 years' announcing. Ready to advance. Trained in management. Light rock, AC preferred. Small/medium market. Jim 615-896-4271.

MISCELLANEOUS

Radio journalists, announcers and account executives: find out about new jobs daily on MediaLine. We scout out new job openings coast to coast and report them daily to our clients. MediaLine, 312-855-6779.

Must reading! Before you invest any money in a "80/90" FM - 5 articles that will make or save you money. FREE with a 13 week subscription (\$29.00). Small Market Radio Newsletter, 275 19th Street, Otsego, MI 49078.

TELEVISION

HELP WANTED MANAGEMENT

Business manager. Southern California major market independent TV station needs a management oriented business manager. Must have five years accounting and management experience in a television station. Send resume with salary requirements to Box B-153. E.O.E.

Local sales manager: Top-5 market network affiliate is looking for a highly motivated individual with a successful track record in sales management, knowledgeable in all aspects of sales management including retail, national and local sales. EOE. Send resume to Box C-21.

Director of retail marketing. Television Bureau of Advertising. Seek retail (dept. store or mass merch.) background and/or TV sales/mktg. Job requires thorough knowledge of retail, excellent communications skills, ability to make major retail presentations, sales calls on retailers and serve as retail resource to TV staff. Some travel; NYC based. Resume and salary requirement to W. Westphal, TVB, 477 Madison Ave., New York, NY 10022. No phone calls.

The Department of the Navy is seeking applications for a GS-12/1101 Cable TV Business and Industry Specialist based in Arlington, VA. The successful applicant will have a working knowledge of applicable federal regulations, industry developments and business practices; be experienced in cable TV franchise agreement preparation, negotiation and administration; and be able to serve as a resource for more than 100 Navy bases. Opening date: 31 March 1986. Closing date: 30 April 1986. Apply to Vacancy No. 287-43. Send application (SF-171) and supplemental narrative to: CCPO, Bldg 200-G, Washington Navy Yard, Washington, D.C. 20374. For further information contact LCDR Bill Sonntag at 202-692-6556.

Established top 10 independent in great market with major broadcasting group wants experienced Promotion Manager or assistant who wants the challenge of managing people, problems and competitors. If you don't know what to do or say, don't apply. Current management leadership is young, open and aggressive. Send letter and resume to Box C-77.

Controller: NBC affiliate in Miami seeks a hands-on individual experienced in all business aspects of television station. Candidate needs accounting degree, experience with computer systems, strong supervisory and communications skills. Send resume to Personnel Mgr., Sunbeam TV, P.O. Box 1118, Miami, FL 33238. An EEO M/F employer.

Public television director of development/mar Public television leadership opportunity in top 5 market for experienced, professional. Supervise a staff of ten; work closely with President and Board building on a strong existing base of community support. Comprehensive responsibility for marketing, individual, corporate, foundation support, auction, campaign, magazine advertising sales and share responsibility for marketing production, special cast and non broadcast program services. This management position requires professional fund experience, public broadcasting experience preferred. Radio and TV "on-air" competence and planning experience helpful. Three to five years experience in managing people and marketing processes, including large computer files, helpful. College degree preferred with course work in communication, marketing or related field. Compensation: \$35,000 to \$40,000 including incentive pay plus generous benefits. Letter of interest and background as soon as possible to: Jerry Wareham, President and General Manager Greater Dayton Public Television, Inc., 3440 Office Drive, Dayton, Ohio 45439. Applications accepted through April 30, 1986. GDPT is an equal opportunity employer.

Promotion manager: Top 20 West Coast Independent. Will interview at BPME. Reply in confidence Box C-67. EOE.

National sales manager for hot now Indy in Saratoga. Delivered 7 share in first book. Current NSM with 3-4 years local/national experience. Call Beitch, KRRT-TV, 512-684-0035.

HELP WANTED SALES

Local sales manager: Top rated Southeastern affiliate looking for a strong, aggressive local manager. Must have previous sales and training experience. Send resume and salary requirements to Box C-77.

Account executive position is available for top 5 competitive independent. Solid list available for aggressive self starter who knows what it takes to sell. Excellent company benefit package. See us at Sales, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

Medium market CBS affiliate seeks local account executives. TV sales experience required in local agency accounts. Resumes to Kevin Gardner, Sales Mgr., KOAM-TV, P.O. Box 659, Pittsburgh 66762. E.O.E.

Regional account person needed to handle a national list for group owned affiliate. Manager growth oriented, tough, street smart, upwardly mobile persons with television experience are the only ones who need apply. All others, don't waste your E.O.E. Brad Worthen, WYNY-TV, Box 22, Burlington, VT 05402.

Account executive: WJKS-TV NBC, Jacksonville needs a marketing oriented salesperson with a minimum of three years of electronic media sales have a proven record of excellence and possess thorough knowledge of all aspects pertaining to television spot sales. Send resume to Ernest E. Rhyne, Sales Manager, PO Box 17000, Jacksonville, FL 32216. A Media General station, equal opportunity employer.

Sales manager. Sun-belt, top 40 market station knowledgeable, aggressive person with good street skills. Excellent, established company. Send resume, references to: Box C-70. EOE M/F.

HELP WANTED ANNOUNCERS

TV personalities! Are you now appearing in television commercials, or a television show host with a unique talent? We are a national agency looking for talent to appear in national commercials and are reviewing local television shows with national cable potential. Interested? Please send VHS, Beta, or 3/4" audition tapes. Sorry, tapes cannot be returned. Good Advertiser, Inc., Box 400, Olney, MD 20832. (Washington, suburb).

HELP WANTED TECHNICAL

Chief engineer: For small market ABC affiliate in rural area. UHF transmitter and microwave experience along with supervisory and maintenance experience. Studio upgrading in progress. Send resume and salary requirements to Michael Khouri, WGTV/WGTQ, East Front Street, Traverse City, MI 49684.

er in charge for state-of-the-art mobile unit. ence on TK-47's, BVH-2000's, Abekas digital is. Chyron 4100 necessary. Competitive salary. Mobile unit supported by large established tion facilities. Contact Eric Address, E.J. Stew- : 215-626-6500. EOE/MF.

-TV 33 has an opening for a maintenance engi- 1-5 years experience in all phases of broadcast ion maintenance. FCC General Class or SBE certi- 1. Applicant must possess knowledge and ability tain and repair 3/4", 1" and 2" video tape equip- and peripheral broadcast television equipment. resume to Joseph A. Maggio, Asst. Chief Engi- (DAF-TV, Fox Television Stations, Inc. 8001 Car- Freeway, Dallas, TX 75247. EOE M/F.

aintenance technician. Immediate opening for enced individual in repair of Sony 3/4" VCR's and y equipment. Min. requirements: H.S. degree, training in maintenance of leectronic equip- 2 years exp. in electronic maintenance. Send e to: Engineering Manager, WJWJ-TV, P.O. Box Beaufort, SC 29901-1165, or call 803-524-0808. 6PM. Salary \$17,641. WJWJ-TV is part of the SC etwork. EEO employer.

enance engineer: Telemation productions/Chi- has two immediate openings due to retirement dvancement. Applicants should possess a mini- of 5 years maintenance experience with all types io equipment. Equipment includes: CMX 3400 s, Ampex ADO, Ikegami cameras, Utah-scientific g, Aurora computer graphics, 4 camera/3 VTR e truck. Interested persons should contact: John hward, Chief Engineer, Telemation Productions, ew, IL 60025, 1-800-323-1256.

engineer sought for full-time, full-power religious ll new state-of-the-art equipment. Technical sup- rovided by group. Salary commensurate with ex- 1ce. Send resume to Director of Engineering, P.O. 6, Dayton, OH 45401. EOE M/F/H.

TV, the ABC affiliate in Las Vegas is seeking a engineer to manage our engineering staff of 14. cal maintenance experience plus a familiarity apital & operating budgets necessary. Leader- and administrative skills a must. EOE. Send re- to: General Manager, KTNV-TV, 3355 S. Valley Blvd., Las Vegas, NV 89102.

enance engineer with installation and mainte- 3 experience on Mirage, GVG switchers, Sony 1", 2" and TK47's wnat by suburban Philadelphia ction facility. Resume to Eric Address, E.J. Stew- c., 525 Mildred Avenue, Primos, PA 19018. 215- i500. EOE M/F.

mitter engineer - Knowledgeable in Harris H a plus: 3/4-inch ENG maintenance experience / desirable. Send resume to: Tim Winn, Man- of Engineering, KFDD-TV, PO Box 1400, Amarillo, 189-1400.

ision maintenance technician: Looking for a opportunity in the Los Angeles area? We are :hing for an experienced technician/engineer fa- (to the component level) with state-of-the-art edit- quipment; Sony, Quantel, Grass Valley, etc. Send me to: Box C-54.

io maintenance crew chief. New Hampshire c Television seeks experienced engineer to super- nstallation and maintenance of studio and engi- ng equipment, make recommendations for pur- e of new equipment, develop and implement entive maintenance program, supervise four main- e technicians, and maintain spare parts inven- Associates degree in electronics or equivalent, ears of experience with studio broadcast equip- , of which one year in a supervisory capacity is red. Salary range: \$21,966-34,139, commensur- ith experience. NHPTV is located on the seacoast iles north of Boston, and anticipates completion of v Broadcast Center in 1987. Send resume by May 86 to Bob Ross, NHPTV, Durham, NH 03824. An 'AA employer.

o maint. engineer: Familiar with Sony 1 in. broad- eq. ADO, Grass Valley and related equipment y open. Call Bob or Randy, 9-5, M/F, 212-838- , for appt.

mitter/studio maintenance engineer: WTVH- eeks qualified engineer with minimum of 3-5 years rience to maintain RCA TT-50FL and state-of-the- udio equipment. Send resume to Ed Lewis, DE, -TV, 980 James St., Syracuse, NY 13203. EOE.

Video engineer: Expanding East Coast production house seeks qualified staff engineer to maintain and expand a full service 24 track audio/1" video produc- tion facility. Familiarity with ADO, Quantel Paintbox, Dubner CBG II, Sony VTR's, CMX and CDL desirable. Editing and videodisc production experience a big plus. We offer a future with growth potential for the right candidate. Salary commensurate with experience. Send resume to Terry Lockhart, Director of Engineering, Cin- emagraphics/Video One, Inc., 100 Massachusetts Ave., Boston, MA 02115.

Phoenix, Arizona new progressive broadcast com- pany has an immediate opening for a chief engineer with a minimum of 5 years real time experience. Must be familiar with TV translators & microwave. The job requires designing and supervising installations and overseeing maintenance. Travel. A wonderful opportu- nity for the right individual. Salary commensurate with experience. Send resume to 2515 E. Thomas Road, #16-706, Phoenix, AZ 85016.

TV maintenance engineer sought by KPBS-TV, San Diego's public broadcasting station, capable of com- ponent-level analysis and maintenance on sophistat- ed TV production and broadcast systems including color studio cameras, videotape recorders, electronic graphics systems, computer editing systems, video production switchers, and stereo audio mixing and re- cording equipment. Minimum of two years of journey- level experience in the installation, maintenance and repair of TV broadcast equipment required. Demon- strable expertise with micro-processor and digital cir- cuit technology required. FCC General Class license and/or independent broadcast technician certification desirable. The equivalent of not less than two years college-level courses in electronics engineering tech- nology required. Salary range: \$23,016-\$30,360. Ap- plications must be received by Wednesday, April 30, 1986. Obtain application directly from: San Diego State University Employment Office, Third Floor-Adminis- tration Building, San Diego, CA 92182. EEO/AA/Title IX employer.

TV master control operator. Experienced. Position entails operation of MC switcher, 3/4 inch Sony VTR'. Microtime TBC's. Must be able to read oscilloscope displays. Part-time. Must be available for all shifts. Send resumes to: WYCC-TV, 7500 S. Pulaski Rd., Chi- cago, Illinois 60652. The City Colleges of Chicago is an equal opportunity employer.

HELP WANTED NEWS

Director: We're expanding and looking for the right person to join our team of number one news directors. Ability to switch a must. Post production editing skills desirable. If you're good and want to join an aggressive NBC affiliate with state-of-the-art facilities in a very competitive market, send your resume to: WSVN Per- sonnel, P.O. Box 1118, Miami, FL 33138. EOE.

Anchor/producer: complement male anchor, early- /late news, weekdays. 2 years commerical TV exper- ience, preferably reporting in midwestern middle-mar- ket VHF affiliate. KEVN, Box 677, Rapid City, SD 57709.

News producer. Immediate opening for experienced producer. Send resume, tape & salary requirements to News Director, PO Box 4009, Salisbury, MD 21801. EOE.

News director. Mid-Atlantic affiliate needs leader who can manage group of talented individuals to give their best. Strong writing, organizations skills and communi- ty involvement required. Send resume & salary needs to Box B-147.

Weatherpeople: Full and part-time positions for exper- ienced and entry-level talent. Resume & tape to: Jeff Wimmer, P.O. Box 1122, Flushing, NY 11354.

Producers/reporters/anchors: English-language news service in Hong Kong seeks news and sports professionals with minimum of bachelor's degree and three years' experience in small to medium markets. Short-listed applicants will be interviewed in Honolulu, LA, SF, Salt Lake and NY in late August. Airmail resume, references, salary expected and airchecks to: Ray- mond R. Wong, TVB News, 77 Broadcast Drive, Kow- loon, Hong Kong. No phone calls, please.

Washington DC independent television bureau seeks aggressive reporters who work fast, and produce bright packages. 400 North Capitol Street, #164, Washington, DC 20016.

Co-anchor needed for Spanish language daily news program in Los Angeles. Need native speaker who has three years experience. Send demo tape with resume to CO-ANCHOR, 1139 Grand Central Ave., Glendale, CA 91201. EOE.

Weekend weatherperson/reporter needed for num- ber one network affiliate in top 60 market. We have state-of-the-art equipment, including a newsroom com- puter and computerized weather graphics. We are looking for someone who can tell the weather in simple, non-technical terms and who can aggressively report three days a week. Minimum one year experience in a commercial TV newsroom required. Send resume and salary requirements to Box C-22. MF/EOE.

Reporter. We're still looking for an excellent writer with anchor potential who can do "people-oriented" news. Tape, resume to Dean Bunting, Assistant News Direc- tor, KCRG-TV, Cedar Rapids, IA EOE.

Co-anchor. Warm, friendly, credible person to join our anchorman at 6 and 10. Minimum two years commer- cial TV anchor experience. Tape, resume, references, and writing samples to: Bob Allen, News Director, KCRG-TV, Cedar Rapids, IA EOE.

Regional reporter/coordinator wanted for mid-size Southwest TV station. ENG and reporting experience required. Must be able to generate stories from small towns and enjoy it. Send resume to: Box C-50.

Assignment editor: #2 spot in fast-growing, aggres- sive, sun-belt net affil news department. Person needs strong organizational skills and news sense. Send re- sume along with salary history to News Director, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901.

Weekend sports anchor/weekday sports reporter. Top-rated news department looking for full-time, per- sonable individual with sports credibility. Attractive Big Ten market. Tape and resume to News Director, WMTV, 615 Forward Drive, Madison, WI 53711. Equal opportu- nity employer.

Reporter/anchor: General assignment and morning cut-ins. Monday through Friday. One year minimum ex- perience required. Send resume and tape to Sue Ber- nard, WAGM TV, P.O. Box 1149, Presque Isle, ME 04769. No phone calls please.

Need weathercaster for #1 ABC Affiliate in West. Must be personality oriented. Send resume to Box C-78. EOE.

Dynamic weekend sports anchor/reporter wanted for major market independent. Box C-71.

Top 20 west coast station looking for weekday anchor. Must have at least three years experience. If you like to write and report from the field, this job is for you. Jour- nalism degree a must. Send resume in confidence to Box C-68. EOE.

Weathercaster/talk show host. Good communicator, knowledgeable, creative. No beginners. Send tape and resume to Roy Brassfield, WBKO-TV, 2727 Russell- ville Road, Bowling Green, KY 42101. EOE. No phone calls.

Assignment editor: Midwest ABC affiliate needs a bright, aggressive, innovative, well-organized person to develop meaningful stories. 70's market, ENG live. Minimum two years experience. Reply Box C-47. EOE.

Medical reporter: Our health reporter is featured in the late news. Need person to work with health care provid- ers and develop interesting and informative stories. Must be good with tape. Minimum two years exper- ience. Reply Box C-48. EOE.

Assignment editor: Top rated Florida market. Must be aggressive, tough, relentless, both in dealing with hard-driving, demanding professional staff and in chasing stories. Highly tuned news judgements, writ- ing skills an absolute must. Two years experience re- quired. Person sought might be second in large market wanting to move into top spot. Resume, letter with job ideas wanted. Box C-61.

Reporter: Number one midwest NBC affiliate looking for bright, aggressive general assignment reporter. Ex- perience and good writing skills a must. EOE-M/F. Send resume to Box C-64.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Editor. Full service Rochester, NY, production/post production facility seeks creative individual for 1" editing. Should be experienced with Grass Valley switching, ISC or CMX editor, ADO and Chyron IV. Forward resume to: CGI, Box 604, Ontario, NY 14519. Attention: Ron Dawson.

Production manager. Manager with ideas, experienced with 1" editing, ADO, ESS and 3/4". All new equipment. Pros only. Resume, tape and salary to Frank Pilgrim, P.O. Box 4009, Salisbury, MD 21801. EOE.

Promotion director. Immediate opening for person to lead multi-media PR effort. Must be able to write on-air promos, NP & radio. Strong editing/producing skills a must. Want a pro-no beginners. If you are a take-charge person who gets the job done send resume and salary requirements to: Production Manager, PO Box 4009, Salisbury, MD 21801. EOE.

Commercial director position for strong award winning indie. This is a new position for station with good production facility. If you can write, shot, edit & direct, have at least two years commercial TV experience, send resume to Production Manager, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

On-air promotion producer. NBC affiliate in 21st market is looking for an energetic, innovative person to join our promotion team. Responsibilities include promotion for local, syndicated and baseball programming. 2 years hands-on experience in television promotion required. Strong writing, editing and producing skills a must. Should be familiar with print and radio production. Send tape, resume and writing samples to Human Resources Manager, WMAR-TV2, 6400 York Road, Baltimore, MD 21212. No phone inquiries please, EOE.

Director/editor for new Philadelphia production company, part of WGBS-TV. Two years hands-on experience with computerized one inch editing equipment and single camera shooting a must. Other directing experience a plus. You'll work with all new Sony 5000 editor and one inch VTR's, Grass 300 B, Mark II, Optiflex, and more. A great situation for the right person. EOE. Letters, resumes and reels only please: Creative Director, WGBS-TV, 420 North 20th, Philadelphia, PA 19130.

TV program promotion manager. Plans, prepares and implements publicity and promotional activity. Works closely with local and national media contacts. Requires ability to write promotional copy rapidly and accurately and ability to cope with heavy load of detailed information and to handle numerous assignments simultaneously. Prior experience in planning and executing major promotional campaigns and in dealing with the media essential. Salary: \$25,227. Send resume to Clyde Maybee, Maryland Public Television, Owings Mills, MD 21117 before April 25, 1986. (No phone calls please). AA/EOE.

Sales promotion writer, TvB. TvB's Creative Services Department is expanding. We need someone with strong writing skills and station experience. Requirements are to research and write sales promotion print, videotapes, presentations which will expand television sales. If you have a desire to grow and to be part of a team where your ideas are appreciated, send your resume with a letter telling why you want to join TvB to Beverly Keene, Television Bureau of Advertising, 477 Madison Avenue, New York, NY 10022. No phone calls, please.

Two part-time production assistants, Government of the District of Columbia, 40 hrs. per month/\$10.00 per hr. Work on producing for city's municipal channel. Minimum 1 year experience required. Must have hands-on knowledge of video, audio and editing equipment. Possibility of future full-time position. Must be or become D.C. residents. Send resumes to: Office of Cable TV, Tenth floor, 1090 Vermont Avenue, NW, Washington, DC 20005, 202-727-0424, EEO employer. Application deadline: April 30, 1986.

The write stuff! WSOC-TV, Charlotte, is looking for the write stuff, the video stuff, and the creative stuff it takes to meet the challenges in one of the country's most competitive markets. If you've got a great reel and two years of experience, show us. Send resume & reel today to: Alan Batten, WSOC-TV, 1901 N. Tryon St., Charlotte, NC 28206. EEO/M/F.

SITUATIONS WANTED MANAGEMENT

General manager: Station being sold. Result oriented, aggressive, highly organized and "bottom line" productive. Effective management skills, sales oriented and team leader. Want to settle in top 100 market; prefer water-oriented, but consider all good, long-term opportunities. Excellent credentials and references. Will be at N.A.B. for interviews. Please consider "our" solid, productive future possibilities...worth talking about! Box B-154.

Cable TV GM/regional mgr. seeks move to MSO where practical experience in marketing, franchising, government relations, and customer service can be put to use for benefit of all concerned. Call 213-466-0290.

Station or general manager: Hands on pro with 24 years affiliate & independent experience. Know business from ground up. Strong on administration. Programming and promotion. Stable track record. Can make station turnaround. Seeking opportunity to prove it again. Box C-49.

Strong profits for owners. Proven history, full gamut background in television station management, programming, and sales. GM position sought in West Coast or Sunbelt market. Credentials/references backed by 25 years experience. Box C-52.

Production/operations manager. Organizer, motivator, teacher, with start-up experience. Strong on production, air operations, budgets, and cost effective utilization of manpower. Seeking new station or turn around that needs creative, quality conscious leader. Box C-45.

10 year radio/TV veteran sales manager now available. 1-303-842-5436 Evenings.

Programing/distribution manager: Proven programming executive with distribution/marketing know-how. CBS production experience to boot. Hundreds of contacts (foreign/domestic, including Federal) and years of experience to bring to your station or production company. Box C-63.

SITUATIONS WANTED ANNOUNCERS

Need TV host/announcer? Handsome, 35 year old, degreed, 7 year radio vet with good pipes and talk show hosting, producing, writing and interpersonal skills would like to make transition to television. 703-237-0355.

Attractive, creative, personable, & down-to-earth woman, interested in TV talkshow host position. Light & entertaining format. Experienced in TV & radio. Eager to relocate. Debbie Kwei, 412-378-3520.

SITUATIONS WANTED TECHNICAL

Broadcast engineer with 20 years experience working in AM/FM radio, network television, post production, sports remotes, olympic coverage and independent station start up. Looking for challenging position as engineering manager or assistant chief engineer in the Southeast. Reply Box C-46.

Chief engineer with over 25 years experience. Married, non-drinker, prefer midwest or upper midwest. Not afraid of cold climate. Box C-60.

SITUATIONS WANTED NEWS

Reporter/assignments editor. Experienced, articulate, good writer. Seeks position top-100 market. RW, 501-452-5586.

News anchor/reporter available now. 17 years broadcast experience, last five as co-anchor in top-60 market. seeking larger market, but will consider all offers. Call 602-946-6253.

Weather communicator, clever personality in 40's #1 station wants to relocate to East or Gulf. 4 years experience. John, 512-490-3194.

Meteorologist: Over three years prime-time experience in medium market. Looking to settle. Any market. Box C-18.

Meteorologist 5+ years experience, AMS. Looking for chief position and to set up a profit center. Plenty of pluses for both of us. Box C-11.

Weathercaster: Energetic, 2 years mid-market, number 2 looking for number 1. Box C-31.

News director: Major credentials, outstanding education, proven leadership, seeks news opera search of success. Box C-29.

It's time to move up: Hard working, aggressive anchor looking to move to larger market either porter or anchor. A team player who produces! 484-3977.

Sports/news reporter: experienced, enthusiastic seeks entry-level position. Will relocate and d work. Unbelievable tape, believable reportin 29253, TCU, Ft. Worth, TX 76129.

Capable newsmen. Excellent voice and delivery and resume available. Richard Harris, P.O. Box Bensenville, IL 60106, 312-639-0558.

Entry level position in a television news department. Recent Mass Communications graduate with ships at WJZ-TV(Westinghouse) and WMAR-TV in Baltimore. Good writing skills, willing to relocate. Contact: James W. Middleton Jr., 301-323-357 Edgevale Road, Baltimore, MD 21210.

Ready to lead. ND or ND/anchor position sou reporter/anchor with 12 years television/radio ience. Box C-76.

Photojournalist/editor: Experienced award seeking position in top 50 market. Background includes all aspects of commercial production. Ir tative, creative, aggressive with commitment to lence. Jim Edwards, H1433 Passey Lane, Lan PA 17603. 717-393-4078.

Creative, intelligent, attractive young female jic ist with magnetic personality will surely make newscasts sparkle. Interested? Write Box C-69

Anyone interested in a professional sports han per with radio and television experience? Call 818-760-2368.

Hardworking and hungry. Top-notch TV report talk show host, generally consumer specialis plenty of awards for spot news and investigati years experience in top 20 markets. Managem ented, fluent Spanish, family man. Willing to talk p and long-term commitment for the right position, or management. Box C-65.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Recent graduate with B.S. in Marketing, Broadc minor seeking challenging entry level TV pror position. Creative, organized, motivated. Promot ternship with Minneapolis network station - WCC Will relocate. Greg, 612-546-4053.

Are your promotions dull and lifeless? Let an i winning videographer-producer spicen up your look. Image & news promotions my specialty E 33.

Talent. Dedication. Unlimited creativity. Four experience as producer/director/CMX editor/ manager for the United States Air Force. Looking team that'll make the most of my abilities. All i considered, but prefer SE. Betty Waddell, 3949 come, Las Vegas, NV 89115, 702-643-2240 (c 643-6914 (nights).

Director/producer. Six years experience, s shows, promos. Currently employed, seeking challenge. Box C-44.

MISCELLANEOUS

Primo People: Send us your tape and resume i are serious about moving up. If you meet our standards, the sky's the limit. Steve Porricelli & J. Roe, Box 116, Old Greenwich, CT 06870-0116. Z 637-3653.

Career opportunities for anchors and reporte news, weather, and sports, along with photograp directors, producers, disc jockeys, talk-show h and promotion specialists. No placement fees. N Marketing, P.O. Box 1476, Palm Harbor, FL 34 1476. 813-786-3603.

Reporters, photographers, producers, assign editors, sports and weather people: findout about jobs daily on MediaLine. We scout out new job c ings coast to coast and report them daily to our cli MediaLine 312-855-6779.

California, Washington, Oregon jobs plus info tive articles. \$35 annually. Write: West Coast Ec Newsletter, Box 136, San Luis Obispo, CA 93401

ALLIED FIELDS

HELP WANTED INSTRUCTION

actor: telecommunications. TV professional at least 5 years experience to teach TV production, tape editing, ENG/EFP. Professional background necessary. Educational background helpful. PCC has SMPTE and CSB chapters. Starting salary \$00 - \$30,000. District application form is required must be received in Personnel by April 25, 1986. To District application form call or write: Personnel Services, Pasadena City College, 1570 East Colorado, Pasadena, CA 91106. 818-578-7388.

o instructor: for professionally-oriented radio TV degree programs. Responsible for radio production, announcing, news reporting, mass media, radio writing, management courses, and radio internships. Must have appropriate commercial radio station experience, thorough knowledge of applicable FCC rules and of former FCC 3rd Class license requirements: B.A. degree, M.A. preferred. TV production experience a plus. West Windsor campus houses a radio station WWFM, state-of-the-art radio and facilities and 5 meter TVRO satellite earth station. Excellent track; excellent benefits. Salary negotiable. Applications from minorities are encouraged. Send cover resume, academic transcripts and non-returnable audition tapes by April 30, 1986 to: Mercer County Community College, Personnel Services, Dept. GS, 303 B, Trenton, NJ 08690. AA/EOE, M/F.

dcast journalism Asst./Assoc. Professor. Tenure. Teach TV broadcast journalism, scriptwriting, policies and regs, and video production in a B.S. program with concentrations in video production. Opportunity to participate in a daily broadcast schedule local cable from a quality production studio and by professional management and student instruction. M.S., M.A. or M.F.A. and creative production experience required. Previous college teaching a plus. Located in Vermont's beautiful Northeast Kingdom. Competitive salary, excellent fringes. By May 1, send application letter, resume, resume tape, hard references to Perry Viles, Dean, Lyndon State College, Lyndonville, VT 05851. AA/EOE.

dcasting instructor: MFA or other appropriate degree in broadcast production, professional experience to teach introductory and advanced studio and video undergraduate courses. Tenure-tracked position. Salary rank according to qualifications, experience. Letter, resume, names of three references by 15, 1986 to: Will H. Rockett, Chair of Communication, Seton Hall University, South Orange, NJ 07079.

HELP WANTED ANNOUNCERS

mediate full time for NJ telephone sports program. Salary range 15-18K. Experience and knowledge a must. Send tape and resume to Sundial Productions, 1 Atlantic Ave., Suite 7, Atlantic City, NJ 08401

HELP WANTED TECHNICAL

otape editor. Aggressive Philadelphia area producing/production company seeking experienced editor to work on our syndicated programming, ads, industrials, etc. Expertise with CMX and ADO equivalents a must. Excellent salary and benefits available for right person. Send resume and reel to: Masters, 1000 Laurel Oak Corp. Center, Suite 108, Teaneck, NJ 08043.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Diego AFTRA/SAG/SEG seeking executive secretary: negotiate, enforce contracts, run local office. Write and letter: Why should we hire you? Executive Search Committee, 3045 Rosecrans St., #308, San Diego, CA 92110.

operator wanted for post production facility in Los Angeles. Sony 1" and 3/4" experience required. Production oriented individual desired for top quality work. No maintenance work expected. Send resume references and salary history to: Box C-53.

wing New York post production facility seeks independent editors, with followings preferred and provided. Write to: Video, P.O. Box 887, Madison Square Park, NY 10159.

INSTRUCTIONAL SERVICES

Seminars for managers. "How to Negotiate more effectively." (17 years experience in the industry, 8 years Dow Jones management committees) Gilbert Faulk, Faulk International, 2 Wall Street, New York, NY 10005. 212-619-5666.

RADIO AND TV PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Could your sales department use some better jingles to present to clients? Call PRIME CUTS collect for our demo: 615-385-3007.

EMPLOYMENT SERVICES

Our confidential services save time and money. Professional and personalized. No placement fees. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

MISCELLANEOUS

For sale: MDS transmission time. Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

News award winners help reporters, anchors, producers, photographers/videographers improve technique. 206-443-0626, McNet, Box 2307, Seattle, WA 98111-2307.

Professional resume services. Complete resume preparation. Mailing services available. Call toll free anytime. 1-800-6-CAREER in PA 215-433-4112.

Wanted! Reward!! The Four Aces & Al Alberts: film clips, audio concerts, interviews, air spots, etc. Also, candid/action photos. 1951-1958; 1976-1986 only! Name your price! Call collect: Walt Gollender, 201-373-6050.

American Airlines, Las Vegas hotel for two \$149. Mexico-five resorts, air & condo for two \$179. Lawrence Welk resort, Bahamas, Orlando and more, used by many stations. Paul Rogers, 413-525-3346, 783-6967, P.O. Box 168 East Longmeadow, MA 01028. Minimum purchase.

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.

Religious corporation seeks tax-deductible donations of television equipment (full service & LPTV). Compassionate Friends, Inc. Box 5111, Lakeland, FL 33807. 813-644-0261.

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 VHS 3/4", 1 and 2" videotapes. Cash paid for all lengths. No defectives. Call Andy Cappel, 301-845-8888.

Wanted: Clean, used, 110KW UHF transmitter complete. Prefer high band. Call Watt Hairston, 615-748-8150.

Need traveling wave tubes (RCA-TTU10), audio modulation monitor - channel 15, cheap one/two inch VTR. 703-893-3151.

Wanted: Everything from microphone to antenna for a new FM station on 102.3 Mhz. Call 214-586-2162.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

Complete FM station, all equipment 1 year old, Harris 2.5K w/ MS-15, Optimod, monitors, 3-bay ERI, Cable, 2 studios, EBS, Call M. Cooper/ Transcom 215-884-0888.

5KW & 3.5KW FM: Elcom 605B w/690 (8000 Hrs.) on air mint. McMartin 3.5K w/ exciter (1982) and spares. Call M. Cooper/ Transcom 215-884-0888.

AM-5KW ITA on air w/ proof: Collins 820D1, 1KW---RCA 1N1, 1KW. RCA 1L, Harris SX-1, Call M. Cooper/ Transcom 215-884-0888.

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.

Video media 1" VTR editor model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

Silverline UHF transmitters new, best price, latest technology, totally redundant. Bill Kitchen, Quality Media, 404-324-1271.

New RCA 110kw UHF transmitter. RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 404-324-1271.

New RCA TTG-30H Hi-band VHF transmitter. RCA closeout. Fast delivery. Price: \$225,000. Bill Kitchen, Quality Media, 404-324-1271.

1kw FM Collins 830D1 w/exciter also Gates FM-1C with Harris TE-3 exciter, on air both in excellent condition. Call M. Cooper, Transcom, 215-379-6585.

Quality broadcast equipment. AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people; Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

60kw UHF RCA TTU-50C transmitter on channel 19 for sale. Removed from service 10/85. Call R.T. Laughridge, 803-776-3600.

4 Ampex AVR-2 quad VTR's, 2 with editors. B&W Monitor and TEK 528 WFM. \$15K each or \$50K for all 4. Also Bosch Mach I computer editor and CDL 1200 Switcher. Sell all for \$60K. Free tape included, contact Jim Tillery, WCFC-TV, Chicago, 312-977-3838.

Textronix 529 Waveform \$600. Wanted: Ampex TBC 1 and 2's or parts & boards. Video-It, Inc. 213-876-4055.

Copper! For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. 317-962-8596. Ask for copper sales.

6 left! Sony 1100A 1" VTR, in console with full Tektronix monitor bridge, slo-motion, TBC-2000, 800 hrs or less total-machine time! Call Video Brokers - 305-851-4595.

Studio cameras. New save 60%. 3-New TK46s left - all with new tubes, 15:1 200 zoom w/2X, Vinten pneumatic pedestal, full CCU and remote paint box. Call Video Brokers - 305-851-4595.

1" tape: All brands - 1 pass with new tape warranty - in shippers that look new - 3000 hrs on hand. Video Brokers - 305-851-4595.

New bulk 3/4" video cassettes-TDK, Kodak-12.75 per hr-10.25 per 1/2 hr. In case quantities. Video Brokers - 305-851-4595.

Sony BVH - 2000 1" VTR w-TBC-like new-2 available. Video Brokers - 305-851-4595.

Sony-5850/5800/RM-440 Edit package \$7,500.00 net. Video Brokers - 305-851-4595.

12 bay Phelps-Dodge antenna with heaters and phase master for sale. Both in use less than one year. Call 501-425-5100.

102 AM-FM transmitters: AM 50kw, 10kw, 5kw, 2.5kw & 1kw. FM 25kw, 15kw, 10kw, 5kw, 3kw, 1kw. All manufacturers. All spares. All inst. books. All our own inventory. See us at NAB, BESSCO Internacional, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Blank tape, half price! Perfect for editing, dubbing or studio recording, commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes \$6.99. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Cappel Video, Inc. 301-845-8888, or toll free 800-238-4300.

New and used radio broadcast and microwave towers. Complete nationwide sales and service erection specialists Bonded with 25 yrs experience (Turn-key Operations). T.M.C.I. 402-467-3629.

Two CCA ultimate control boards: \$2,500 each. Cetec antenna (92.5) 6-bay, two years old. 804-547-9424.

Best offer! ERI 3-bay FMC-3A antenna (on ground). Two new Mark 4' STL antennas. 701-235-0102.

Cart machines, consoles and reel-to-reels: Ampro/Scully, B.E. and Otari equipment available now. We offer a full line of broadcasting equipment; call for quotes on your individual needs. Dale Hendrix - 215-866-2131 - Holt Technical Services, a division of The Holt Corporation.

Sony 1100As, RCATK-27s, TP-7s, TK-76s, Ampex and RCA quads. Still need 5800/5850/440 systems, TK-28 and other misc. equipment. Call today to buy or list equipment. Media Concepts. 919-977-3600.

For rent or lease: 1979 Ford van with 3 TK710 cameras, ISI switcher, stereo audio, TEK monitoring, more. 609-435-6778.

RADIO

Help Wanted Management

RELIGIOUS FORMAT GENERAL MANAGER

1KW fulltime west Texas. New owner switching to religious format. General manager must be experienced in religious broadcasting and must be able to put in place proper staff and programming. Earned ownership position part of the package. Reply to Box C-80. EOE.

Help Wanted Announcers

RADIO PROS

Adult contemporary FM powerhouse in midwest medium market needs great voices. No beginners. Salary negotiable. EOE/MF. Box C-41.

Help Wanted Sales



DIR Broadcasting
The country's leader in radio syndication
SALES

If you're looking for an exciting job with:

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- ☐ direct sales at client levels
- ☐ becoming involved with media marketing-/planning

Send resume to: Tom Gatti, VP Director of Sales

DIR Broadcasting
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Think you're better than your present sales position? Sell me, and you're sales manager of a Gulfport/Biloxi, Miss. resort area FM that went from zip to #2 in a year! Good money, car, incentives. No desk pilots. No phone calls. EOE. WQFX, Box 789, Gulfport, MS 39502.

Help Wanted Sales Continued

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.

SALES REPRESENTATIVE

Complete broadcast traffic and accounting system utilizing IBM AT and XT type computers. Strong nationwide market. Heavy sales, radio and computer background required. Earnings above 50K. Send resume to: Bill Waller, Decision Data Systems, P.O. Box 1648, Jacksonville, TX 75766. Phone outside Texas 1-800-251-6677; inside Texas 214-586-0557. EOE.

TELEVISION

Help Wanted Technical

DIRECTOR OF ENGINEERING WPXI-TV PITTSBURGH AMERICA'S MOST LIVABLE CITY NBC AFFILIATED STATION EXCELLENT FACILITY & BENEFITS

Ideal candidate should have a minimum of 5 years engineering management experience and also experience in dealing with Union personnel. The individual should have an in-depth knowledge of ENG, SNG and other microwave equipment, good knowledge of facility planning and budgeting also essential.

Super opportunity for a dynamic individual. If you are available at the NAB Convention for interview, call me for appointment in advance. Respond in strict confidence to Mr. John A. Howell, III, Vice President and General Manager, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. EEO/AA.

Help Wanted Technical

CHIEF ENGINEER POSITION

K-104 FM, Dallas, top rated urban contemp., a KKDA AM; 500 watt AM are in need of a highly competent, take-charge engineer with experience in hi power FM, STL/TSLs, remote pick-ups, audio processing, remote control systems, and state of the art studio equipment. Qualified applicant will also work with engineering manager in formulating budgets, a maintenance schedules. We are a progressive, people oriented company with big plans which could include the right applicant. Immediate position, excellent benefits, salary commensurate with experience. FCC cense and SBE certification highly desirable. Forward resumes to Gerry Dalton, c/o Service Broadcast 621 N.W. 6th St., Grand Prairie, TX 75051. 214-641-1831. If coming to Dallas for NAB convention, please call! We are an equal opportunity employer, M/F.

CHIEF ENGINEER

KRVN AM/FM in Lexington, Nebraska, has great opportunity. AM is fulltime, 50,000 watt NDA-day, DA-night. FM is 100,000 watt stereo SCA Services. Also own KNEB AM/FM Scottsbluff, Nebraska.

Applicant needs 7 years' experience, leadership skills, (7 engineers) knowledge in all phases of audio, RF, and FCC regulations. Prefer directional antenna experience. Salary depends on experience. KRVN has excellent fringe benefits and retirement. Letter with detailed resume and references to Eric Brown, KRVN General Manager, Box 880, Lexington NE 68850. EOE.

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JOB 1...AM DRIVE

This high-performance act allows you to monopolize mornings in your market. Zaney characters...lotsa phones and warmth! Wanna be your market's next #1? Call now 505-986-4505.

WOLD COMMUNICATIONS Corp. Engineering Dept.

We are seeking a Manager of Field Services with the following minimum qualifications:

5 years of experience in the satellite and microwave communications fields.

1 year of experience in a supervisory capacity.

Must be able to perform and analyze satellite link budgets and microwave path performance calculations.

Hands-on working experience with fixed and transportable transmit/receive earth stations.

Working knowledge of SCPC, multiple subcarrier transmissions, video, and digital technologies.

Ability to troubleshoot HPAs, exciters and satellite receivers to the component level.

FCC General (first) class license.

Please send resume to:

Michael L. LoColto
Sr. VP. Operations & Engineering
Wold Communications
6290 Sunset Blvd., Suite 1203
Hollywood, CA 90028

Help Wanted Technical Continued

SATELLITE TELEVISION New York City

INTENANCE ENGINEERS: Significant experience in construction and maintenance of adcast facilities, microwave, uplinks & vlinks, Sony BVU-800, GVG & Utah-Scien-switching, studio setup & alignment, repair he component level. FCC General or SBE tification. Strong trouble shooting skills and lity to work independently. Moderate travel uired to service sites across the U.S.

ERATIONS TECHNICIAN: Significant experience in Common Carrier TOC or broadcast ster control. Signal evaluation using wave-n & vectorscope, signal switching, process-and routing. FCC General or SBE certifica-t. Ability to process multiple tasks ultaneously in a high-activity environment. elite operations, video scrambling back-und a plus. Requires great attention to de-and ability to keep accurate records.

**CELLENT COMPENSATION, WORKING
ENVIRONMENT & FULL BENEFITS**
Reply in confidence to Box C-13.

THE AMERICAN UNIVERSITY IN CAIRO TECHNICAL SERVICES COORDINATOR

e American University in Cairo (AUC) is seeking to fill s position of technical services coordinator in the iversity's TV news training center. The technical ser- es coordinator is responsible for all technical as- cts: maintenance, repair, equipment inventory, pro- sional video editing, studio management, and uction.

addition, the coordinator will be responsible for train- g AUC students enrolled in TVadvertising or TV work- ops on the technical use of Sony Betacam field and dio cameras.

university degree in engineering is required. Mini- um professional experience is five years with a rec- nized British or American TV network news division.

ontract and salary competitive. Those interested ould send resumes and other pertinent career infor- mation by April 30, 1986 to Dr. Thomas A. Lamont at the llowing address:

The American University in Cairo
886 U.N. Plaza
New York, NY 10017
Tel. 212-421-6320

Help Wanted Sales

BARTER TV

yndication sales veteran needed, 3 years' experience, for sales & arketing vice presidency position-- ove 150K. Ivy League type, flaw- ssly bilingual in Spanish and Eng- sh for NY based International etwork. Ms. Price, 305-566-4788.

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Help Wanted Sales Continued

BROADCAST SALES ENGINEER

SONY Corporation of America is a leader in the Broadcast Products Industry. Our current expansion has created the need for experienced sales professionals.

The individuals we seek should have a BSEE or an appropriate combination of education or experience, as well as at least 5 years of professional broadcast equipment sales experience with a demonstrated background in high tech video and audio equipment. These positions are in various locations throughout the U.S. and candidates must have an in-depth knowledge of the industry.

We offer an excellent compensation and fringe benefits package and the opportunity to work with an industry leader in a growth environment. For prompt confidential consideration, please send your resume, indicating area preference, to: **MANAGER HUMAN RESOURCES, SONY BROADCAST PRODUCTS COMPANY, 1600 QUEEN ANNE ROAD, TEANECK, NEW JERSEY 07666.** We are pleased to be an equal opportunity employer M/F/H/V.

SONY

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Help Wanted News

News Producer

WCVB-TV, Boston, seeks experienced, first-rate 6:00 pm News Producer. Must have superb organizational skills, outstanding people skills, excellent news judgement, and a proven track record of accurate, high quality news writing. This person must professionally and personally complement the philosophy of a news organization nationally recognized as one of the finest in the country. Minimum 3 years' experience required in major market.

Send resume and cover letter with references, no tapes or telephone calls please, to the Personnel Department CN486, WCVB-TV, 5 TV Place, Needham Branch, Boston, MA 02192.

An Equal Opportunity Employer

WCVB5TV

TV ANNOUNCER TALENT

Need experienced, non-union, on-camera announcer talent from L.A. area for national TV commercials. Looking for those with minimum one year experience as TV sports, weather or news anchor. Must be excellent teleprompter reader! Excellent fee and exposure for right people. Send resume, 1/2" VHS demo and SASE for return to, Producer, P.O. Box 7000-F, Redondo Beach, CA 90277.

Help Wanted Programing, Production, Others

SPECIAL PROJECTS PRODUCER

Energetic, creative, versatile producer who specializes in whistles and bells production. Must have strong sports background, special knowledge of the NFL, but also must have an interest in Public Affairs documentaries. Work for one of America's most aggressive stations in America's most liveable city. Send tapes and resumes to Mark Barash, Programing Director/ Operations Manager, WPXI-TV, P.O. Box 1100, Pittsburgh, PA 15230. EEO/AA.

PRODUCTION

Midwest group-owned affiliate seeks talented, creative production person for part-time director, part-time studio cameraperson position. Opportunity to direct news and commercial production. EOE. Box C-85.

Radio Programing

A MOMENT OF MUSICAL HISTORY

Every day has a great musical moment in its past. Marty Wilson of WNEW N.Y. remembers them in his daily feature, ideal for nostalgia, talk and adult format. No charge. Melcor Broadcasting, 30 Madison Ave., N.Y., N.Y. 1016. 212-725-2919.



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
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Business Opportunity

enders are invited for the supply, delivery and installation of television studio equipment for Auckland, New Zealand.

opies of this tender can be viewed at the New Zealand Embassy, 37 Observatory Circle, NW, Washington, DC 20008. The contact at the Embassy is Basil Troupes who can be reached 202-328-4876.

opies of the Tender documents and specifications can be obtained by writing to Broadcasting Corporation of New Zealand, Supply Division, PO Box 1, Wellington, New Zealand. Attention Miss E. M. E. Hall.

Requests for copies of this tender are to be accompanied by a deposit of US \$100.00. This deposit will be refunded on receipt of a substantive offer at closing. Tenders will close at 1:00 pm on July 1, 1986 in the Supply Manager's Office, 214 Thorndon Quay, Wellington, New Zealand.

For Sale Stations

6 FLORIDA LPTV CPs

Top 80 ADI Areas

Joint venture, merge with public co. or your offer considered. Principle Box C-83.

AM/FM COMBOS IN WASHINGTON STATE

one at \$900,000 with \$200,000 down and other at \$625,000 with \$100,000 down. Excellent terms. Write Box C-43.

For Sale Stations Continued



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Bob Marshall, President

Please join us on Monday or Tuesday evening, April 14th and 15th, from 7 to 9 PM, to meet with legal and engineering experts to assist you in the buying and selling of radio stations.

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RADIO STATION - WNTR
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TO BE SOLD IN BULK ONLY

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8120 Wisconsin Avenue

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FRIDAY, MAY 2 at 12:00 NOON

FCC Broadcast Specs: Frequency - 1050 Khz AM, Nominal Power 1 kw, daytime

TERMS OF SALE: Contact Auctioneer.

Michael Fox Auctioneers,

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Baltimore, Maryland 21208 • 301/653-4000

Location	Size	Type	Price	Terms	Contact	Phone
MW	Met	AM/FM	\$1000K	Cash	Ray Stanfield	(818) 366-2554
SE	Reg	AM/FM	\$6400K	Terms	Mitt' Younts	(202) 822-8913
NW	Met	AM/FM	\$2300K	\$500K	David LaFrance	(303) 234-0405
Mid Atl	Met	FM	\$2200K	Terms	Mitt Younts	(202) 822-8913
West	Maj	AM/FM	\$2000K	Terms	Greg Merrill	(801) 753-8090
Plns	Met	AM/FM	\$2000K	Nego	Peter Stromquist	(818) 366-2554
CA	Met	FM	\$1250K	Terms	Jim Mergen	(818) 366-2554
CO	Med	FM	\$1900K	Cash	David LaFrance	(303) 234-0405
CA	Sm	AM/FM	\$1100K	\$150K	Elliot Evers	(415) 495-3516
NY	Sm	FM	\$750K	\$430K	Ron Hickman	(401) 423-1271
AZ	Sm	AM/FM	\$700K	Terms	Peter Stromquist	(818) 366-2554
VI	Med	FM	\$675K	\$75K	Randy Jeffery	(305) 295-2572
AR	Met	FM	\$650K	Cash	Bill Whitley	(214) 680-2807
OK	Med	FM	\$650K	\$180K	Bill Whitley	(214) 680-2807
KY	Sm	AM/FM	\$535K	Terms	Ernie Pearce	(404) 998-1100
AL	Sm	AM/FM	\$475K	\$100K	Ernie Pearce	(404) 998-1100
Grt Plns	Med	AM/FM	\$495K	Terms	Bill Lytle	(816) 941-3733
IA	Sm	FM	\$450K	\$150K	Bill Lochman	(816) 941-3733
AZ	Med	FM	\$450K	\$135K	Jim Mergen	(818) 366-2554
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UT	Met	AM	\$325K	Terms	Greg Merrill	(801) 753-8090

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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., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.

We'll be at the Wyndham Hotel, 214-631-2222, during the 1986 NAB Convention, April 13th through 16th. Appointments preferred.

BURT SHERWOOD
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Suite #1265, Anatole Hotel - Dallas

LOEWS ANATOLE HOTEL

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P.O. Box 36, Lexington, MO 64067,
Randy Meador, 816-455-0001

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SMALL MARKET OKLA.
\$800K

WILL ACCEPT FIRST
REASONABLE OFFER
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- UHF TV Large Eastern city. \$8.5 million
- Class C plus super powerful AM. Large Central US city. \$13 million.
- FM near Champaign—Urbana, IL. \$240,000
- FM near Omaha, Nebraska. \$790,000.
- More than 80 radio and 20 TV and TV CI from Puerto Rico to Guam including several combos and Class C stations. Call to get on our mailing list.
- Buying or selling, see us at NAB in Dallas. Appointment only.

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TOP 20 FULLTIME

Upper midwest suburban 5 kw foreign clear channel AM. High level of market recognition. Awaiting uncontested CP for increased power (both day and night) on domestic clear channel; up to 50 kw possible by day. Newer equipment; renovated studios, offices. Leased transmitter site. This unique expansion opportunity is priced at \$800,000 -- some terms available. Offered by owner to those financially qualified only, please.

Box C-84

TOP 75

Only independent serving this attractive market with fully competitive signal. Excellent library. Excellent ratings. Reason for sale: Owner non-broadcaster with other investment opportunities. Price commensurate with similar sales. Station needs financially solvent and business qualified broadcaster as owner. Physical plant is "state-of-the-art". Principals only, please. Box C-82.

TENN. full AM top-100 mkt. \$400k. \$50k dow
FLA. full AM - strong growth area adjacent major market. \$825k, \$225k dn. Can go 5kw.
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Suite 710 Atrium
214-748-1200

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Class B FM and fulltime AM.
Attractive market. \$700,000 on terms
Discount for cash.
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212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

The Holt Corporation

NEW LISTINGS

19 new listings since April 1st. Class C'S, B'S and A'S, some with AM. Come early for the best selection. We'd rather sell 'em than count 'em! No appointment necessary. G. Arthur Holt, Bernie Fuhrmann, Gary Kirtley, Mark O'Brien - NAB Convention - Suite #653, Atrium - Loews Anatole.

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Drastically reduced
\$340,000 with \$65,000
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agement. Priced less than 2 times rev-
enues, cash.

Box C-51

FOR SALE

AM/FM radio station. Northern Sacra-
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WESTERN VHF CP

All or will joint venture or investor
partner. I have transmitter, tower,
antenna, microwave equipment,
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Payable in advance. Check, or money order only. F & 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 print due to illegible copy—all copy must be clearly typed and 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, & special notice announcing the earlier deadline will be published above this rate card. 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 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, P.D., etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

lia

Carr, assistant to president. Grant Broadcasting System, Miami, assumes additional duties as director of television operations. Grant owns WFBSTV Miami, WGBSTV Philadelphia and WGBO-TV Chicago.



Carr

John Ahern, VP and general manager, WLS-TV Chicago, named president and general manager.



Ahern

George Green, VP and general manager, KABC-TV Los Angeles, named president.

W. Irwin, VP and general manager, KOSI-TV Denver, joins WYNY(FM) New York in full capacity. Irwin succeeds **Harry Durkin**, resigned.

Perth, VP and general manager, CBS Radio Station National Sales, New York, joins CBS-owned WBBM-TV Chicago as station manager.

Ten Joos, VP and general manager, Cox Broadcasting Company, WIOD(FM) Miami, resigns. **Bill Dalton**, VP and general manager, KFI(FM) Los Angeles, will assume acting general manager.

Les Thornton Jr., general manager, KAM-WKMG(FM) Martinsburg, W. Va., resigns. **WAGE(FM)** Leesburg, Va., as general manager, succeeding Paul Draisey (see "Margolis" below).

Glenn Barker, station manager, WTVJ-TV Ft. St. John, joins WXLTV Sarasota, Fla., as president and general manager.

Abel, VP and general manager, KIRO-TV Seattle, named executive VP.

Say Davis, VP and general manager, KAM-TV Sterling, Ill., joins WSAV-TV Harrisonburg, Va., as general manager.

John Fleming, general manager, WRSP-TV Springfield, Mo., joins WRVN-TV Richmond, Va., as general manager.

Williams, local sales manager, WFLD-TV Chicago, joins KPDX-TV Vancouver, Wash., as P and general manager.

Keeney, VP and general manager, KAM-KYGO(FM) Denver, joins KHOW-TV Denver, as VP and general manager.

Greene, general manager, KDLT-TV

Mitchell, S.D., resigns.

Gary Granger, president and general manager, WKHK(FM) Colonial Heights, Va., joins WKTK(FM) Crystal River, Fla., as general manager.

Terence Jung, from Informatics General Corp., Rockville, Md., joins Duffy Broadcasting, Dallas, as VP and chief financial officer.

Marketing



Brenner

Eric Brenner, executive producer for SSC&B:Lintas USA, New York, named senior VP. **Daniel Preisz**, copy supervisor, and **Ray Sader**, producer, SSC&B:Lintas USA, named VP's.

Harold Margolis, senior VP and director of information services for Campbell-Ewald,

Warren, Mich., named group senior VP, strategic planning and research department. **Rod-**

erick Smith, VP, director of research, Campbell-Ewald, named group senior VP.

Thomas Doty, management supervisor, and **Thomas Hemphill**, creative director, Kalish & Rice Advertising, Philadelphia, named senior VP's.

Appointments, BBDO, New York: **Nora Gallick**, VP, group planning supervisor, and **John Osborn**, VP, media supervisor, to associate media directors; **Maryann Cunningham**, media supervisor, and **Pam O'Neill**, media planner, to planning supervisors.

Robert Bishopric, VP, creative supervisor, J. Walter Thompson, New York, joins Beber Silverstein & Partners there as VP, account supervisor.

Lori Adelsberg, director of research, and **Jean Gunning**, director of marketing information, Blair Radio, New York, named VP's.

Larry Miller, director, sales, NBC Radio Entertainment, New York, named director, long-form sales, NBC Radio Networks.

Florence Friedman, VP, director of planning and research, Ogilvy & Mather, New York, joins SSC&B:Lintas there as senior VP, director of research-consumer information.

Helen Katz, broadcast supervisor, Chiat/Day,

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San Francisco, joins Doyle Dane Bernbach. San Francisco, as broadcast buying supervisor.

Louise Ure, account supervisor, Foote, Cone & Belding. San Francisco, named management supervisor. **Alan Jewett**, account executive, Foote, Cone & Belding, San Francisco, named account supervisor.

Leslie Forbes, senior negotiator, J. Walter Thompson. Washington, joins Abramson Associates there as senior broadcast buyer, media department.

Kevin McCarthy, senior art director, Franklin & Associates. San Diego, joins Knoth & Meads there as art director.

Robert Leopold, group research director, SSC&B. New York, joins Geer, DuBois there as group research supervisor. **Jill Savitz**, assistant producer, Geer, DuBois, named associate producer.

Regina Hiser, media buyer, Long, Haymes & Carr. Winston-Salem, N.C., named media supervisor.

Doug Spellman, president and chief operating officer, Spellbound Productions. Los Angeles, joins Snyder, Longino Advertising, Encino, Calif., as VP, media.

Diane Sciandra, media supervisor, Healy-Schutte & Co., Buffalo, N.Y., named associate media director.

Andy Rychlik, senior account manager, Group II Communications. Franklin, Wis., advertising specialty company, and **Lucy Efron**, assistant director of marketing, Baylis Co., Cincinnati clothing manufacturer, join Frankenberry, Laughlin & Constable, Milwaukee, as account supervisor and account executive, respectively.

Jean Whitehead, from WKRC-TV Cincinnati, joins Sive Associates there as media assistant.

Richard Bleser Jr., from Dancer Fitzgerald Sample, New York, joins W.B. Doner & Co., Baltimore, as account executive.

John Lee, general sales manager, CBS-owned KMOX-TV St. Louis, joins co-owned WBBM-TV Chicago as general sales manager.

Gary Lawrence, general sales manager, WAXY(FM) Fort Lauderdale, Fla., joins WINZ(AM) Miami as VP and general manager.

Clint Pace, general sales manager, WEWS(TV) Cleveland, assumes additional duties as manager, television sales, for parent, Scripps Howard Broadcasting.

Paul Draisey, general manager, WAGE(AM) Leesburg, Va., named director of sales and special projects for parent, Emmet Broadcasting Co.

J. David Bunnell, national sales manager, KOTV(TV) Tulsa, Okla., joins WDAU-TV Scranton, Pa., as general sales manager.

Don Corsini, senior account executive, KABC-TV Los Angeles, named director of marketing-retail sales manager.

Jane Yacobellis, account executive, WKYC-TV Cleveland, named sales manager.

Nicole Swift, traffic assistant, KZKC-TV Kansas City, Mo., named traffic manager.

Tom Tucker, sales manager, WJON(AM) St.

Cloud, Minn., joins KSTP(AM) Minneapolis as local sales manager.

Erin Niehus, from WBMX-AM-FM Chicago, joins WFYR(FM) there as account executive.

Awura-Adzua Backman, from American Networks, Tacoma, Wash., joins WOR(AM) New York as retail sales representative.

Jeff Boden, from WCLY(FM) Morningside, Md., joins WMAL(AM) Washington as account executive.

Carlette Peters, from WLTW(FM) New York, and **Katherine Ritchie**, from Blair/RAR, Chicago, join WINS(AM) New York as account executives.

Tannya Evans, research assistant, KBHK-TV San Francisco, named account executive.

Bob Tobey, KGUN-TV Tucson, Ariz., joins WGNX-TV Atlanta as account executive.

Programing

Arthur E. Levine has resigned as chief financial officer of Westwood One Inc., Culver City, Calif.-based radio programing network, and will vacate company presidency on May 31. Levine plans to start his own financial venture, LCL Investments, that will be involved in mergers and acquisitions in non-broadcasting areas. He will continue as both director and consultant to Westwood One. **Bill Battison**, executive VP of company, will assume additional position of chief financial officer, and **Gary Yusko**, controller for Westwood, will become vice president/financial operations. New president has not yet been named.



Kalcheim

Leonard Kalcheim, senior VP, business affairs, television and video distribution division, Paramount, Los Angeles, joins Hal Roach Studios, New York, as senior VP, business affairs.

David Bartlett, director, news and English broadcasts, Voice of America, Washington,

joins NBC Radio, New York, as director, programing, Talknet.

Guy McElwaine, chairman and chief executive officer, Columbia Pictures, motion picture division, resigns, effective within 90 days of April 9. No successor has been named.

Kenneth Arber, manager, West Coast programing, LBS Communications, New York, named VP, West Coast programing.

Michael Blaha, assistant general counsel, Columbia Pictures Domestic Distribution, Burbank, Calif., assumes additional duties as VP, legal affairs.

Herb Swan, general manager, international sales, Pro Serv Television, Dallas, named VP, international sales and production.

George Sperry Jr., VP, general manager, Group W Productions' Television Videotape Satellite Syndication Center, Pittsburgh, joins TPC Communications Inc./Channel One

Ltd., Sewickly, Pa., as president and executive officer. **Marjorie Sherwood**, sales representative, TVSC/Gro Pittsburgh, joins TPC Communication Channel One Ltd. as director, syndicated satellite sales.

Ken Belsky, director of creative affair, public Pictures Corp., Los Angeles, to become independent producer.

Maurice Singer, senior VP, motion production, Home Box Office, New resins.

William Seres, director, human resource development, Viacom, named VP, human sources development, Viacom Internati

Conrad Roth, consultant to All American Television, production-distribution company, named senior VP. **Wendy Clancy Z**, Midwest director of sales, CBS Cablework, Chicago, joins All American Television as director of national advertising. **Paul Most**, account executive, NBC-Television, joins All American Television as account executive.

Ron Stephenson, casting director, Universal Television, Los Angeles, named director, casting.

Reid Davis, Midwest sales manager, CTV Television Sales, Chicago, joins ITC Entertainment there as sales manager, Midwest.

Rob Loos, director of development, Banner Associates, Los Angeles, joins public Pictures Corp. there as director of program development.

David Downs, director, program planning, *Wide World of Sports*, ABC Sports, New York, named director, program planning, acquisition, ABC Sports. **Jack O'Hara**, program planning, *Wide World of Sports*, named manager, program planning at acquisition.

Steve Stone, producer, ATV Music, Los Angeles, joins Lorimar-Telepictures Group there as general manager, music licensing.

Appointments, Group W Satellite Communications' new Denver office, headquarters, its Western division affiliate sales act for The Nashville Network: **Lynn Price**, marketing representative, The I Channel, to manager, Western division head of office; **Tracy Prager**, affiliate representative, GWSC, Dallas, to Denver office same capacity, and **Cindy Eichner**, marketing administrator, Viacom Cablevision, to affiliate representative.

Robert Cesa, account executive, CB New York, joins Tribune Entertainment there as account executive, media sales.

Kelly Wallace, air personality, music director, and assistant to program director, WIS Milwaukee, joins WKLH(FM) there as program director.

Jay Clark, from KRLA(AM) Pasadena, Calif., joins KHTZ(FM) Los Angeles, joins WOMC(FM) Detroit as program director.

Scott Larson, senior producer-director, motion Productions, Seattle, joins KT there as production manager.

Donna Lusitana, producer, A.M. Los Angeles, joins KABC-TV Los Angeles, named executive

live programming. **Mack Anderson**, pro-
ducer on L.A., KABC-TV, named assistant
producer.

Patrick Slater, air personality. WTMJ(FM)
, named production director.

Miller, from KDKA-TV Pittsburgh, joins
TV Washington as writer-producer.

Jansen, from WFMI(FM) Winchester,
joins WHAS(AM) Louisville, Ky., as
and air personality.

Sweeton, part-time air personality.
FM Washington, named air personal-

News and Public Affairs

Winston, most recently from Susan
Productions, Los Angeles, and for-
mer executive producer for Paramount's de-
syndicated strip, *America*, and execu-
tive producer of ABC's *Good Morning*
America, has joined CBS News, New York, as
executive director of morning news planning.
He will take over as executive producer of
Morning News. Dave Corvo remains ac-
tivating producer of that broadcast, post-
poned since departure of Johnathan Rod-
riguez. He will take job as VP and general manager of
owned WBBM-TV Chicago (BROADCAST-
March 24). **Judith Schaffer**, from KRON-
San Francisco, and **Hans Laetz**, from
TV Tucson, Ariz., join CBS News, Los
Angeles, as assignment editors.

Le Mills, manager, satellite and technical
services, NBC affiliate WSVN(TV) Miami,
Fla., general manager. Skycom, NBC
affiliate, New York. Skycom is joint venture of
and its affiliates in Ku-band satellite
communication system for newsgathering activi-

Indiglia, VP, news, CBS Television Sta-
tion, New York, joins Business
Inc., newly formed New York-based
company that will create business news programs
and distribution of media, as chief operating offi-

Freedman, news director. WCXI-AM-FM
joins UPI Radio Network. Washing-
ton senior news producer.

Caputo, news director. Fox Television
Network's WFDD-TV Chicago, joins co-owned
WATV New York as news director.



Warwick, news director. Cap Cities/
City of Durham, N.C., joins co-
owned WPMI-TV Philadelphia as news direc-
tor, succeeding Alan Nesbitt, named presi-

dent and general manager of WTVD
(BROADCASTING, March 24).

David Smith, managing editor, news, WGRZ-
TV Buffalo, N.Y., joins WATE-TV Knoxville,
Tenn., as news director.

John Denney, news director, Gillett Broad-
casting's WEAU-TV Eau Claire, Wis., joins co-
owned KOLN-TV Lincoln and KGIN-TV Grand
Island, both Nebraska, as news director.

Appointments. Knight-Ridder's WKRN-TV
Nashville: **Deborah Watson**, special projects
producer, KMOL-TV San Antonio, Tex., to
managing editor; **Frank Westover**, executive
producer, co-owned WPRI-TV Providence,
R.I., to news operations manager; **Doug**
Crory, producer, WTVF(TV) Nashville, to pro-
ducer; **Phyllis Gilchrist**, reporter, UPI, to as-
sociate producer; **Joe Bell**, reporter, WPXI(TV)
Pittsburgh, **Vanessa Moody**, reporter, WGHP-
TV High Point, N.C., and **John Clark**, report-
er, WECT-TV Wilmington, N.C., to reporters;
Bob Van Tieghem, photographer, WQAD-TV
Moline, Ill., to photographer.

Appointments. KTIV(TV) Sioux City, Iowa:
Dave Smetter, noon news anchor and produc-
er in charge, to assistant news director; **Jon**
Beringer, chief photographer and special pro-
jects producer, to assignment editor; **Mary**
Kate Wells, reporter, to anchor-producer, *To-*
day in Siouxland, and **Al Joens**, part-time re-
porter, to full-time reporter.

Tami Wilson, from KOMO-TV Seattle, joins
ABC News, Los Angeles, as assignment edi-
tor.

Cheryl Washington, coordinating producer,

Showbiz Today, CNN, Atlanta, named enter-
tainment correspondent, *Showbiz Today*.

Lane Greyy, news director, WYKS(FM) Gaines-
ville, Fla., joins WKTK(FM) Crystal River,
Fla., as news and sports director. **Marianne**
Kelly, public affairs producer, WYGC(FM)
Gainesville, Fla., joins WKTK(FM) Crystal
River, Fla., as production and community af-
fairs director.

Roy Isom, farm news editor and anchor,
KMJ(AM) Fresno, Calif., named news director.

Steve O'Brien-Floethe, assistant news direc-
tor-assignment editor, WEVU(TV) Naples,
Fla., resigns.

Anthony Mason, general assignment reporter,
CBS-owned WCBS-TV New York, joins CBS
News as reporter.

Larry Burnett, freelance sports reporter,
ESPN, Bristol, Conn., named reporter-an-
chor.

Barbara Lewis, from KSDO(AM) San Diego,
joins KSBY-TV San Luis Obispo, Calif., as co-
anchor.

Anne Butler, reporter and weekend anchor,
WABC-TV New York, joins CBS Sports there
as reporter and anchor.

Les Jansen, from WLWT(TV) Cincinnati,
joins WTTG(TV) Washington as weekend pro-
ducer-writer, 10 p.m. news.

Barbara Clemmons, recent graduate, college
of communication, Boston University, joins
WCPO-TV Cincinnati as weekend assignment
editor.

Sheree Bernardi, from WQUE-AM-FM New Or-

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leans, joins WASH-FM Washington as afternoon news anchor.

Mike Schuh, from KFVS-TV Cape Girardeau, Mo., joins WLKY-TV Louisville, Ky., as reporter.

Chris Horn, from South Carolina Electric & Gas, Columbia, S.C., joins WIS-TV there as business-economics reporter.

Tom Gauer, from KJRH(TV) Tulsa, Okla., joins noncommercial KCPT(TV) Kansas City, Mo., as reporter for *Kansas City Illustrated*.

Robert Gonzales, from KSBY-TV San Luis Obispo, Calif., joins KFMB-TV San Diego as weekend weathercaster.

Ned Smith, sports anchor, WPEC(TV) West Palm Beach, Fla., joins WTVJ(TV) Miami as sports reporter.

Steve Boyer, from WOC-TV Davenport, Iowa, joins WLUK-TV Green Bay, Wis., as sports reporter.

Brian Kahl, morning news anchor, noncommercial KANU(FM) Lawrence, Kan., joins noncommercial WFSU-FM Tallahassee, Fla., in same capacity.

Technology

Public Broadcasting Service has reorganized broadcast operations and engineering division into two parts, each headed by division-level executive, following departure of Dave Baylor, VP, broadcast operations and engineering, to NBC, New York (BROADCASTING, March 17). **Ralph Schuetz**, director of broadcast operations, has been named senior director of operations, and **David Sillman**, who has been heading technical center reconstruction project office, becomes senior director of engineering and satellite technology. Schuetz will oversee technical operations department, headed by director **Gary Wright**, and broadcast operations, headed by **Doris Cooper**, with new title of associate director. Sillman will oversee engineering department, headed by director **Mark Riker**, and new satellite technology department, directorship of which has not yet been filled.

Alex Best, principle engineer, Scientific-Atlanta, Atlanta, joins Cox Cable Communications there as VP, technical operations.

Warren Middleton, from Station Business Systems, joins Vidcom International Corp., Old Greenwich, Conn., as sales manager for BAT 1700 computer traffic and accounts receivable system for radio and television stations.

Brent Clenney, video colorist, Motion Picture Laboratories, Memphis, joins MPL, Nashville, as head of tape-to-film operations.

Dennis Messier, personnel manager, BIW Cable Systems, Plymouth, Mass., joins Augat Inc., Attleboro, Mass., as human resources manager, interconnection systems division.

Dan Rutman, consultant, SRM Computers, New York, and before that systems engineer for HBO there, joins noncommercial KCPT(TV) Kansas City, Mo., as director of engineering.

Walter Garrett, supervisor of electronic news-gathering equipment, WCPO-TV Cincinnati,

named assistant chief engineer.

Promotion and PR

Appointments, GreyCom, New York, public relations subsidiary of Grey Advertising: **Norman Weissman**, former president, Ruder Finn & Rotman, New York, to vice chairman; **Louise Feinsot**, from Ruder Finn & Rotman, New York, to executive VP, and **Harriet Mouchly-Weiss**, from RF&R, New York, to president, newly formed GreyCom International.

Susan Mayer, manager, Boston Consulting Group, Boston, joins Comsat, Washington, as VP, corporate development.

Edward Shapson, general manager, Kalish & Rice Public Relations, Philadelphia, named senior VP.

Bruce Binenfield, from WUSV(TV) Albany, N.Y., joins KZKC-TV, Kansas City, Mo., as promotion manager.

Mary McEvilly, continuity coordinator, WOJO(FM) Evanston, Ill., named director of public relations.

Peter Mandell, promotion manager, WVEU(TV) Atlanta, named creative services director.

Janet Helms, director of institutional relations at Sacred Heart College, Belmont, N.C., joins noncommercial WDAV(FM) Davidson, N.C., as community relations director.

Cassandra Spudic, freelance writer-producer, joins KDFW-TV Dallas as promotion writer-producer.

Eric Johns, from WXTV(TV) Paterson, N.J., joins WNJU-TV Linden, N.J., as art director.

Timothy Marsh, promotion-public relations director, KESQ-TV Palm Springs, Calif., joins County of San Bernardino, Calif., as multimedia coordinator.

Larry Parker, director-designer, on-air advertising, WJXT(TV) Jacksonville, Fla., named director of creative services. **Mary Jo Trenkler**, producer-director, creative services department, WJXT, named assistant director.

Ann Bowman, recent graduate, University of Missouri, Columbia, Mo., joins American Advertising Foundation, Washington, as education director.

Allied Fields

Ron Weber, VP, corporate communications, Corporation for Public Broadcasting, Washington, joins Wesley, Brown & Bartle, management consulting and search firm, as managing director, Washington.

Edward R. Jacobs, foreign affairs adviser to FCC, assumes additional responsibilities as special assistant to Chairman Mark Fowler, succeeding Tom Herwitz, who joined Fox Television Stations, Washington, as VP, corporate and legal affairs.

Edward Pfister, former Corporation for Public Broadcasting president, who resigned in May 1985, will become first dean of School of Communication at University of Miami, Coral Gables, Fla., beginning April 15.

Beverly Keene, VP, creative services, sion Bureau of Advertising, New named senior VP, manager, creative ser

Wallace Westphal, director of retail r ing, Television Bureau of Advertising York, named VP, local sales manager.

Frantisek (Frank) Daniel, co-chairman division, Columbia University, New joins University of Southern Cal School of Cinema-Television, Los A as dean.

Claudio Pabo, deputy chief, Policy D FCC, Washington, named legal assisi chief, Common Carrier Bureau.

H. Rad Eanes III, VP, human resources, Hanks Communications, San Antonio, resigns to start own firm, based in H and San Antonio, to provide psycho counseling services to businesses.

Debbie Hirschinger, Los Angeles pu coordinator, LBS Communications, Lc geles, named VP of newly formed LB lebrities division, which supplies com talent to agencies and advertisers.

Elected officers, Wisconsin Broadcaste socation: **Lee Davis Jr.**, WCU WLTU(FM), president; **James Schuh**, (AM)-WSPT(FM) Stevens Point, VP. **Wayne Godsey**, WISN-TV Milwaukee television; **Bart Kellnhauser**, WSAW-TV sau, secretary.

Elected officers, Arizona Cable Tele Association, Phoenix: **Del Henry**, Time: ror Cable, Phoenix, president; **Brian Jones** Intercable, Tucson, vice pres **Clay Blanco**, Rogers Cablesystems, secretary-treasurer.

Elected officers, Texas Cable TV Associ Austin: **Tom Whitehead Jr.**, TV Cat Brenham, president; **Neil Haman**, He Communications, vice president; **Josef Bacco**, McCaw Communications, secr treasurer.

Deaths

Don W. Moore, television, newspaper magazine writer and editor, died of heart attack April 7 in Sarasota, Fla. He had P son's disease. Moore's television credi cluded *Captain Video*, *Sea Hunt*, *Rawhide*, *Death Valley Days*. Moore had also w for United Press International and Asso Press in Bahamas. Survivors includ wife, Anne.

Helen Harvey, manager, commercial rec NBC, New York, died of cancer March Mount Sinai hospital, New York. She j network in 1946, and remained until She returned in 1968 as commercial re coordinator, standards and practices, and named manager, commercial records 1972. She is survived by her son, John

Tom Aroney, 35 (air name Andy Carey) duction manager, WPXT(TV) Portland, died of heart attack April 1, at Maine M Center, Portland, Me. Before joining he had worked in production departmer number of radio and television station New England, Florida and Pennsylvania

Snider: Getting down broadcasters' business

ago Ted L. Snider was campaigning for a joint board chairmanship of the National Association of Broadcasters. Today, the story won, he is charting a course he says will lead to a smarter, stronger trade association.

The 57-year-old Snider, a medium-market radio operator nearing the end of his first year as NAB chairman, likes the job well enough to want another term. He'll run for reelection in June. (Elected to NAB's radio board in 1981, Snider became its vice chairman in 1983 and chairman in 1984.)

Like some of NAB's more colorful past leaders, Snider's style is restrained. He was one of those who at the time of his election doubted that Snider would provide strong and independent leadership. But he has won admirers on both the TV and radio boards. His style may not be flamboyant, but he quietly gets things done. "He's looking for a great deal of prestige," says NAB director Dave Palmer of WATH(AM)-WYOH(FM) Athens, Ohio. So far Snider shows no signs of catching the Potomac fever that is a hazard of his job.

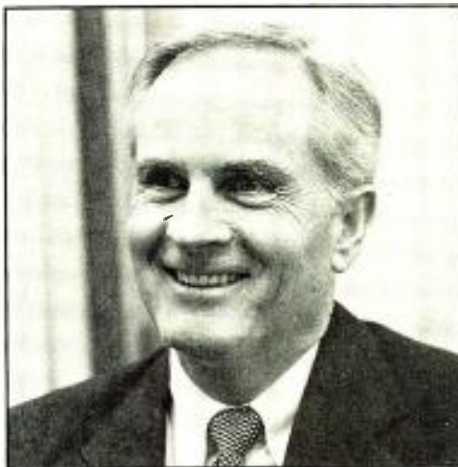
Snider is methodical. During executive committee meetings he makes extensive notes, lest he forget a detail that he thinks deserves attention. "He gets down to business," said John Abel, NAB's executive vice president for operations.

Part of that business involves one of Snider's priorities as chairman: to improve the industry's communications with its members. "We've made substantial progress toward some of my own personal goals," Snider says. "The first thing I wanted to do was to be sure NAB carried out the mandates of the industry. I think we're more responsive now to the board and to broadcasters."

Snider also believes NAB has improved its relations with Congress. "We're spending a more time developing those relationships. We've beefed up our grass-roots organization and we are encouraging more broadcasters to make Hill visits and to visit congressmen at home."

Building a consensus within the broadcast industry is another Snider objective. NAB's recent merger with the National Radio Broadcasters Association, he feels, is a step in that direction.

Snider is also conducting meetings to aid in the search for consensus. Last month he presided over former NAB joint board chairmen to discuss industry matters (BROADCASTING, March 31). On Sunday, April 13, during the NAB's annual convention in Dallas, Snider will meet with the associations' chairmen and vice chairmen of the radio and TV boards. And on May 15, he is sponsoring a "congress of allied organizations," the NAB headquarters in Washington.



Ted Lowell Snider—Joint board chairman. National Association of Broadcasters; owner, KARN(AM)-KKYK(FM) Little Rock, Ark., The Arkansas Radio Network, Muzak franchise for central Arkansas and STARCOM (radio paging company); b. Dec. 16, 1928, Rockwood, Tex.; BA, speech (radio broadcasting), 1949; MA, speech (radio broadcasting), 1950, both Baylor University, Waco, Tex.; announcer, KFMB-TV San Diego, 1950; radio repairman, Marine Corps, 1951; part owner, Word Records, Waco, Tex., 1952-53; station manager, KOAT-TV Albuquerque, N.M., 1953-55; sales position, KFMB-TV San Diego, 1955; general manager, KXOC(AM) (now KPAY(AM)), Chico, Calif., 1955-57; program director, WTCN-TV Minneapolis, 1957-59; part owner, KBST(AM) Big Spring, Tex., 1959-61; general manager, KPAY(AM) Chico, 1961-1966; station manager, KARK-AM-FM Little Rock, 1966-1972; joint board chairman, NAB, since June 1985, other positions since 1972: m. Jane Julian, December 1950; children—Cathron, 33, and Ted Jr., 27

About 40 organizations are invited.

Snider is taking an active role in drafting a five-year plan for the association (see story, page 174), and is basing much of the plan on impressions gathered from visits to broadcasters and responses received from the more than 100 letters he sent out to industry leaders. His efforts have not gone unnoticed.

Snider draws respect from among his colleagues. "He started from scratch and built something," said radio director Ken MacDonald Sr., of MacDonald Broadcasting, Saginaw, Mich.

Born in Rockwood, Tex., Snider grew up in Corsicana, Tex. "I loved radio. I knew the network schedules by heart," he recalls. He dreamed of being a sports announcer like his idol, NBC's Bill Stern.

Snider studied at Baylor University in Waco, Tex., where he earned a BA in 1949 and two years later an MA, both in broadcasting. In college, he worked part-time at KWTX(AM) Waco and during the summers in Corsicana at KAND(AM).

After receiving his MA, Snider attended

the UCLA-NBC Television Institute in Hollywood. He was attracted to the new medium. After completing the six-week course at the institute, he started back to Texas via San Diego (to visit his soon-to-be wife, Jane) where he applied for an announcer's job at KFMB-TV San Diego.

Snider's stint at the station was interrupted by the Korean War. He joined the Marine Corps in April 1951, but the war ended before he finished his training. Snider did not return to the station, but instead joined a college roommate who had started a religious record company back in Waco. The company, Word Records, later merged with ABC. After a year in the record business, Snider decided the company was not big enough to support two partners. He went to KOAT-TV Albuquerque, N.M., helping to put it on the air and rising to station manager before leaving in 1955.

It was then back to San Diego, and to KFMB-TV, where Snider decided to learn the sales end of the business. It was a short course. After three months, Snider was offered the general manager's job at KXOC(AM) Chico, Calif. (now KPAY(AM)). He was there for two years until a new owner wanted to run the station. In 1956 Snider joined WTCN-TV Minneapolis as program director.

He bought his first station in 1959 in Big Spring, Tex., KBST(AM). His choice of radio was economic. "I felt I could afford to be an owner in radio. TV seemed so unreachably from an ownership standpoint in those days." The station, however, was grossly undercapitalized and Snider sold his share to one of the other three partners.

He returned to Chico as general manager of KPAY(AM) and stayed five years. In 1966, he moved to Little Rock, Ark., to run KARK-AM-FM. Five years later he bought those two stations (changing the call letters to KARN(AM)-KKYK(FM)) and the Arkansas Network, a statewide news network that now has about 86 affiliates. He also built an FM in Jonesboro, Ark., but later sold it.

With the purchase of a Muzak franchise for central Arkansas, which he still operates, Snider began to diversify. He developed, then sold, a number of businesses including a production company, a convention planning company, a travel agency and a bus bench ad company. He still operates a radio paging business, Starcom. Snider is also part of a group of investors who have won the cellular franchises for Jackson, Miss., and Little Rock.

But Snider remains at heart a broadcaster. "You can go into any radio and TV station, and they've got plaques, certificates and awards on the walls, in file cabinets, in desk drawers in storage rooms," Snider says. Broadcasters, he says, have been "in the forefront of community service by the nature of our business. We just got into the habit of doing it. We've found out that it's good business."

National Independent Television Committee has developed its own **must-carry proposal as alternative to compromise** reached by Washington broadcast and cable trade associations (BROADCASTING, March 3). NITC is unhappy with compromise and is seeking support for its proposal at National Association of Broadcasters convention in Dallas this week (April 12-16). NITC spokesman Bob McAllan of Press Broadcasting, Asbury Park, N.J., will present proposal at meeting being held by Association of Independent Television Stations on Saturday, April 12. INTV called meeting to discuss industry compromise with its members. Under NITC proposal, cable systems with 12 channels would be required to set aside five channels for must carry. Systems with 13 to 20 channels must carry six local broadcast signals; 21 to 28 channel systems must carry nine local broadcast signals; 29 to 36 channel systems would have to devote 12 channels to must carry, and systems with 37 or more channels would have to devote 40% of its channel capacity to must carry. Under industry compromise, cable systems with 20 or fewer channels would be exempt from any must-carry obligation; systems with 21 to 26 channels would have to carry no more than seven local stations, and systems with more than 26 channels would not have to devote more than 25% of its capacity to must carry.

FCC last week **approved Viacom's \$122.5-million acquisition of CBS's KMOX-TV St. Louis**. In so doing, FCC rejected objections of Satellite Television Industry Association (SPACE), which had tried to block sale. In petition to deny, SPACE had alleged that CBS's and Viacom's scrambling plans would deprive backyard earth station users of access to programming they have right to receive on reasonable terms. SPACE also alleged that Viacom has engaged in anticompetitive practices designed to charge backyard earth station owners unfair prices. In addition, it alleged CBS and Viacom are operating jointly, even though FCC directed two companies to separate in 1971. FCC, however, said that Section 605 of Communications Act permits program suppliers to scramble their feeds. It also said no facts had been presented on allegations of anticompetitive practices to demonstrate that grant of application would be inconsistent with public interest. In addition, FCC said SPACE had presented no specific facts to support its allegation that CBS and Viacom are not separate entities.

Educational TV. CBS/Broadcast Group President Gene Jankowski, in a speech prepared for last Saturday's (April 12) Broadcast Education Association annual convention, held in Dallas concurrent with the National Association of Broadcasters convention, said: "Television, by design, is not an instrument of teaching. Yet the medium has much to offer in educational value, based on how it is used."

Jankowski urged broadcasters and educators to work together to clear up "myths" surrounding commercial television and to prepare students for careers in broadcasting. Television has "been deemed to be the major force in educating the young. This is a preposterous myth, in my view," Jankowski said. He said that although studies have shown that children between the ages of five and 18 spend 15,000 hours watching TV, compared to 11,500 hours in the classroom, those figures don't account for the fact that school is not in session on weekends or during the summer. Jankowski said CBS has made an effort to develop programs that support activities in the classroom, such as its "Read More About It" campaign, and that colleges must make an effort to give their students a more liberal education. "I fear we are producing journalism graduates who are unprepared to be managers... programers who have little understanding of news, and business graduates who lack knowledge of the creative process," he said. "Worse, we have graduates in all these fields who do not have a broader understanding of the society in which they live." Meanwhile, if business executives "want to assure vocationally minded college students that a liberal arts education will be valuable," Jankowski said, "then company personnel departments must be as accommodating to history majors as business administration majors in their recruiting."



Sharing experience. At White House reception last week, Erick J. Ryan Jr., deputy assistant to President and director of Private Sector Initiatives, announced White House's sponsorship with National Association of Broadcasters' Broadcast Opportunity Partnership (BROADCAST OPPORTUNITY PARTNERSHIP) to increase minority ownership of broadcast stations. Ryan called on industry leaders to join partnership by "sharing something of their value—their experience—with minority men and women who want to become involved in broadcasting." Partnership begins with three regional training conferences—in Phoenix, Atlanta and New York—for minority entrepreneurs interested in acquiring broadcast facilities, BROADCAST OPPORTUNITY PARTNERSHIP said. (Picture right: Eddie Fritts, NAB president; Donald Thurston, BROADCAST OPPORTUNITY PARTNERSHIP chairman; Ryan, John Oxendine, BROADCAST OPPORTUNITY PARTNERSHIP president; Dennis Patrick, FCC commissioner; Alfred Sikes, assistant secretary for communications and information, U.S. Department of Commerce.)

Coca-Cola company said it has **signed definitive agreement with Merv Griffin Enterprises** for "undisclosed amount of cash" estimated by some at more than \$200 million. Agreement in principle transaction was reached Feb. 18, and is still subject to regulatory review, company said.

NBC has renewed **Miami Vice**, and will continue to produce the Miami. High cost of show reportedly drove network to considering Universal production to Hollywood. **NBC** also renewed **Hunter**.

Malrite Communications Group filed lawsuit in federal court in Southern District of New York last week **against Arbitron Co.** seeking injunction to restrain ratings service from disclosing Malrite's contemporary hit **WHTZ(FM) New York** (licensed to New York City) in upcoming winter 1986 New York market report. Malrite has charged WHTZ with violating its "rating distortion" through on-air remarks ("Riding Gain," March 24). Malrite claims, among other things: breach of contract, tortious interference with contract and prospective business relations, false statements, falsehood, defamation and conspiracy to monopolize. Suits cite Capital Cities/ABC as defendant. It was Capital Cities/ABC's contemporary hit **WPLJ(FM) New York** that complained to Arbitron about WHTZ. In related development, Arbitron said it will release new monthly ratings "increment" for February with February-April-May computer-delivered, New York Arbitrends report out in late May, that will list WHTZ. Reason, according to Malrite spokeswoman, is so broadcasters will have ratings tool for "local trending" purposes.

Talk-formatted **WMCA(AM) New York** said that, beginning in May, it will **no longer be affiliated with Mutual Broadcasting**. Station, however, will remain affiliated with CNN Radio Network. Mutual's other commercial affiliates in New York are **WOR(AM)** and **WABC(AM)**.

Jefferson-Pilot Corp., Greensboro, N.C.-based insurer and property owner, has proposed several **defensive mechanisms** to protect its interests.

lder approval at upcoming annual meeting, May 5. Com-
posals include staggering of board of directors into three
requiring advance notice of shareholder nominations for
s, and establishing "fair price" provision—in which merg-
either meet certain minimum financial criteria, or receive
board approval or 80% shareholder approval.

Broadcasting Inc. and Stevens Point Broadcasting Co., Ste-
int, Wis.-based subsidiaries of Sentry Insurance company,
ld eight of their 13 radio stations to Sage Broadcasting Co.
roximately \$9.4 million. Stations sold were: WXYQ(AM)-
1) Stevens Point; WTAX(AM)-WDBR(FM) Springfield, Ill.,
4)-KSEZ(FM) Sioux City, Iowa, and WJK(AM)-WBIZ(FM) Eau
Wis. Sentry Broadcasting is headed by Tom Jirous, presi-
age Broadcasting is principally owned by Gerald A. Poch,
M. Lebow, Leonard J. Fassler and Asher Levitsky. It also
VNAQ(AM) Naugatuck (Waterbury), Conn., and WZFM(FM)
ff Manor (White Plains), N.Y. Broker for sale was Barry
in & Associates.

Communications Inc. was reported to have **hired First Boston**
o sell its WSKB(TV) Boston. Andy Holgate, spokesman for
acknowledged that First Boston had been retained to
e station but said no sale had been announced.

m) Silver Spring (Washington), Md., after having been on mar-
many months, will be put **up for sale by auction.** Owner, Gary
ss, bought station two years ago for \$950,000. Sale will take
unless buyer is found, on May 2.

e Music Network, Dallas, launched **new oldies radio format**
ursday (April 10) called "Pure Gold." Company is also ready-
avy metal" rock service, aimed at 12-to-34-year-old democ-
c, for June, titled "Z-Rock." Both format services are 24

lass Media Bureau has found **Curt Gowdy Broadcasting Corp.**
e for \$14,397 for expenses involved in modifying facilities of
n) West Palm Beach, Fla., to lessen effects of **Cuban interfer-**
bureau has also found WINZ(AM) Miami eligible for \$31,460.51
ne thing. Compensation was authorized by Radio Broad-
g to Cuba Act.

on remand from Court of Appeals in Washington, **FCC has**
ted renewal of WYEN(FM) Des Plaines, Ill., to equal employment
unity reporting conditions. FCC had originally granted station
umbered renewal. National Black Media Coalition appealed,
ding FCC, without explanation, had strayed from past poli-
pellate court agreed.

chairman, Luis Nogales, was allowed to file formal plan of
organization in federal bankruptcy court in Washington last week.
oposes sale of organization to Mexican newspaper publish-
io Vazquez-Rana and Houston developer Joseph Russo. U.S.
ruptcy Judge George Bason permitted filing of plan over ob-
s of company's chief stockholders, Douglas Ruhe and Wil-
sissler, and told their lawyer his clients have until May 12 to
whether to seek court permission to file competing sale
al. Judge said time has come for those stockholders "to fish
bait." In another court matter involving UPI, **U.S. District**
erhard Gesell dismissed all but one of seven counts of \$975-
damage suit in which losing bidder for company, Financial
network Inc., charged conspiracy to select Vazquez-Rana as
ser. Gesell let stand racketeering charge against UPI Chair-
is Nogales, UPI Managing Editor Ronald-Cohen and Vaz-
ana and his 10% partner, Russo.

munications Group, Los Angeles-based satellite distribu-
mpany, and Teleport Communications, New York, joint
e of **Merrill Lynch Telecommunications and Western Union**
ications Systems, signed five-year agreement last Thurs-
April 10) calling for IDB to install and operate **five earth sta-**
l Teleport satellite communications center on Staten Island,
pecifically, IDB will install three antennas in first year of

agreement, effective immediately, and two antennas in second
year. IDB will also construct its own technical operating center at
56,000-square-foot Telecenter site for operation of its earth dishes
and will have access to Teleport Communications's 150-mile re-
gional fiber optic network. IDB, known for satellite delivery of
audio programing, intends to offer additional services including
both C-band and Ku-band video as well as data satellite distribu-
tion. Agreement makes IDB largest tenant at Teleport. Contrary to
earlier report, Teleport Communications will continue operating
its three antennas already at 11-acre Teleport center.

National Radio Broadcasters Association will hold annual member-
ship meeting (as required by organization's bylaws) in Washing-
ton April 21 to vote on **proposed merger with NAB.**

More competitive concerns. *Intelsat signatories are said to have
gone on record once again with their opposition to the possible
establishment of international satellite systems that would
compete with the global system. Intelsat announced that the
signatories, at their 16th annual meeting, in Panama City, Pa-
nama, last week reaffirmed support of resolutions adopted at
the three preceding annual meetings expressing concern about
the establishment of such systems' impact on Intelsat and urg-
ing all Intelsat signatories not to correspond with them. The
reaction of U.S. officials in Washington on Friday, without di-
rect access to U.S. observers or the U.S. signatory, Comsat, was
cautious.*

*Decisions by Intelsat bodies are normally by consensus,
which indicates that Comsat did not express specific opposi-
tion. And if that proves to be the case, the Comsat spokesmen
may have questions to answer when they return to Washington
this week. Comsat has standing instructions to oppose such
resolutions or else not to participate in the matter. What's more,
Comsat reportedly had been instructed to vote against a collat-
eral matter—the meeting's "noting" of a resolution adopted last
month by the conference of Plenipotentiaries of the Pan Ameri-
can Telecommunications Union expressing opposition to sepa-
rate systems. There was no mention in the Intelsat press release
of a vote, leaving the inference no one opposed it.*

*But State Department officials said they would not be confi-
dent they knew what happened in the meeting until they de-
briefed those who attended and read the minutes. At that point,
one source said, "we'll probably put out our own statement."
"Colino," the source said, referring to Intelsat Director General
Richard Colino, "is known to put his own best light" on develop-
ments at Intelsat meetings.*

*The signatories' action reaffirming previous expressions of
opposition to separate systems came several days after Peru
disclosed its intention of becoming a foreign correspondent of
Pan American Satellite Corp., the first of the five U.S. compan-
ies that the FCC has conditionally authorized to establish sepa-
rate systems to achieve such a breakthrough (see page 44). The
State Department indicated a readiness to consult with Peru in
coordinating the proposed service with Intelsat.*

*The signatories' action also came within days of a second
letter PanAmSat Chairman Rene Anselmo wrote to Colino com-
plaining about what Anselmo referred to in his first letter as the
"dirty tricks" he suggested Intelsat was using in an effort to
hamstring PanAmSat's efforts to acquire correspondents in
Latin America. Anselmo said that in his tour of that region two
weeks ago, an official of one unnamed country said "a person
who dresses himself in Arab costume and who purports to work
for Intelsat" had delivered a packet of documents. The docu-
ments included copies of court and FCC decisions supporting
charges that Spanish International Communications Corp.,
which Anselmo heads, is actually controlled by the Azcarraga
family of Mexico. The third is a flow chart designed to show the
family controls PanAmSat, as well, while PanAmSat has told
the FCC the family owns only 20%. Such charges, Anselmo
said, complicate his efforts to sell transponder capacity*

Editorials

Riding high

The broadcasting business is in a celebratory mood as it gathers in Dallas this week for the annual convention of the National Association of Broadcasters. The very size of that event—with almost 40,000 expected to attend—is enough to lend an air of euphoria to the proceedings. Add to that the realization that almost every TV property represented there is worth twice as much as it was two years ago, and every radio station half again as much, and it's easy to understand why so many are so high.

Add to that the enthusiasm of such as Eddie Fritts, president of the NAB, and Grant Tinker, chairman of NBC—each represented in one of this issue's in-depth interviews—and it's all one can do not to loose the balloon from its moorings altogether. Surveying the competitive media landscape, Fritts noted that "a lot of those new technologies . . . that we anticipated could impact greatly upon local television or radio markets have fizzled. Some have changed shape and some are moving along. In terms of competition, broadcasting is still extremely healthy and our projection for the future is that it is going to continue to be healthy." Moreover, television advertising billings are creeping up on \$20 billion a year, and radio's on \$7 billion—a formidable head start on those that might come later.

For his part, Tinker reaffirmed the confidence with which he took on the NBC challenge five years ago—that whatever competition broadcasters have to worry about is what they've been long familiar with, and that new media and new technologies can be discounted for at least the near term (five years or so).

All that is not to say that broadcasters dare become complacent. For every Pollyanna who thinks things are swell there's at least half a Cassandra who thinks all is headed for a fall. The latter believe that prices have gone so high, and debt loads so ominous, that cash flows won't be able to cover the exposure. That weakness, if it exists, could well become apparent this year.

But not this week. For now it's enough to take satisfaction in how far the industry's come and contemplate what might yet be. There couldn't be a better place to do that than in Dallas at the NAB.

A Fowler in your future?

For a man who has been resolute and vigorous in getting his deregulatory way while chairman of the FCC, Mark Fowler is curiously indecisive these days in discussing his own future. What does he want to do after June 30, the date that his present term expires? The answer is either no comment or that he hasn't made up his mind.

The guess here is that indeed he may not have made up his mind, perhaps hoping that The True Call will somehow manifest itself in the next two months and a half, but that neither can he bring himself to leave a job that he thinks gives him a chance to bring about the Fifth Estate's ultimate deliverance. The account of a Fowler interview appearing elsewhere in these pages uncovers almost a wistful state of mind. There is more deregulation to be done, of a magnitude to be attacked if he were to be around for "another three years or so." But, added Fowler, who is nearing the end of his fifth year on the FCC, "I'm not serving eight or nine years, believe me." The arithmetic only accentuates the indecisiveness.

There is no doubt that Ronald Reagan, who entered the White House with a vow to cut government down to his desired size, picked the right man for his FCC chairman. Fowler is absolutely

right in describing as "incredible" the volume of paperwork and rules that have been "junked."

Is Fowler the man to carry on the program into a second term? Some parts of the program are Congress's to do, and as long as Dingells and Wirths are in positions of power on the Hill, the parts are probably doomed no matter whom Reagan picks to be FCC chairman. Other parts are the FCC's to do—further liberalization of ownership rules, for example. Is anyone in sight with a record better than Fowler's for initiative in deregulation?

Next question.

All or nothing at all

Chief Justice Warren E. Burger has slightly eased his former uncompromising stand against television coverage of the federal courts, especially his own. Answering a question put to him during an appearance at the annual meeting of the American Society of Newspaper Editors last week, Burger said he might consider the admission of C-SPAN during arguments in the Supreme Court if it could guarantee full presentation of the proceedings, without editing, and prevent the use of bits of its work by others.

He said, once again, that he considers television broadcasting to be show business, a point he made during an interview in Florida a year and a half ago (BROADCASTING, Nov. 19, 1984). In Florida he also said: "There will be no cameras in the Supreme Court while I sit there." To the extent that he now would think letting C-SPAN's camera or cameras in, this may represent a fair ray of progress.

But his insistence that the Supreme Court be immunized from editing is another of his consistent expressions of contempt for television journalism. It is an attitude that seems at striking odds with a statement he made in the opinion he wrote to deny the right of access to broadcast time by individuals and groups wishing to assert opinions (BROADCASTING, June 4, 1973). In that decision in a case that came to be called *Democratic National Committee vs. CBS*, the chief justice wrote: "For better or worse, editing what editors are for; and editing is selection and choice of material. That editors—newspaper or broadcast—can and do abuse their power is beyond doubt. . . . Calculated risks of abuse are taken in order to preserve higher values."

Events since then suggest it wasn't the real Warren Burger who was writing. Pity.



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