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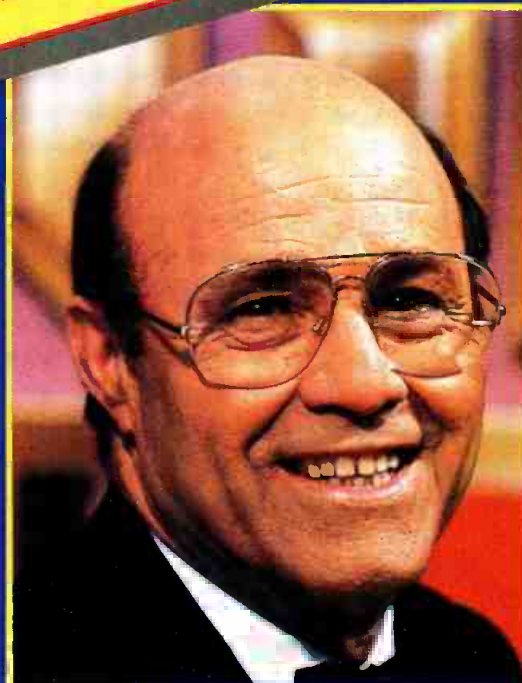
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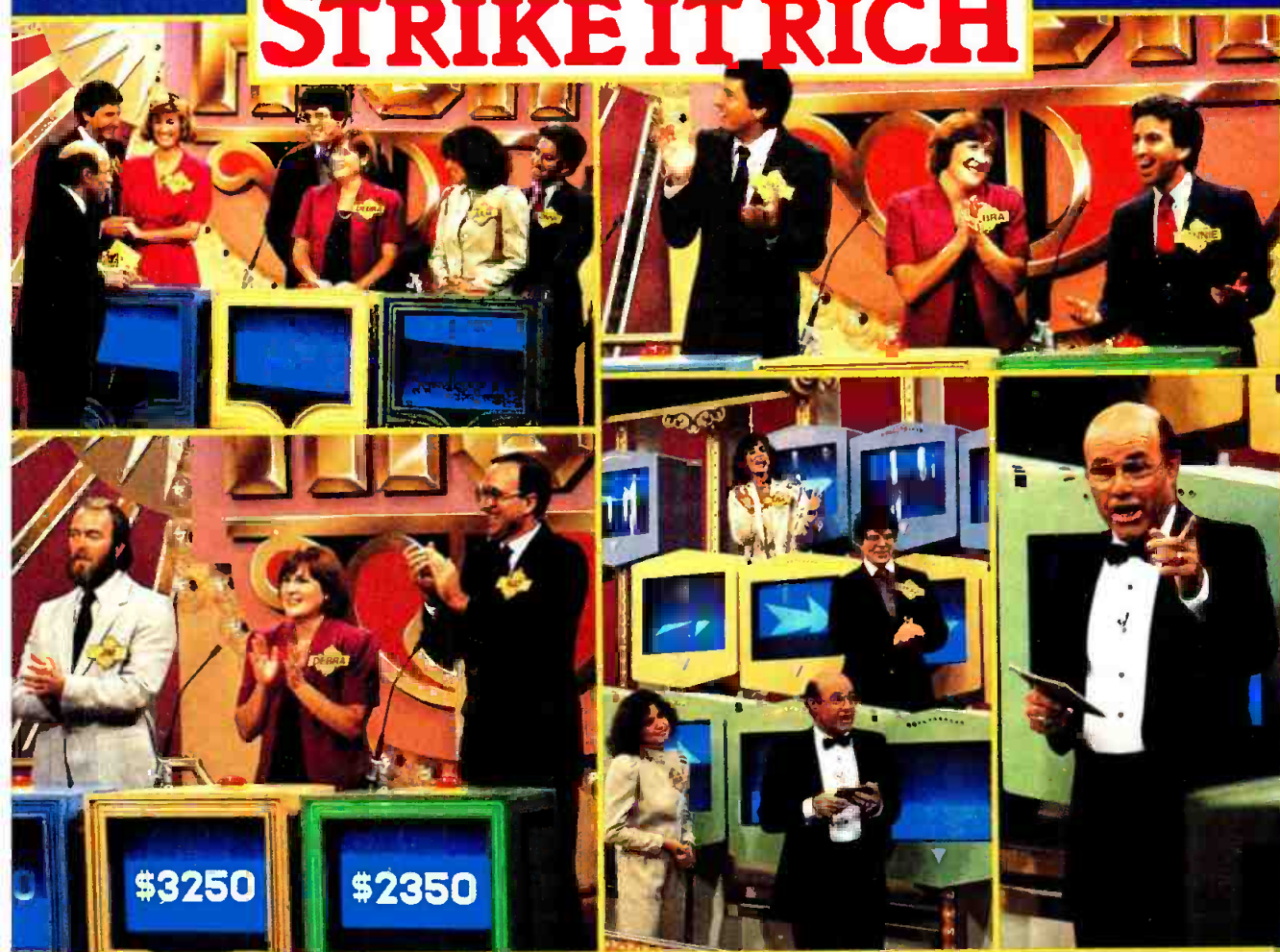




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DIVORCE COURT

LATE BREAKING NEWS ABOUT EARLY FRINGE

From February 1985 to February 1986, "Divorce Court" increased its time period share in 48 markets, with nearly half experiencing phenomenal gains of 50% or more!

Market	Station	Time	FEB. '85 Program	DIVORCE COURT Share Increase
Ada-Ardmore	KTEN	3:00PM	Let's Make a Deal	+ 50%
Augusta	WJBF	5:30PM	Benson	+ 92%
Cedar Rapids	KCRG	3:00PM	Andy Griffith	+ 19%
Cleveland	WJW	4:00PM	Soap	+ 69%
Columbia-Jeff	KCBJ	5:00PM	News	+ 27%
Columbus, GA	WLTZ	4:00PM	Divorce Court	+ 133%
Columbus, OH	WBNS	4:00PM	Mork and Mindy	+ 38%
Dayton	WDTN	4:30PM	Dukes of Hazzard	+ 20%
Denver	KUSA	3:00PM	Sally Jessy Raphael	+ 64%
Detroit	WJBK	4:00PM	Anything for Money	+ 75%
Fargo	KXJV	4:30PM	Fantasy Island	+ 100%
Greenville-Spart	WSPA	5:00PM	Sanford & Son	+ 55%
Houston	KHOU	4:00PM	Hour Magazine	+ 27%
Huntsville-Decatur	WAFF	4:00PM	Bonanza	+ 28%
Idaho Falls	KPVI	3:00PM	Eight Is Enough	+ 120%
Indianapolis	WRTV	4:00PM	Eight Is Enough	+ 60%
Jackson, MS	WLBT	5:00PM	Sanford & Son	+ 48%
Knoxville	WATE	4:00PM	Love Boat	+ 71%
Laredo	KLDO	6:30PM	Various	+ 267%
Las Vegas	KTNV	4:00PM	Let's Make a Deal	+ 11%
Little Rock	KARK	3:30PM	Hart to Hart	+ 26%
Macon	WMGT	5:30PM	Hart to Hart	+ 171%
Memphis	WMC	4:00PM	Hart to Hart	+ 56%
Meridian	WHTV	5:00PM	Hawaii 5-0	+ 36%
Minneapolis	WUSA	3:00PM	Name That Tune	+ 83%
Mobile-Pensacola	WALA	3:00PM	What's Happenin'	+ 72%
Montgomery	WKAB	3:00PM	Rituals	+ 33%
New Orleans	WVUE	4:00PM	Diff'rent Strokes	+ 4%
Norfolk	WVEC	5:00PM	Name That Tune	+ 59%
Odessa-Midland	KTPX	4:00PM	Star Trek	+ 92%
Oklahoma City	KTVY	4:00PM	Love Boat	+ 45%
Panama City	WJHG	4:00PM	Love Connection	+ 43%
Parkersburg	WTAP	5:30PM	Bewitched	+ 17%
Phoenix	KTSP	3:00PM	Divorce Court	+ 26%
Richmond	WTVR	4:00PM	Rituals	+ 89%
Rockford	WREX	4:30PM	Tattletales	+ 17%
San Diego	KCST	4:30PM	Divorce Court	+ 14%
Savannah, GA	WJCL	5:00PM	Good Times	+ 80%
Spokane	KREM	3:00PM	Sally Jessy Raphael	+ 33%
Springfield, MO	KDEB	3:00PM	Big Valley	+ 75%
Springfield-Holyoke	WWLP	4:00PM	Newlywed Game	+ 6%
St. Louis	KTVI	3:00PM	Alice	+ 14%
Toledo	WTVG	4:00PM	Hart to Hart	+ 23%
Tri Cities	WJHL	5:00PM	Name That Tune	+ 39%
Utica	WUTR	4:00PM	Divorce Court	+ 15%
Wichita Falls	KSWO	4:00PM	Star Trek	+ 53%
Youngstown	WFMJ	4:00PM	Divorce Court	+ 14%
Zanesville	WHIZ	4:00PM	Charlie's Angels	+ 5%

If you've programmed "Divorce Court" in early fringe, you've already discovered its remarkable strength. If you've got it somewhere else, make the switch now.

With "Divorce Court," it's never too late to make the most of early fringe.

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Source: NSI February '86 Divorce Court early fringe vs. February '85 time period programming.

Broadcasting Apr 21

Coverage from the NAB in Dallas MacFadden attempts Blair buyout Gearing up for MIP-TV

DALLAS DOINGS □ NAB convention in Dallas is all smiles for the industry as attendance reaches nearly 39,000 and exhibit floor boasts technology hits. Fowler and Burger speak to the assembled multitudes. **PAGE 35.**

NAB 86 □ NAB President Fritts sounds theme of unity at convention opening. **PAGE 46.** Tinker receives Distinguished Service Award, accents positive future of broadcasting. **PAGE 46.** Small-format gear, digital equipment highlight television equipment exhibit. **PAGE 48.** Cable operators join broadcasters in must-carry discussion. **PAGE 50.** Interest in Congress over music licensing is apparently growing. **PAGE 50.** Signing of AM treaty with Mexico concerning clear channels postponed. **PAGE 54.** Controversy over people-meter implementation arises at NAB. **PAGE 54.** Washington types debate definition of public interest. **PAGE 56.** FMX technology to help stereo FM draws strong interest. **PAGE 58.** Survey released follows growth of television stereo. **PAGE 60.** Quello says he would vote to reinstate three-year trafficking rule. **PAGE 62.** UHF broadcasters concerned over reallocation of spectrum to land-mobile. **PAGE 62.** Lawyers voice concerns over FCC's deregulation. **PAGE 66.** AM stereo fight between Kahn and Motorola systems shows no sign of slowing down. **PAGE 68.** Panel explores funding alternatives for public broadcasting. **PAGE 70.** Daytimers look for better days ahead with Mexican agreement on horizon. **PAGE 71.** Taft to move forward with its teletext experiment. **PAGE 72.** Number of libel cases decreasing. **PAGE 72.** West Germany joins France in asking for delay in HTDV standardization. **PAGE 74.** Kompas survey reviews LPTV progress. **PAGE 74.** TVB targets growth categories. **PAGE 75.** Merits of too much satellite

news gathering discussed. **PAGE 76.** Changing face of television in Europe reviewed. **PAGE 76.** Relationship between news and sales departments discussed. **PAGE 77.** Station buying primer. **PAGE 80.** Station trading expansion is creating new financing mechanisms. **PAGE 81.** Allen, Nightingale inducted into Radio Hall of Fame. **PAGE 82.** Congressmen say behavior of broadcasters in election year will determine if political advertising bill will move. **PAGE 83.** Megarates study looks for ways to increase advertising rates. **PAGE 85.**

WITHIN BOUNDS □ FCC releases enhanced underwriting guidelines. **PAGE 86.**

CANNES GATHERING □ U.S. programers head for France for the 22d annual MIP-TV convention. **PAGE 89.**

NEWS DETAILS □ UPI files reorganization plan with bankruptcy court. **PAGE 98.**

CBS SHOW □ Jesse Jackson, at CBS shareholders meeting, urges company to be more sensitive to minorities. **PAGE 100.**

AD BUY □ Saatchi & Saatchi purchases Backer & Spielvogel. **PAGE 102.**

PUBLIC APPEARANCE □ Programing, budget concerns highlight convention of National Public Radio and American Public Radio. **PAGE 105.**

GOOD NEWS □ Producers Paul and Holly Fine have teamed up to produce a host of award-winning news programs. **PAGE 127.**

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To the rescue!



Roy Rogers. King of the Cowboys.

REPUBLIC

Home of the cowboys, 81 Features

Talking

Conversations continue between FCC Chairman Mark Fowler and White House over whether he will continue in post past June 30 expiration of term. Most likely option is that White House would not send name of successor to Senate until late in year, although decision could be made to reappoint Fowler for four-year term for which he would be eligible under new legislation reducing all commissioner terms.

Succession question thus remains open. Both Mimi Dawson and Dennis Patrick are considered likely and active candidates for post, with her prospects having taken upward bound in recent weeks while he remains Fowler's favorite. Another reported under consideration to fill Fowler vacancy, should it occur, is Rodney Joyce, former acting director of National Telecommunications and Information Administration and before that minority counsel to House Telecommunications Subcommittee.

Old rule, new life

Representative Al Swift's (D-Wash.) interest in seeing revival of FCC's rule requiring licensees to hold stations three years before selling appears to be genuine. At National Association of Broadcasters annual convention in Dallas last week, Swift said he'd like to see rule reinstated (see page 35). When congressman returned to Washington, he instructed staff to look into possibility of drafting rule into law.

New dissent

Comments to be filed this week at FCC by Capcities/ABC affiliates will state their dissatisfaction with must-carry compromise. When agreement was first struck, affiliates expressed concern that it discriminates against them (BROADCASTING, March 10). Under agreement, cable systems would not have to carry more than one station affiliated with same commercial or public network. At ABC affiliates board meeting during NAB annual convention in Dallas last week, board heard results of survey conducted over past three weeks in which majority of stations said affiliates should raise issue of discrimination with commission.

William Schwartz, president and chief operating officer of Cox Enterprises and member of Television Operators Caucus, who served as broadcasters' lead negotiator on compromise was in

Washington last week lobbying on behalf of agreement. Schwartz called on FCC Commissioners Mimi Dawson, Dennis Patrick and James Quello and paid visit to House Energy and Commerce Committee Chairman John Dingell (D-Mich.).

Market makers

With NBC buying \$50 million in new half-inch M-II videotape equipment from Matsushita and CBS having last year begun limited implementation of its multimillion-dollar Sony Betacam buy, attention turns to Capcities/ABC for what could be industry tiebreaker between incompatible Matsushita and Sony formats. Wait may be long, however, according to top ABC technical executive, with decision on network transition to small format still six months to year away.

Matsushita and Sony, meanwhile, continue courtship of key station broadcasters buying small formats. One such object of interest is Boston CBS affiliate, WNEV-TV, which, with purchases beginning in 1982, has become country's largest consumer of M-II's predecessor M-format gear. Station is just weeks away from decision to begin replacing aging M-format systems with major purchase between 1986 and 1988 of 125 new recorders, 27 new cameras and two new commercial cart machines and is giving equal consideration to both M-II family and Sony's enhanced Beta SP format, shown in prototype at last week's NAB equipment exhibit.

Re swaps: second thoughts

It's said to be likely that group broadcasters will appeal FCC's order permitting noncommercial and commercial broadcasters in same band to swap channels without having to expose themselves to competing applications (BROADCASTING, March 17). Major concern is that order may not have been as narrowly drawn as commission had intended. From wording of order, source said, it can be argued that commission inadvertently opened door for interband (noncommercial VHF for commercial UHF) swaps as well.

No sale

According to AGB Research Group chief executive officer, Stephan Buck, British firm has now narrowed field of potential partners in U.S. division, AGB Television Inc., to one British and one American firm. AGB has been looking for partner from ranks of telecommunications and

computer firms to develop U.S. installations of its people meters. Buck called word on street that parent company or American division are for sale "ridiculous." Decision on American partners is expected by end of May.

Nudge from Congress

Senator Jeremiah Denton (R-Ala.) has drafted bill that's said to be aimed at encouraging Supreme Court to open oral arguments to broadcast coverage. Bill has been circulated among Senate Judiciary Committee members as proposed amendment to S. 704, which would create intermediate court between federal district and appeals courts. But Denton, according to aide, isn't planning to offer it as amendment.

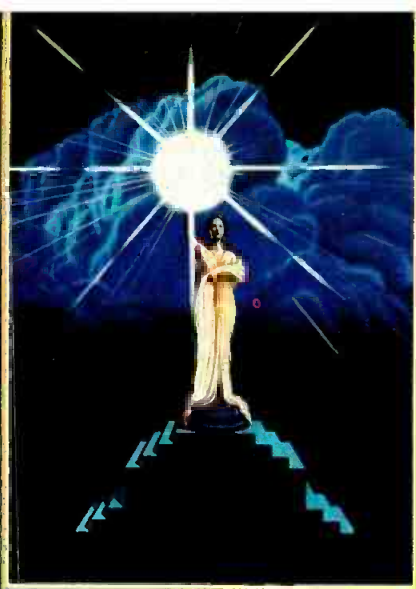
Hidden persuader

Gene Mater, former CBS executive, is seen by some as being in position to educate Chief Justice Warren Burger to value of role television could play in covering Supreme Court. Mater, who retired from CBS last year, is now in charge of public relations for Bicentennial Commission on Constitution, which Burger heads. Mater is frequently seen with chief justice—he traveled with Burger last week to Dallas for National Association of Broadcasters convention—and two are said to have developed good rapport.

Money market

Following launch of successful Merrill Lynch Media limited partnership fund ("Closed Circuit," Feb. 3)—which has so far raised about \$150 million in equity—similar placement through E.F. Hutton is to be filed with Securities and Exchange Commission this week. Managing partners of this offering will be Harvey Grace, chief executive officer of Grace Broadcasting, owner of four AM's and four FM's, and Bob King, former senior vice president of Capital Cities. King, who for while ran Capcities' television stations, would be responsible for management of properties that Hutton fund acquires.

Money is still being raised for Merrill Lynch fund, which will probably be cut off at \$250 million or by end of June, whichever comes first. I. Martin Pompadur, managing partner of fund along with Elton Rule, is already negotiating to buy broadcasting, cable and print properties. Acquisition announcements could come within next two months.



INCREASES



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The Karate Kid

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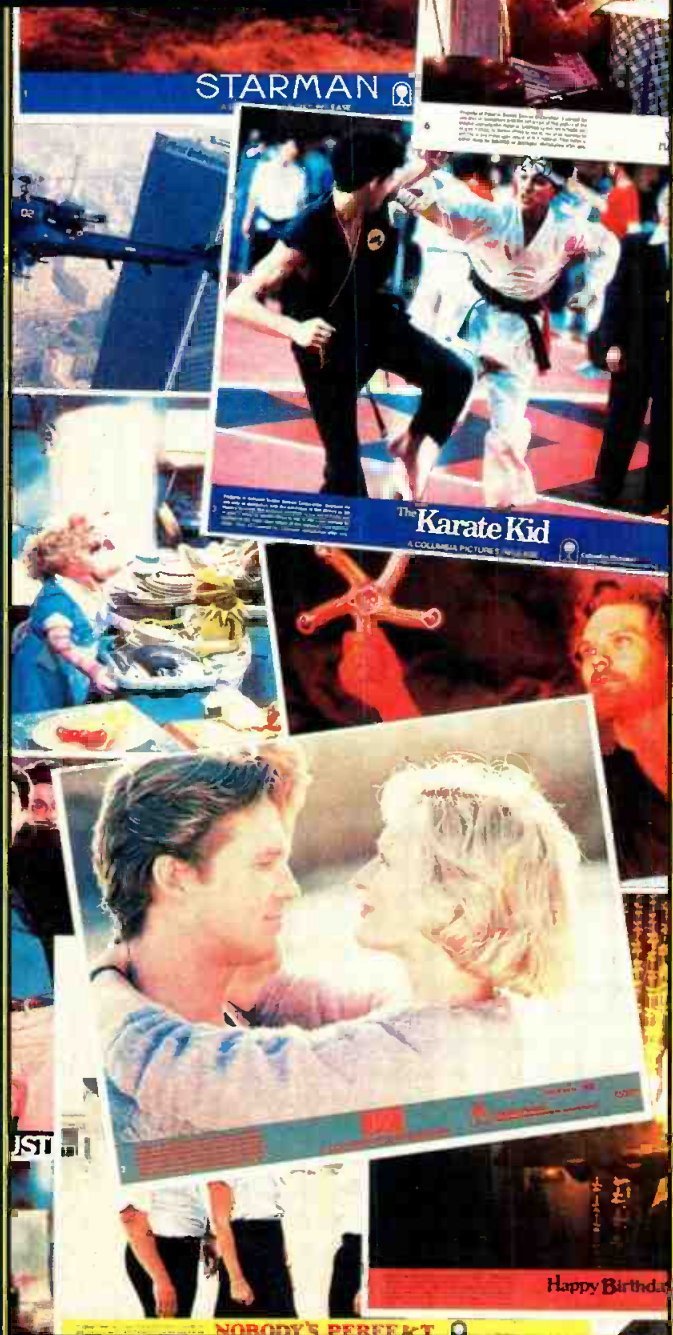
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GHOSTBUSTERS	THE NATURAL
HAPPY BIRTHDAY TO ME	NOBODY'S PERFECT
HARDCORE	SPRING BREAK
THE HOLLYWOOD KNIGHTS	STARMAN
JAGGED EDGE	TEMPEST
THE KARATE KID	

VOLUME

VI



Carry me home

Preston Padden, president of the Association of Independent Television Stations, urged cable systems last week to carry all independent television stations within their markets. "It's the most cost effective way to assure subscriber satisfaction," he said in a speech before members of the Philadelphia cable club.

Padden, who has worked to force systems to carry independents by resurcting the FCC's must-carry rules, said, "You can offer your subscribers programing worth hundreds of millions of dollars just by adding local independents... to your systems." And "the good news" about doing it is it doesn't cost any money, he said. "As you probably know, any station which was, or would have been eligible for must-carry under the old rules, may be carried by your system without copyright liability."

With deregulation of basic cable rates next year, Padden said, the goal of cable is to "increase both rates and penetration." Adding independents can help cable achieve the goal, he said. It's "the single most cost-effective way to enhance the perceived value of your basic service package," he said.

Padden said history backs up his claim. "I

think it's perfectly fair to say that independent television has contributed significantly to the growth and prosperity of cable," he said. "In fact, the availability of distant independent television stations to cable subscribers provided much of the fuel for cable's growth over the last decade."

Backyard pay per view

While the primary focus of pay-per-view operators continues to be marketing their services to cable systems and helping those systems gear for PPV, PPV operators such as Request Television, Showtime's Viewer's Choice and The People's Choice are developing plans to provide service to the TVRO market as well. That business is not expected to take off for another two to three years as some fundamental technical problems have to be solved. But in the long term, depending on how the primary business takes shape, some in the business believe sales to the backyard dish market could account for as much as 30% of PPV revenues.

According to Jeffrey Reiss, who launched Request Television last November, the TVRO market could account for anywhere from 10% to 30% of the overall PPV business in "roughly a five-year time frame." But, he said last week, developments over the next 12 months should give a clearer picture of just how important the TVRO market will be to the PPV business. "A lot depends on how quickly the descrambling technology comes down in price," he said, which in turn will determine how far the PPV universe will expand. Another important factor, he said, is the extent to which the cable industry embraces addressable technology. Right now, about 25% of cable homes are addressable,

said Reiss. The TVRO market would be less important to PPV operators if most or all of the cable industry upgrades to addressability, which would at least give operators the capability of receiving and distributing PPV programming. While Reiss said it was still too early to say whether Request would definitely pursue the TVRO market, "at this moment it does look like it will take off. But it will be slow in developing."

Lee Chadin, chairman of The People's Choice, said the company was also exploring the TVRO market. But, he said, while there is "a lot of interest" in that market segment, "it is going to be expensive [to exploit that market] and it will be a while before anybody makes a nickel" selling PPV programming to the backyard dish owners.

One of the big questions is how to approach the market—through the cable operator or through dish vendors or directly to the home. Chaden says his company is exploring all three possibilities. And given the background of TPC's parent company, Marketing Corp. of America, Chaden suggests TPC might be "better equipped" to take the direct response approach. But that is an expensive proposition, he added, and would require the development of a system of communicating with consumers, processing their orders and collecting fees. "But we have to start planning now if we are going to be players in that market," he said.

According to Scott Kurnit, vice president and general manager of Viewer's Choice, two major obstacles have to be overcome to serve the private dish market. "We don't have all the rights to serve that market yet," said Kurnit, "and M/A-Com has some technical issues to solve" before TVRO's can be addressed. But, he said, eventually "we



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Grand opening. At a reception April 16, White House chief of staff, Donald Regan, officially opens CNN's new Washington bureau as Turner Broadcasting chairman, Ted Turner (l), and William Headline, CNN Washington bureau chief, lend helping hands. Broadcasting from bureau, which retains a staff of about 200 and takes up the entire third floor of the Union Labor Life building, began Jan. 25.



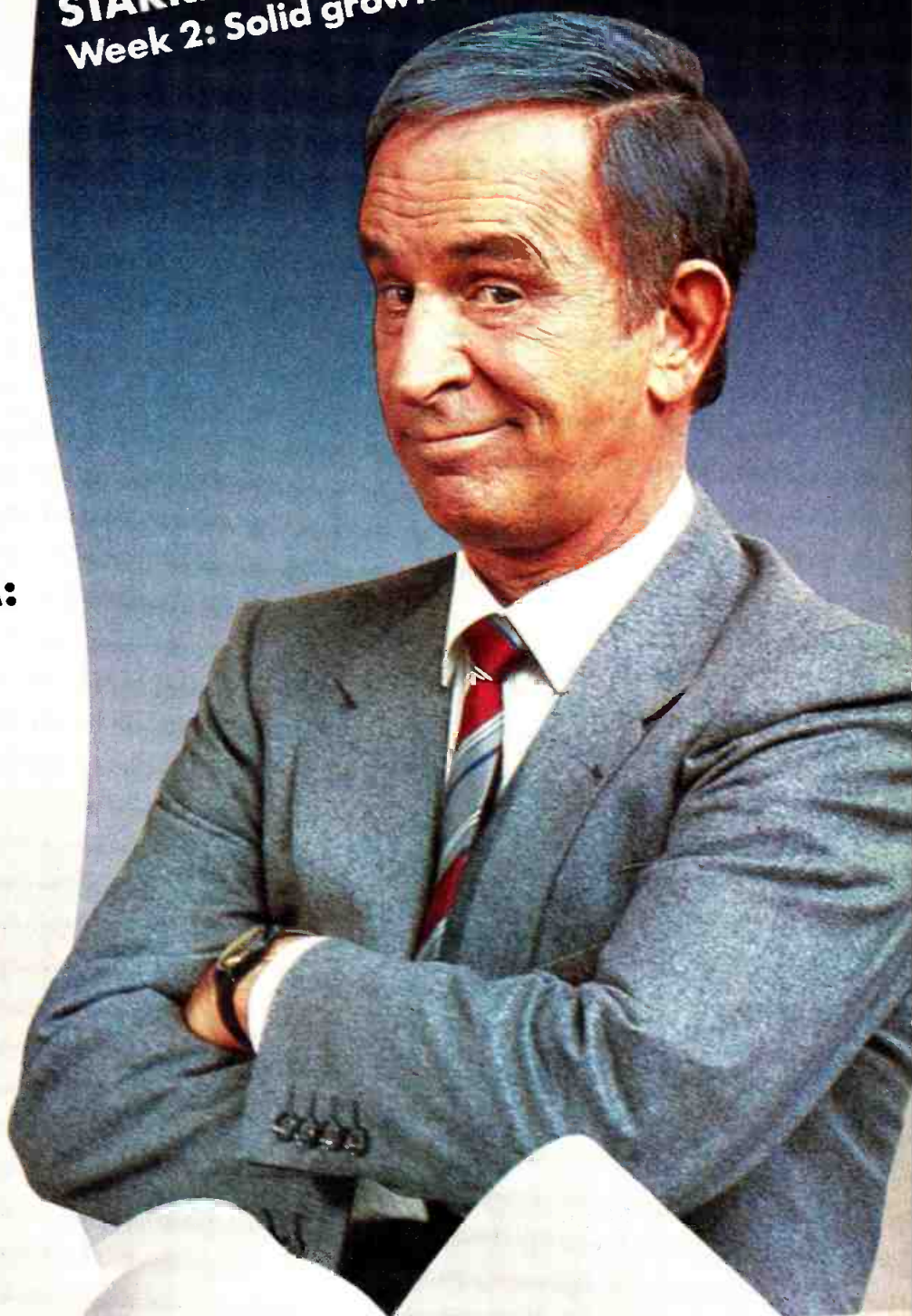
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hope to serve that market. We believe it is a strong market, especially in the rural areas," where, he said, "we are the video store." But, said Kurnit, "I want to see how the marketing of the pay packages [to the TVRO market] shakes out." He does not see the direct mail approach working in this case. "If I have to send a direct mail piece to every potential backyard user, I'll never make any money," he said.

The major technical problem, according to the operators, is that the authorization process has to be quickened. Reiss said the situation is complicated by the fact that without a hard wire linking the private dishes, "you have to go to a common satellite." Request and others are exploring different solutions, such as AT&T's ANI (auto-

matic number identification) system, store forward technology, as well as the scanning technology used by retailers when authorizing major credit card purchases.

McQueen for a day

Cinemax has reached an agreement with Wombat Productions and Devillier-Donagan Enterprises for the production of an hour-long TV special on Steve McQueen. The program, which will debut on Cinemax's series, *Crazy About the Movies*, on Sunday, June 15, will present interviews with co-stars, associates and family members of the late star, including actors Karl Malden, Chuck Norris, Shelley Winters and Neile McQueen Toffel, McQueen's former wife.

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The #1 Court

			HH RTG	HH SH	
#1 in Chicago	WMAQ 4:00PM	9	21	BEATS:	NEWS, HART TO HART
#1 in Boston	WBZ 5:00PM	9	20	BEATS:	TOO CLOSE FOR COMFORT, BRADY BUN, NEW NEWLYWED GAME, LITTLE HOUSE
#1 in Detroit	WJBK 4:30PM	13	26	BEATS:	JEFFERSONS, LOCAL TALK SHOW
#1 in Dallas	KXAS 4:00PM	8	20	BEATS:	DONAHUE, JEFFERSONS, EMERGENCY
#1 in Seattle	KIRO 4:00PM	8	24	BEATS:	DONAHUE, SALE OF CENTURY, TRAPPER JOHN
#1 in Atlanta	WSB 4:00PM	7	22	BEATS:	JEOPARDY, DALLAS
#1 in St. Louis	KSDK 4:00PM	13	35	BEATS:	THREE'S COMPANY, HART TO HART
#1 in Indianapolis	WISH 5:30PM	11	24	BEATS:	100,000 PYRAMID, MASH, WHAT'S HAPPENING, BEWITCHED
#1 in Hartford	WTNH 4:30PM	7	20	BEATS:	THREE'S COMPANY, QUINCY, MORK & MINDY
#1 in Portland, OR	KOIN 4:30PM	8	22	BEATS:	DONAHUE, LOCAL TALK SHOW
#1 in San Diego	KGTV 7:30PM	10	18	BEATS:	DALLAS, FAMILY FEUD, LOCAL MAGAZIN, 100,000 PYRAMID
#1 in Orlando	WESH 5:30PM	13	30	BEATS:	NEWS, ALICE, I DREAM OF JEANNIE
#1 in Kansas City	KMBC 4:30PM	8	24	BEATS:	JEOPARDY, BENSON
#1 in Milwaukee	WTMJ 4:30PM	9	25	BEATS:	100,000 PYRAMID, JEFFERSONS
#1 in New Orleans	WDSU 4:30PM	11	30	BEATS:	JEOPARDY
#1 in Buffalo	WGRZ 5:30PM	12	25	BEATS:	BARNEY MILLER, JEFFERSONS, I DREAM OF JEANNIE
#1 in Greenville	WSPA 5:30PM	13	28	BEATS:	JEFFERSONS, NEW NEWLYWED GAME, ANDY GRIFFITH
#1 in Raleigh	WTVD 5:30PM	14	31	BEATS:	ANDY GRIFFITH, STAR TREK
#1 in Grand Rapids	WZZM 4:00PM	8	23	BEATS:	QUINCY, HAPPY DAYS AGAIN
#1 in San Antonio	KMOL 3:30PM	7	22	BEATS:	DIFF'RENT STROKES, JEFFERSONS
#1 in Louisville	WAVE 5:30PM	16	31	BEATS:	MASH, NEWS, ONE DAY AT A TIME
#1 in Albany	WRGB 5:30PM	13	28	BEATS:	JEOPARDY, TAXI, WHAT'S HAPPENING
#1 in Dayton	WDTN 5:00PM	12	28	BEATS:	DIFF'RENT STROKES, THREE'S COMPANY
#1 in Tulsa	KTUL 4:00PM	9	29	BEATS:	DALLAS, QUINCY
#1 in Richmond	WTVR 5:30PM	16	37	BEATS:	THREE'S COMPANY, DIFF'RENT STROKES, DATING GAME

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Show!

THE PEOPLE'S COURT

			HH RTG	HH SH	
in Shreveport	KTBS	4:00PM	11	29	BEATS: GIMME A BREAK, DIFF'RENT STROKES
in Wichita	KAKE	4:30PM	9	28	BEATS: JEOPARDY, DIFF'RENT STROKES
in Knoxville	WATE	4:30PM	12	31	BEATS: DUKES OF HAZZARD, DALLAS
in Fresno	KJEO	4:30PM	9	26	BEATS: DONAHUE, HART TO HART
in Syracuse	WIXT	5:00PM	12	27	BEATS: BENSON, ALICE
in Green Bay	WLUK	5:00PM	12	23	BEATS: NEWS, GILLIGAN'S ISLAND, BRADY BUNCH
in Portland, ME	WGME	4:30PM	8	24	BEATS: HART TO HART, WKRP
in Cedar Rapids	KWWL	5:00PM	12	29	BEATS: DIFF'RENT STROKES, WKRP
in Lexington	WLEX	5:00PM	12	27	BEATS: TOO CLOSE FOR COMFORT, ANDY GRIFFITH
in Johnstown	WTAJ	5:30PM	10	20	BEATS: BARNEY MILLER
in South Bend	WSBT	5:00PM	11	26	BEATS: NEWS, PETTICOAT JUNCTION, DIVORCE COURT
in Tucson	KOLD	4:00PM	9	28	BEATS: NEW NEWLYWED GAME, BARNEY MILLER
in Springfield, MO	KOLR	5:00PM	16	32	BEATS: PRICE IS RIGHT, BRADY BUNCH, NEWS
in Lincoln	KHGI	4:30PM	8	22	BEATS: MASH
in Greenville	WNCT	5:30PM	12	24	BEATS: BIG VALLEY, THREE'S COMPANY
in Springfield, MA	WGGB	5:00PM	9	21	BEATS: MASH
in Burlington	WCAX	5:30PM	17	33	BEATS: NEW NEWLYWED GAME, NEWS, ENTERTAINMENT TONIGHT
in Las Vegas	KTNV	4:30PM	8	23	BEATS: ROCKFORD FILES, HART TO HART
in Waco	KWTX	4:30PM	10	34	BEATS: JEFFERSONS, DUKES OF HAZZARD
in Colorado Springs	KKTV	4:30PM	10	24	BEATS: HOUR MAGAZINE, STAR TREK, I DREAM OF JEANNIE
in Fargo	WDAY	5:00PM	14	30	BEATS: NEWS, MASH, STAR TREK
in Madison	WISC	4:30PM	11	33	BEATS: THREE'S COMPANY, BARNEY MILLER
in Augusta, GA	WJBF	5:00PM	17	39	BEATS: THAT'S MY MAMA
in Charleston, SC	WCSC	6:00PM	23	35	BEATS: NEWS, GILLIGAN'S ISLAND

And there are lots more!

SOURCE: NSI/CASSANDRA, *ARD/APOLLO

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with Stu Billett Productions.

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Business Briefly

TV ONLY

Friendly Ice Cream □ Four-week flight is scheduled to start in late May in 20 markets in Northeast. Commercials will be placed in all time periods. Target: adults, 25-54. Agency: Ingalls, Quinn & Johnson, Boston.

Darworth Inc. □ Spring and summer campaign for Cuprinol stain and wood preservative kicks off in early May in seven markets. Commercials will be placed in or near sports programming. Target: men, 25-54. Agency: Mintz & Hoke Inc., Avon, Conn.

Frito-Lay Inc. □ Three new snack products, Topples, Rumbles and Stuffers, will be introduced in campaign that will reach national coverage in June. Campaign is being backed by

network effort, which began last week and will reach 70% of country. First flight is for four weeks, with TV commercials scheduled in daytime, early fringe, prime and prime access. Targets: young males, 6-25, and housewives, 18-49. Agency: FCB/New York.

Citizens Watch □ Promotional campaign for watches breaks April 28 and will air for four weeks in top 60 markets. Spots will run in news, sports and prime day parts. Target: adults, 18-49. Agency: Levine, Huntley & Schmidt & Beaver, New York.

RADIO ONLY

Edaville Corp. □ Family entertainment centers will kick off three-week flight in Boston and Providence, R.I., in early June. Commercials will be carried in all

dayparts. Target: women, 25-44. Agency: Arnold & Co., Boston.

Beatrice Meats □ Three-week flight is set to break in mid-May in 22 markets, including Indianapolis, Miami, New York and Washington. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Zechman & Associates, New York.

Mission Jewelers □ Retail jewelry chain will launch two-week flight in late April in 13 markets in Southwest, including Houston, San Antonio, Tex., and Tulsa, Okla. Commercials will be carried in all time periods. Target: adults, 18-34. Agency: Saunders, Lubinski & White, Dallas.

KeyServe Carpet Cleaning □ Advertiser is in planning stages of four-week flight

AdVantage

DDB's media trends. As part of its annual "MediaTrends" report issued last week, Doyle Dane Bernbach, New York, projects that more than 25% of all network television commercials in 1986 will be 15 seconds in length. Agency says that 15's, both as stand-alones and split 30's, will climb on network TV from 11% in 1985 to 26% in 1986, while single 30's will decline from 84% to 69%. Number of 15's in spot TV, according to DDB, will rise from 1% in 1985 to 12% this year. Other DDB predictions included in "MediaTrends" are: TV advertising expenditures will increase 6.5% in 1986 to \$21.1 billion; cable advertising revenues will climb in 1986 by 32% over 1985's \$735 million; spot cable's share of such revenues will grow by 19%, from 1985's \$132 million; total radio advertising spending will increase from \$6.5 billion in 1985 to almost \$7 billion in 1986; technological advances, such as television stereo, videotex and VCR remote control units will continue to have impact on television, with VCR units reaching 39% penetration of TV households, or 26 million homes; direct mail will become leading medium among national advertisers in 1985, accounting for 29.2% of their expenditures, and surpassing television, which had 26.6% share in 1985. Report was prepared under direction of Mike Drexler, executive vice president and director of media programming. DDB's "MediaTrends" may be purchased from agency at 437 Madison Avenue, New York, N.Y., 10022 for \$65 per copy.



Sold on radio. Deere & Co., manufacturer of farm and industrial equipment, has made its first long-term commitment to network radio by signing for sponsorship of broadcasts on AgriNet service of Tribune Radio Networks. Sealing agreement are (l-r) farm broadcaster Orion Samuelson, and Boyd Bartlett, Deere president. Deere also becomes sponsor of reports prepared by Samuelson and his associate, Max Armstrong, for *National Farm Report*, daily syndicated feature heard on more than 200 radio stations.

RepReport

KMJK-AM-FM Portland, Ore.: WELE-FM DeLand, Fla., and KUTI(AM)-KXDD(FM) Yakima and KOTY(AM)-KHWK(FM) Kennewick, both Washington: To Christal Radio from Eastman.

KOFO(AM)-KHUM(FM) Topeka, Kan.: To Christal Radio (no previous rep).

WROW-AM-FM Albany, N.Y.: To Christal Radio from Major Market Radio.

WOGB(AM)-WJFK(FM) West Yarmouth, Mass.: To Christal Radio from Masla Radio.

WBLZ(FM) Hamilton, Ohio: To Republic Radio from Masla Radio.

WZNY(FM) Augusta, Ga.: To Christal Radio from Selcom.

KZTR(FM) Camarillo, Calif.: To Hillier, Newmark, Wechsler & Howard from Selcom.

WXYR(FM) Ridgeland, S.C.: To Roslin Radio (no previous rep).

KICS(AM)-KEZH(FM) Hastings, Neb.: To Roslin Radio (no previous rep).

WISQ(FM) West Salem, Wis.: To Roslin Radio from Masla.

WHTG-AM-FM Eatontown, N.J.: To Roslin Radio from Weiss & Powell.

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WKBD Detroit
WDCA Washington DC
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KTXH Houston
WPGH Pittsburgh
WSB Atlanta
KCPO Seattle/Tacoma
WCIX Miami/Ft. Lauderdale
KTMA Minneapolis
KPLR St. Louis
KCRA Sacramento/Stockton
WNUV Baltimore
KTVK Phoenix
WTIC Hartford/New Haven
XETV San Diego
WOFL Orlando/Daytona
WXIX Cincinnati
KSHB Kansas City
WCAY Nashville
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WNYB Buffalo
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WPMI Mobile/Pensacola
KSAS Wichita/Hutchinson
WUPW Toledo
WAWs Jacksonville
KGSW Albuquerque
WIXT Syracuse
WLUK Green Bay/Appleton
KDSM Des Moines/Ames
WUHF Rochester
WVFT Roanoke/Lynchburg
KLJB Davenport/R. Island
KDTU Tucson
WETO Tri-Cities TN/VA
WFFT Ft. Wayne
KVUU Las Vegas
KXRM Colorado Springs/P.
KVRP Fargo/Valley City
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WCJB Gainesville
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Gidget

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Rep repositioning. Seltel Inc. intends to embark on a new direction in television station representation, dropping clients that have not performed well to concentrate on successful television outlets.

Jack Mulderrig, president of Seltel, said the company already has asked 12 TV stations to seek alternative national representation. Seltel represents 99 TV stations. Mulderrig stressed that Seltel will continue to meet its commitments to those stations until other representation is found.

Mulderrig said the company has moved into new offices in 16 of its 17 city locations over the past 14 months. In December, he said, Seltel opened a new office in Denver. It is scheduled to open a new branch in Miami in May.

Mulderrig noted that in 1985 Seltel doubled its computer facilities, permitting it to expand into specialized research. Seltel also has been using the production facilities of Selkirk Communications, its parent company in Fort Lauderdale, Fla., for research programming. As part of the new direction at Seltel, Ray Johns has been named executive vice president, operation, New York, from his post as regional vice president, West Coast, Los Angeles.

to begin in five markets in late April. Commercials are tentatively scheduled for all dayparts. Target: women, 25-54. Agency: Elkman Advertising, Bala Cynwyd, Pa.

American Dairy Association □ Four-week campaign promoting cottage cheese breaks May 19. Spots will run in four Iowa markets: Des Moines, Cedar Rapids, Waterloo and Quad-Cities. Morning and afternoon drive times and midday dayparts will be used. Target: women, 35 plus. Agency: D'Arcy McManus Masius, Chicago.

President's/First Lady Health Club □ One-week promotional campaign for

tennis and health club chain will be launched April 29. Ads will run in three to four Southwest markets, including Houston. Spots will run during 6 a.m. to 7 p.m. time slots. Target: adults, 18-49. Agency: J. Walter Thompson, Dallas.

Panasonic □ Line of office copiers will be promoted beginning this week for four weeks. Spots will run in Atlanta and Chicago, and states of Illinois and New York during weekend and prime dayparts. Target: men, 25-54. Agency: Cunningham & Walsh, New York.

NCNB National Bank □ Consumer loans promotion begins this week and will run for 11 weeks in 13 Florida

markets, including Fort Lauderdale, Miami and Tampa/St. Petersburg. Spots will air during morning and evening drive times and in some midday dayparts. Target: adults, 25-54. Agency: McKinney, Silver & Rockett Inc., Raleigh, N.C.

Armour/Dial Meats □ Campaign for canned meats will be launched May 12 for 12 weeks. More than 50 Southern and Southwestern markets will be used, including Birmingham, Ala.; Charlotte and Greenville, both North Carolina; New Orleans; Oklahoma City, and Louisville, Ky. Spots will air in morning and evening drive times and weekend day parts. Target: women, 25-54. Agency: Ogilvy & Mather, Chicago.

RADIO AND TV

Pepsi-Cola USA □ Two new flavors for Slice soft drink with fruit juice are being introduced in regular and diet versions, supported by advertising campaign in 40 markets for 16 weeks, starting last week. Two flavors are cherry cola and apple. Commercials will be placed in all dayparts. Target: persons, 12-34. Agency: J. Walter Thompson/New York.

Taco Bell □ "O.T.C." campaign breaks April 28 for five weeks. Ads will run in approximately 50 Taco Bell franchise markets in all dayparts except daytime. Target: adults, 18-49. Agency: Tracy-Locke, BBDO, Dallas.

New York, May 7 & 8, 1986

Conference on Radio-TV Station Valuation

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Jeff Epstein, *First Boston*
Harvey Grace, *Grace Broadcasting*
Ted Hepburn, *The Ted Hepburn Co.*
Tony Hoffman, *Union Bank*
Phil Lombardo, *Citadel Comm. Co. Ltd.*
Steve Rattner, *Morgan Stanley*
Jason Shrinsky, *Shrinsky, Weitzman & Eisen*

Thursday, May 8—Radio Station Values

Barry Dickstein, *Hartstone & Dickstein*
Jeff Epstein, *First Boston*
Tom Gammon, *Americom*
Tony Hoffman, *Union Bank*
Art Holt, *Holt Corporation*
Jason Shrinsky, *Shrinsky, Weitzman & Eisen*
Jeff Smulyan, *Emmis Broadcasting*
Bob Williams, *Williams Broadcasting*

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Registration fees are required.

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H O P E D I A M O N D S

E L E V E N B O B H O P E M O V I E G E M S

An AM broadcasting commentary from Michael Packer, station manager, KTRH(AM) Houston

The delicate balance between managers and leaders

Many articles have appeared recently predicting that AM radio may soon be dead. While the writers of these obituaries may be a bit premature, there is danger that AM radio may simply be managed to death. Knowing when a manager is needed to maintain the balance of operations and when a leader is needed to create new approaches to a format is critical to the success of a radio station.

Abraham Zaleznik, professor of social psychology of management at the Harvard Business School, wrote an article in 1977 for the *Harvard Business Review* titled "Managers and Leaders: Are They Different?" He says that leaders and managers are basically different types of people who have very different attitudes toward their goals, careers and relationships with others and themselves.

This theory, when applied to broadcast management, is a real eye opener. Knowing the difference between managers and leaders, where to find them and when they fit into your format cycle could mean the difference between boom or bust for your radio station.

Managerial goals tend to arise out of necessities rather than desires, and managers tend to adopt reactive attitudes toward goals. The manager type identifies existing needs, then satisfies those needs. The audience says: "Play more songs," so the manager plays more music. The listener says: "Less talk," so the manager instructs the announcers to talk less.

The leader type creates the need, then fills it. Who, among radio listeners, said they needed music broadcast in stereo? The technology was created, then through advertising and promotion, listeners learned to enjoy listening to music broadcast in stereo and later began to say they needed it. Leaders are active instead of reactive, shaping ideas instead of responding to them. The net result of this influence is to change the way people think about what is desirable, possible and necessary.

Managers and leaders differ in their conceptions of work. Managers tend to view work as a process that enables a group of people to share ideas, develop strategies and make decisions. Managers help the process along by employing a variety of skills including balancing, timing, negotiating, bargaining and coordinating.

AM station X has a successful country format. As long as the format is attracting a competitive share of the audience, the sales department is meeting its goals and the sta-



Michael S. Packer is station manager of KTRH(AM) Houston. He joined the station in 1984 and guided its format switch from talk to "NewsRadio." Before that, he was with ABC for five years, first as assistant operations manager of KABC(AM) Los Angeles, and later as operations manager of WXYZ(AM) Detroit. He has been in AM broadcasting for the past 18 years.

tion is profitable, a manager type is needed to oversee the property. Leaders are not needed to fix stations that are not broken.

While managers act to limit choices and maintain the status quo, leaders work in the opposite direction to develop fresh approaches and open up new issues for options. Leaders work from high-risk positions and are often prone to seek out risk and danger, especially where opportunity and reward appear high.

Radio station Y, an AM rock music station, suffered a slow but steady decline in ratings as the audience switched to an FM competitor. A leader-type programmer was chosen to replace the manager type, and soon changes began to occur. The decision was made to find a new niche in the market by introducing talk radio to the audience. The format was created, then through advertising and promotion, listeners learned to enjoy this new concept in radio programming and later began to say they actually needed it.

As the audience grew, a leader-type sales manager was brought in to develop new concepts in selling the talk audience to advertisers, and finally the station was once again

competitive and profitable. The leader had created a need within the audience and satisfied the need.

In his article, Zaleznik discusses the marked personality differences between the manager and leader. He says that manager personality types are those for whom life has been straightforward and whose lives have been a rather peaceful flow from the moment of birth. The manager's sense of self, as guide to conduct and attitude, derives from a feeling of being at home and in harmony with one's environment.

Managers see themselves as conservators of the station, protectors of the institution, guards of the style guide and regulators of existing policies. They coordinate and balance the needs of their various departments, execute strategies and administrate.

Leaders tend to be people who have not had an easy time of it. From childhood, their lives are often marked by ups and downs and a continual struggle to attain some sense of order. Unlike managers, they cannot take things for granted. Instead of feeling at home in their world, leaders' sense of self derives from a feeling of profound separateness from their environment, including other people. They may work for you but never belong to your company. Zaleznik says what seems to follow from this idea of separateness is "...some theoretical basis for explaining why certain individuals search out opportunities for change. The methods may be technological, political or ideological, but the objective is the same: to profoundly alter human, economic and political relationships."

The AM side of broadcasting is suffering from a brain drain to FM. Although it is difficult, it is not impossible to find leaders to turn around a failing AM property. The best option is to search for the success stories in AM format switches. Look for the person who has guided one or two AM stations through dark and turbulent waters of change to a successful profit-making situation. At that point in the format cycle the station is probably in need of a good manager, and the leader is most likely scanning the horizon for the opportunity to change things in another market.

A second option is to look for the assistant who has worked closely in a one-to-one relationship with the leader of a successful AM format switch. This mentor relationship acquaints the assistant firsthand with the technical, human and conceptual skills necessary to lead a failing station through a turnaround.

Managers and leaders are very different types. Knowing how to identify them, where to find them and when to employ a manager or leader could mean the difference between the failure or success of any radio station including those broadcasting on AM.

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This week

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

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

April 22—"Audio Location Recording Techniques," 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.

■ Indicates new entry

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.

Also in April

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

Major Meetings

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, 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, 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. 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. 26-29—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

Oct. 28-30—*Atlantic Cable Show*. Atlantic City

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. Airline House, Airline Va. Information: (212) 431-2160.

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

April 28-May 2—*Ohio University's* Communication: 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.

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 managers 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 compe

Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Nov. 17-19—*Television Bureau of Advertising* 32d 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.

March 28-April 1, 1987—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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.

Quick! What do all these great shows have in common?



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tion. Grand Hyatt hotel, New York.

May 1—Women in Cable pay-per-view seminar. NCTA, Washington.

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, meeting. 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.

May 7—New Jersey Broadcasters Association spring managers meeting. Rutgers University, Douglass campus, New Brunswick, N.J.

May 7-8—Ohio Association of Broadcasters spring convention. Stouffer Inn on the Square, Cleveland.

May 7-10—First International Music & Media Conference with music video festival and marketplace, sponsored by *Golden Rose of Montreux* and *European Mu-*

sic Report. Palais des Congres, Montreux, Switzerland. Information: (212) 223-0044.

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

■ **May 8—Women in Cable, New York chapter,** forum on cable rating trends. HBO Media Center, New York. Information: Sherry London, (212) 661-4500.

May 11-14—Advertising Checking Bureau meeting. Scottsdale Conference Resort, Scottsdale, Ariz. Information: (212) 685-7300.

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

May 12-15—Canadian Cable Television Association annual convention. Vancouver hotel and Hyatt Regency, Vancouver, British Columbia. Information: (613) 232-2631.

May 13—International Radio and Television Society "Second Tuesday" seminar. Viacom Conference Center, New York.

May 13-15—Electromagnetic Energy Policy Alliance annual meeting and symposium, "Coping in the Regulatory Environment." Ramada Renaissance, Washington. Information: Richard Eklert, (202) 452-1070.

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

May 14—"Producing on a Shoestring," seminar sponsored by *International Television Association, Philadelphia chapter*. Hospital of the University of Pennsylvania, Philadelphia. Information: (215) 546-1448.

May 14—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

May 14-17—American Association of Advertising

Agencies 68th annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 15-18—Audio Engineering Society international conference on stereo audio technology for television and video. Westin O'Hare hotel, Rosemont, Ill. Information: (212) 661-8528.

May 16—"Data and Narrowcasting Opportunities for Local Broadcasters," seminar sponsored by *University of Wisconsin-Madison* and *University of Wisconsin-Extension*. UW-Madison's Wisconsin Center, Madison, Wis. Information: (608) 262-2394.

May 16-18—NBC promotion executives conference. Sheraton Premiere hotel, Los Angeles.

May 17-21—Fifth International Conference on Television Drama, featuring presentations on drama, advertising, children's programming and international television, and presentation of Frederick I. Kaplan Prize Michigan State University, East Lansing, Mich. Information: (517) 355-4666.

May 18-20—Concert Music Broadcasters Association conference. Westin hotel, Washington.

May 18-21—CBS-TV annual affiliates meeting. Century Plaza hotel, Los Angeles.

May 21-25—American Women in Radio and Television 35th annual convention. Westin Hotel Galleria, Dallas.

May 25-27—High-definition TV conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif.

May 25-31—Seventh Banff Television Festival. Banff Springs hotel, Banff, Alberta, Canada. Information: (403) 762-3060.

May 29-31—Television Bureau of Advertising sale: staff meeting. Stouffer hotel, White Plains, N.Y.

May 30—Deadline for entries in community service awards sponsored by *National Broadcast Association for Community Affairs*. Information: Marsha Kaminsky, vice president for public affairs, WOR-TV, P.O. Box 9, Secaucus, N.J., 07094; (212) 764-6755.

May 30-June 1—Advanced economics conference for journalists, co-sponsored by *Foundation for Ameri-*

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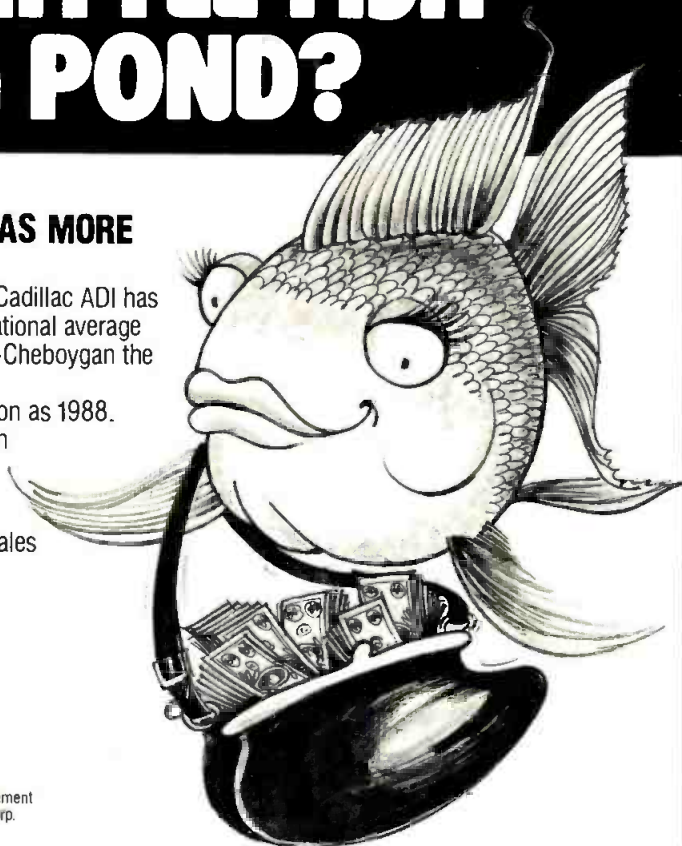


WPBN-TV/WTOM-TV, NBC, Traverse City-Cadillac-Cheboygan, MI
KYEL-TV, NBC, Yuma, AZ-EI Centro, CA
WDAM-TV, NBC, Laurel-Hattiesburg, MS
WCFT-TV, CBS, Tuscaloosa, AL



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Already sold in 69 markets.

SOLD!



"SCTV NETWORK"

Already sold in 49 markets.

SOLD!



"DEATH VALLEY DAYS"

Already sold in 50 markets.

SOLD!



"THE BEACHCOMBERS"

Already sold in 21 markets.

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can Communications and Gannett Foundation. 668-1811.
Stouffer Pine Isle Resort, Atlanta.

May 30-June 1—Showbiz Expo '86, products and services trade show for business and production areas of entertainment industry. Panels presented by *Directors Guild, Writers Guild, Women in Film, Association of Visual Communicators* and others. Santa Monica Civic Auditorium, Santa Monica, Calif. Information: (213)

668-1811.

June

June 1-4—International summer consumer electronics show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago.

Stay Tuned

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

Network television **ABC**: *Alex: The Life of a Child* (dramatization), Wednesday 9-11 p.m.; *ABC's Wide World of Sports 25th Anniversary Special* (retrospective and celebration), Saturday 8-10 p.m.; *Robin Hood* (animated legend), Sunday 7-9 p.m.; "Honkytonk Man" (drama), Sunday 9-11:30 p.m. **CBS**: *Bridges to Cross** (dramatic series), Thursday 10-11 p.m.; *Leo & Liz in Beverly Hills** (comedy series), Friday 8:30-9 p.m.; *Resting Place* (drama), Sunday 9-11 p.m. **NBC**: *The Television Academy Hall of Fame* (awards celebration), Monday 9-11 p.m.; *The Japan They Don't Talk About* (documentary), Tuesday 10-11 p.m.; *Missing III—Have You Seen This Person?* (re-creation), Wednesday 10-11 p.m.; *The American Film Institute Salute to Billy Wilder*, Saturday 9:30-11 p.m. **PBS** (check local times): "A Flash of Green" (drama), Monday 9-11 p.m.



Adolf Eichmann at The Jewish Museum



Philip Marlowe on HBO

Cable **Arts & Entertainment**: *The Last of Mrs. Lincoln* (dramatization), Tuesday 9 p.m.-midnight; *Rotten to the Core* (farce), Friday 8-10 p.m.; *Pimpernel Smith* (dramatization), Saturday 8-10 p.m.; *Indiscretion of an American Wife* (romance), Saturday 10:30 p.m.-12:30 a.m.; *These Three* (adaptation), Sunday 9-11 p.m. **Cinemax**: "The Last Dragon" (music/dance), Saturday 8-10 p.m. **The Disney Channel**: *International Circus Stars of Tomorrow* (competition), Sunday 7:30-9 p.m. **ESPN**: *The 1986 Boston Marathon* (live coverage), Monday 11:30 a.m.-3 p.m. **HBO**: *Philip Marlowe: Private Eye** (detective series), Sunday 8-9 p.m. **The Movie Channel**: "Thief of Hearts" (thriller), Sunday 8-10 p.m. **The Nashville Network**: *The Mandrell Sisters and Family* (profile), Tuesday 9:30-10:30 p.m.; *The Willie Nelson Special* (performance), Wednesday 9:30-10:30 p.m.; *Country Rock* (concerts), Thursday 9:30-10:30 p.m. **The Playboy Channel**: *Playboy Comedy Theater Presents Redd Foxx* (one-man act), Saturday 8-9 p.m. **Showtime**: *Rich Hall's Vanishing America* (comedy special), Friday 9-10 p.m.; *The Ratings Game* (comedy), Saturday 9-10:30 p.m.; "Rustlers' Rhapsody" (spoof), Sunday 8-9:30 p.m. **USA Network**: *Liar's Club** (game show), Monday 3-3:30 p.m.

Syndication **Tribune Entertainment/The Westgate Group**: *The Mystery of Al Capone's Vaults* (unsealing), Monday 8-10 p.m. on 181 stations.

Play It Again **ABC**: *Something About Amelia* (drama), Monday 9-11 p.m.

The Jewish Museum (1109 Fifth Avenue, New York) **Screenings of two dramatizations, *Engineer of Death: The Eichmann Story* and *Deaths-Head Revisited*, in conjunction with the museum's exhibition "Justice in Jerusalem Revisited: The Eichmann Trial 25 Years Later," Sunday 4-5:30 p.m. For Information: (212) 860-1888.**

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.

June 2-3—Pratt Center for Computer Graphics in Design conference. Grand Hyatt, New York. Information: (914) 592-1155.

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

June 3—New York Cable Club luncheon, featuring Jim Mooney, president, National Cable Television Association. Cosponsored by *New York State Cable TV Association* and *New York Women in Cable*. Gallagher's restaurant, New York. Information: Sherri London, (212) 661-4500, or Stephanie Zarpas, (518) 463-6676.

June 4-5—Illinois Broadcasters Association trip to Washington.

June 4-12—Prix Jeunesse International, children's and youth programming competition. Radio house of Bayerischer Rundfunk, Munich. For information, Munich telephone: 59-00-20-58.

June 5-8—National Cable Forum. Beverly Hilton hotel, Los Angeles. Information: (213) 278-3940.

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

June 10—International Radio and Television Society "Second Tuesday" seminar. Viacom Conference Center, New York.

June 10-12—Fifth annual International Radio Festival of New York. Sheraton Center, New York. Information: 246 West 38th Street, New York, N.Y., 10018; (914) 238-4481.

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

June 11—Ohio Association of Broadcasters sales workshop. Embassy Suites, Columbus, Ohio.

June 11-15—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Keynote speaker: Gene Jankowski, president, CBS/Broadcast Group. Loew's Anatole, Dallas. Information: (415) 788-2324.

June 12-15—Society of Cable Television Engineers annual engineering conference and Cable-Tec Exposition. Phoenix Convention Center, Phoenix. Information: (215) 363-6888.

June 12-15—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

June 13-14—Third annual BROADCASTING-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by *Sigma Delta Chi Foundation* with grant from *BROADCASTING-Taishoff Foundation*, honoring memory of Sol Taishoff, founder of *BROADCASTING* magazine. ABC News building and Mayflower hotel, Washington.

June 14—Ninth annual Rocky Mountain Emmy Awards, sponsored by *Arizona chapter of National Academy of Television Arts and Sciences*. Camelview Radisson, Scottsdale, Ariz. Information: (602) 231-9474.

June 14-17—American Advertising Federation annual meeting, including "adFAIR" trade exposition (June 15-17). Grand Hyatt, Chicago.

June 15-17—Virginia Cable Television Association 20th annual convention. Pavilion Tower hotel, Virginia Beach, Va.

June 15-19—Nebraska Videodisk Design Workshop, sponsored by *Videodisk Design/Production Group, Nebraska ETV Network/University of Nebraska-Lincoln*. Lincoln, Neb. Information: (402) 472-3611.

June 16-19—North American Television Institute seminar. L'Enfant Plaza, Washington. Information: (914) 328-9157.

June 17—Television Bureau of Advertising board o

Errata

Identification of head of **American Society of Composers, Authors and Publishers** under picture on page 166 of April 14 issue was incorrect. **Hal David** is president.

NO FLUKE!

#1 TWO SWEEPS IN A ROW!

NSI / CASSANDRA FEBRUARY '86

MONDAY-FRIDAY STRIPS

	RATING	KIDS 2-11	RANK
THUNDERCATS	11.8		1
SHE-RA	11.6		2
G.I. JOE	11.5		3
TRANSFORMERS	11.4		4
HE-MAN	10.8		5
SCOOBY DOO	8.8		6
GOBOTS	8.1		7
MASK	7.8		8
HEATHCLIFF	7.4		9
TOM & JERRY	7.0		10
JETSONS	7.0		10
FLINTSTONES	6.9		12
PLASTICMAN	6.4		13
WOODY WOODPECKER	6.3		14
INSPECTOR GADGET	6.1		15



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PERENNIAL

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directors meeting. TVB headquarters, New York.

June 18—International Radio and Television Society broadcaster of the year luncheon and annual meeting. Waldorf-Astoria, New York.

June 18—Academy of Television Arts and Sciences forum luncheon. Speaker: Richard C. Gallop, president and chief operating officer, Columbia Pictures Industries. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

June 18-20—Television Bureau of Advertising national sales advisory committee meeting. Montauk Inn and Yacht Club, Montauk, N.Y.

June 19-21—Montana Broadcasters Association convention. Heritage Inn, Great Falls, Mont.

June 19-21—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 19-22—NATPE International second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 949-9890.

June 20-22—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Harrison Conference Center, Glen Cove, N.Y. Information: (213) 851-7372.

June 22-25—Cable Television Administration and Marketing Society annual convention. Westin Copley Plaza, Boston.

June 23-27—American Film Institute workshop, "Interactive Videodisks and Moviemaking." Media lab, Massachusetts Institute of Technology, Cambridge, Mass. Information: (213) 856-7725 or (800) 221-6248.

June 24-28—Broadcast 86, international trade fair for film, radio and television. Frankfurt fairgrounds, Frankfurt, West Germany. Information: Philippe Hans, (212) 974-8853.

June 25-27—NATA-West, regional (California, Oregon, Nevada, Washington) trade show sponsored by *North American Telecommunications Association*. Moscone Center, San Francisco. Information: (202) 296-9800.

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

June 26-29—Upper Midwest Communications Conclave XI, featuring sessions on "Radio in the Key of Life." Radisson Plymouth hotel, Minneapolis. Information: (612) 927-4487.

June 26-29—Investigative Reporters and Editors national conference. Portland Marriott, Portland, Ore.

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

July

July 7-10—North American Television Institute seminar. Palmer House, Chicago. Information: (800) 248-5474.



Reinforcement

EDITOR: We were very pleased to read the "Monday Memo" of your April 7 edition. The issues brought up certainly reinforce the attitudes and performance we have brought to broadcast property owners and managers throughout the country in the two years we have been of service as personnel suppliers to the industry.

The utilization of our firm has saved many stations a great deal of time and money as they've searched for the right person to do the right job. To find that our company's policies are in agreement with such a nationally recognized expert as Brad Marks is, to say the least, refreshing. Everyone needs a little encouragement from time to time, and this "Monday Memo" made our week.—*John H. Cambell and Scott H. Currier, Tartan Consultants Inc., Portsmouth, N.H.*

Not on bandwagon

EDITOR: One of the most prominent issues in the satellite programming industry today is scrambling. Many of the major program suppliers have already begun to scramble or are making arrangements to scramble their transmissions, which in turn has caused a big impact on the home dish owner and other downlink facilities besides CATV.

With congressional subcommittee hearings on the subject currently under way, we at the Silent Network Satellite Services would like our affiliates and viewers to know that SNSS will *not* be scrambling our transmissions—not now or at any time in the future.

Because program access is a prime focus of the Silent Network Satellite Service, we feel that any means impairing cable systems, LPTV, SMATV, broadcasters or the home dish market from receiving our signal would only defeat our main goal—to bring informational, educational and entertainment sign language programming to the nation's deaf and hearing-impaired community.

Additionally, we know that scrambling would effect the loss of our advertisers' message from getting to our viewers, many of whom watch our programming by means other than cable. For our advertiser-supported network, this certainly needs to be avoided.

The Silent Network Satellite Service is a free service to anyone with the ability to receive our satellite transmission on Satcom F4, transponder 8, from 9:30 to 11:30 (EST) each Saturday morning.—*Lawrence A. Pike, vice president, satellite operations, Silent Network, Beverly Hills, Calif.*

Geography lesson

EDITOR: Borrowing the old Nixon quote, since my term as chairman of the National Association of Broadcasters television board, you haven't had me to kick around. But I'm always eager to help journalism. I'd like to point out a small error in your April 7 edition.

On page 143, the story titled "CBS, authorities skirmish over film," identifies "a missile site in western Kansas." I believe the missile site is in western Missouri, not western Kansas. The story was covered by our station in Columbia, Mo., KMIZ-TV.—*Jerry Holley, vice president, broadcasting, Stauffer Communications Inc., Topeka, Kan.*

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NEW YORK: 15.9 RATING, 29 SHARE!

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BOSTON: 10.0 RATING, 19 SHARE!

DETROIT: 14.0 RATING, 38 SHARE!

WASHINGTON: 12.3 RATING, 23 SHARE!

SOURCE: NSI METERED MARKET OVERNIGHTS 4/5/86, 4/6/86

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CHICAGO WMAQ

3:30 PM

HOUSEHOLD SHARE
W 18-49 M 18-49

Feb 86 LOVE	21	27	24
Feb 85 Let's Make A Deal	11	12	9
INCREASE	91%	125%	167%

CLEVELAND WKYC

5:30 PM

HOUSEHOLD SHARE
W 18-49 M 18-49

Feb 86 LOVE	20	28	27
Feb 85 News	14	13	13
INCREASE	43%	115%	108%

INDIANAPOLIS WRTV

4:30 PM

HOUSEHOLD SHARE
W 18-49 M 18-49

Feb 86 LOVE	25	37	32
Feb 85 Eight Is Enough	15	24	19
INCREASE	67%	54%	68%

PORTLAND, OR KOIN

4:00 PM

HOUSEHOLD SHARE
W 18-49 M 18-49

Feb 86 LOVE	19	25	35
Feb 85 Charlie's Angels	11	10	11
INCREASE	73%	150%	218%

KANSAS CITY KMBC

3:00 PM

HOUSEHOLD SHARE
W 18-49 M 18-49

Feb 86 LOVE	24	39	33
Feb 85 LOVE	21	34	23
INCREASE	14%	15%	43%

PROVIDENCE WLNE

7:30 PM

HOUSEHOLD SHARE
W 18-49 M 18-49

Feb 86 LOVE	18	40	39
Feb 85 LOVE	13	34	38
INCREASE	38%	18%	3%

RICHMOND WTVR

4:30 PM

HOUSEHOLD SHARE
W 18-49 M 18-49

Feb 86 LOVE	32	39	44
Feb 85 LOVE	22	29	15
INCREASE	45%	34%	193%

ROCHESTER, NY WOKR

4:30 PM

HOUSEHOLD SHARE
W 18-49 M 18-49

Feb 86 LOVE	21	23	33
Feb 85 Love Boat	17	21	21
INCREASE	24%	10%	57%

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SACRAMENTO* KXTV

	HOUSEHOLD	SHARE	
		W 18-49	M 18-49
5:30 PM			
Feb 86 LOVE	22	20	17
Feb 85 LOVE	18	17	11
INCREASE	22%	18%	55%

BALTIMORE* WMAR

	HOUSEHOLD	SHARE	
		W 18-49	M 18-49
4:00 PM			
Feb 86 LOVE	20	36	19
Feb 85 Tic Tac Dough	13	12	11
INCREASE	54%	200%	73%

SAN DIEGO KCST

	HOUSEHOLD	SHARE	
		W 18-49	M 18-49
4:00 PM			
Feb 86 LOVE	17	31	22
Feb 85 LOVE	12	21	9
INCREASE	42%	48%	144%

CINCINNATI WLWT

	HOUSEHOLD	SHARE	
		W 18-49	M 18-49
7:30 PM			
Feb 86 LOVE	20	25	22
Feb 85 Sale of Century	9	7	9
INCREASE	122%	257%	144%

NORFOLK* WVEC

	HOUSEHOLD	SHARE	
		W 18-49	M 18-49
4:30 PM			
Feb 86 LOVE	18	32	31
Feb 85 Tic Tac Dough	17	20	14
INCREASE	6%	60%	121%

DAYTON* WDTN

	HOUSEHOLD	SHARE	
		W 18-49	M 18-49
4:00 PM			
Feb 86 LOVE	16	22	26
Feb 85 Dukes of Hazzard	12	12	21
INCREASE	33%	83%	24%

SOURCE: KUCASSANDRA, *ARB/APOLLO



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TOP OF THE WEEK



Good news wins in Dallas

Record crowd hears NAB speakers declaim that most is right with the broadcasting world; Fowler declares war on trustee concept, casts his lot with marketplace; Quello and Swift call for return of three-year rule; Danish resigns from TIO; Burger backs down on cameras in court; congressmen favor must-carry compromise

There was a heady air at the National Association of Broadcasters annual meeting in Dallas last week. Attendance was up 11.4% over last year's event (39,000 versus 35,000). It was a "let's get down to business convention," and the business was good. There were no burning issues to address either legislatively or on the regulatory front and reports from the field were that broadcasting's financial future is bright.

That's not to say the meeting was without its undercurrents or newsmakers. Certainly FCC Chairman Mark Fowler's remarks at the closing session caught some broadcasters by surprise; he admonished the industry for holding on to the public trusteeship concept of regulation (see page 37).

Fowler's attack on the public interest standard was at odds with the concerns expressed by others that deregulation may be getting out of hand. There appears to be a growing worry within the industry that the character of the broadcasting industry is being negatively affected by deregulation.

For starters, FCC Commissioner James Quello and Representative Al Swift (D-Wash.) called for a return to the commission's three-year rule, which required licensees to hold a property for at least three years

before selling. (Swift said he may even introduce legislation reinstating that principle.) Quello and Swift are disturbed about the quick turnover in broadcast licenses that has occurred since the rule was repealed and over the appearance of a new breed of broadcaster, in the business only to make money (see page 62).

That view was shared by communications lawyers on one NAB panel who are worried that in the long run the FCC's action in clearing out the so-called "underbrush" regulations would create some serious problems. Concern about repeal of the three-year rule also cropped up during that session (see page 66).

One panel was devoted entirely to a debate over the broadcaster's role as a public trustee. Several broadcasters in the audience reaffirmed their commitment to serving the public interest. "We're serving the public interest because it's best for us," said one broadcaster (see page 56). And two congressional aides indicated that as far as Congress was concerned, the trustee concept is here to stay.

But despite those concerns, the news emanating from the convention tended to be positive. There were some complaints, however, about the logistics of the convention. Hospitality suites were scattered all over Dallas. How much a particular individual liked the convention seemed to be a function of how far he or she was from the convention center.

NAB President Eddie Fritts opened the meeting with a call for unity and restated the association's intentions to continue fighting for full First Amendment rights for broadcasters. NAB's unity theme was put into ac-

tion at the convention. Its radio board held a "welcome breakfast" for new directors from the National Radio Broadcasters Association who are joining the board as part of the planned merger between the two associations (see page 78).

As part of an effort to plan for the future, NAB met with some of its past radio and television board chairmen and vice chairmen at the convention. Joint Board Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., will incorporate the sense of the meeting into the association's long-range plan, which he is overseeing.

Among some of the suggestions offered by the former directors: "figure out ways to keep the board size at a manageable level; reinstitute regional meetings; build from the acceptable portions of the former radio and television code, a broadcasting code of good practice; keep working on alternative rating services initiatives; include strategies to overcome the false perceptions of NAB favoritism toward either radio or television, and make reference to 'free broadcasting' or 'free local broadcasting' in the plan."

Grant Tinker, chairman and chief executive officer of NBC, the winner of NAB's 1986 Distinguished Service Award, may not have lit any fires with his acceptance speech. However, the network chief counseled his colleagues to refrain from reacting negatively to future challenges facing the industry, and to concentrate on the art of programing (see page 46).

If there was any disappointing news, it may have come from Chief Justice Warren Burger. Burger spoke at the close of the meeting about next year's planned celebration of the bicentennial of the Constitution.

At a press briefing, however, the chief justice appeared to back away from what seemed to be an earlier change of heart on allowing broadcast coverage of the Supreme Court (see page 38).

On a legislative front, television attendees heard some encouraging news. Lawmakers participating on one panel endorsed the industry compromise on must carry that is pending at the FCC. They also indicated that Congress would adopt the compromise if the FCC fails to act. "I feel there is enough support in Congress to adopt the agreement if the commission doesn't adopt it," said Carlos Moorhead (R-Calif.), a member of the House Telecommunications Subcommittee, which has jurisdiction over the issue. "Even in such a short time, I think there's a good chance Congress can move judiciously if the FCC ignores the obvious demand for passage," commented Representative Thomas Luken (D-Ohio), also on the subcommittee.

Nevertheless, the congressmen also pointed out that public and smaller independent stations have problems with the compromise and that those issues need addressing. In addition, Representative Billy Tauzin (D-La.) noted that any new must-carry rules must pass constitutional muster. (The old must-carry rules were declared unconstitutional by the U.S. Court of Appeals last year.) "We need to keep the constitutional questions before us when we legislate," Tauzin said.

The concerns of public stations and small-market independent broadcasters were highlighted during that panel. Public stations and some independents are unhappy with a provision in the compromise that would require stations to meet a specific viewing test (attaining a 2% share) to qualify for carriage. Indeed, Representative Hamilton Fish Jr. (R-N.Y.) said he thought the viewing standard conflicts with the whole rationale for public broadcasting.

Independent broadcaster Richard Dean of WFMZ-TV Allentown, Pa., volunteered his view of the compromise, which he called "seriously flawed." The emphasis for the last 25 years, the broadcaster said, "has been on the local organization. I'd like to hear someone speak to that old theory of protecting the public interest. I think some of the little elements have been sold out to meet a compromise. And the public is going to pay



Heir appearance. More than 35 members of the House and Senate were at the National Association of Broadcasters annual meeting in Dallas last week. One member not often seen at an NAB convention is Representative Edward J. Markey (D-Mass.), who is the leading candidate to succeed Representative Tim Wirth (D-Colo.) as chairman of the House Telecommunications Subcommittee. (Wirth is running for the Senate.)

Pictured above with Markey (center) are (left) Tom Goodgame, president, television station group, Westinghouse Broadcasting, and NBC Vice Chairman Irwin Segelstein, who joined the congressman at a convention dinner sponsored by NAB's legislative liaison committee. Markey, whose activity on the Telecommunications Subcommittee has focused primarily on common carrier issues, expressed an interest in meeting broadcasters on an informal basis and spent two days at the convention. In addition to his participation in a congressional breakfast, NAB President Eddie Fritts hosted an "informal get-together" in his suite for Markey. Fritts invited broadcasting executives from the major groups and NAB directors to the gathering.

Markey's views on broadcasting are not well known. During the congressional breakfast Markey told this joke: "Moses was the first negotiator and went up Mount Sinai for 40 days and nights. When he came down and reported to the people, the people asked Moses how did it go. 'I've got good news new and bad news,' Moses said. 'The good news is that I got it down to 10. The bad news is, adultery is still in.' And for you all [broadcasters] the public interest standard is still in there."

the price."

Also during the NAB convention, the Association of Independent Television Stations held a membership meeting to discuss the compromise. INTV President Preston Padden and several board members outlined the compromise and stated the association's reasons for supporting it. Padden noted that originally about 65 INTV members said they would attend, but actually attendance was about 45, a sign Padden felt indicated there was less concern over the agreement among his members. For INTV, he noted, the compromise is the "best we hope to get in the real world."

Bob McAllan of Press Broadcasting, Asbury Park, N.J., and spokesman for the National Independent Television Committee, which opposes the agreement, appeared at

the INTV meeting. McAllan presented an alternative proposal prepared by NITC which he also distributed during the congressional panel session (BROADCASTING, April 14).

McAllan told the lawmakers that the NITC proposal offers some protection to every broadcaster in virtually every market across the country. "I think you'll also find if you do some research that close to 50% of the markets in the country have five or fewer television stations; that in my view is not a heavy burden for a cable operator to have to contend with. Another 38% of the markets have 10 or fewer broadcasters, yet 80% of the cable systems have 20 or more channels," McAllan said.

NITC, he noted, is sending its proposal to all television broadcasters and will file it with the FCC. Under the NITC plan, cable systems with 12 channels would have to carry five local broadcast signals; 13 to 20 channels would have to carry six; 21 to 28 channel systems would have to carry nine; 29 to 36 channel systems would have to carry 12, and systems with 37 or more channels would have to devote 40% of their channel capacity to must carry.

Under the industry compromise backed by the National Cable Television Association, the Community Antenna Television Association, the NAB, INTV and the Television Operators Caucus, cable systems with 20 or fewer channels would be exempt from any must-carry obligations; systems with 21 to 26 channels would have to carry no more than seven local signals, and systems with more than 26 channels would not have to devote more than 25% of their capacity to



More on must carry. Members of the House Commerce and Judiciary Committees shared their views on must carry, scrambling and copyright issues, in Dallas last week. The panel favored the industry compromise on must carry and indicated Congress would adopt the agreement if the FCC doesn't act (see story, page 50). Pictured (l-r): John Summers, senior executive vice president for NAB government relations; John Bryant (D-Tex.); Michael DeWine (R-Ohio); Hamilton Fish (R-N.Y.); Robert Kastenmeier (D-Wis.), chairman of the Copyright Subcommittee; Mickey Leland (D-Tex.); Thomas Luken (D-Ohio); Ron Mazzoli (D-Ky.); Carlos Moorhead (R-Calif.), and Billy Tauzin (D-La.).

must-carry local broadcast signals.

Still, there were some independents who presented a different side of the issue. At one session called "Getting Along with Your Cable Operator," Jack Moffitt, general manager of a new independent, KTHH-TV Alvin (Houston), Tex., described how his station lobbied cable systems to get on after the must-carry rules were vacated. "It can be done; it's a slow, painful process," Moffitt said. "I hope to God this compromise gets passed by the FCC and we can go on from there and all remain friends," he said.

On another legislative matter, the All-Industry Television Station Music License Committee worked the convention to rally broadcasters in support of legislation that would repeal the blanket copyright licensing system for music in syndicated television programming (see page 50). Behind the scenes at the annual meeting, the committee chastised NAB President Fritts for stating in an interview with BROADCASTING that it is unlikely the bill will become law in this session

of Congress (BROADCASTING, April 14). "That's one man's opinion," said Leslie Arries, WIVB-TV Buffalo, N.Y., and chairman of the industry committee and a NAB TV director. "Maybe from the track record of NAB it takes more than one year to get legislation through. We feel we can get it through. There have been plenty of bills passed in one session. Why should we not think in those terms?" Arries said.

On the financial side, there was a general feeling that prices for stations are going to remain high (see page 84). The Television Bureau of Advertising predicted that total television revenues for 1986 would increase between 9% and 11%. But the experts and consultants also agreed that the big challenge facing the industry is keeping programming costs in line.

Another subject of future debate for the broadcasting industry was underscored during a session on audience measurement. The question of which is more accurate, people meters or diary surveys, is expected to re-

main at the heart of the controversy (see page 54).

And there was more news for television broadcasters. Roy Danish, the Television Information Office director for the last 25 years, announced his resignation during the convention.

Also in the news:

□ AM daytimers assembled to hear the latest update on the U.S.-Mexican AM agreement via satellite from FCC Mass Media Bureau Chief James McKinney. McKinney was in Geneva attending the Regional Administrative Radio Conference on AM band expansion and presented an overview of that meeting as well.

□ As usual, the equipment exhibition generated excitement. The small format video and a digital tape recorder were highlights on the exhibit floor (see page 48). More than 660 companies occupied the 310,000 square feet of exhibit hall.

BROADCASTING'S gavel-to-gavel coverage of the NAB continues on page 46. □

FCC's Fowler: still on the attack

Chairman derides public trustee concept; calls it outmoded, unneeded in true marketplace environment

After almost five years of Mark Fowler as chairman of the FCC, broadcasters might have thought they had heard everything he had to say about the virtues of the marketplace as a regulatory device. Last week, at the National Association of Broadcasters convention in Dallas, they heard something new, at least in tone, on the subject: a harsh attack on the public trusteeship approach to regulation, the traditional approach that the Fowler-led FCC has all but eviscerated. It was a call to arms to press on and disregard suggestions beginning to be heard for a reversal of gears.

To those in the audience who had grown up hearing they were in a business in which the public interest was imposed by law and they operated their stations as stewards of the public, Fowler's remarks may have seemed startling: The transition from a trusteeship to a marketplace environment for broadcasting not only has "made steady progress" but has forced government to realize as everyone else does that "the broadcasting business is a business. And when we forget that fact, we distort that process at our own peril, and at the public's peril as well."

Fowler's remarks appeared to put him at odds with the view expressed a few hours earlier by Chief Justice Warren Burger, whom Fowler praised in his speech and whose "principle" he said he tried to follow. Burger, in a news conference preceding the final session, said a difference remains "between the treatment of broadcasting, which uses the public airwaves, and the fellow" who operates a printing press (see page 38).

On Tuesday, a day before Fowler's appearance at the final session of the convention, the question of which approach is to be followed, or should be, was debated (see page 56). No one, on either side, spoke with



Fowler's passion: "Let us all remember the faults of [the public trusteeship] approach, and why we need a new one," said Fowler. "Trustees hold property for the care of another. They are custodians. They do not engage in independent thought, independent action, freely arrived at."

"But you are not"—and he stressed "not," repeating it—"custodians." He said the framers of the First Amendment had said, "Congress shall make no law abridging the freedom of the press." "They didn't say 'custodial press.' Your calling is to the market, which is the people, and to the truth. You don't need, and shouldn't have, an FCC telling you how to run your business"—a remark that drew applause.

Then he derided the reasoning used to "saddle broadcasting with the trusteeship notion" as bordering on the "absurd." He said the argument that there are more would-be broadcasters than can be accommodated within the confines of a limited spectrum—the scarcity argument—no longer makes sense, that in many markets there are channels available but no takers. He said the television stations authorized since he took of-

fice numbered almost 220, not counting hundreds of low-power stations. And he likened those who claim spectrum scarcity as a basis for continued regulation of broadcasting to "thugs who run a protection racket. They want more and more, and when they get it, they still aren't satisfied."

Fowler said the main failing of the trusteeship concept is that it makes the broadcasters "beholden" not to their own "judgment... conscience... or... bottom lines," and not to the public, which would "square with the Constitution and our free economy," but to the FCC. So, he said, it has been the government's interest, not the public's, that has determined the public interest. And he said the result has been "nonsense... talking heads at six in the morning discussing 'the history of grain' in order to make a numerical program quota."

For all of that, Fowler appears to think a reaction may be setting in to the deregulatory pace the commission has set. Some have talked of the changed "moral environment" created by the commission. Others do not see the same good Fowler does in the free-wheeling way that entrepreneurs buy

and sell broadcasting properties, or engineer mergers, friendly or hostile, their actions governed only by bottom-line considerations. Commissioner James Quello at two panel sessions in which he participated at the convention said he would favor reinstatement of the three-year rule, which required owners to hold stations three years before selling them. Repeal of the rule helped trigger the wave of broadcast property sales.

"Let's not even think of reversing our course," Fowler said. "Instead, let's attack the rest of the tomfoolery." In that connec-

tion he mocked the criteria the commission uses in deciding comparative hearing cases. "Did you," he asked those in his audience who had been through "a full-blown" hearing, "enjoy hiring a lawyer to prove that a competitor was a member of the Kiwanis Club for three years, not seven as she claimed."

At another point in his speech, in a passage he added to the prepared text, he referred to "a few at the convention [who] have said, 'let's go back. We have gone too far.'" Such critics, he said, have forgotten

the bullying of former commissions. "It's like looking in the rear view mirror of history," he said of the critics' comments. "Not only do you live in the past, you'll wind up in a bad accident."

But Fowler concluded his speech by exhorting broadcasters to provide a quality service. He said, in effect, providing such service need not interfere with bottom-line considerations: "It's false and misleading to conclude that quality does not pay in broadcasting" or that "community-oriented programming is unprofitable." □

Burger takes old stand on court coverage

After what seemed to be softening of chief justice's opposition to coverage of Supreme Court, he tells NAB he's against it; he exhorts broadcasters to participate in Constitution's bicentennial events

Chief Justice Warren Burger traveled to Dallas last week to call the broadcasting industry's attention to plans for the celebration next year of the bicentennial of the Constitution, and to seek broadcasters' support in telling the story of how it was drafted and how it works. But he did little to encourage the view he is relenting in his long-held belief that, whatever First Amendment rights broadcasters enjoy, and whatever their power of communication, he is not about to preside over the entry of radio and microphones and cameras into the Supreme Court.

Burger, who is chairman of the commis-



sion planning the celebration of the bicentennial, has made a number of appearances promoting preparations for it. All have been open to radio and television coverage. And last week, at the National Association of Broadcasters convention, at a news conference and at the closing session, Burger was eloquent in sketching the manner in which the Constitution had been drafted and only narrowly had won ratification. "You know how to tell these stories," Burger said in the closing session of the convention, and "the commission would unanimously endorse my request... that you, in having within your reach this enormous power of informing and communicating, help us tell that story to the American people and the world."

It was at the press conference, which preceded the final session, that Burger indicated that, recent reported comments of his to the contrary notwithstanding, he is not moving toward endorsement of broadcast coverage of arguments before the Supreme Court. Two weeks ago, his remarks in answer to a question following a speech to the American Society of Newspaper Editors, had indicated his concern was that the coverage would be edited for brief appearances on newscasts. "We're not in show business," he said. But full-text coverage, of the kind normally provided by C-SPAN, he suggested, "might open things up"—if he could be assured snippets of the coverage would not be used by any broadcaster (BROADCASTING, April 14).

With that reported remark as background, a reporter asked Burger if he would be prepared to reconsider his rejection of a request by the Mutual Broadcasting System to provide live, gavel-to-gavel radio coverage of the argument to be held this week on the Gramm-Rudman-Hollings deficit reduction law, certain to be one of the most widely reported Supreme Court arguments in years. Burger said reports of his comments at ASNE had been "somewhat exaggerated," and added that he saw "no likelihood" of the Mutual proposal being accepted. Furthermore, he disclosed that the rejection of Mutual's suggestions had not been his alone—he said it had been a decision of all nine justices at one of their weekly conferences. (A day before the news conference, seven media groups, including the NAB, the Radio-Television News Directors Association, and the Society of Professional Journalists, Sigma Delta Chi, had written him asking

Josephson sells radio stations to Christian

Josephson Communications Inc., the radio station subsidiary of publicly traded Josephson International Inc., has agreed in principle to sell its six radio properties to a new company created by the station division's president, Ed Christian.

Josephson chairman, Marvin Josephson, declined to state the sale price before a definitive agreement is reached. But sources close to the sale said the price is \$38.5 million. Josephson said the definitive agreement will be announced "reasonably soon."

The stations were sold, Josephson said, because the company had reached the point where it had to decide if it was going to stand still or become bigger. "One of the problems was finding stations that met our financial criterion. With station prices what they are today, we felt we couldn't get the stations we wanted at the prices we wanted," he said. "It became apparent that if we couldn't buy the stations we wanted, we could probably do very well selling the stations we had. So in response to the stronger market we decided to sell."

Josephson did not rule out the possibility of returning to station ownership, but said it would be no time soon—"if for no other reason," said Josephson, "than the loss of Ed Christian and his leadership."

The new company will tentatively be called Saga Communications and will be headed by Christian, president of Josephson Communications since 1977. Christian said he approached Josephson several weeks ago with the buyout plan and was received warmly. "Marvin wanted to maintain the management structure of the group," said Christian, "and was glad he could sell it to us." As for future plans for the company, Christian said, "we're just trying to get through the craziness of the sale right now." The sale was announced to station management last Monday (April 14).

The stations sold were WZKC(FM) Rochester, N.Y. (98.9 with 50 kw and antenna 340 feet above average terrain); WKQ(AM) (1 kw daytimer on 1580) and WSNY(FM) (94.7 mhz with 22 kw and 753 foot antenna) both Columbus, Ohio; WNOR(AM) (1 kw full time on 1230 khz) and WNOR-FM (98.7 mhz with 46 kw and 520 feet), both Norfolk, Va., and WMGF(FM) Milwaukee (96.5 mhz with 50 kw and antenna 810 feet).

reconsideration of the rejection of Mutual's request [see page 98].) It was not evident from his remarks that he had seen the organization's request.

Those comments may have been discouraging enough for broadcasters attending the news conference. But there was more. Burger, who has written a number of decisions defending the First Amendment rights of journalists, including broadcast journalists, saw no conflict between calling on the "enormous power" of the broadcast media to tell the story of the Constitution and maintaining what has been the traditional distinction between the broadcast and print media in applications of the First Amendment. He sees "a difference as of now between the treatment of broadcasting, which uses the public airwaves, and the fellow" who operates a printing press.

Indeed, he cited as a demonstration of that difference a case some broadcast attorneys have viewed as an indication the Supreme Court is approaching the day when it will declare the FCC's fairness doctrine unconstitutional—*Tornillo v. Miami Herald*. In that case, decided in 1974, the court held that a state law requiring newspapers to print replies to attacks on political figures was unconstitutional (BROADCASTING, July 1,

1974). Burger also said *DNC v. CBS*, which the court decided in 1973, illustrates the difference as well. In that opinion, which Burger wrote, the court held that broadcasters may reject political advertising and said that "editing is what editors are for" (BROADCASTING, June 4, 1973). Broadcasters have regarded it, too, as a sign the court was moving toward the view that broadcasters are entitled to the same First Amendment rights as print journalists.

Although Burger indicated he will not hodge in his long-held opposition to cameras in the Supreme Court, many court observers do not regard his as the final word. They predict that, with the departure of Burger, who is now 78, the court will open its doors to broadcast coverage.

Associate Justice William J. Brennan, in an interview with *The New York Times*, said he "strongly favored televising and radio broadcast" of the court's arguments and considered it "inevitable." Brennan, who will be 80 on Friday, said that the court's proceedings are public and that there is "no reason why only those who can gain entrance to the courtroom should be able to witness those proceedings." Was he concerned that broadcast coverage might be edited into brief, misleading pieces? "No." □

Ampex entered its digital video recording format in the ever more crowded race to replace outdated automated spot player systems, making the first early showing of its 256-cassette ACR-225 system to an eager audience. Sony, cheered by the success of its fast-selling Betacart unit, included an experimental 1,200-Beta cassette library management system in a future technology display. At least a half-dozen other manufacturers also showed new or enhanced spot systems, ranging from high-end units with sophisticated robotics to less costly cassette deck sequencers.

Sony, which has said it intends to join Ampex in making composite digital units for easier implementation in existing NTSC broadcast plants, gave the spotlight completely over to its new standard DVTR and sold more than 10 to post-production users.

CCD cameras may have finally taken their first strong step on the road to market success at this show, with Sony taking orders for more than three dozen of its so-called "diet Betacam," a CCD version weighing 19½ pounds and priced at less than \$25,000. NEC, with its less successful SP-3A CCD camera on the market for several years, showed an enhanced, electronic shutter version, and although RCA's CCD unit is no longer available, other camera manufacturers, such as Bosch and Thomson, are now completing plans to introduce their own CCD cameras.

Because of the success of the first-generation SNG vehicles and news cooperatives, many broadcasters went to Dallas intending to check out the latest in SNG hardware and services. And the suppliers were ready. Interest in SNG was most apparent in the convention's outdoor exhibit area which was crowded with mobile SNG vehicles in many different manifestations (see story, page 76.)

The software writers once again pushed forward the capabilities of the computer-based graphics generators, digital effects generators and editors. The marketers of such devices continue to push down their prices. A broadcaster can still spend well over \$100,000 for a graphics generator with all the bells and whistles, but he or she can also spend less than \$20,000 for something like 3M's Panther, a graphics/character generator that can capture and digitize any image with a camera and incorporate it into a full-color graphic.

At the show, Grass Valley, a leader in the switcher market, emerged as an important player in graphics as the parent of Dubner, a leading maker of character and graphics generators, and in the effects market with the introduction of Kaleidoscope, a highly capable effects generator. Competing with Grass Valley for either effects or graphics buyers or both were Ampex, which was marketing Cubicomp's PictureMaker; Artronics; Aurora; Colorgraphics; Chyron; NEC America, and many others.

Television audio caught the attention of many broadcasters, particularly those from TV stations already having switched to TV stereo or planning a conversion. The current count of TV stereo stations is 250, according to an NAB survey, but that number could

Excitement on the exhibit floor

There was action all over the Dallas Convention Center with small format and digital video, SNG, stereo TV, AM stereo and FMX

The National Association of Broadcasters annual equipment exhibition in Dallas last week was generally agreed to be the most highly charged show in years. And for good reason: The thousands who visited the three-and-a-half-day exposition were witness to milestones in small format and digital video recording, FM stereo and ENG cameras, as well as the explosion of satellite newsgathering, the growth of television stereo technologies and the video quality revolution heralded by high-definition television.

Small format video was one of the more talked-about topics during an exhibit that featured 660-plus companies, 310,000 square feet, with both broadcasters and equipment suppliers appearing poised for a major expansion of the long sluggish half-inch market.

Although incompatibility between Sony's leading Betacam and Matsushita's M-format replacement, M-II, still plagues broadcasters, both companies and their supporters have planted enough signposts to make the differences between the two clearer than before.

For M-II, NBC's \$50-million, five-year purchase places Matsushita's product on the map as a potential "universal format," not only replacing the current de facto standard for electronic newsgathering, three-quarter-inch video U-Matic, but also serving as the transitional studio format in the long-term trend from one-inch to the future digital component video plant.



Sony still retains the greater influence in ENG recorder markets, however, using its dominance in U-matic to help build a 200-station customer base of users for its half-inch Betacam format, and attracting market support from other powerful recording manufacturers for an advanced compatible Beta SP system.

Ampex, Thomson and Bosch have promised to join Sony in manufacturing Beta and Beta SP in the near future, giving the format a substantial advantage over Matsushita, which is negotiating for additional suppliers for M-II, including Hitachi, but currently has only contracted one, JVC.

The commencement of the digital video recording era also makes the 1986 NAB one to remember, even though the debate is unsettled over respective roles for the two digital formats on the floor, the Sony component digital standard videotape recorder and the Ampex composite digital system shown as part of its new-generation commercial spot player. Ampex also demonstrated that one-inch Type C videotape still has a long life left, with a display showing 23 generations of video on a VPR-6 VTR using the company's new Zeus video processor.

grow as high as 500 by the end of 1986. Despite the general optimism about the service's steady growth and the good representation of multichannel sound products on the exhibit floor, some critical elements are still missing, such as precision test gear so stations can accurately monitor how they sound to their audiences.

It wasn't just television audio that caught the ears at the show. Demonstration of the FMX system seemed to impress FM broadcasters and receiver manufacturers, giving proponents of the system great hope that it would become, as one receiver manufacturer said, "universally accepted" by the end of the decade. The system can extend the effective reach of a station's stereo signal to that of its monophonic signal, which currently is three times or more as great. What's nice about FMX is that it seems to be fully compatible with conventional FM stereo, so that it could be introduced gradually without making obsolete any radio station or receiver.

While FMX is good news for FM broadcasters, it's bad news for their AM counterparts. Under the auspices of the NAB and the FCC, there are several parallel efforts under way to close the quality gap between AM and FM that has allowed FM to surpass AM as the band of choice among listeners. However, FMX may widen the gap more that AM can close it. AM stereo continued to founder at the NAB convention due primar-

ily to the continuing standards battle between Motorola and Kahn Communications (see story, page 68).

On the hardware side of the radio business, there were more signs that digital technology in some form will replace such analog devices as turntables, recorders and cart machines as the principal audio source in most radio stations. Several companies, including Compusonics, and Microprobe Electronics and International Tapetronics Corp., showed computers with enough digital audio capacity to replace cart machines for spot playback. And Sansui demonstrated a digital audio compression technique that could increase the capacity of such devices with some years of development so that they could be used for music playback.

The future of electronic production using high-definition television could be close at hand, demonstrations of the technology at NAB indicated. Although with some European electronics manufacturers expressing their desire for further consideration of HDTV developments, a posture that may jeopardize HDTV studio standardization at special international gatherings in a few weeks, large numbers of broadcasters visited a special 10,000-square-foot technology demonstration showing some of the most complete subsystem implementations of the U.S.-backed 1,125-line, 60 hz proposal ever seen. □

MacFadden makes takeover try for Blair

Publisher offers \$25 a share for 11.5 million outstanding shares in deal estimated at \$500 million; stations and rep arm would be kept, other interests to be spun off

A New York-based magazine publishing company, MacFadden Holdings, announced it would make a \$25-per-share cash tender offer for the roughly 11.5 million shares outstanding of John Blair & Co. The total purchase price, including the assumption of long-term debt, is in the neighborhood of \$500 million.

MacFadden has already been purchasing Blair stock, and as of last Thursday owned, or had options to buy, 920,900 shares. The stock two weeks ago was trading at around \$21. Last Monday, the stock was at \$22 and by Wednesday, the day preceding the announcement, it closed at \$23.

The company plans to make filings with the Securities and Exchange Commission and the FCC early this week.

Blair, itself, said it had "little or no information on MacFadden, its financing or any

Danish steps down as TIO director

Dowdle to head search committee charged with finding replacement for group's leader of 25 years

Future convention breakfasts sponsored by the Television Information Office may find it hard to be as news-packed as last Sunday morning's at the NAB convention. The first such TIO-sponsored event saw the surprise resignation of Roy Danish, 67, TIO's director for the last 25 years. The search for a new director comes at a time when TIO is also searching for a strategy that will maximize the organization's usefulness while not increasing contributions from members/sponsors. The new emphasis may lead to greater production of television spots for use by stations; the appearance of TIO spokesmen in public forums, and the use of the organization's New York-based library.

Two 30-second spots were premiered for the Sunday morning audience. One animated spot featured a television set educating its owner about all the valuable public service spots television provides. A second ad featured unrehearsed comments by children listing what they had learned by watching television.

Also presented at the hour-long meeting were results of a TIO-sponsored poll about public awareness of the dangers of drunken driving. Of the 1,993 adults polled, 82% said they were "hearing more about those dangers now" than they heard two or three years ago. The Roper Organization-conducted poll found that respondents said they

heard most about the dangers from television (75%), followed by newspapers (34%) and radio (17%)—multiple answers were accepted.

The poll combats a type of criticism that is increasing, said Bill Baker, chairman of the Television Information Committee, the 11-member board that oversees TIO. Baker, president of Westinghouse Broadcasting & Cable's TV group, said: "Pressure groups are far more sophisticated and better financed...while we are strengthened by that kind of informed criticism...uninformed criticism can be detrimental. For television, success has meant having to explain ourselves.... That is TIO's function." Baker denied that Danish had been forced to leave as part of the TIO's new emphasis: "He approached me and asked to resign," Baker said.

Danish referred to critics such as the Rev. Jerry Falwell; Michael Jacobson, of the Cen-

ter for Science in the Public Interest; Peggy Charren, of Action for Children's Television, and the National Coalition on Television Violence as "people who want into the industry on their own terms... Such criticism, if left unchallenged, can create further restrictions on program themes and content."

The TIO director said he would remain in his current post for the time being and afterward might continue to do special work for the New York-based organization.

Baker paid tribute to Danish's 26 years of service, 25 of them as director: "Not only has he been highly visible...but he has brought with all of that a very high degree of integrity and financial acumen to bear on the day-to-day administration of TIO itself." He added that a search committee has been formed, chaired by James Dowdle, president and chief executive officer of Tribune Broadcasting Co., and also including George Schweitzer, vice president, communications and information at the CBS/Broadcast Group, and Dave Allen, president of Petry.

One member of the TIC said the search committee would be looking for someone with broadcasting experience who is well known and who could articulate issues on behalf of the industry.

TIO has not raised its rates this year, and although it is working at the same budget level (\$1 million) as last year, is hoping to get additional support through new members. □



Danish and Dowdle



Boylan and Callahan

conditions of the offer." One source familiar with the company said the offer had taken top executives of Blair by surprise—the company's president and chief executive officer, Jack Fritz, had attended last week's National Association of Broadcasters' convention in Dallas.

MacFadden, on the other hand, had planned a complex surprise attack on Blair. On Thursday, when it announced its tender offer and 8% holdings, it also announced a proxy battle designed to block a plan by Blair to expand the number of authorized common shares from 15 million to 20 million (if Blair were to issue additional shares it would make a bid for the company more expensive). MacFadden also filed a suit in a Delaware court to postpone the planned May 9 Blair shareholders' meeting, at which the share increase is to be voted on.

The day after the initial announcement, MacFadden's chairman, Peter J. Callahan, and its president, Mike Boylan, were in Washington to meet with FCC commissioners and staff members. They currently plan to put tendered shares into a voting trust, with former New York governor, Hugh Carey, as trustee. MacFadden has also retained a Washington lobbying firm: Wexler, Arnold, Harrison & Schule.

John Blair & Co., which celebrated its 50th anniversary last year, has been the subject of frequent takeover speculation (BROADCASTING, Oct. 28, 1985). Generating the talk was the perceived underperformance of some of the company's businesses, particularly its direct mail and marketing operations. That underperformance, in turn, helped depress the company's stock price. (While the stock market and broadcasting stocks have done well over the past 12 months, Blair's stock [NYSE:BJ] has mostly floated between the high teens and low 20's. Last fall the company began a restructuring operation, selling off some of its nonbroadcasting subsidiaries and reducing debt [BROADCASTING, Sept. 16, 1985].)

The initial reaction by outside observers to Thursday's tender announcement was that it had a good chance of success. Current stockholders, it was felt, would be willing to take the \$25, or if the offer is raised, more. Additionally, there are roughly three million shares that were recently traded for debt at an effective purchase price of \$22.22. Their buyers too, it was said, are likely to accept the tender offer, if they have not already sold their shares in the recent active trading.

On the day of the announcement, Blair stock opened at 25¼ and none of the 2.1 million shares purchased that day were bought for less than the \$25 offering price.

Observers guessed that arbitrageurs and other private investors were doing the buying in expectation of a second and higher offer to be made. However observers did not expect that a bidding war would raise the price much higher since whatever per-share offer was finally accepted would still have to be at a discount to what the company would bring if sold in pieces on the private market, which three informed observers estimated was about \$31 per share.

A spokesperson for MacFadden said it was not Callahan's intention to liquidate the entire company, but instead to keep the "broadcasting and related operations" (presumably Blair's station representation business) while continuing to dispose of the non-broadcast divisions.

The seven-member board of Blair has previously rejected "friendly" overtures for the company, including a recent cash-plus-stock proposal from New York-based Price Communications. MacFadden itself said its investment banker, E.F. Hutton, had contacted Blair, in early March, to inform the company that "a potential acquirer existed." These rejections have come, despite the fact the company is regarded as vulnerable to a takeover because it does not have such antitakeover provisions as a "supermajority" requirement—which says that any merger or change in control must be approved by at least three-

quarters of the shareholders. In December, the company did make it more difficult for shareholders to nominate directors or bring up new business at the annual meeting, changes that MacFadden's Delaware court suit is trying to overturn.

Additionally, current management and directors own less than 5% of the stock. In addition to the roughly three million shares of Blair common still unissued, there are two million authorized but unissued shares of Blair preferred stock.

It is also suggested that Blair has little in the way of financial resources to fight off a takeover attempt. Despite the debt-for-equity swap referred to above, the company reportedly still has little in the way of bank credit available to it. In addition, lenders have placed restrictions on how much money Blair can use for distribution of income to shareholders—a restriction that reportedly includes the company's repurchase of its stock.

MacFadden Holdings is a several-decades-old publishing firm that became a subsidiary of Bartell Media Corp., a publicly held company. Controlling interest in Bartell was bought in 1968 by Edward Downe Jr. and by 1970 Bartell owned MacFadden and three AM's and three FM's. Peter J. Callahan, who now owns MacFadden, was at one time an accountant with the firm of Peat

Pasadena FM sale may be record-breaker

Mandeville Communications has asked the FCC for permission to sell KROQ-FM Pasadena, Calif. (Los Angeles), to Infinity Broadcasting Corp. for a price estimated at between \$40 million and \$45 million.

If the price falls in the high end of the estimates, it could tie or beat the previous record for a stand-alone FM set last year with the \$44-million sale of KJOL(FM) Los Angeles. And some brokers contacted by BROADCASTING thought that likely, citing the original asking price of \$38 million some nine months ago and KROQ-FM's high ratings during the past few months. However, other brokers quoting reliable sources at last week's National Association of Broadcasters convention felt the price would more likely be \$40 million-\$41 million.

KROQ-FM has a colorful history. In 1982 the licenses for KROQ-FM and, at that time, co-owned KROQ(AM) Burbank, Calif., owned by Burbank Broadcasting Co., were lifted by FCC Administrative Law Judge John Conlin, who cited lack of candor, the stations' near financial ruin (causing them to go dark) and improper transfer of control to a Los Angeles talent promoter, Kenneth J. Roberts.

The AM license was transferred to Royce International Broadcasting Co., and the FM was originally transferred to AWARE Communicators Inc. However, in an 11th-hour decision, the FCC granted Burbank's renewal for the FM on the condition that it sell the station immediately to Mandeville Communications, owned by Roberts, who was a creditor and 49% owner of Burbank. Under the agreement, Roberts also paid a \$4-million settlement agreement to two competing applicants. The commission noted (with then-Commissioner Henry Rivera dissenting) that Roberts' "decisive actions [in allegedly assuming control] could be considered to have served the interest of the listening public insofar as they returned the silent and failing stations to the air." The commission also felt that Roberts "did not attempt to conceal his activities," by discussing the matters with commission personnel. Roberts' payments of the settlement agreement, the discharging of almost \$6.5 million in indebtedness, and his loss of his share of the AM license indicated to the commission his sincerity and qualifications to be a broadcaster. He has no other broadcast interests.

The current buyer, Infinity Broadcasting, is a New York-based group owner with four AM's and six FM's, principally owned by Michael A. Weiner and Gerald Carrus. Two weeks ago, Infinity sold KCBQ-AM-FM San Diego to Eric/Chandler Communications Inc. for \$12.2 million ("Changing Hands," April 14).

KROQ-FM is on 106.7 mhz with 25.5 kw and antenna 1,600 feet above average terrain. Broker for the sale was Blackburn & Co.

Marwick Mitchell & Co. He joined Bartell in 1970 as assistant to the president, rising later to vice president of finance and, in January 1975, to president, replacing Downe. The latter, now a private investor, said he is not involved in the Blair takeover attempt.

In late 1975 Callahan took the MacFadden publishing operations private in a management buyout, and during the next several years some of the company's magazines, including *Photoplay* and *TV Radio Mirror*, were discontinued. Callahan told BROAD-

CASTING that the company's core operations, including *True Story*, have since become profitable. In 1980, MacFadden, in partnership with Warner Communications, bought *US* magazine, and then sold it last year. Mike Boylan, MacFadden's current president, was managing editor of *US* when the company bought the magazine.

Current holdings of the company, which sells 35 million magazines annually, are *True Confessions*, *True Romances*, *True Love*, *True Story*, *True Experience*. Dis-

count *Merchandise* and *Chief Executive Magazine*. In addition to magazines, MacFadden also currently has plans to produce a magazine-formatted television show with the Landsburg Co. and has real estate and other investments.

Callahan told BROADCASTING that although he has not been directly involved in broadcasting for a number of years, "I kept in touch with it through the years, and have friends in the radio business and rep business. I knew we wanted to get into it." □

Video from Libya: stills and telephone voiceovers

Except for Libyan-led tours of damaged areas, most reportage from Tripoli is yesteryear radio

Last week's coverage of the Libyan crisis forced the television networks to rely on an old radio technique—reporting by open telephone line—because of the restrictions placed on western journalists by the Libyan government. All three broadcast television networks and the Cable News Network had open lines out of the Al-Kabir hotel in Tripoli for the duration of last week's coverage, which started Monday (April 14) with the bombing of military and terrorist training facilities in Libya. Western journalists were confined to the hotel last week, except for state-sponsored tours of some of the damaged areas.

The only video footage that the networks had of the bombings for the first three days of the coverage came from Libyan Television, which was the sole source of all video coming out the country last week. The Libyan television footage showed antiaircraft guns firing at U.S. planes as well as bombed-out civilian buildings. The Libyans refused to provide or allow coverage of bombed military or terrorist training compounds for several days, although the nation's Information Ministry was said to be preparing to lead a tour of one such installation last Friday (April 18). The U.S. Defense Department also released some pictures of the bombing run, taken with an infrared camera system, last Thursday (April 17).

As the networks struggled to keep abreast of breaking developments, Vice President George Bush said at a luncheon in New York last week that all of the media coverage was probably helping Libyan leader Muammar al-Qaddafi and his cause. "You are strengthening him," said Bush. "by paying attention

to him." But President Reagan, in closing his remarks at the White House Correspondents Association dinner last Thursday in Washington, praised the media's role in covering events in Libya. "I'm especially grateful for all your efforts to provide a vigorous, probing and unbiased free press—working endless hours, putting themselves in harm's way, trying to get the American people the best and most accurate account possible, of one of the most important stories of the decade . . . This was a week for courage and a superior performance in your profession as well, and I'm delighted to salute you and all of your colleagues overseas."

Despite the limited video coverage of last week's U.S.-Libyan confrontation, network executives suggested that last week's story was not as difficult as some to cover, such as Beirut, where chaos reigns and all westerners are in danger most of the time. "Beirut is a much more chaotic city," said Mark Harrington, vice president, news broadcasts, CBS News. "The fighting goes on there every day." He also said there is no uplink point from Beirut, which means footage has to be transported to Cyprus or Damascus.

Safety was a concern for the journalists covering the story in Tripoli last week (journalists were exempt from a presidential order issued earlier banning U.S. citizens from traveling to Libya), but all indications were that the outrage the Libyans felt after the bombing was directed more at the U.S. government than at journalists covering the story. ABC News vice president Robert Murphy acknowledged last week that the situation "could change quickly," but said there was no evidence that journalists were being targeted for violence in Tripoli. In part, that was due to the strict control of the movement of western journalists—they had armed military escorts whenever they toured last week. The biggest concern for the safety of jour-

nalists covering the story in Tripoli last week, said Ed Turner, CNN executive vice president, was the possibility of "the free-lance crazy" attacking them or their hotel.

Turner said CNN covered the unfolding Libyan story from Monday evening, when the U.S. announced the raid, pretty much continuously for the next day and a half, before returning to its normal schedule Wednesday.

The Newsfeed Network helped its member stations cover local angles, primarily by helping produce or feed back to stations interviews with congressmen representing their markets. Newsfeed Network vice president Richard Sabreen also said the network fed some clients footage shot in Libya by RAI Italian television. Newsfeed has an exchange agreement with the Italian network, which was able to shoot video outside Tripoli, where most of the western journalists were confined.

The electronic media's heavy reliance on audio pushed radio into a role as important as its television counterparts' in disseminating information to the American public.

Virtually all of the radio networks canvassed by BROADCASTING, including ABC, CBS, NBC, Mutual, AP, UPI, United Stations, CNN and NPR, aired special reports—most running two to three minutes in length—beginning Monday (April 14) night.

Other techniques employed by some networks included leading the first portion of their regularly scheduled hourly newscasts with a live report from Tripoli. On that note, Jim Farley, vice president/radio news, NBC, reported that both the BBC and NPR's *All Things Considered* aired part of an audio report of NBC News correspondent Fred Kennedy reacting to pieces of antiaircraft artillery shell ricocheting around him in his hotel room in Tripoli. □



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NAB

Fritts's hope for the future: continued unification



NAB president hopes broadcasters can work together to gain full First Amendment rights

National Association of Broadcasters President Eddie Fritts sounded a theme of unity in his opening remarks before the NAB membership at its annual meeting in Dallas last

week.

Fritts presented a bright picture of the future which he hoped would be marked by a unified industry with full First Amendment rights. "NAB—and the broadcasting industry as a whole—finds itself on the threshold of a new era. It is one which has been unfolding for some time. It is one which deserves to be gauged by two words: unity and freedom," he said.

"In the broadcasting mansion we are many rooms. We fully recognize the unique, diverse and special interests that distinguish radio from television," he said. Fritts cited NAB's merger with the National Radio Broadcasters Association as an example of unification within the industry. "Like many marriages, it is an arrangement that honors independence within the union. But the coming together portends a new strength and solidarity neither could have achieved alone," he said.

The NAB president stressed that unity cannot be achieved without "summoning those who would assert leadership in the

face of our changing communications landscape." As a part of the drive for unity, Fritts noted, NAB is convening a congress of broadcast organizations at NAB headquarters next month.

On another note, Fritts mentioned the must-carry agreement reached by the broadcasting and cable industries earlier this year. "It is a compromise. And while it is not perfect, it is an agreement; whereas before we had nothing." If the agreement is adopted by the FCC, he predicted, it will "free the broadcasting and cable industries for joint pursuit of shared goals."

NAB's fight to gain full First Amendment rights for broadcasters will continue, Fritts vowed. "The battle will not cease until we have equal standing, equal rights and equal protection."

In closing, Fritts said that NAB did not want to homogenize the industry. "Our goal is to have that degree of unity which gives to broadcasting the strength to fight for that which benefits us all...and against those who hold us back." □

Tinker accentuates the positive



DSA winner offers optimistic assessment of broadcasting future

The mood was upbeat as more than 500 broadcasters gathered to pay homage to one of their own, Grant Tinker, NBC chairman and chief executive officer. The National Association of Broadcasters presented Tinker with its highest honor, the Distinguished Service Award, at the opening session of its 64th annual convention in Dallas last week.

"Don't choke on the negatives of our business," advised Tinker when accepting his award. "There are too many overwhelming positives all around us. And it seems to me that we should learn to savor them far more

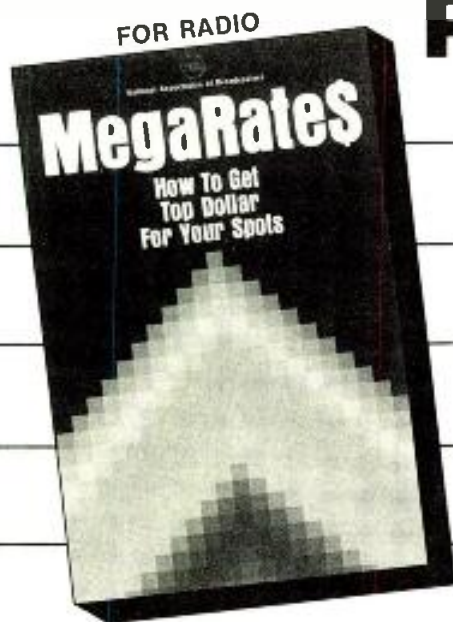
than we do," he said.

Tinker was referring to some of the fears that have dominated the broadcast industry over the years. For example: "Do you remember how radio was going to be replaced by television? And when it wasn't, remember the agonizing over the slow growth of FM?" he asked.

Tinker cited several examples of the "worry and warfare" that have occurred within the industry. "Do you remember how television was pronounced dead as early as 1958 in the famous *Fortune* magazine article, 'The Light that Failed?'" And he asked: "Do you remember how the great war of deintermixture—a word from the past—preceded

NEW FROM NAB

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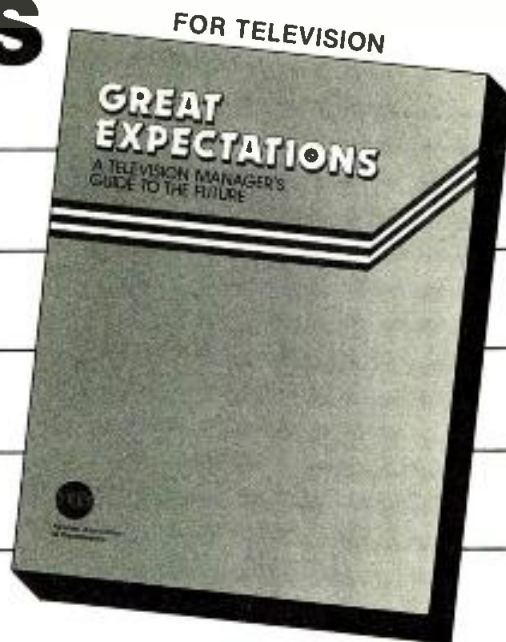
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Compiled by the Research Group of Seattle, Washington, *MegaRate\$* highlights interviews with general managers and sales managers of radio stations in all market sizes which consistently get top dollar for their spots. What these very different stations have in common is an understanding of how pricing works and an understanding of the strategies which support higher rates.

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peaceful co-existence between VHF and UHF?"

In addition, Tinker noted, broadcasters have faced a number of legislative and regulatory challenges. "Congress has also given us a good deal of grief over the years with their ideas of how to improve our business. In the 1970's alone, expanding the regulation of radio and television was a growth business along the Potomac," Tinker said. "We've also learned that whichever party is in power and whatever the current political climate broadcast news must be fiercely protected from government interference when its independence is threatened, as it has been on occasion," he added.

"In short, we've always had problems, some of them created simply because our

business is so interesting that our critics can't leave it alone. And there will be new problems, new quarrels, among ourselves and with others."

But, he emphasized, after all those years of worrying "we've learned some things: First, the sky is not falling. Second, a lot of unproductive time has been spent on doomsday scenarios that seem pretty dumb in retrospect. Change is always stressful, but adapting to change can make a strong business even stronger. Third, we really do control our own destiny. What we put on the air will always be the most important decision we make. That's the real art of broadcasting, and if we devote our energies to doing it as well as we can, the future shouldn't scare us." □

Small-format and digital are highlights of television gear

Half-inch battle lines are drawn between Sony/Ampex's Betacam and Matsushita's M-II; Sony and Ampex also show digital recorders

A new and potentially dominant alliance in small-format video emerged last week at the NAB equipment exhibition in Dallas when Sony, Ampex, Thomson and Bosch joined forces behind half-inch Betacam in a face down with competitor Matsushita and its newcomer M-II half-inch format, which has been greatly boosted in recent days by a major commitment from NBC.

A video recording event also not lost on the thousands of attendees was the emergence of the world's first digital video recorders from Sony and Ampex.

M-II and its new supporter, NBC, were making news in Dallas even before the exhibit opened, with a Saturday, April 12, press conference detailing the network's \$50-million, five-year agreement to buy hundreds of M-II half-inch videotape products from Matsushita (BROADCASTING, April 14). Michael J. Sherlock, NBC's executive vice president, operations and technical services, told the roomful of reporters M-II would be used by all of the company's operating divisions, the NBC Television Network, owned stations, news, sports and operations and technical services and for 1988 Seoul summer Olympics, with the network putting the first recorder on-line next fall and completing its conversion by the end of 1988.

Panasonic, Matsushita's U.S. arm, followed the next morning with a gathering of top company executives to formally introduce four M-II products to become available in the next 15 months; a camera-recorder, studio VCR, portable VCR and edit controller. Representatives also briefly outlined the company's plan to aggressively promote the format on a worldwide scale, although few details were forthcoming on its plans for building U.S. marketing and support structures.

Matsushita, the world's fourth largest electronics manufacturer, also cited a licensing agreement for JVC (half-owned by Mat-

sushita) to join it in the manufacture of M-II, and later announced agreements with Ikegami, allowing it to sell M-II recorders packaged with Ikegami HL-95 Unicams; with Asaca, for technology from that company's automated commercial cart system, and with Fuji, which will manufacture the metal particle tape used by the format.

Sony's Betacam was making its own share of news with its half-inch format, which counts some 200 broadcast station users. Raising interests on the floor, as well, was an advanced Beta SP, which gains some of the same advantages of M-II, such as wider luminance bandwidth, improved video signal-to-noise, longer record time (up to 90 minutes) and improved audio performance, by using the same metal particle tape formulation as M-II in place of traditional metal oxides.

Although Sony gave no indication of when the advanced Beta SP would be available in production form, the possibility of an enhanced and compatible half-inch line (M-II is not compatible with its predecessor M-format), has attracted a good deal of attention from other recorder manufacturers, beginning with Ampex, which earlier this month announced it would begin designing

and manufacturing its own Betacam and Betacam SP line within the next year (BROADCASTING, April 7).

Both Thomson of France, which has sold Sony Betacam recorders under its own label for some time, and Bosch of West Germany also announced during the show plans to make and sell their own Beta and Beta SP product lines.

Bosch, whose decision surprised some, will continue to market its quarter-inch video QuarterCam in a 625-line version for electronic newsgathering, and it sees Beta and Beta SP servicing the larger market for electronic field production.

For Matsushita, the critical search for an additional supplier beyond JVC has brought the company into negotiations with fellow Japanese manufacturer Hitachi Denshi, although it appears that company will wait to see how well its newly introduced eight millimeter component analog system does in this country before turning to another small format.

Matsushita, which originally designed M-II as a one-inch videotape replacement for Japan Broadcasting Co., NHK, has also proposed M-II to NEC, but the manufacturer has not yet responded to the offer.

The two first digital video recorders, one a component stand-alone unit from Sony, the other a composite digital spot player system from Ampex, were also making news on the floor of the show.

Sony's DVR-1000 drew constant crowds and the admiration of one customer, post-production house Limelight Video, which purchased seven of the \$120,000 VTR's for its opening in August 1986. A total of more than 10 of the units, which expect to see much of their initial use in the sophisticated post-production environment, were sold off the show floor.

Ampex showed to great anticipation its new ACR-225 digital spot player, a 265-cassette system that replaces its decade-old quad ACR-25. The unit, which has drawn both controversy and support because its signal system is not based on the component digital standard but on composite digital, appeared to still be in need of further development, with Ampex representatives saying it was well along in its mechanics, but still in the early stages of its control system. Just

Presidential praise. President Reagan did his ceremonial bit for the National Association of Broadcasters convention in Dallas last week. While failing, again, to put in a personal appearance, his videotaped remarks (suggested by the NAB and the FCC) hailing broadcasters for their "spirit of volunteerism in communities across our nation" and lauding the deregulatory efforts of FCC Chairman Mark Fowler.

In the taped remarks, presented at the convention's opening session, the President said broadcasters' role "in the NAB's public service activities in the areas of drug and alcohol abuse is in the finest tradition of public responsibility." He also cited broadcasters' efforts to increase American productivity and to encourage voting, as well as the NAB's cooperation with the White House in the Broadcast Opportunity Partnership, the presidential initiative for minority ownership of broadcast properties. And he said it was because of that volunteer leadership that he had asked Fritts to serve as vice chairman of his Advisory Board on Private Sector Initiatives.

The President tied his praise of Fowler to the news being made in the broadcasting business by the flood of mergers and takeovers. "This robust environment is no accident," he said. "It's the result of a sustained national effort to open up truly free markets in communications." He said radio and television had for too long sat on the sidelines, unable to compete in a free economy. "Well, under the leadership of our FCC chairman, Mark Fowler, we have managed to get government off our back and on your side."

**Q: What do these
program formats
have in common?**

NEWS
SITCOM
DAYTIME DRAMA
TV MOVIES
DRAMATIC SERIES
DOCUMENTARY
GAME SHOWS
PUBLIC AFFAIRS
CHILDREN'S SHOWS
MINI-SERIES
SPORTS
TALK SHOWS

A: Music.



Hundreds of times every broadcast day, you use music. Music has an appeal that attracts an audience and helps keep them watching.

BMI is the world's largest music licensing organization. We make it easy for every

television station to harness the pulling power of music.

Not just on programs that feature music. But on every program that *uses* it. And that's every program on your schedule, from sign-on to sign-off.



Wherever there's music, there's BMI.

before the show, company executives were confident of sales success, and though no details were released before the end of the show, at least one of the \$300,000-plus systems was ordered at the exhibit. Delivery is expected in late 1987, with quantities avail-

able in early 1988.

Although Ampex had recently removed a good deal of the controversy over its choice of signal systems by a licensing agreement announced earlier this month in which both Ampex and Sony would join in submitting

the nonstandard composite digital format to the world TV standards committee for adoption. Sony was low-key during the show on its announced intention to independently design and manufacture composite digital recorders based on the Ampex format. □

Trying to patch up must-carry differences

Panel talks of what broadcasters and cablecasters must do for mutual benefit in a post-Quincy world

The relationship between broadcasters and cable operators, said the moderator of an NAB panel, is "a 15-year-old subject." Then why, he asked, schedule a session called "Getting Along With Your Cable Operator"? "The answer is two words: must carry," said Burt Harris, president of Harsiscope Broadcasting and Harris Cable Corp., Los Angeles.

"The guts of the problem that I perceive is that when cable goes in, the antenna comes down... so if your station is not on the cable system, the chance of getting your signal into the home is diminished substantially," said Harris in setting up the panel for the debate. He then directed the group to speculate on the future of the must-carry rules (declared unconstitutional last year): "How do we get must carry? Will there be must carry?"

Bob McRann, vice president and general manager of Cox Cable of San Diego, said he believes it is likely the FCC may not accept the compromise (an agreement reached between the broadcasting and cable industries last February and is now pending at the FCC as part of a rulemaking) and probably will do something "that is different."

But the legal expert on the panel, Michael Berg, attorney with Miller & Young, Washington, reminded the audience the FCC is not the last resort for restoration of the must-carry rules; there are the Supreme Court and the Congress. The court has been asked to review the *Quincy* case (in which the must-carry rules were vacated) to either overturn it or modify it in some way. Berg said the fact that the request for review has been pending longer than usual, since last September, may mean that its chances are "increased somewhat." But there is another case, a First

Amendment case for cable—*Preferred Communications vs. the City of Los Angeles*—in which there will be an oral argument Sept. 29. Said Berg: "The best guess among lawyers in Washington is that the Supreme Court is holding *Quincy* in abeyance until it decides the constitutionality in the *Preferred* case."

As for the Congress, Berg said he attended a congressional panel at the NAB convention and "several congressmen indicated that if the FCC fails to act, they are prepared to have Congress act this term to adopt the compromise."

Paul McCarthy, managing general partner of Broadcast Cable Associates, a consultancy in Danvers, Mass., voiced concern to the panel over the 3.75% rate hike for distant signal carriage. That, he said, puts a burden on cable operators, and sometimes on broadcasters. The cable operator has "a hard time explaining to subscribers and the franchise authority that 3.75% of pre-tax operating revenue is a very heavy burden indeed." And a television station, he said, can't understand "why, when they have a great product, they can't get on the cable system." McCarthy said broadcasters and cable operators "really should work together to get Congress to pass an amendment to the Copyright Act to give a may-carry situation."

William Strange Jr., vice president-corporate development, Sammons Communications, told the audience he did not want to debate the details of the *Quincy* decision, except to say that he didn't think there should be any governmental body that should tell him what signals to carry. "I personally feel—and the cable people feel—that we've been told too long what we had to bring. Now [since the repeal of the must-carry rules] we're going to bring every signal that in any way, shape, form or fashion will get us customers."

Strange told the audience that cable wants the broadcasters' picture, "if our audience

wants to see it. It's kind of like 7-Up: We like you and it likes us."

But his advice to broadcasters who want their signal on cable was this: "The best way in the world to get cable to carry your signal is to have something people want to see. I guarantee you he'll carry your signal."

Gail Brekke, vice president and general manager of WNOL-TV New Orleans, agreed with Strange's statement. "The question is: Who determines what the cable homes want to see? If you're not on their system, how do they know what you have?" Brekke's advice to broadcasters was to "sit down and explain to the cable operator the programming that you have as well as your long-range programming plans. You've got to sell it to the cable operator." □

Growing interest in Congress over music licensing

More information is needed, say Hill members, before decision can be made on blanket licensing proposals

The battle over music licensing isn't likely to end soon. That was the impression left by key congressional members appearing on an NAB panel last week. The members indicated an interest in the issue, although there were some differences over whether it is necessary to eliminate the current blanket licensing scheme for music in syndicated television programming.

Participating on the panel: Senators Dennis DeConcini (D-Ariz.) and Charles McC. (Mac) Mathias (R-Md.), chairman of the Senate Copyright Subcommittee; Representatives Frederick Boucher (D-Va.); Henry Hyde (R-Ill.); Howard Berman (D-Calif.)



Harris, Brekke, McCarthy, Strange, Berg, McRann

LOOK TO THE STARS!

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This fast-moving comedy game offers amusing insight into the personal lives of an ever-changing array of today's celebrities. When host Jim MacKrell poses provocative questions to the stars, contestants win cash, viewers win laughs and you win big numbers — the kind that can compete with sitcoms!

Star Cluster is the only all-new, all-celebrity comedy game for the coming season!

IT'S NEVER TOO LATE FOR ROMANCE!



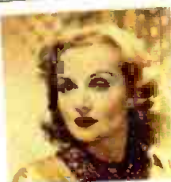
MatchMaker

Six attractive contestants, three male and three female, subject themselves to the whim of the mad MatchMaker himself, Dave Hull!

He can't see them, and they can't see each other, so Hull reads into their thoughts and opinions in order to make a match. Gradually he chooses the perfect couple.

MatchMaker is a funny, sexy twist on the business of romance.

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This superb 13-episode, half-hour documentary combines rare footage, little-known fact and private glimpses to provide fascinating studies of the lives of the famous. Subjects include Carole Lombard and Joe Louis.

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Four Star's motion picture library contains more than 400 feature films.

We've got a movie to fill any slot!

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Moderator Donna Zapata, Schroeder, DeConcini, Boucher, Hyde, Mathias, Zorinsky, Berman

and Patricia Schroeder (D-Colo.), all members of the House Copyright Subcommittee.

A further airing of the issue is expected before the end of the month when the Senate Copyright Subcommittee acts on legislation (S. 1980) that would repeal the blanket license and replace it with source licensing that includes the music performance rights in syndicated programs. Mathias told the broadcasters he planned to hold a markup on the bill before it is discharged from the subcommittee on May 1. He said he would like the subcommittee to make some kind of "judgment" on the issue.

Mathias also underscored the complexity of the issue and said it "may take a while to sort this out." The subcommittee chairman felt the real question that needs an answer is: "How is the public interest going to be affected" if the blanket license is repealed? "Whether broadcasters are making money or they are not is not the issue here. Remember that we are dealing with a 40-year practice here," said Mathias.

DeConcini, also a Senate Copyright Subcommittee member, announced he was considering offering an amendment at the markup that would address the issue of what copyrighted material is actually used and what isn't used.

The senator also wanted to know why broadcasters don't negotiate directly with songwriters or syndicators for a license. Several broadcasters attending the session responded to DeConcini's inquiry. Explained one, the "syndicators flatly refuse to negotiate with us."

But DeConcini questioned just how often broadcasters have approached songwriters about purchasing their music rights. "The composers don't want to talk to us," said Leslie Arries, chairman of the All-Industry Television Station Music License Committee, which represents more than 800 television stations. "Why not?" DeConcini asked. Because, Arries answered, "they are set with ASCAP [the American Society of Composers, Authors and Publishers] and it's unrealistic for us after the fact to try to negotiate for music."

Mathias said that this is an area where the hearing record shows the greatest conflict. He suggested broadcasters supply the subcommittee with evidence of their failed attempts to negotiate with syndicators or songwriters.

Berman wondered if the committee couldn't negotiate on behalf of broadcasters for the music rights. "We are an industry committee," Arries said, "but when it comes to talking to Hollywood, we do it individually." But Berman held another view. "There's

nothing to keep a TV station from going to the composer for *M*A*S*H* and negotiating those fees," he repeated several times. In the House, the Copyright Subcommittee has convened one hearing on the House version of the bill, H.R. 3521, and House Copyright Subcommittee Chairman Robert Kastemeier (D-Wis.) has promised to hold another. The bill's co-sponsors, Hyde and Boucher, argued its merits. "The system does not work well," Boucher said. "TV stations are trapped in an antiquated system from which they have no escape."

Zorinsky, a sponsor of the Senate bill, argued that none of the songs would be popular if it weren't for radio and television popularizing them. "Who's to say the law shouldn't be changed?" Zorinsky asked.

The issue of music licensing poses some serious problems, Schoeder explained, emphasizing at the same time the complexity of the issue. "If we're going to be tougher in protecting our intellectual property internationally, we have to watch what we're doing at home. We want to make sure we don't wipe out creative talent. We want to make sure broadcasters don't pay unfairly."

It's Bostick and Arries versus Grieve in music licensing debate at NAB

"We have tremendous momentum building on this bill," declared broadcaster M.N. (Buddy) Bostick, KWTX-TV Waco, Tex., who was leading the charge at the NAB convention for passage of legislation that would eliminate the blanket copyright licensing system for music in syndicated television programming. The bill would establish a source licensing scheme in which the performance rights to the music would be included in the syndicated programming sold to local TV stations.

Bostick, a member of the All-Industry Television Station Music License Committee; the committee's chairman, Les Arries, WBIV-TV Buffalo, N.Y., and its executive director, Jack Zwaska, squared off with producer and distributor Marvin Grieve of M.G. Perin on the issue.

"The TV industry is heated up over this thing and I say to you it [the legislation] will be passed," said Bostick. The music licensing bills (S. 1980 and H.R. 3521) have gained 140 co-sponsors in the House and 17 in the Senate. And furthermore, he pointed out, during an earlier panel session at the convention, House and Senate Copyright Subcommittee members indicated a willingness to look at the issue (see story, page 50.) Bostick urged broadcasters to call their senators and congressmen and talk to them individually about the inequities of the blanket license.

"The fact is," Bostick said, "85% of the 70,000 composers never get one penny of TV money from ASCAP and BMI." To illustrate its arguments even further, the committee distributed a placard on Capitol Hill which presents its case. "50% of every dollar collected from local television stations as music license fees is paid out by ASCAP/BMI to 'publishers.' 90% of this money goes to publishers owned by the Hollywood program producers, themselves," the placard said. "The local TV station must agree to purchase four million (4,000,000) other pieces of music controlled by ASCAP/BMI through a blanket license. Or the TV station may purchase a per program license which is seven times higher," the committee maintained.

For the producers and distributors, the blanket license is the best system. Grieve warned that if broadcasters get the law changed and it doesn't work, they'll have a "hell of a time changing it again." Moreover, he argued that source licensing would force producers to put a price on the music before knowing whether the show will succeed. "It's true there are people who never see a penny. But the people who get the money are the people who are successful," he said.

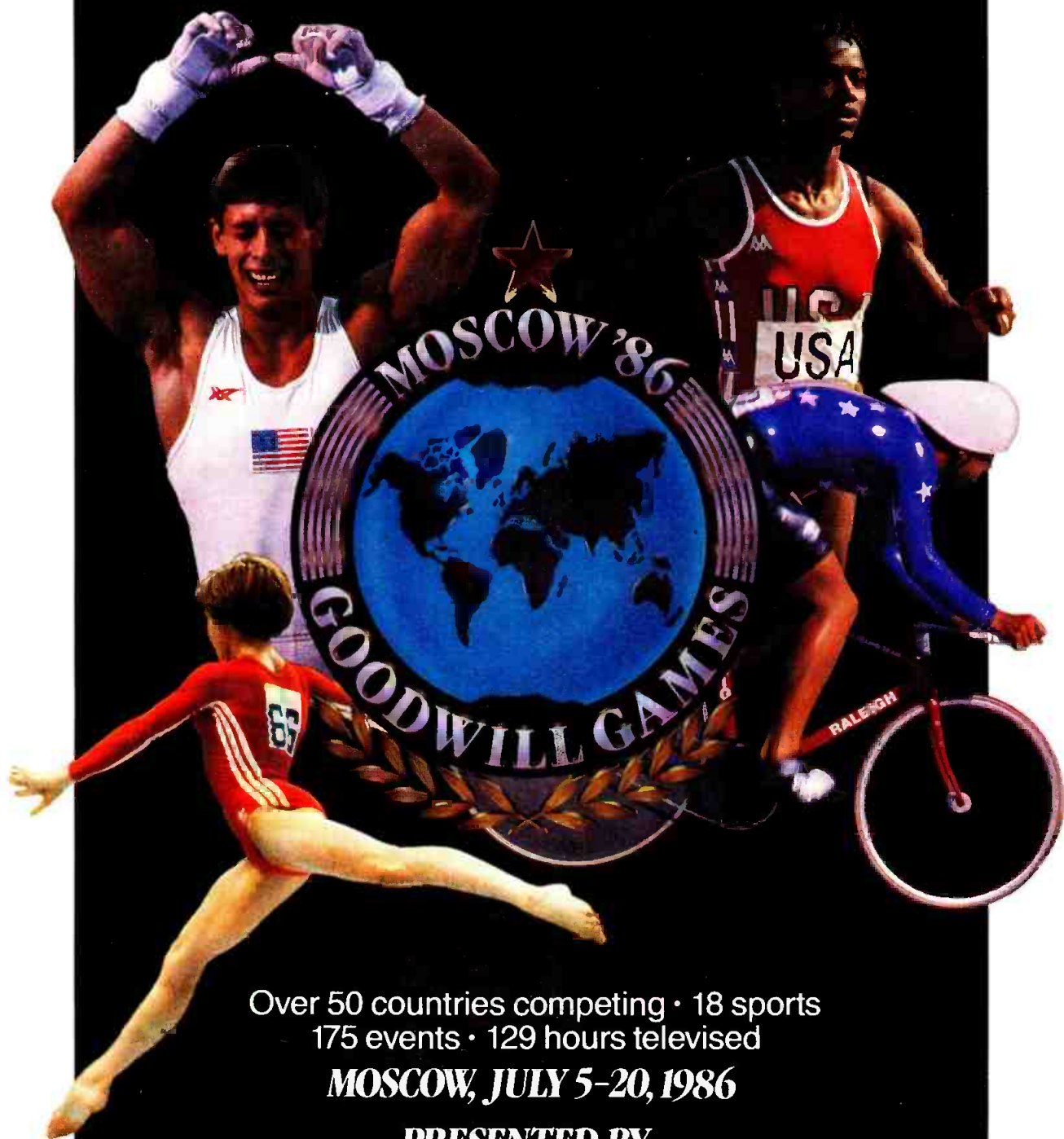
As for the major production studios owning publishing companies, Grieve continued, "the major companies produce most of the pictures and I assume their product gets played more." He warned the broadcasters that without a blanket license, there will be chaos in the marketplace.

Arries challenged Grieve's position by



Arries, Zwaska, Bostick, Grieve

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Over 50 countries competing • 18 sports
175 events • 129 hours televised

MOSCOW, JULY 5-20, 1986

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asking why producers cover all the other costs on pilots except the music rights. But Grieve repeated his earlier concern about taking such a risk when producers don't know how long a pilot is going to run.

Arries also emphasized that he has tried to negotiate with ASCAP and BMI. "I was subject totally to their largess," he said. When Grieve suggested broadcasters negotiate directly for music rights from songwriters, Arries called direct licensing a "sham."

Bostick and Arries said they were ready to pay for the music. "I want to pay for the music fairly. But not pay 30% more because the music isn't worth 30% more," Arries said.

Zwaska pointed out that in a newspaper interview with the composer of the *Miami Vice* theme song, the songwriter said that most theme music on television today can be written by a robot or computer. "We're talking about programs like *Jeopardy* and *Wheel [of Fortune]*," Zwaska said, that so often appear on local stations.

On another note, Zwaska urged stations that have not submitted the necessary reports or paid the interim fee adjustment due to BMI for the Feb. 1, 1983, to March 1985 period, to do so. □

Signing of AM treaty with Mexico pushed back

Action, which will allow longer hours for many daytimers and nighttime operation for some, was to have been viewed live; it's postponed one week

The satellite time had been purchased. The connections between Geneva and Dallas were good. But the news that more than 100 radio broadcasters had assembled in a meeting room of the Dallas Convention Center to hear on Tuesday morning was not to be announced. The U.S.-Mexican AM agreement was not ready for signing; there had been a diplomatic hitch. Tune in on April 22 in Mexico City for the long-awaited action.

The teleconference linking James McKinney, chief of the FCC's Mass Media Bureau and head of the U.S. delegation to the western hemisphere conference now under way in Geneva on planning use of the expanded AM band, with the conference room in Dallas had been arranged weeks ago as a key attraction at the NAB convention. An on-camera signing of the AM agreement or an announcement that the agreement was being signed in Mexico City would have been a nice additional bit of business. (Another piece of semihigh-tech demonstrated at the session was the appearance on videotape of Ambassador Diana Lady Dougan, head of the State Department's Bureau of International Communications and Information Policy, introducing the session.)

But as McKinney explained it, the signing could not be arranged. Negotiations are completed, he said, but it was just "not convenient diplomatically" to sign that day. He

said the signing will occur on April 22, "one week from today."

And with the signing, McKinney noted, 2,300 stations in the U.S. will be permitted to operate up to two hours after sunset. (That means some stations in midsummer will not be signing off until 10:30 p.m.) Another 350 operating on Mexican clear channels will be authorized to operate at night. The orders authorizing the nighttime operations, he said, are ready to be mailed as soon as the agreement is signed.

McKinney appeared on camera with Wallace Johnson, of Moffet, Larson & Johnson, consulting engineers, who is a vice chairman of the U.S. delegation, and Savio Pinheiro of Brazil, who on Monday, the first day of the regional conference, had been elected its chairman. And they reported that the conference, whose purpose is to plan the 100 khz of spectrum added to the AM band that now ends at 1605 khz, was off to a good start.

The swift and unanimous election of Pinheiro was one indication of that. And McKinney reported widespread support for a key element of the proposal the Americans had taken to Geneva—that the conference adopt an allotment rather than an assignment planning method. The U.S. believes that allotment planning, which makes designated frequencies available for use anywhere within a specified area, provides for greater flexibility. Assignment planning requires countries to include in the plan precise details of the assignments they intend to use. And that leads to conflicts that can take years to resolve. As McKinney noted, western hemisphere countries are taking advantage of the meeting in Geneva to resolve incompatibilities that emerged from the 1981 conference in Rio de Janeiro that planned the existing AM band.

However, not everything is breaking as well as might have been hoped. McKinney indicated that, at least thus far, countries are not swarming to the U.S. position on another key issue, maximum power. The U.S. wants to set the power level at 10 kw within a country, 1 kw at its border. But McKinney said there is a "great variety of proposals" regarding maximum power. Then, too, there is the fact that McKinney left no doubt the conferees expect the session to be only the first of two, as originally planned. During a panel session in Dallas preceding the teleconference, William Potts, of Haley, Bader & Potts, who served on the industry committee advising the government on preparations for the conference, said that the admin-

istration "thinks so much progress" has been made that the entire conference could be wrapped up in the current three-week session. But McKinney referred repeatedly to the scheduled second session in 1988. (He expects the first AM receivers capable of receiving signals in the expanded band to be on the market by 1990—and in automobiles in the 1988 model year—and the first stations to begin operating in the band by the mid-1990's.)

The 50-minute teleconference was part of a one-hour-and-45-minute session entitled "Radio Allocations: From Expanded Hours to Expanded Band," and dealt with the commission's just released AM improvement report as well as developments in Geneva. And, as at some other sessions where it was discussed, there was evidence various aspects of it will be controversial.

Jules Cohen, of Jules Cohen & Associates, a consulting engineer on the panel, and Johnson indicated they were concerned about the suggestion to permit daytimers to operate on clear channels east of the Mississippi. "I have trouble with the idea we don't need skywave service," he said. And Johnson said he is concerned that while the U.S. delegation is attempting in Geneva to protect service areas, the FCC "is considering... putting stations on clear east of the Mississippi." He also said the suggestion that stations be allowed to "buy and sell interference rights"—the aim would be to enable stations to gain compensation for surrendering service area that contains few if any potential listeners—"is interesting."

But possible fights over such issues are months if not years away. This week, it is the signing of the AM treaty with Mexico in Mexico City. Or so McKinney promised. □

People meter controversy aired at NAB

Nielsen spokesman raises possibility of continuing diary survey if networks are willing to pay for it

With only a couple of months to go before the beginning of the "upfront" negotiations for the sale of 1986-87 network advertising time, there is no agreement on what audience measurement will be used to judge audience delivery. A Sunday-morning panel

On the home front. The Radio Advertising Bureau will create "a grass-roots new business development effort in every state." That is the message from RAB President and Chief Executive Officer Bill Stakelin, who spoke at a general radio session last Monday at NAB.

"Working together through state associations with a clearly defined organization and a responsible state chairman, we as an industry can draw a precise bead on new business opportunities," said Stakelin. The RAB president noted that he would designate the association's "staff and resources" to build a network of statewide new business development teams. "Organizing ourselves to educate and bring maximum pressure on local and regional clients will position our industry in light of [marketplace] changes," said Stakelin. "While we each understand radio's role, we cannot blindly assume that our position as an effective advertising medium in the minds of consumers or in the budgets of advertisers will automatically exist in 1990. We cannot let radio become a public utility."

The RAB, said Stakelin, will begin a "pilot" new business development program in a handful of states by the end of the year.

Why WGY and WGFM chose a rep instead of a conglomerate.

By Dennis R. Israel, President, WGY/WGFM



Dennis R. Israel (left), shown with Jerry Schubert, President, Eastman Radio.

With a reputation for excellence as old as radio itself, we needed a rep that could sell more than just numbers.

Eastman cuts through the statistical clutter with a one-on-one approach that tells the whole story.

Tough selling situation.

Here in New York's Capital District, 50,000 watts covers a lot more ground than numbers alone can reach.

WGY serves a vast audience in three states, and we'd lose half our business relying on the "numerical" presentation of a conglomerate.

It's a tough selling situation, but with Eastman we don't have to settle for a lower common denominator. They detail the full value of our stations based on individual merit. And that translates into dollars.

Where tradition counts.

Being Number One is just part of the

story. Our list of "firsts" is as long as our coverage is wide. For example, WGY was probably the first radio station to ever broadcast in the U.S. And WGFM was the first stereo FM station in the world.

We're proud of these traditions. Proud of the loyalty of our listeners which spans generations—and transcends statistics. Our advertisers deserve to know the quality behind their investment, and Eastman makes sure they're told.

Still growing strong.

In theory, anyone can sell the Number One position, but when a rep really knows your business, it shows. Eastman comes through with more than just the basics, selling the unique inherent value important to our sponsors.

We command premium rates because we're worth it. Thanks to Eastman, that message rings loud and clear.



EASTMAN RADIO



Rubens, Moro, McCendon, Poltrack, Kaplan

session, "People Meters and Sole Source Measurement," provided a forum for the contending positions of executives from network research, agencies and research companies. A partial solution to the dispute was suggested when A.C. Nielsen spokesman John Dimling said that his company might continue to provide the diary-based National Audience Composition (NAC) numbers alongside the people meter results if the networks or others were willing to pay for it. The cost of continuing the NAC study may be suggested as early as this week with estimates placing it at \$1.2 million to \$1.5 million for the year. Only Capital Cities/ABC Inc. has indicated a definite willingness to ante a substantial share of that cost.

The question of which survey is more accurate is at the center of the controversy, and the debate has strong dollar implications since some suggest the current diary system gives the three broadcast networks larger shares than they deserve.

Barry Kaplan, senior vice president, media director, and director of new electronic media and technology at Ted Bates Advertising, said the initial support for viewing research came from the networks and that "the networks seem to still think that the purpose of measurement is to measure the networks, and maybe a strong independent. But now its purpose is to measure everything that happens to the TV set." Noting the presence of VCR's and syndication, Kaplan said: "There is a credibility problem with the diary. It is biased in favor of stations that have the largest share of audience, usually affiliates. It understates cable and other stations." He said that whereas the United States used to be considered the leader in viewing measurement, it is "now looked upon as backward... Even little Belgium has people meters."

Arguing against using people meters as the yardstick for viewer measurement was Bill Rubens, vice president of research of NBC. He said that because there are so many different uses of the TV set, "It is more difficult to measure standards today than 20 years ago... Behavior is more complicated." Among the difficult questions to be answered are: "At what age will children press buttons accurately?" Rubens concluded: "People meters have not proved they are correct and are not ready for testing under real world conditions. Nielsen is not letting the industry readjust their thinking to adjust to new methods and making it difficult for people to buy for the new upcoming season."

Marvin Mord, vice president of marketing and research services at ABC, agreed with his NBC colleague. He noted ABC's will-

ingness to continue funding the NAC system and added: "I urge my colleagues [at NBC, CBS and elsewhere] to support this, not just philosophically, but financially as well."

If the people meter becomes the standard for measuring national viewing, it will soon be used at the local level, and that will create problems, said Thomas McClendon, of Cox Communications. "Sometimes the local sample is only 300 households and our feeling is that people meters will only compound this problem," he said. "It is not as yet properly tested and should have more accurate testing at the local level," although McClendon said "there is no doubt that the current method is flawed and is by no means perfect."

Nielsen's Dimling—also speaking from

the audience were representatives of Arbitron and AGB Research, both of which have also developed people meters—said perhaps too much was being made of the difference between the diary and people meter systems: "What we find is that when you substitute the people meter for the NAC diary, the information is not all that dissimilar. Maybe at late night the difference is a little higher... and Saturday morning is a problem... Kids are a problem no matter what you do, and besides I am not sure how accurate the present method is."

Speaking for CBS, David Poltrack, vice president of research, said "CBS recognizes the current service as the official service and we expect this service to continue through-out next season."

Rubens said that Nielsen, along with the networks, is still conducting research comparing the two systems: "Neither of us has signed off on our research. This hasn't reached the confrontational stage although some of the rhetoric has."

Mord also sought to downplay the dispute's impact on upfront negotiations, saying that if both systems were available, the agencies would evaluate the people meter numbers on a "separate basis." Still a difference over which yardstick to use may make the always interesting upfront negotiations even more interesting. □

What is the public interest?

FCC and Hill folks debate meaning of public trustee concept, especially in this age of government deregulation

With an FCC that seems to be working against a tight deadline to tear up every rule adopted over almost a 60-year history, more than one voice has been raised to ask whether the public interest standard remains a fact of life in broadcasting. FCC Chairman Mark Fowler would say yes, but that it's the marketplace that assures that the standard is met. Which raises the question as to what happened to the concept that broadcasters operate as trustees of the public, with specific obligations to serve. Those issues were debated anew last week at an FCC-congressional breakfast at the NAB convention. As FCC Commissioner Mimi Dawson, who moderated the session, framed the issue: "Who benefits from the public trustee concept, the broadcaster or the public?" It remains a question on which a consensus has not yet formed.

What's more, the broadcasters present may not have been completely comfortable with the arguments on either side.

Thomas Rogers, a top aide to the House Telecommunications Subcommittee, offered the classic argument in favor of the public trustee concept: "Broadcasters are different; broadcasting is a higher calling and is different from operating a McDonald's franchise down the street. So it's consistent that there be a public interest obligation. You have exclusive rights to limited spectrum, so you need to give something back." Then he cited the must-carry rules that broadcasters are determined to preserve in at least some form.

"The underlying rationale" for rules requiring cable television systems to carry local television signals, he said, "is that you're providing a service to the public. Think through how important the public interest obligation is to justify the must-carry rule."

Then there was John Camp, an aide to Chairman Fowler. He said journalism is also a special calling with an obligation to serve the public. But, he said, "I don't think translating that obligation into government oversight [of the press] is a good thing." He said the public interest is what five commissioners or Congress says it is. But he cautioned broadcasters to be consistent in how they define the public interest. "Don't come in one day and talk about the First Amendment, and come another day and ask the commission to protect you from things like competition." In other words, freedom does not come without costs.

Barbara Crapa, an aide to Representative John Bryant (D-Tex.), made a similar point. Broadcasters, she said, invoke "their public interest obligations when it is in their interests to do so, as in advocating the must-carry rule, but not when they feel it is not, as in debates over whether they are obliged to carry children's programming." She also advised broadcasters not to expect Congress to relieve broadcasters of their public interest standard "unless it does something extreme, like auctioning off spectrum."

Still, the conundrum that would not be resolved involves the conflict between First Amendment rights and what are perceived as public interest obligations. Dan Brenner, legal assistant to Chairman Fowler, said: "When you look at trusteeship, you look at

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programming, and then you're in the middle of the First Amendment problem.... We should rely on the marketplace and view broadcasters as we do a newspaper, no more and no less." He acknowledged that reaching that point will be difficult. But he said that "down the line, Congress, maybe at the order of the courts, will see to it that broadcasters move closer" to the freedom enjoyed by the press. And he also acknowledged that the marketplace is not the means of assuring that all services are met. "I don't think the marketplace will provide the children's programming we as a country think it should." He said it should be public broadcasting's role to meet that need.

Rogers recalled that Brenner and Fowler, in a law review article they co-authored early in Fowler's term, suggested imposing a spectrum fee on broadcasters' revenues and using the proceeds to help finance public broadcasting, which would then perform the service commercial broadcasters are reluctant to provide. The idea was vigorously opposed by broadcasters, and eventually died. "So we're not going to have that spectrum fee," Rogers said. "So now all you say is no spectrum fee and no program obligation and broadcasters owe nothing more than what the marketplace says. Can you say there's no public interest obligation?"

But, Brenner insisted, "the current justification of content regulation is unconstitutional. It doesn't pass the test. The [spectrum] scarcity argument was wrong factually and conceptually in the 1940's, and it's even more so now. If it's wrong, it's wrong, so broadcasters won't trade off their First Amendment rights."

For some broadcasters in the audience, the argument over First Amendment rights versus public interest obligations seemed somewhat irrelevant. Three of them, each in turn, said they are involved with and serving their communities because that is good business. "We're serving the public interest because it's best for us," said one. "When we meet the needs and interests of the community, we're successful."

And Pluria Marshall, head of the National Black Media Coalition, professed not to know why broadcasters express concern about content regulation. "The government doesn't tell you what to broadcast," he said. He noted the remark of a popular radio personality in Washington last winter that it was too bad four other black leaders had not been assassinated along with Martin Luther King so that the country could have had a week off. "The federal government," Marshall said, "simply is not interested in content regulation."

For all his talk about public interest obligations, Rogers indicated he is not insensitive to the First Amendment arguments he has heard in debates on the issue. Maybe, he implied, there is another way. He said broadcasters had made progress in the last year in identifying social issues—like combating drunk driving—and conducting campaigns to deal with them. "So let's think of a voluntary approach to the problem," he said, perhaps "a voluntary code—though that might be too strong a term—or a voluntary mechanism that lets you point to something beyond



Dawson, Camp, Crapa, House staffer Mark McCarthy, Senate Communications Subcommittee counsel Dan Pythyon, Rogers

what the marketplace itself might indicate."

Of course, it was not too long ago that the NAB code—designed to provide for decreased self-regulation and assure a high lev-

el of professionalism—was outlawed by a federal district court. The Justice Department had sued, contending the code violated the antitrust laws. □

FMX: initials everyone's talking about

New broadcasting technique that puts the punch back into FM stereo, attracts attention from receiver manufacturers and broadcasters

FMX, the new technology promising to eliminate the coverage penalty FM stations now pay to broadcast in stereo, captured the imagination of the broadcasting industry last week at the NAB convention.

FMX's future isn't assured, but, judging from the success of its formal debut at the convention, it's certainly bright. Four broadcast equipment manufacturers—Orban Associates, Circuit Research Laboratories, In-ovonics Inc. and Aphex—showed and, in some cases, demonstrated prototype FMX generators, the only piece of additional hardware most FM broadcasters will need to make the move to FMX. The manufacturers reported that the FMX gear received a lot of attention not only from FM broadcasters, but also from a smattering of receiver manufacturers.

An NAB demonstration of the system near the halls where the engineering session were held also attracted a steady stream of broadcasters. The demonstration employed an FMX generator from CRL and an FMX receiver from NAD Electronics, a high-end receiver manufacturer that has taken the lead in making FMX receivers.

At the end of the show, Tom Keller, NAB senior vice president, science and technology, and co-inventor of the FMX system, said the system was a hit. "I think the broadcasters have gone for it," he said.

But broadcasters are a skeptical lot, he said. Before they adopt the technology, he said, the NAB and the CBS Technology Center, which are jointly developing the system, must prove that FMX signals are compatible with conventional stereo broadcasts. To that end, he said, NAB and CBS are continuing tests at several FM stations. "We have already done more field testing of FMX than they did of multichannel television sound before it went on the air," he said.

Testing is also needed to "fine tune" the

system before it's too late, Keller said. "Once there are a million [FMX] receivers out there," he said, "you can't go back and change the system."

Stereophonic sound has contributed greatly to the rise of FM broadcasting over the past two decades, but stations have had to pay a price for it—increased noise and, more to the point, decreased coverage area. Broadcast engineers estimate that the effective coverage area of a mono signal—the area in which the noise is acceptable to most listeners—is anywhere from three to five times as great as that of a stereo signal. FMX gives FM stereo broadcasters a way to recover their lost mono coverage.

When a station moves from mono to stereo, it divides power between the main mono channel and the so-called difference channel, the two basic components that now make up the stereo broadcast signal. Because the power is split, the signal is weaker and its reach is reduced. But the real problem of FM stereo is that the difference channel is much weaker and much noisier than the main channel. Since the FM stereo receivers amplify both channels equally, the effective reach of the station is defined not by the main channel, but by the weaker difference channel. Savvy listeners know that by switching their radios to the mono mode, they can eliminate the difference channel and the noise it introduces into their radios.

FMX adds a second difference channel that is run through a companding system to reduce the noise. The companding system works by compressing the difference channel audio before it is broadcast and then expanding it in the receiver. FMX receivers are designed to reject the regular difference channel and lock on the FMX difference channel. Because the FMX difference channel is no noisier than the main channel, the reach of a station's FMX stereo signal should be about as great as its mono signal—at least as far as the owners of FMX radios are concerned. And because the FMX difference channel is added to the FM signal, stations broadcasting FMX will be, at least theoretic-

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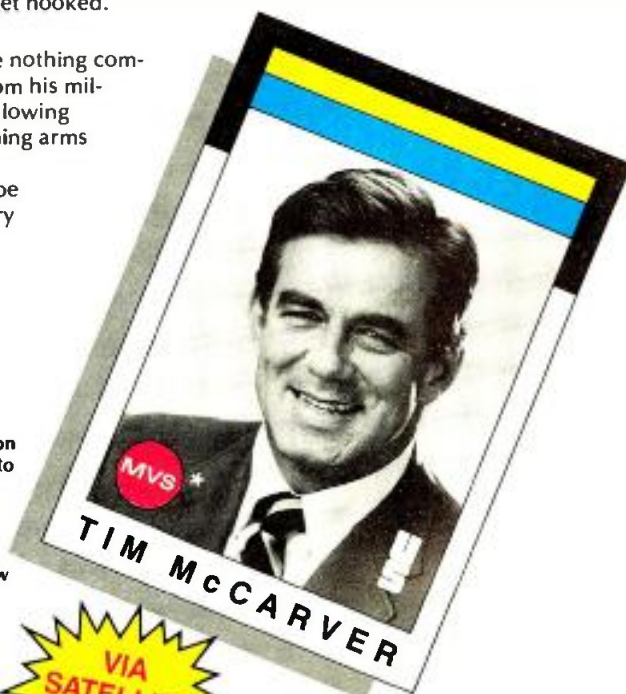
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According to Keller, FMX should help all stereo broadcasters. Stations that play lightly processed music with lots of quiet passages may benefit the most from FMX, he said, but stations with heavily processed rock 'n' roll music will benefit too. "They are going to be able to process to make it sound like they want, rather than to beat down the noise," he said.

John Dahl, of NAD Electronics, was as bullish as anyone about the future of FMX. "FMX is the most important development in high fidelity since the advent of the compact disk. Five years from now, FMX will be a universally accepted system."

According to Dahl, NAD plans to introduce its FMX tuner at the Consumer Electronics Show in early June and begin shipping it to distributors and dealers later this year. The marketing of the Model 4300, which will retail for around \$500, is aimed at the audiophile, he said.

The receiver manufacturers' commitment to FMX doesn't end with NAD. Dahl said he knows of six other companies that will be offering high-end FMX receivers at the CES. He declined to give their names.

FMX receivers will not become commonplace until an integrated circuit containing the FMX decoding circuitry becomes available. The NAD 4300 and other first-generation FMX receivers are built with discrete components, a fact reflected in their relatively high prices.

Tom Rucktenwald, of the CBS Technology Center, who manned the NAB's FMX demonstration, said that a domestic company, which he declined to identify, has licensed the FMX technology and is developing an FMX chip. But, he said, developing chips is a long and uncertain process. It will be between nine and 18 months before the first chips hit the market, he said.

"There has been quite a lot of interest in it," said Jim Wood, president of Inovonics, referring to the company's prototype generator. "But there is also a wait-and-see attitude. I think everybody is willing to go with it as soon as the other guy makes the first move."

Wood said representatives of several receiver manufacturers, including Alpine, Clarion and Sansui, had been through his booth, not just to check out his generator, but also to get some feel for how interested broadcasters were in the system. "The Alpine guy said they are definitely going to make FMX radios."

Robert Orban, of Orban Associates, said interest from broadcasters in Orban's prototype has produced a "lot of leads." The attitudes of the broadcasters, he said, ranged from: "I want to be the first in the market" to "Let's wait a year until there are some receivers out there."

In its booth, CRL was showing what Chuck Adams, its senior product engineer, called a "third generation" generator. The first two generations were used by CBS in the development and testing of the system, he said. According to Adams, "Eighty percent of the broadcasters who visited said: 'It's neat. I want it within six months.' The rest said: 'It's nice, but I want to wait awhile.'" □

NAB study tracks stereo TV growth

Even though service is expanding there are problems, including concerns over receiver marketing

The number of television stations equipped for stereo audio broadcasting could climb to 500 by the end of 1986, according to an NAB survey released last week.

Despite the two-year-old service's continued growth speakers at management and technical sessions on stereo TV, as well as other NAB survey results, indicated that fundamental start-up problems remain for the service.

At a Sunday, April 13, management session, "Multichannel Sound—A Year Later," for instance, speakers blended praise for stereo's potential with concerns over less than adequate consumer products made for its reception.

"There is an overall public education problem with letting the public know what is stereo," said speaker Arnold Chase of WTIC-TV Hartford, Conn. "Manufacturers [of receivers] are the guiltiest and least responsive to this, especially in labeling."

Panelist Hal Protter of WNOL-TV New Orleans also argued that set manufacturers have "gone from stupidity to downright misrepresentation" in informing consumers about the stereo capabilities of their equipment, while panelist David Layne of NBC affiliate KCNC-TV Denver noted that broadcast equipment manufacturers have also not been fully prepared to provide proper equipment for the service.

Although an early lack of availability of certain station gear, such as TV stereo generators and transmitter upgrades, has since been more or less overcome, some products, particularly precision test gear to accurately monitor the stereo signal, remain difficult or impossible to obtain. That point was made several times during a Saturday engineering session with speakers including Eric Small of stereo equipment manufacturer Modulation Sciences.

One regulatory difficulty faced by some stations was also addressed at the Saturday session by FCC representative Ralph Haller. He described a commission proposal, to be released this week, that would eliminate paperwork now adding some delay in conversion for those broadcasters whose transmitter upgrades would invalidate the unit's type acceptance.

Other concerns about the stereo service were raised by the NAB survey. Conducted by NAB's research and planning department in March, the study reviewed responses of 200 stereo stations on topics such as the amount and types of stereo programs, use of secondary audio program channels, conversion costs, promotional activities and reasons for converting to stereo.

Stereo program availability and quality were cited by more than half of the stations as the stereo TV industry's greatest challenge. Engineering concerns were raised by nearly one-third of the stations and the low penetration level of stereo capable receivers (estimated at 4% by NAB) was mentioned by 28%. Nearly half also cited as major problems getting cable systems to pass the station's stereo and the variety of nonstandardized distribution formats used by stereo satellite television distribution services.

Most of the survey results drew a more upbeat picture of the evolution of stereo, which has experienced a 10-fold growth in stations during the past year.

The availability of stereo programming at stations surveyed, for example, was expected to improve by nearly all stations. Current programming is dominated by network-supplied material at 75% of the stations, totaling an average of nine hours a week, and more than 60% also broadcast an average of five hours a week of syndicated programming. But nearly half of the broadcasters produce an average five-and-a-half hours of their own stereo programs a week, mostly local public affairs, followed by sports and news, as well as a variety of other types of reli-



Chase, Layne, Protter



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gious, music video, entertainment and special event programs.

The survey also found that simulated, or synthesized, stereo was common among the stations, supplementing "true" stereo programming, with 87% of stations using synthesizers for programs without stereo soundtracks.

Only 8% of the broadcasters are using their secondary audio program channel, although another 16.5% plan to use SAP in the near future.

Stereo commercials are being aired by about one-third of the stations, the survey found, with an average 18% of commercial inventory currently being broadcast in stereo, a figure expected to double to 40% in another year. Half of the stations produce the stereo spots for clients at the station.

The most common method used to promote the service is on-air spots, with 93% of stations using them, followed by press releases, newspaper ads and radio ads. Half also conducted stereo cross-promotions with local stereo TV set dealers and another 25% were trying stereo set giveaways.

The average cost to stations for conversion was \$102,674, although nearly 28% spent \$25,000 or less, NAB found. Another 22% spent between \$25,000 and \$50,000, 28% spent between \$50,000 and \$100,000 and 22% spent more than \$100,000.

According to the survey, most stations made the change to stereo because they believed it would attract larger audiences, although large percentages also said they made the switch because of the increasing amount of stereo programming available, because they wanted to be the first station in their market to go stereo or because of their network's stereo activity.

Nearly 40% also said they went stereo because they believed it would make them more competitive in getting national advertising.

Of the 200 stations surveyed, more than a third were NBC affiliates, another 42% were evenly divided between public broadcasters and ABC and CBS affiliates, and 24% were independents. More than half the stations surveyed were group-owned facilities. □

Quello laments trafficking rule change

Disclosure comes during NAB panel session on minorities and women in broadcasting

The subject was minorities and women, but the big news to come out of the panel concerned the FCC's abandoned three-year rule—which, it turns out, is missed not only by a growing number of broadcasters but by at least one FCC commissioner and one member of Congress.

Commissioner James H. Quello was vocal on the subject. "I would vote to reinstate the three-year rule [which required licensees to hold a property for at least three years before selling]," he said, blaming its repeal for "attracting a bunch of fast-buck artists



Swift, Rodriguez, Quello, Brunson, Zapata, Ellis, Munoz

trying to take over properties." He was seconded immediately by Representative Al Swift (D-Wash.), who voiced similar concern over the present wave of trafficking in broadcast licenses. The absolutist free-market approach will result in the big getting bigger and the small still smaller, he said, and reliance on such philosophies will eventually create monopoly.

The panel's star witness was Dorothy Brunson of Brunson Broadcasting, Baltimore, who now owns three radio stations which she is trying to refinance to buy a TV. She advised the audience to concentrate on the technical and financial sides of broadcasting, saying that the ideal educational background was a degree in statistics with an emphasis on communications.

"Rather than counting other people's money we want to count it for ourselves," she said. Traditional lending sources are not lending money for AM purchases, she said, and instead are backing buys in the "more stable" FM medium. Moreover, they aren't looking for deals below the \$5-million to \$10-million level, forcing aspiring owners to be more creative in their search for financing.

"I'm never satisfied to sit back and say: 'This is what this bank can do,'" Brunson said, adding that she never hesitated to move on to new banking relationships when old ones no longer proved adequate. And there's nothing wrong with refinancing every two or three years, she said. Banks, she said, "don't invest in your deals, they're investing in the person."

Panelist Donna Zapata of WHAS-TV Louisville, Ky., emphasized the success women had achieved on the sales side of the medium. They represent 60% of her station's sales force, and tend to be "the cream of the crop and extremely competitive." Zapata reported slower progress in moving women out of sales and into management, citing a hesitancy "on both sides" in either assigning or taking on that challenge. Commissioner Quello noted that two out of the three TV affiliate station managers in Detroit are women, as well as two managers of important radio stations there.

Congressman Swift agreed that selling was suited to women because "it is the most pragmatic and most measurable area of a station." Management is less willing to move women into more abstract areas, he said, because "the essential sexist attitude is still there."

A discussion of must carry provoked Swift to charge that "the FCC should be fired for nonfeasance" and "I never saw such a dive as the FCC took on must carry." And on

the problem of women and minorities in general, he said, "it's very important to recognize that many in the majority think the job has been done. You're running into a more sophisticated problem as time goes on."

Also appearing: Dwight Ellis of the NAB, Raul Rodriguez of SIN and moderator Robert Munoz of KCIK-TV El Paso, Tex. □

UHF gains may get lost in reallocation issue

NAB panel warns of increased interference if cellular and land mobile get spectrum

Technically, UHF television has come a long way in the last decade or so. Developments in transmission systems and receivers have combined to deliver sharper, cleaner pictures to viewers.

But UHF broadcasters are now worried that their improved pictures will be degraded by interference from a multitude of cellular telephone systems and other land-mobile radio services.

The FCC is considering reallocating blocks of UHF channels in eight of the top 10 markets to land mobile and decreasing the co-channel protection ratios between UHF stations and land-mobile signals from 50 db to 40 db within the stations' grade B coverage areas. The broadcasters' concern is that any decrease in protection ratios will result in increases in interference that will take away some of UHF's hard-won gains in picture quality.

At an NAB engineering session devoted to the subject, Jules Cohen, co-chairman of the FCC's technical advisory committee on the proposed land-mobile expansion and a strong opponent of lowering the protection ratios, said the 50 db protection ratio is not as "conservative" as the FCC believes. It does not take into account the cumulative effect of multiple interfering land-mobile signals, he said, or expected improvements in UHF receivers, which will make them more sensitive not only to the UHF station to which they are tuned but to interference as well.

According to Cohen, broadcasters and land-mobile operators are sharply divided on the protection-ratio question. While broadcasters oppose the FCC reduction, the land-mobile operators support it. "We find we are a long way apart and are not going to get together," he said. The committee is sched-

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KENNEDY (7 hours-NBC). Premiered against the No. 1 show of the year, "The Day After". It survived and was itself No. 1 the following two nights. The only definitive dramatized inside story of John F. Kennedy's 1,000 days in office. Starring MARTIN SHEEN, JOHN SHEA, E.G. MARSHALL, GERALDINE FITZGERALD, VINCENT GARDENIA and BLAIR BROWN. *Variety* said, "NBC's best week of the season... The winning impetus came on both nights from the 'Kennedy' mini-series."

CHIEFS (6 hours-CBS). One of the very best series ever produced for TV! Based on the best-selling novel by Stuart Woods. No. 1 in its network premier against all competition every night. Powered CBS to its biggest week of the season. Mammoth cast includes CHARLTON HESTON, KEITH CARRADINE, STEPHEN COLLINS, BRAD DAVIS, TESS HARPER, WAYNE ROGERS, PAUL SORVINO, VICTORIA TENNANT and BILLY DEE WILLIAMS.

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uled to file its final report with the FCC on May 7.

Co-channel interference is not the broadcasters' only concern. According to NAB staff engineer Ed Williams, NAB's tests of seven different television sets for the advisory group found that the land-mobile signals can cause noticeable adjacent-channel interference in first, second, third and fourth adjacent channels; IF interference in the seventh and eighth adjacent channels, and image interference in the 14th and 15th adjacent channels. Based on NAB's work, Williams said, sharing of the UHF band by television and land-mobile is possible, but "only if strict rules are followed."

The CBS Technology Center is contributing research to the advisory group suggesting that the television industry's long-standing standard of what constitutes acceptable picture quality is too low. According to Bronwyn L. Jones of the CBS Tech Center, 18 individuals, six of whom were video experts, were asked to judge the quality of pictures affected by varying amounts of interference. After compiling the results, she said, CBS found that pictures with a 28 signal-to-noise ratio were no longer found to be acceptable. They fell in the category of "not quite passable," she said. Viewers now seem to have higher expectations regarding picture quality, she said.

In wrapping up his report on the NAB tests, Williams offered another reason why broadcasters should oppose the FCC land-mobile proposal. If the FCC allows land-mobile to take over some channels, he said, the channels will no longer be available for broadcasting. □

FCC's deregulation causing some concern to lawyers

AM radio, FM translators, trafficking rules, clear channels among issues discussed at NAB panel session

The FCC may have come far and fast in deregulating broadcasting, but it's not been without concern to some attorneys who make their living in the business. And some of the thoughts being entertained for further changes in the regulatory framework are matters of concern, as well.

That was evident at a panel at the NAB-convention in Dallas last week, a panel that dealt with what's new at the FCC regarding AM-FM radio. There was, for instance, the impact of the commission action in clearing out the so-called "underbrush" regulations that had grown up over the years when the commission was attempting to regulate the moral behavior of broadcasters and adopted such rules as those barring fraudulent billing.

Edward Hummers, of Fletcher, Heald & Hildreth, saw the repeal of those rules along with the elimination of the three-year rule as adding up to serious problems for what he described as "long-term broadcasters." The people coming into broadcasting now, he



First for two. The NAB's Grover C. Cobb Award, for improving broadcasting's relationship with the federal government, was presented during the television luncheon at the NAB convention. For the first time in the history of the award, which was created in 1976, there were two recipients: Congressmen Thomas Tauke (R-Iowa) and Billy Tauzin (D-La.). They were chosen for their efforts to gain passage of broadcast deregulation legislation in the House, during the 98th Congress. As members of the House Telecommunications Subcommittee, they introduced a bill that drew more than 230 co-sponsors.

Left picture: Tauke (l) receives award from Bill Turner of KCAU-TV Sioux City, Iowa, chairman of NAB's television board. Right picture: Turner with Tauzin.

The award, given to a broadcaster or public servant, honors the memory of Grover C. Cobb, former NAB senior vice president for government relations, who died in 1975. It is sponsored by the Television and Radio Political Education Committee of the NAB.

said, are "station traders whose aim is to raise prices and then sell out for more than they paid." He saw the new breed of broadcaster as less likely to play by the rules—to be more inclined to use fake coverage maps, for instance, and engage in double billing than old-time broadcasters. Those broadcasters, he said, "may live to regret" the commission's action in clearing the underbrush.

And Eugene F. (Frank) Mullin, of Mullin, Rhyne, Emmons & Topel, summed up his view of the commission's accomplishments over the past few years this way: "The commission has changed the moral environment of the marketplace in which broadcasters operate."

Even a commissioner on the panel, James H. Quello, made it clear he is not entirely happy with all of the commission's deregulatory actions. He said, as he did at another panel session (see page 62), that he wishes he had back his vote to repeal the three-year rule. "I'd vote for reinstatement of that rule," he said. "We used to have people who wanted to get into broadcasting because they wanted to be broadcasters." Now, he said, it is simply to make money.

Still, Quello along with the other commissioner on the panel, Dennis Patrick, defended the commission's removal of the underbrush regulations. Quello expressed the view that getting rid of it was a good thing. He had run WJR(AM) Detroit, before joining the commission in 1974, and the experience, he indicated, convinced him such rules as those involving double billing were unnecessary. "I don't know of one broadcaster who was guilty of fraudulent or double billing," he said. Furthermore, he said, "You have a marketplace check on this thing."

Patrick saw the elimination of the underbrush as a function of enforced economies. He said the commission had lost 200 employees in the two years that he had been a

commissioner. "We have to focus our resources," he said, adding, "In a perfect world, we'd have the resources, but we're not in a perfect world—we have to prioritize resources."

The matter of FM translators seems likely to cause problems within the commission as well as among broadcasters who see them as a threat to the existing allocation scheme. The commission has asked for comments on a proposed rulemaking, proposed by the Moody Bible Institute of Chicago, to permit noncommercial FM stations to transmit signals by satellite or microwave to translators all over the country. But commercial broadcasters already concerned about gaps in existing rules that permit commercial FM's to use translators (the NAB has petitioned the commission for a rulemaking to close those gaps) to extend their signals into distant markets are likely to see the proposal as an unwanted precedent.

Hummers expressed the uneasiness of many broadcasters regarding FM translators: Their operators can take money out of a community through the sale of spots and "fractionate" the audience of local stations "with no responsibility to serve." Quello agreed: "The translator is not providing local news or service. It threatens the viability of local service."

Mullin said such concerns pose a dilemma for the commission. How, he wondered, can they be reconciled with the marketplace philosophy of this commission? "How do I justify restrictions I feel are needed?" He saw the possibility of such concerns leading the commission back to its now-shunned policy of making value judgments regarding programming. But Quello indicated his zest for marketplace regulation has its limits. "When the marketplace is so ideological that it doesn't make sense, we should put on the brakes."

Patrick, however, had no problem in stick-

The Population Institute



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1986 Call For Entries

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Machio Ozaki*
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Best Cartoonist
Jimmy Margulies
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Houston, Texas



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Reuters
Michael Littlejohns*
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Bangladesh Mini Dramas
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David K. Willis
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Boston, Massachusetts



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Turner Broadcasting System
Ted Turner*
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Tad Szulc*
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*Paul Goodsell**
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Omaha, Nebraska



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Claus Jacobi
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Best Team Reporting Effort
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Omaha World Herald
Omaha, Nebraska

This Call For Entries is in the April 1986 issues of Editor & Publisher and Broadcasting magazines.

*Accepting

The Population Institute Media Awards are devoted to drawing attention to worldwide population issues. The awards are given to honor those who have contributed to creating awareness of population problems through their journalistic or electronic media endeavors in a meritorious manner.

The Population Institute is dedicated to making population an international priority by creating awareness of population problems and developing strong leadership prepared to design and implement rational and humane solutions to the population problems throughout the world.

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3. Entries must be submitted in writing to the Population Institute and accompanied by justification for entry.
4. Eligible works must have been published or aired between September 15, 1985 and September 15, 1986.
5. Any media, including previous winners, are eligible for consideration each year.

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2. Best Major Daily
3. Best Individual Reporting Effort
4. Best International Daily Newspaper
5. Best Periodical
6. Best Cartoonist
7. Most Conscientious News Service
8. Best Editorial
9. Best Radio Program
10. Best Television Mini-series
11. Best TV. Documentary
12. Best Sunday Magazine
13. Best Team Reporting Effort
14. Best Population Journal
15. Best Global Series

All awards are given for distinguished examples of reporting on population issues. Nominees for the awards include institutions or journalists. All works are to be characterized by a high quality of writing and factual reporting. Multiple awards may be given within certain categories. It is the intent of the Panel of Judges to recognize work in all categories.

Entries must be submitted in writing and addressed to the Secretary of the Media Awards Program, The Population Institute, 110 Maryland Avenue, N.E., Washington D.C. 20002. Each entry shall be accompanied by a statement as to why the nominator believes that this particular entry merits a Media Award. Entries must also be accompanied by an exhibit as published, screened or broadcast, including the name of the media and the date of its use. No entry fee required.

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Ves g-
from
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More than 800 journalists covered the International Conference on Population in Mexico City. I am told by my friends at the Population Institute that the quantity and quality of population news coverage makes the selection of winners in its annual Global Media Awards competition more difficult with each succeeding year. This is clear and incontrovertible evidence that population has captured the attention of the news media.

While the United Nations Fund for Population Activities is grateful for the increasing media commitment to cover population, the importance of accurate, factual reporting of these issues cannot be emphasized too strongly.

Population stories will never end as long as there are people on this planet. They are concerned with and will continue to touch the most intimate of relationships—human reproduction. Journalists must be guaranteed the freedom to form their own judgements on these matters. But it is our hope that these judgements will continue to be based on accurate information and with perceptive knowledge and understanding of the interrelationships involved among the peoples, the countries and their cherished values, as you have always done in the past.

Executive Director, U.N. Fund for Population Activities

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A Matter
Of Surva

Last year the world grew by eighty-five million, the largest annual population growth in recorded history. Because of the youthful makeup of Third World populations, this figure will continue to rise for at least the remainder of this century.

As global population soars toward the six billion mark projected for the end of the century, the grave consequences of an overcrowded earth—the proliferations of poverty, unemployment, hunger, environmental degradation and civil unrest—must be conveyed to the general public and national leaders of both the developing and the industrialized worlds. Only through this communication will the national leaders attach to the population issue, the priority commitment required for its solution.

The Population Institute, a private non-profit organization* working for a more equitable balance between the world's human numbers and its resources, firmly believes that effective communication of information and education is the most vital prerequisite for achieving this task. The Institute recognizes that an enlightened media, functioning within the highest journalistic traditions of accuracy, objectivity and adherence to the principle of the public's right to know, will to a large extent determine the world's success in stabilizing its population.

Werner Fornos, President
The Population Institute

*The Population Institute is a 501-C3. All contributions are tax deductible.

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Mullin, Hummers, Patrick, Quello

ing with the marketplace theory. "We're better off relying on the marketplace than on the FCC second guessing business judgment. Reliance on competition has allowed the commission to get off the backs of broadcasters." And, he said, "we don't want to do anything inconsistent with the thought that competition is good and that we can rely on the marketplace." In that connection, he offered a word of advice to broadcasters planning to comment on the FM translator issue: "Don't say you don't want competition. Argue that translators are introducing unfair competition."

Then there was the proposal in the Mass Media Bureau study on overhauling AM rules that broadcasters be allowed to buy and sell interference rights. The aim would be to enable one broadcasting company to improve its facilities and another to improve its financial condition at the expense of what might be a service area of little importance. To Hummers, that seemed "another example of putting everything in terms of money instead of service." He also said he would like to see an engineering study on the proposal's impact on service. Patrick agreed engineering criteria would have to be explored—but not that it was another proposal "for equating everything with money." He called it "a creative idea" that might offer broadcasters the flexibility needed to provide better service to the public.

Another idea contained in the report and certain to be controversial calls for consideration of the breakdown of at least those clear channels east of the Mississippi river to permit new nighttime service. And Quello, an old clear channel man himself, indicated he will not defend the clears against invasion. He said the argument that clear channel service is needed to cover rural areas no longer is valid. FM radio and cable-delivered radio signals are now serving rural areas, he said. "I don't want to be a traitor [to the clear channel cause]," he said. "But the determinant is service."

He got no argument from other panelists. Another suggestion in the bureau's report that got no argument from the panel was one involving a modification of the duopoly rule as it affects AM radio. Mullin said he saw no bar in the Communications Act to the com-

mission authorizing a party to own two or more AM stations in a market; indeed, he appeared to think the idea was one the commission should pursue. He noted the reason for the study is that AM is "hurting." And repealing the duopoly rule, he said, "may be AM's salvation." Patrick said the commission would have to consider "countervailing concerns" regarding diversity of ownership in a market. But, he added quickly, "That doesn't dictate the answer."

The panel session, like others at the convention in Dallas, indicated the report will provide material for debate for months and years to come. □

Trying to untangle auxiliary bands

Coordination problems caused by influx of users leads to call for industry 'council'

Broadcast auxiliary bands, occupied by an ever larger number of users and the subject continued relaxation of FCC restrictions on their use, are becoming more and more congested, said speakers at a Monday engineering session. But, accordingly, operators are launching a major effort to strengthen already existing efforts to develop efficient frequency coordination practices.

Gerald Plemmons of Outlet Communications, in a talk on the development of a national policy on frequency coordination, noted the "tremendous growth" experienced over the past 15 years in the use of broadcast auxiliary frequencies, with more than 7,000 TV auxiliary licenses, 12,000 remote pickup licenses and nearly 3,000 aural studio-to-transmitter links and intercity relays. Their users, he added, include not only broadcasters, but cable networks as well.

Thomas Stanley of the FCC's Office of Engineering and Technology commented during a later panel on the topic that "almost all areas of spectrum management point to one direction—congestion. It means more sharing, moving and using new spectrum."

For coordination on a local level, as many

as 112 volunteer groups are currently operating around the country, many with the assistance of the Society of Broadcast Engineers, but, Plemmons argued, "It is essential that a national frequency coordination policy be developed to insure that all users work together to make the most efficient use of available spectrum in a noninterfering manner and to accommodate both local entities and occasional spectrum users."

Plemmons reviewed a recent effort between SBE and NAB to develop such a broad national frequency coordinating "council." He said a meeting was held in late February to discuss such an approach by NAB and SBE with representatives from ABC, CBS, CNN, NBC, PBS, NPR, Mutual Radio, the Radio-Television News Directors Association, the Association of Independent Television Stations and the National Cable Television Association. Another was scheduled for last Thursday in Dallas.

The purpose of a national council, Plemmons explained, would be to establish standardized operating guidelines for local coordinating groups, standardize coordination database information and establish a national database, as well as take on other potential projects such as establishing a national frequency coordination calling frequency. The group, which would meet at least once a year, would also lobby the FCC on regulatory approaches to coordination.

Critical of current FCC regulatory efforts on coordination during the three-hour session was SBE President Richard Rudman, who argued during the panel that some members of the commission, when making proposals for increasing sharing within the frequencies, "did not understand" how broadcasters use auxiliary bands.

The FCC's Stanley acknowledged some aspects of recent FCC proposals, such as that examining sharing on the widely used 2 ghz and 7 ghz bands, "probably deserved" some of the criticism received from many of the dozens of broadcasters who commented on the proceeding. But Stanley noted the high degree of conflict of spectrum utilization and said any proposals were "almost always going to gore somebody's ox."

Panelist Ralph Haller of the FCC's Mass Media Bureau reviewed what he saw as more positive aspects of the commission's past efforts with auxiliary regulation, although he acknowledged "the place for decisions [on frequency coordination] is not in Washington, but right out there in the field where you are needing and using frequencies."

Haller also commented that the commission, which has steadily loosened limitations on sharing of bands among different types of users, such as broadcast, cable and private radio, would probably take some future action regarding the growing requirements for careful coordination among them, but said the FCC would hold off for some time to find out through groups such as the proposed national council what approaches industry members prefer.

Also on the panel was Michael Rau of NAB, while M/A-Com's Sujay Verma, KHS(FM) Los Angeles's Michael Callaghan and NAB's Ed Williams presented technical papers during the afternoon program. □

The AM stereo fight continues

Kahn continues to press for his system; latest tactic is claim to FCC that competing Motorola excitors violate rules; he's also asked for FTC investigation on antitrust grounds

Leonard Kahn will not give up.

Although Motorola's C-Quam system continues to lengthen its lead in its race with Kahn's single-sideband system to become the nation's de facto standard for AM stereo, Kahn is still hanging in there, doing all he can to close the gap.

At the NAB convention last week, Kahn passed out copies of an April 11 letter from the FCC saying the latest charges made by Kahn that C-Quam excitors built by Motorola and others fail to comply with spectrum occupancy rules limiting interference "would be examined" by the FCC staff. "A full-scale investigation has started," Kahn wrote across the bottom of the letter, perhaps overstating the situation.

The charges that prompted the letter are the latest in a series of actions taken by Kahn to stop Motorola at any cost. Aside from his charges to the FCC, Kahn has: asked the Federal Trade Commission to investigate Motorola for engaging in anticompetitive practices in the marketing of its system; claimed that the C-Quam system caused "platform motion" in the stereo image; urged state consumer protection agencies to require the labeling of receivers designating which type or types of AM stereo signals they could receive; threatened to go after C-Quam system equipment licensees for patent infringements, and threatened libel action against C-Quam licensees if they disseminated independent research showing his system to be inferior to Motorola's.

So far, the actions have not stopped the C-Quam presence in the marketplace from growing, but they have slowed it down—at least on the broadcasting side of the marketplace. After four years of intense marketing, Motorola reports that 288 stations, just over 6% of all AM outlets, are on the air with the C-Quam system. Motorola has had more success on the receiver side where Kahn's influence is negligible. More than two dozen receiver manufacturers have begun building C-Quam-only radios and, according to Motorola's latest count, at least four million such sets are in the hands of consumers or in the distribution pipeline.

The principal factor in keeping Motorola from running away with the AM stereo prize is not Kahn's various anti-C-Quam actions, but the 86 stations now broadcasting in stereo using the Kahn system. Many of the stations are owned by influential broadcast groups and many are in major markets. C-Quam co-inventor Norm Parker disputes most of what Kahn says about AM stereo, but he acknowledges that "there are some people who honestly believe that Kahn's is the superior system."

Kahn has been unable to persuade any receiver manufacturers to build Kahn-only receivers, but Sony and Sansui have built and marketed a variety of multisystem re-

ceivers capable of receiving both Kahn and C-Quam signals. No figures are available on how many multisystem radios have been made or sold.

Motorola's Chris Payne believes that those broadcasters who stick with Kahn and delay the widespread introduction of AM stereo are hurting themselves and the AM service. AM stereo is the "only tangible hope" that AM broadcasting has, he said. Other efforts to improve AM broadcasting, he said, are "superficial."

Broadcasters have got to learn that they don't "have time to screw around with Kahn anymore," Payne said. If Kahn would drop out of the race today, he said, receiver manufacturers could sell 20 million C-Quam-only radios a year. By 1990, he said, there would be 100 million sets in the hands of consumers, enough to turn around the decade-long decline in AM listenership.

Motorola's Frank Hilbert said he doesn't know why AM stereo hasn't done as well among broadcasters as he thought it would. But, he said, it may be due to the lack of low-cost AM stereo table and portable radios. Broadcasters may need to see AM stereo radios in homes and stores before they can get excited about the service, he said. (Currently, most of the four million C-Quam sets are car radios.)

Hilbert said Motorola is on its way toward remedying the lack of portable and table ra-

dios. Its semiconductor division is developing two new C-Quam-only chips, a medium-voltage chip for portable and table radios and a low-voltage chip for personal radios. Production samples should be ready by the end of the year, he said.

In public statements earlier this year, FCC Mass Media Bureau Chief James McKinney suggested that Motorola should buy out Kahn or vice versa. The idea of buying out Motorola is intriguing to Kahn and at least one of his broadcasting allies. Kahn said he has lined up one "Wall Street group" with the wherewithal to buy out Motorola's interest in C-Quam and to "bury" the system. He said that his attorneys have talked to Motorola's attorneys about a buy-out. "We have not got any answer," he said.

Kahn said the price should be "pretty damn cheap," considering the FCC's "investigation" of the C-Quam excitors and the introduction later this year of a multisystem chip from Sanyo that should make multisystem radios commonplace. If the price is right, Kahn said, "I would definitely do it to get this thing over with."

Jerry LeBow, a principal of Sage Broadcasting, which owns WNAQ, a Kahn AM stereo station in Waterbury, Conn., and which has agreed to buy four additional AM's, said he has proposed putting together a group of investors and broadcasters to buy out Motorola's interest in C-Quam. The risk would be minimal for the investors, he said. The buy-out deal and the licensing agreements with receiver manufacturers, which would gener-



Ad in question. For the better part of two hours, the NAB panel on political advertising (above), answered questions on everything from: "If a candidate's voice is on a spot, is the candidate entitled to the station's lowest unit charge and is the station immune from libel for statements made on the spot?" to: "What do you do if you find a political campaign committee insolvent?" The experts on the panel were (l-r) Irving Gasfreund, of Finley, Kumble, Wagner, Heine, Underberg, Manley, Myerson & Casey; Richard Zaragoza, of Fisher, Wayland, Cooper & Leader, and Kenneth Howard, legal assistant to FCC Commissioner James Quello. At right is Julian Shepard, of the National Association of Broadcasters' legal department.

The relatively small audience—about 25 broadcasters were on hand—indicated concern about political advertising does not rank high on broadcasters' worry list in this election year. But with questions coming from Shepard and members of the audience, there never was any dead air.

Gasfreund said the answer to the first two questions above was "yes," if the voice was identified or was readily identifiable and the spot was broadcast during the campaign period, and if the time was purchased by the candidate or the official campaign committee. It was answers like that that some of the panelists probably had in mind when they complained that the FCC's political broadcasting rules have little to do with logic. The response to the second question, however, was the sole of pragmatism. Stations, said Zaragoza, do not often extend credit to political campaign committees. "They get their money upfront."

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ate all the revenues, could be worked out before the investors put up any money. Although he thinks a buy-out is a good idea, he said he is not interested in putting the deal together. LeBow's interest in the Kahn system goes beyond that of a mere broadcaster. He is a consultant to Sansui, one of the two multisystem AM stereo receiver manufacturers.

Resolution of the standards question is critical to the future of AM stereo, he said. "If nothing is resolved, AM stereo will go away because there will be no receivers out there."

In LeBow's mind, C-Quam is the system that must go. "It's an inherently wideband system that exacerbates the interference problem," he said. The evidence is "inconconvertible."

Motorola officials responded to talk about a Kahn buy-out of C-Quam with derision. "Write this down," said Payne: "Ha, ha, ha, ha, ha." Motorola's Oscar Kusisto acknowledged that there has been some contact between Kahn and Motorola over a buy-out, but said, "We don't have it for sale."

Is Motorola interested in buying out Kahn to settle the market? "Kahn has nothing I'm interested in buying," said Hilbert. Has Kahn ever offered to sell out to Motorola? "No comment," said Hilbert.

Kahn said he will never sell out. "I'm not interested in selling out because I'd be selling out the industry," he said. AM stereo would not prosper with the C-Quam system, he said. "The system is bad. It's a totally bad engineering system."

Bill Hassinger, engineering adviser to the chief of the FCC's Mass Media Bureau, said with many AM stations struggling to stay alive, it's not easy for the medium to adopt and promote a new service even though it could help the medium. "It's like being out on a high wire and finding out that your shoe laces are untied," he said. "You have to tie them, but it's an awkward place to do it." □

Searching for answers to public broadcasting funding

Some on panel say advertising will be necessary if other solution is not found; among suggestions: tax on gains from station sales, assistance from commercial stations

Advertising on public stations may fast become a reality if additional revenue sources are not forthcoming. And public broadcasters are calling on their commercial brethren to help them in the search for that alternative funding.

A panel session at the NAB convention highlighted the funding crisis facing public broadcasting. Participating in the discussion: moderator Ralph Baruch, Viacom International; William Baker, Group W; Wil-



Baruch, Baker, McCarter, Quello, Sikes, Rubenstein, Rogers

liam McCarter, noncommercial WTTW-TV Chicago; FCC Commissioner James Quello; Martin Rubenstein, Corporation for Public Broadcasting; Al Sikes, National Telecommunications and Information Administration, and Thomas Rogers, senior counsel of the House Telecommunications Subcommittee. Baruch is chairman of the NAB's task force on public broadcasting and Baker also sits on that committee.

"Without governmental support, PBS is in serious trouble," Baker said. He felt one of two things may happen without that support: Stations will go dark or will be forced to go commercial. The latter, he predicted, is more likely to occur. "Turn PBS into a clone of commercial broadcasting and our national television system ceases to perform all of its function," Baker said. Furthermore, he stressed that without public stations, commercial broadcasters would be more likely to face government legislation forcing them to serve the same target audiences that are now being served by public stations. Moreover, he continued, those public stations that have served as "supplements to our own commercial stations would in the future become part of the same business, further fragmenting our audiences." So it is for both public interest reasons as well as "our self interest that Group W has long believed in doing whatever is possible to support public television."

Baruch and Baker described their efforts to put a "two-hour, star-studded program" on commercial televisions with advertising revenues going to public broadcasting. Baruch said they set up their own satellite network to distribute it. They sold half of the advertising time, a quarter each to two well-known advertisers, Baruch said. They had about 95% of the country cleared, but they couldn't sell the rest of the time, and the "project went down the tubes."

Rubenstein called on commercial stations to come to the rescue. He recognized the work of NAB's task force in examining alternative funding sources, but, he said, "nothing's been put on the table."

"Telethons are not the answer," Rubenstein said. "The answer has to be some consistent dependable means for public broadcasting," he said, suggesting that a tax might be levied on the profits from the sale of commercial stations. "Let's face it, broadcast stations are going to be like commodities. Maybe some tax on those profits should be set aside for public broadcasting."

"In order to maintain the system at the level that we are now, we have to find additional means of support," Rubenstein said. "I can't believe that the commercial broadcasting industry, as profitable as it is, can't come up with some assistance." The CPB

president said he thinks Congress may have reached a limit in what it's willing to do to fund public broadcasting. He felt it was incumbent upon the broadcasting industry as a whole, to come up with a solution.

"My hope would be that at a critical time such as this that commercial broadcasters don't make the same mistake that they made in the must-carry situation, mainly thinking that they can do it by themselves and then see what 'we' can do for public broadcasting afterwards. It's not going to work," Rubenstein said. He also thinks advertising should be looked at only as a last resort.

Baruch noted that there is already some question as to whether public stations, through the use of enhanced underwriting, aren't already commercial. But McCarter pointed out that although most major-market stations are using enhanced underwriting spots, stations turn down more than 95% of the messages proposed, because of FCC guidelines, and that the net income is "so insignificant," his station is considering dropping the device.

McCarter said public stations are on a constant "financial cliffhanger." He believes public broadcasting will "cease to exist" if a funding solution is not found.

McCarter's and Rubenstein's picture of a public broadcasting community in dire financial straits was refuted, however, by Sikes. The new NTIA director said he didn't share the view that public broadcasting is in "desperate shape." As a "reasonably informed person," he said, "I have not seen any evidence of that." He noted that currently about 45% of public stations' revenue comes from federal and state governments. "I don't know how realistic it is to expect the government to do more."

Quello pointed out that several years ago the Temporary Commission on Alternative Funding for Public Telecommunications, under the auspices of Congress and the FCC, concluded that there was no alternative funding source preferable to government funding. He noted that a limited advertising experiment was conducted, but that the committee concluded advertising was not a good idea. "My position," the commissioner said, "is that enhanced underwriting should be a source of revenue."

Furthermore, Quello expressed some doubts about commercial broadcasters supporting public stations through use of a spectrum fee. He did suggest, nonetheless, that commercial stations might run spots urging the public to support public broadcasting. But, he emphasized, what public stations need most are "hard green dollars."

As for public stations swapping a VHF facility for a commercial station's UHF facility as a means of raising alternative rev-

enue. Quello said he no longer supported the proposal. He said there was no political or social support for the idea and that he would "vigorously" oppose it.

On Capitol Hill, Rogers explained, there was also no consensus for going forward on the VHF-UHF swap. Rogers stressed the importance of commercial stations "stepping up their effort" to help noncommercial broadcasting. He noted that long-term funding is in place for public TV and radio until 1990.

Nevertheless, he indicated that commercial broadcasters need to come up with some mechanism of support for public stations.

A solution to public television's funding crisis continued to elude the panel. "What is the answer?" Baruch asked. "I keep hearing comments made about spectrum fees, more taxes. I don't think we have a prayer of getting that enacted in this administration. You say all this doesn't work. What does work? What would you [public broadcasting] have us do?" □

Daytimers cast hopeful eye to FCC's AM report, clear channel situation

Agreement reported near on Mexican clear channels; panelists provide tips on improving ad sales

AM daytimers, during their annual forum at the NAB convention, were given a brief overview of the rapidly unfolding events affecting the band, including the near agreement with Mexico concerning nighttime operation on Mexican clear channel stations and the FCC's new AM "status" report.

Barry Umansky, deputy general counsel of the NAB, told the group that an agreement with Mexico regarding full post-sunset power operation on Mexican clears is expected shortly at the Regional Administrative Radio Conference in Geneva (see page 54). (The 1968 bilateral AM agreement with Mexico precludes nighttime use of Mexico's seven clear channels anywhere in the U.S.)

Larry Eads, chief of the audio services



Eads, Skall, Umansky, Palmer

division of the FCC, outlined some of the highlights of the FCC's "Report on the Status of the AM Broadcast Rules" (BROADCASTING, April 7), in which the FCC staff reviewed the AM rules to determine what can be done to reverse the current deteriorating state of AM radio. Eads said that, among other things, the FCC looked at further breaking down the U.S. clear channels; lifting the current duopoly restrictions to allow ownership of at least two AM stations that serve a common area, and establishing better receiver standards. Eads said the public will have until July 1 to file comments on the report with the first round of "narrow-focused" FCC rulemaking proposals beginning in the fall.

Umansky added that one of the most important issues facing daytimers (class III) is full-time operation at night with post-sunset power. "The NAB has petitioned for it and the FCC will address it," he said.

Also on the panel were Gregg Skall, a communications attorney with the law firm of Baker & Hostetler, and David Palmer, vice president and general manager, WATH(AM) Athens, Ohio, who served as discussion moderator.

The second half of the daytimers forum featured panelists discussing ways to increase sales and audience potential for AM daytime outlets.

"If you're not full-time, you can add to the value of your station," said Gary Capps, president of adult contemporary KGRL(AM) Bend, Ore. "During the first quarter every year, we have a coupon book campaign that we sell to advertisers in conjunction with radio spots," Capps said. He said that the promotion, which the station begins selling the previous summer, bills \$90,000 to \$100,000 each year.

"We also do a 'home and outdoor show' each March, which stimulates sales on the station," said Capps. He said local retailers pay a premium rate for booth space and receive some free advertising time on the air.

"These are the kinds of things that offset the fact you're not a 50,000 watt or a full-time station," said Capps.

Focusing directly on selling was Gerald Robbins, president and general manager of MOR WCMP(AM) Pine City, Minn., who said radio salespeople, especially in smaller markets, need to start selling "benefits," not advertising time.

Robbins said he urges his salespeople to read retail trade publications to become better educated about the client. He said that the major competition for local retail advertising dollars was not newspapers but "department store chain catalogues."

Addressing community involvement was Bill Saunders, president and general manager of black contemporary WPAL(AM) Charleston, S.C. Saunders said that one of the most popular shows on Saturday afternoon in his market is WPAL's *Saturday Magazine*, which invites "anyone with public service announcements to come to the studio and go on the air." Another effective form of community involvement is local, live remote broadcasts, he said. He believes in doing a lot of remotes, "sometimes as many as three on a Saturday."

Dave Walker, general manager of WKFI(AM) Wilmington, Ohio, said his station's niche as a daytimer is to be the "only all-farm radio station" in the state. "We beat that into the ground from sign-on to sign-off," he said.

Walker said farm reports air every hour in addition to morning and noon farm news blocks. The rate for a 60-second spot runs \$34. "We put farm programming on when the farmer wants it, not when the station wants it," he said. The farm reports and agricultural weather information are interwoven with country music.

The "farm radio" concept has apparently helped the station's visibility in the region. Walker said that when a couple of sales positions recently opened at the station, he received some 25 inquiries. □

Reaching out at small-market stations

Success in small-market radio can only be accomplished through programming that reaches "as many people as possible," said Cary Simpson, president, WTRN(AM) Tyronne, Pa., at a Saturday afternoon workshop

Radiating concern. Broadcasters attending a Tuesday engineering panel on radio frequency radiation were challenged by Robert Curtis of the Occupational Safety and Health Administration about their concern for workers exposed to radiation fields from transmitting antennas. "I'm underimpressed by the concern for safety of workers," Curtis said in challenging more than 150 attendees to voluntarily abide by OSHA exposure limitations even though budget restrictions currently prevent OSHA from enforcing them. "It's embarrassing because you haven't been responding without someone holding a club over your head."

Curtis advised station management against practices that skirt "willful violations" of OSHA standards or represent "criminal negligence" of worker safety and told the audience to develop administration procedures for temporary full or partial shut-downs of transmitters during servicing on or around antenna towers where excessive levels of radiation were found.

Other speakers at the one-hour panel were Richard Tell of the Environmental Protection Agency, William Hassinger and Robert Cleveland of the FCC, Donald Lincoln of Sutro Tower Inc., Barry Umansky of NAB and moderator Jules Cohen, engineering consultant. Cleveland, Tell, Lincoln and G.W. Collins of Harris Corp also presented technical papers during the afternoon-long program.



Protsman, Lockhart, Simpson, Halper, Denney

on the subject. "In a large market, a five share of the audience is great. But in a small market, a five share isn't enough," Simpson said. "If you don't reach enough people, you'll have trouble keeping advertisers."

Simpson said that capitalizing on low morning television viewing by running heavy doses of contests on the station, during morning drive time, can help extend listening throughout the day. He added that conducting live remotes is also beneficial because it ties a radio station, not only to local advertisers, but to the community.

Panelists agree that sports programming plays an important role in fostering listenership, especially at night. "We carry lots of sports, especially college and pro football games," said Norman Protsman of WNER(AM) Live Oak, Fla. And Chuck Denney of KBZZ(AM) La Junta, Colo., said his station airs more live sporting events than any other radio station in the state. In particular, Denney said KBZZ carries Denver Nuggets basketball as well as Kansas City Royals baseball. Denney noted that sports programming appeals to a number of core ad-

vertisers because it gives them a captive audience. But to Denney, the first investment small-market radio stations should make is in the hiring of "two good sales people." Many stations in small markets don't have the money to buy good syndicated programming "because there are no good sales people to sell it," said Denney.

How can good quality people from leaving small-market stations? According to Donna Halper of Donna Halper Associates, a Boston-based radio consulting firm, salary is not always the motivating factor for staffers to leave smaller markets for stations in bigger cities. "When asked why they left, we have found that people often responded that they felt unappreciated," said Halper. Stations, she said, need to instill a "team spirit" and to maintain a high level of communication between the sales and programming staffs. "We don't just sell commercials," said Halper. "We sell good feelings to the listener."

The small-market panel discussion was moderated by Ray Lockart, president and owner of KOGA-AM-FM Ogallala, Neb. □

Teletext tries again

Taft announces it will air magazine produced by its Cincinnati station over its other 11 stations; Zenith shows new set with built-in decoder

Teletext, which was supposed to turn television broadcasters into electronic publishers, showed some signs at the NAB last week that it may fulfill its promise.

Jerry LeBow, a consultant to Ameritext, promoter of the British World System Teletext, said Taft Broadcasting has decided to broadcast *Electra*, its three-year-old teletext magazine, over all 12 of its television stations. Taft has been producing and broadcasting the service over its WKRC-TV Cincinnati since the summer of 1983. Taft plans to expand the service into 11 additional markets within 45 days, he said.

Giving Taft's expansion plans a boost will be its long-time partner in teletext, Zenith Electronics. At Ameritext's NAB booth, Zenith showed a top-of-the-line digital television receiver with a built-in teletext decoder.

According to Bruce Huber, the digital set incorporates the decoder at a "modest" incremental cost. "It's essentially free," he said. "We are trying to solve the chicken and egg problem by taking a position. Broadcasters are not going to get serious about [teletext] until there are a lot of receivers."

Teletext has not fared well since its introduction in the late 1970's. Given the nature

of the service, decoders, available mostly as set-top adapters, were too expensive for consumers. The service has also been plagued by the existence of two incompatible standards that have sapped most of what little enthusiasm there has been for the service from broadcasters and potential decoder manufacturers.

Vying with WST to become the nation's de facto standard has been the North American Broadcast Teletext Standard, based on French technology and supported by CBS, and for a short period of time, NBC.

In 1983, Taft and Zenith made a deal in an attempt to get teletext moving. Taft would produce and broadcast *Electra*, if Zenith would produce and market low-cost WST set-top decoder/adapters. Both parties delivered, but the Zenith adapter, priced at \$300, still proved too costly to get decoders into the hands of a large number of consumers and get teletext off the ground. Huber would not say how many \$300 adapters Zenith has sold—"I'll plead the Fifth"—but said it still has plenty on the shelf.

"You can't sell decoders at \$300 or even \$200," said LeBow. "Consumers will pay no more than \$100 for teletext," he said. "Anything more than that isn't going to sell. Now Zenith is giving it away for free in its top-of-the-line sets."

Taft and Zenith have another partner in their effort to launch WST teletext: Tempo

Enterprises. Tempo, a Tulsa, Okla.-based satellite carrier, distributes *Electra* nationally in the vertical blanking interval of cable superstation WTBS(TV) Atlanta. As a result, *Electra* is now available not only in Cincinnati, but also in the more than 30 million cable homes that receive WTBS.

According to LeBow, the Taft stations plan to downlink the WTBS signal, strip off the teletext and broadcast it locally.

Taft is allowing other stations to pick up and use *Electra* free of charge. With Taft's increased commitment and with the advent of the new Zenith sets, LeBow said he expects other stations to take Taft up on its offer and begin broadcasting *Electra*, further increasing its national coverage. To broadcast *Electra* stations need only buy an earth station to downlink WTBS and a "data bridge" to insert the teletext information into the vertical blanking interval of their signals. Total cost: no more than \$10,000.

According to Huber, Zenith's new digital set, which will retail in the neighborhood of \$1,000, will be introduced to its distributors in late May. In addition to teletext, the 27-inch set also features stereo sound and improved resolution.

To enhance teletext and make it more attractive to advertisers, Zenith is also introducing a low-cost thermal printer designed to plug into the digital set and print out whatever teletext information is on the screen. Huber, who was demonstrating the device at the Ameritext booth, said Zenith had not yet priced it, but said it would probably hit the market at around \$100. If the printers become commonplace, he said, teletext broadcasters could transmit coupons to homes on behalf of advertisers.

Although Taft regularly runs ads on *Electra*, said *Electra* Managing Editor Hilary Goodall, they are strictly for show. None are paid for. Without decoders, *Electra* has no audience, and without an audience it has no appeal to paying advertisers.

In literature passed out at the show, Taft said it spent \$185,000 for the hardware for the hardware to produce and broadcast teletext. Its operational costs, including editorial staff salaries, are about \$135,000 a year.

Through Taft's 12 stations, *Electra* will reach more than 11% of all television homes. The markets: Cincinnati; Birmingham, Ala.; Washington; Miami; St. Petersburg; High Point, N.C.; Columbus, Ohio; Philadelphia; Fort Worth, Tex.; Houston, and Kansas City, Mo. □

Good news on the libel front

Number of cases filed is dropping, but panelists say that doesn't mean broadcasters can let down their guard

The news about libel and invasion of privacy suits is getting better for those in the media. But such suits remain a problem, and last week, at the NAB convention, a panel of experts did what they could in little more than an hour to provide a cram course on avoiding such suits. The burden of their remarks was that guarding against such suits



McElhaney; NAB attorney Steve Bookshester, Sanford; Shultz; Solano

isn't hard with proper care and professional behavior.

Bruce Sanford, of the law firm of Baker & Hostettler, of Washington, provided the good news about the drop in the filing of libel and invasion of privacy cases—a drop of about 30%, according, he said, to those who track such things. He said the drop might be attributable to the fact the industry is more conscious of the danger of such suits and is more careful (possibly less aggressive, which, if the case, would be unfortunate, he said). Or to the lesson of celebrated libel cases—General Ariel Sharon's and General William Westmoreland's—that such suits are expensive and are not easily won. "Money may have been removed as a driving force," Sanford said.

But Sanford also presented an exhibit of a string of horrors, taped examples of the kind of sloppiness that resulted in libel or invasion of privacy cases and that indicated some broadcasters, at least, still have something to learn. There was the piece on drunk driving, for instance, in which careless editing resulted in a man—shown being examined by a policeman for drunk driving—erroneously presented as the one who had been arrested following an automobile accident. Another piece demonstrated that even a review of a restaurant can be actionable, if the facts underlying the opinion are inaccurate.

John McElhaney, of Locke, Purnell, Boren, Laney & Neely, of Dallas, offered some practical advice. "You folks and we lawyers have an image problem with the public," he said. "There is a reservoir of resentment out there regarding broadcasters and lawyers who are regarded as too unresponsive and arrogant." He said lawyers, in selecting a jury, should try to find "how many [prospective jurors] have had problems with the media." And a journalist on

the stand, he said, should project himself as someone "trying to do a job." He said: "Fairness and balance count for a lot in a court's opinion in a libel case."

Avoiding sloppiness is, of course, helpful. But it is not enough, in the view of Carl A. Solano, of Schnader, Harrison, Segal & Lewis, of Philadelphia. Journalists, he said, should also know some elements of the law. For instance, he said a libelous statement is one that is false and harmful to another person. "The fact that you quoted someone else doesn't help." And in cases of invasion of privacy, truth is not a defense. If a reporter trespasses and gathers information in a highly offensive manner, Solano said, courts will balance the newsgathering against the offensiveness. Publication of false information can be libelous even if it does not damage a reputation, if, Solano said, it was acquired in an offensive manner, "like an ambush interview."

Finally, it was left to Ernie Schultz, executive director of the Radio-Television News Directors Association, to offer a brief summing up. Quoting Pogo, he said: "We have met the enemy, and they is us." He said: "A lot of problems in libel are brought on by ourselves." He cited the remark in an article on libel in the October 1985 issue of the *Iowa Law Review* that "a lot of plaintiffs made the decision to sue after contact with the media"—the reception, it seemed, was not what it might have been.

How would Schultz, who had been a broadcast journalist before heading the RTNDA staff, guard against libel suits? Not with written procedures; he said he did not know anyone who could write them. But, speaking for himself, and not RTNDA, he said, "I would have a good editor. You need experienced people at the gatekeeper level." □

to make quick judgments with little time for station inspection and financial analysis.

While forecasts carry greater consequences, achieving accurate predictions has become more difficult, said Kadlec. Forecasters are facing a different world, he said. "Ten years ago broadcasting was regulated, competition limited and available data was greater. Moreover, the industry was in a growth environment and the economy was more predictable. Today there are more independents and there is cable and specialty broadcasting. The character of market competition can change overnight if a station changes hands," Kadlec said. Such developments as metering, more sophisticated ratings data and the end of the NAB code's limitations on commercial availability (plus changes in commercial lengths) have all influenced the growth of station revenue, altering previous forecasts, he said.

Mark Wyche, of Browne, Bortz & Codrington, mentioned additional factors affecting forecasts, including the changing growth rates of households in markets and the rate of inflation. All of these factors, he said, cause forecasting to be more than an "extrapolation of previous trends."

Bob Wormington, general manager of KSHB-TV Kansas City, Mo., said: "The most serious problem we are facing in all of our projections is programing costs," which, he said, are also the biggest part of the station budget. Therefore, he said, one of the most important forecasts the station makes is a "program revenue analysis...a five-year rolling-forward forecast," by time period, time of year and for local and national sales. The forecasts enable the station to anticipate holes in programing and estimate future costs and possible write-offs.

Local advertising's stronger growth rate, in some cases approaching a majority of total revenue, affects long-term program forecasting, Wormington said, because "local advertisers ask for a different type of programing and ask for different availabilities." It may also, he added, necessitate increased local production, whose capital expenditures may be considered as much a programing expense as the purchase of off-network series.

At Harte-Hanks, forecasts can involve looking ahead as much as 10 years and back five years, said Jeannette Tully, director of finance for broadcasting. It means lots of work using computer models, which are then measured against a "broadcaster's instinct," she said. Tully also noted the increasing share of total revenue coming from local sources, a trend that Harte-Hanks is encouraging because it [local advertising] is "...something that we can have an impact on."

Asked for industrywide forecasts, Tully said she thinks operating margins will generally decline. "I think that we will be seeing a 2% or 3% drop. We are going to have to become more cost conscious in our stations, because some costs [she mentioned programing earlier] we no longer have control over."

It is worthwhile to look upon change as an opportunity, said Wormington, "good for those who call shots best and painful for those who can't." □

Using forecasting as preventive medicine

Developing accurate methods to estimate costs and revenues grows more important as values of stations and prices of programing continue to rise

With television stations commanding ever higher prices, the forecasts upon which purchase decisions are made carry greater consequences, said Charles Kadlec, president of Frazier, Gross & Kadlec. If that assessment was not convincing enough for those attend-

ing an early Tuesday session, "Forecasting—A Tool for All Managers," the Washington-based consultant gave some other related evidence why forecasting has assumed a special importance.

The fact that station purchases make greater use of outside debt, and are made at higher multiples of operating income, "leaves little margin for error," said Kadlec, "and today a short-term downward trend can result in default." He also said that the "velocity of station trading" has forced bidders

Europeans want more time to study HDTV

West Germany is third country to ask CCIR to delay consideration of U.S. 1,125/60 plan in Yugoslavia in May

West Germany will join France and the Netherlands in submitting a joint proposal to the world standards body-CCIR (the International Radio Consultative Committee) asking that efforts to standardize high-definition television studio signals be delayed for further study, according to German manufacturers at a press conference in Dallas on Sunday, April 14.

A U.S.-backed proposal for a 1,125-line, 60 hz HDTV studio standard is due to be considered by the CCIR at a plenary session in Dubrovnik, Yugoslavia, in May, ending the organization's 1982-1986 study cycle on the subject.

Despite reservations expressed about the 1,125/60 system by some at the show, particularly European attendees, the technology may have already acquired a momentum that could carry it into the professional and industrial television markets even without international standardization.

Demonstrating that possibility was a special HDTV technology suite at NAB, the largest and most complete every assembled, joining the design efforts of at least two dozen equipment manufacturers, including five European companies, in the display. Among the HDTV subsystems demonstrated in the 10,000-square-foot suite were HDTV studio origination, blue screen compositing, computer graphics and switching, film-to-tape-transfer and transmission and display.

The first North American sale of HDTV production equipment, announced at the show by Sony, provided further evidence of market interest in HDTV. Rebo Associates, a New York production company, purchased \$1 million worth of Sony HDTV gear, including a camera system, three videotape recorders and an HDTV Ultimate for blue screen processing. Last spring, a French production facility owned by David Niles was the first in the world to purchase the system.

Sony said Rebo will use the gear to estab-

lish a new electronic film production studio for feature-length programming and expected the system to be on line by the end of May. The company will also construct a mobile van for location work, Sony said.

European representatives at the convention raised concerns, however, about how easily a 60 hz production system would blend into the 50 hz television environment of Europe.

At a speech during the annual engineering luncheon last Tuesday, George Waters, recently appointed technical director of the European Broadcasting Union, explained: "The problems facing broadcasters in relation to HDTV must be separated into those relating to production and those relating to transmission. There are mixed views on the approach that should be taken. On the one hand, there is the view that the evolution of the MAC standard [multiplexed analog components are expected to be used on European direct broadcast satellites in the near future] should provide the transmission standard and this in turn should dictate the parameters of the production system.

"The other point of view," Waters added, "is that we should accept the existing 60 hz proposal for a production standard which, of course, provides the basis for an alternative to conventional film production, as well as providing the facility for videotape and videodisk production."

Waters noted that the proliferation of world television standards has "caused our industry much embarrassment in the past," and noted that the development of standard transmission systems for DBS in Europe provided an opportunity for new and better standards. As for the development of an HDTV standard, Waters said he had "no easy answers or reassurances to give" and did not know whether it would be possible to agree on a single worldwide HDTV production standard in May. "A large number of people in research laboratories in Europe are earnestly working on the question," he said, adding: "Time is not on their side as they study the technical arguments."

For those Europeans commenting on the topic at the Sunday press conference, including executives from electronics manufacturers Thomson of France, Philips of the Netherlands and Bosch of West Germany, there was little question that more time was needed beyond May.

"The European community believes there is no reason to rush into the establishment of a standard so quickly when we're not considering all the aspects" of production, transmission and display, argued Jean Caillot, president of Thomson International.

When questioned on why such concerns were being raised relatively late in the four-year process, one French representative argued that objections to the standard were raised at least a year ago, but Philips International Director Theo Peek acknowledged that consumer electronics manufacturers in Europe had become aware of developments in HDTV and its studio standardization "a bit late in the game. We are now certainly

aware" of advanced work in the area.

Speaking to the U.S. support of the proposed 1,125/60 system was Renville McMann of the CBS Technology Center, who chaired the Advanced Television Systems Committee technology group on HDTV which helped establish the U.S. position on a studio standard.

"ATSC feels we can't afford to wait to avoid the proliferation of noncompatible standards," McMann said. "Besides, we've waited and studied and waited for 10 years. . . . The time is now we start production by electronic, high-definition television means. We've waited long enough." □

Kompas survey provides insight into LPTV world

Poll finds two-thirds of stations in 'for-profit' mode were making money

There was no denying that the low-power television industry has some hard work ahead of it, but a Monday-morning panel session, "LPTV in 1986," provided indications that the industry's existence may no longer be in question. Roy Stewart, chief of the video services division of the FCC, concluded at the end of the session that unlike previous panels, where questions focused on the FCC's processing of applications, questions on this panel concerned "problems that permittees face in the competitive marketplace, and I think that is a good sign." The session was moderated by Constance Woodlinger, operator of an LPTV station, TV-5, in Houston.

A survey of low-power television stations completed two weeks ago by Milwaukee-based Kompas-Biel & Associates identified 352 LPTV licenses, 241 of which were part of the Alaska Project—an educational system for rural communities. Of the remaining 111 licenses—there are now also 1,161 outstanding construction permits—John Kompas said the survey contacted 87 of them, 45 of which were "operating in the for-profit mode." Nine of the 45 were subscription television operations and 36 sold commercial advertising. Of those, 20 said they were carried on cable and 16 said they were not. Twenty-nine of the 45 for-profit stations were profitable on a "monthly, ongoing basis," Kompas said, adding that three of the LPTV stations said they were now retiring debt. "As of nine days ago, every single state has LPTV activity," he added.

One executive of a five-station group owner, Impact Television Group, said that there are three "crucial ingredients" for profit: cable carriage, programming and sales.

"Without cable, many LPTV stations won't survive," said Randy Swingle, Impact's vice president, "especially in rural areas where cable penetration can go as high as 80%." Also, he said, advertisers who subscribed to cable want to see where their money is going.

Swingle said he would meet with the local cable operator very early in the process of putting an LPTV station on the air and warned against forcing the operator to say



Waters



Woodlinger, Kompas, Stewart, Shoblom, Swingle

right away: "It is a lot more difficult to turn a no into a yes."

He said LPTV operators should learn what criteria the cable operator uses for carriage. One possible advantage an LPTV station has is its potential commitment to community programming. Swingle said many cable systems were "taking heat" over the issue of local access channels and could use some help producing local events.

A negative, he said, is that many cable systems are beginning to sell local advertising and may view the LPTV station as a competitor.

Impact, Swingle said, offers to pay the cable system all of the head-end costs associated with carriage, offers the cable system free advertising and offers to assume some of the local access responsibility. But those building a station, he concluded, should also budget for the possibility that they may be required to pay the cable operator cash for carriage. He said cable operators were also concerned about changes in programming and technical quality.

Programming costs for the Impact stations are about \$3,000 per month, or roughly 10% of the operating budget. An advantage of having a station group is that syndicators are able to justify the time spent compared to the relatively low revenue they generate from LPTV (roughly \$20 per movie title showing). Swingle said he even takes care of the tape duplication and bicycling to all five stations.

High on the list of programming are "movies, movies and movies," followed by local broadcast of high school sports, bingo or community celebrations. Sales people with radio experience are better able to adapt to LPTV than television sales people, said Swingle. He suggested that a three-person sales staff was a "bare minimum." A good sales effort, he said, is made up of "a lot of ideas, a lot of service, and not a lot of numbers." He suggested LPTV stations concentrate on frequency for advertisers. Advertising rates for the Impact stations were generally one-tenth those of full-power television stations. Besides cable carriage, the other main industry problem is "bumpability"—a full-power applicant is automatically given preference over an existing LPTV station for a given channel and can replace the LPTV station. Lee Shoblom, chairman of the Community Broadcasters Association (CBA), said: "We will always be a secondary service; that is the way we were designed to be." He added that the uncertainty makes it "awfully hard for the financial community to get involved." Another problem with LPTV's image is "... the horror stories that get the most press... we are going to make sure that success stories get more

play." Shoblom said the CBA is planning on a show, seminar or some other meeting for the not-too-distant future.

Among the success stories that Kompas's survey uncovered was an LPTV station in Hopkinsville, Ky., which sends a signal "as far as 40 miles," and has obtained broadcast rights to several dozen Cincinnati Reds, baseball games. A station in Yankeetown, Fla., has a special arrangement with channel 35 in nearby Orlando, Fla. The LPTV station runs much of the larger, independent station's programming, erasing the indie's local spots and selling its own. However, the national advertising spots are retained and the Orlando station is then able to include the LPTV's viewer audience in its national advertising rate card. □

TVB targets growth ad categories

It says TV revenue increased about 8% in first quarter

The Television Bureau of Advertising, in its Tuesday morning presentation at the NAB, detailed its 1986 total television revenue expectations—an expected increase between 9% and 11%—and targeted eight growth categories that are increasing their spending on television. Also premiered at the meeting was a half-hour tape promoting the use of television for advertising by the growing category of business-to-business services and products.

TVB President Roger Rice reviewed the New York-based organization's work during

the recent years. He pointed to eight advertiser categories that TVB had targeted: automotive, health care, legal services, consumer services, tourism, education, retail and leisure time activities.

Rice said those categories increased their television advertising dollars at a faster rate than other advertisers in general, and that the eight totalled \$3.5 billion in 1985. He said that if TVB could "lay claim to only 10% of those dollars," the \$350 million sum would still represent a 50-to-1 return on the organization's \$7-million annual budget. "For the television industry, TVB is a better investment than stocks, bonds, real estate," said Rice.

TVB Board Chairman E. Blake Byrne detailed the "board-approved forecasts" of 1986 television advertising. The LIN Broadcasting group vice president said total television revenue is expected to increase 9% to 11%. "The first quarter, we feel pretty strongly, was up about 8%," he said.

For the year, local dollars are projected by TVB to increase 11% to 13%, with spot dollars up 8% to 10%.

Byrne said that syndicated barter, "which had increased 33% a year in both 1984 and again in 1985," would move up by 19% in 1986.

Other advertiser categories that TVB thinks might show strong growth in the future are certified public accountants, rental services, financial planning services, burglar and security alarm services and religious messages.

"While these may not sound like big sources, neither did lawyers, hospitals or schools and colleges a while back," said Byrne.

The half-hour tape on business-to-business advertising discussed the experience of businesses, such as financial services, overnight mail, insurance companies and the financial press, that have already used television advertising to increase sales. It also discussed the rapidly growing costs of sales calls and suggested that television is a cost-effective way of reaching the more than 6.6 million people TVB said are responsible for making purchasing decisions on business-related products. □



Like father The multigenerational nature of the broadcasting business was emphasized at the annual BMI dinner during the NAB convention by the presence of these two father-son pairs. L to r: Ben Sanders and William R. Sanders of KICD-AM-FM Spencer, Iowa, and John F. Dille III and John F. Dille Jr. of WTRC(AM)-WYEZ(FM) Elkhart, Ind. Both Sanders have been members of the NAB board of directors, the younger Dille is now chairman of the radio board and his father was chairman of the joint boards.

How much SNG is too much?

Testimonials reflect an overabundance of satellite news gathering sources, with preference for network services, at least in one case, far down the list

Satellite newsgathering vehicles and exchanges can provide many new sources of news to local stations—perhaps too many.

At an NAB convention panel session, two broadcasters who are pioneers in SNG said they are now faced with “an overload” of news sources. “We can’t handle much more now,” said John Greene, WRAL-TV Raleigh, N.C. The station employs a full-time person just to monitor what comes in on the various news services, including The North Carolina News Service (a microwave network), Conus Communications and CNN, he said.

“We have four feeds coming in a day,” said Mel Martin, news director at WJXT-TV Jacksonville, Fla., and co-founder of the Florida News Network SNG cooperative, “and we could do with a couple less.”

Richard Sabreen, vice president and general manager, Newsfeed, a satellite news exchange involving about 75 stations, was sensitive to the overload problem. To address it, he said, Newsfeed is setting up Request Net, a system through which stations can review a list of stories and potential stories and vote on what they want to receive. “We will try to target what the stations really want,” he said.

The advent of satellite newsgathering and news exchanges have shaken the relationship between networks and their affiliates. Greene and Martin said they have come to rely on their satellite news services—everything from CNN to Conus—rather than the networks for national news coverage. Martin said during the first four days of coverage of the space shuttle disaster in January, his station did not use “a single piece of network video” on any of its newscasts.

CBS has responded to the competition by setting up regional news exchanges among its affiliates. But judging from the comments of two of the panelists, the service, so far, is not being well received. If Martin drops any service, it will probably be CBS’s Southeastern regional service, he said. He called the service “marginal.” The service includes news from eight states, he said, “and we are not interested in seven of them.” Greene indicated that WRAL-TV, also a Southeastern CBS affiliate, would probably not even bother signing up for the service.

Brent Stranathan of ABC, the only net-

work representative on the panel, said the the five ABC regional networks were not created in reaction to Newsfeed and Conus and other news services, but in response to the demand from the ABC affiliates. The other news services are not a “threat” to ABC, he said.

At the start of the session, moderator Jim Snyder, of Post-Newsweek Stations, played a clip from *CBS Sunday Morning* in which television commentator Ron Powers suggested that the networks’ practice of anchoring evening newscasts from remote locations, creating the “floating anchor” oxymoron, is a reaction to their affiliates’ use of satellite technology to compete with the networks in the national news business. Snyder expressed concern about the overuse of floating anchors. The networks have an important role in setting the national agenda, he said. “I hope they don’t get carried away with putting Dan Rather in overalls.”

Others panelists felt the SNG revolution posed no real threat to the networks and that they should stick with what they do best. “I don’t think we have taken a single dollar away from the networks,” said Sabreen. All Newsfeed is trying to do is strengthen local stations by providing more choice, he said. “I don’t see how more is a threat. More helps.”

Martin said the networks ought to concentrate on their forte—international news. “I’m not interested in going to Libya,” he said.

One of the satellite services’ problems is the interception and use of their feeds by unauthorized stations. Said Anita Klever of Conus: “Once it’s in the air, it’s anybody’s ball.”

“We’ve been ripped off,” said Newsfeed’s Sabreen, adding that piracy is common and “hard to police.” It’s not practical for Newsfeed to scramble its satellite feeds, he said, but if it could, it would, immediately.

Not everyone is enamored of SNG. Garry Ritchie, vice president and general manager, WCJB-TV Gainesville, Fla., who spoke from the audience, said SNG is harming “truly local” news as news directors replace local reports with “junk stories” plucked from the satellites. He also said it is not necessarily good business. “It’s bad for our bottom line,” he said. WCJB paid a lot of money for its SNG vehicle, he said, and is so far not seeing a great return on its investment.

The consensus of the panel was that the airing of “junk stories” was not the fault of the technology that brought the stories, but the poor judgment of news directors. It’s not only what comes off the satellite that counts, said Sabreen, but also how the station uses it. Newsfeed stresses content, he said. “If

the content isn’t there... you are going to lose viewers,” he said.

The blame for “junk” stories cannot be pinned on SNG, said Martin. SNG provides “a cafeteria line of selection” and if the news director makes the right choices it can do nothing but improve the quality of newscasts. News directors, he said, “should take the good stuff and get it on.” □

Increasing television opportunities in Europe

The rise in private networks promises new possibilities for investors and advertisers

Television in Western Europe is rapidly growing more commercial, according to a panel of experts at NAB last Monday, and although the transition from traditional state-owned media may face stiff resistance in some quarters, opportunities for private investment in the newly emerging media are expected to be great.

“I’ve been accused of being the ‘Milton Friedman’ of the airwaves, but the world is going commercial,” panel moderator John Eger of CBS Worldwide told 50-75 attendees in opening the hour-long session.

Eger, along with representatives of Radiotelevisione Italiana, French publishing conglomerate Editions Mondiales and the advertising agency J. Walter Thompson, attributed changes in media financing and control largely to growing pressure from advertisers for increased access to television, along with the interest of business sectors in taking a greater role in the potentially large number of new media outlets.

“The nation-states [of Europe] are awakening, if not to the threat of the changing media landscape, then at least to the promise of being participants of a world economy,” said Eger.

With the fostering in Europe of privately owned television distribution and production companies, the spread of cable, satellites and videocassette recorders, he added, the planners are asking themselves, “‘Who’s going to pay for this?’ The answer is inevitably the advertiser. This phenomenon is opening the vault to billions of dollars in advertising revenues.”

Buttressing Eger’s case was Vittorio Boni, head of international operations for RAI, which as Italy’s state broadcasting service has faced intense competition in the last decade from highly successful private TV networks.

“The panorama is very much changing and a basic element of the change is that financing has come from the advertising market, which was compressed,” Boni said. “We have seen and will see quickly the growth of traditional terrestrial TV supported by advertising.”

Editions Mondiales’ president and direc-



Snyder, Sabreen, Greene, Stranathan, Klever, Martin

tor general, Antoine de Clermont-Tonnerre, concurred. "The opportunities of growth in commercial television are increasing very, very quickly," he told attendees. He cited the television industry in France, where the government has recently authorized the nation's first private television network and said it would become "one of the biggest centers of commercial television in Europe. It's coming very quickly. The political decision has been made and now there is no way to cancel it."

De Clermont-Tonnerre, who is himself preparing for a bid by Editions Mondiales for a French private TV network, explained that the market's potential growth would mean more broadcasting opportunities for private companies considering either the building of new entities or the buying of existing outlets.

J. Walter Thompson Vice Chairman Walter O'Brien, who called the European media scene "explosive," asked if American companies would be willing to "step up and participate. From your standpoint, there are tremendous program opportunities," especially with more and more advertising clients getting back into the program business.

For U.S. entities considering investment in European media, de Clermont-Tonnerre warned that early preferences would be shown in most nations for European companies, and also stressed that U.S. companies would encounter difficult and diverse government regulation unlike that in the U.S.

Boni also cited an additional consideration: "In Europe, there is not a common language, no *lingua franca*, in terms of a television mass market."

Both Boni and de Clermont-Tonnerre predicted that while many governments would participate in the deregulation of their national television, there would be pressures to protect television and film production interests through quotas and programing limitations, as well as continuing restrictions on advertising.

But already, the panelists noted, program services such as Rupert Murdoch's Skychannel have, in spite of nonstandard national regulations, successfully negotiated access to TV systems of nearly a dozen countries. And O'Brien cited an example of how one major advertiser was able, with JWT, to challenge West German restrictions on comparative advertisements and win its case in a West German court.

In closing, O'Brien optimistically commented that if the opportunity for growth in European television today was "like a cupcake: in several years it will be a five-tiered wedding cake. And we'd like to have a piece of it." □



Great expectations. By 1990 the three-network affiliate share will be about 60% of total weekly household viewing compared to the current 67%. That is just one of the predictions outlined in "Great Expectations: Making It Happen," a study prepared by Browne, Bortz & Coddington on behalf of NAB. The study looks at some of the likely marketplace trends facing television broadcasters and offers advice on keeping up with them (BROADCASTING, April 14). It was presented by Paul Bortz (pictured above) during last week's NAB convention. Bortz discussed some of the details including perhaps one of the most serious challenges facing the industry, programing costs. He noted that syndicated programing costs have more than doubled since 1980, reaching close to \$1.7 billion in 1985. By 1990, he said, programing costs could nearly double again to \$2.3 billion.

Separation of news and sales

NAB panel examines question of financial pressures on news

Bottom-line pressure on television news directors has become a reality that can present difficult ethical dilemmas, a panel at the NAB convention concluded. The group failed to come to any resolution—opinions differed—but the members shared concern over the integrity of news judgment.

The problem has come into focus as news directors begin to play a larger role in the overall operation of a TV station. For example, at WVUE-TV New Orleans, the news director is "pry to revenue, expense and operating profits. He is no longer responsible just for news but is an active team member," said Ed Quinn, vice president and general manager of WVUE-TV.

Specifically, however, the panel debated the new atmosphere in which the news director and sales manager interact. Said John Spain, news director, WBRZ-TV Baton Rouge, and president of the Radio-Television News Directors Association: "We've more recently become involved in discussions with our sales department on matters we probably would have never discussed

four or five years ago. . . For years, it was said the two [sales and news] shall never meet and never talk."

Bill Goodman, news director, KPRC-TV Houston, remembered those days. "Not too

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Boni, Eger, de Clermont-Tonnerre, O'Brien



Dodds, Goodman, Dunn, Spain

long ago, someone quoted a broadcaster saying there ought to be an iron curtain between the news and sales departments. That doesn't happen any more. We talk often."

An example of the communication between news and sales, Spain said, are local morning shows and magazine shows that are under the direction of the news department but have "little to do with news. We spend many hours coordinating those types of programs with our sales departments." And, said Spain, because of satellite news gathering technology, "these shows can be taken on the road, which is a tremendous sales vehicle."

As for the ethical question of whether a journalist's judgment may be influenced by his expanded knowledge of sales department activity, Spain did not seem concerned. "In today's newsroom, most news directors are managers and there's a separate tier in that newsroom that's more actively involved in minute-by-minute journalistic decisions. So the conflicts you might assume are there, generally, I don't think happen."

Goodman asked Spain if a news director should "put ethics aside" when discussing a sales problem with the general manager. No, said Spain. "Most general managers understand there are fine lines you can't cross. In my experience, no one has ever asked me to do that."

David Dodds, vice president and general manager of WGAL-TV Lancaster, Pa., agreed. "I don't think our salesmen would ever say to cover a story because they're a client."

Goodman described a scenario to the panel that typified the issue. Suppose, he said, a station was doing a story on grocery store prices and it needed video of a store and an interview. If there were four or five stores in that city and "you know one spends more money on your station—or you go to that chain, even though you don't identify the chain in your video. Is there anything really wrong with that? I'm not so sure there is."

Spain, however, disagreed. "Maybe the outcome is not harmful but a choice to take care of a client or nonclient ought not to have a role in the journalistic process at all." He also said that because the news director is part of the management team, "for some reason does that require you to change your decision making process as a journalist?... My experience tells me that good, solid journalism is good, solid bottom line. You can't sell my product to anybody when I open the door to influence like that."

The discussion segued into a debate, mainly between Spain and Quinn, over whether sales or news produce the better TV station general manager. Spain, a news di-

rector, made a case that a news background provides the experience needed for the GM job. "There should be no automatic guarantee that the sales manager is qualified any more than we are. Which department head, day in and day out, has to deal with labor negotiations, contract signings and personnel more than anybody else? The news director. Which department head has to deliver on a daily basis under deadline? The news director. Which department head is involved in the community? He talks to legislators, local politicians and schools. I think those are all qualities a TV station should seek out."

The counterpoint from Quinn: "I have se-

rious concerns about news directors being promoted to general managers in the current economy. As more and more stations are being bought in leveraged buyouts, there is increasing pressure on the bottom line. I don't think news directors have any idea what that's all about." Quinn had other reasons. Sales managers, he said, are accustomed to deal with motivation. "I think also that news is a reactive business; sales is an active business. News people react to something that's happening. Sales people make things happen." Other traits common to sales people, said Quinn, include a "pulse of the community" and a knowledge of programming "because they sell numbers. They know what kind of programming will bring in the dollars." Sales people, he concluded, "will continue to be the best general managers of television stations."

ABC Radio to get Statue coverage

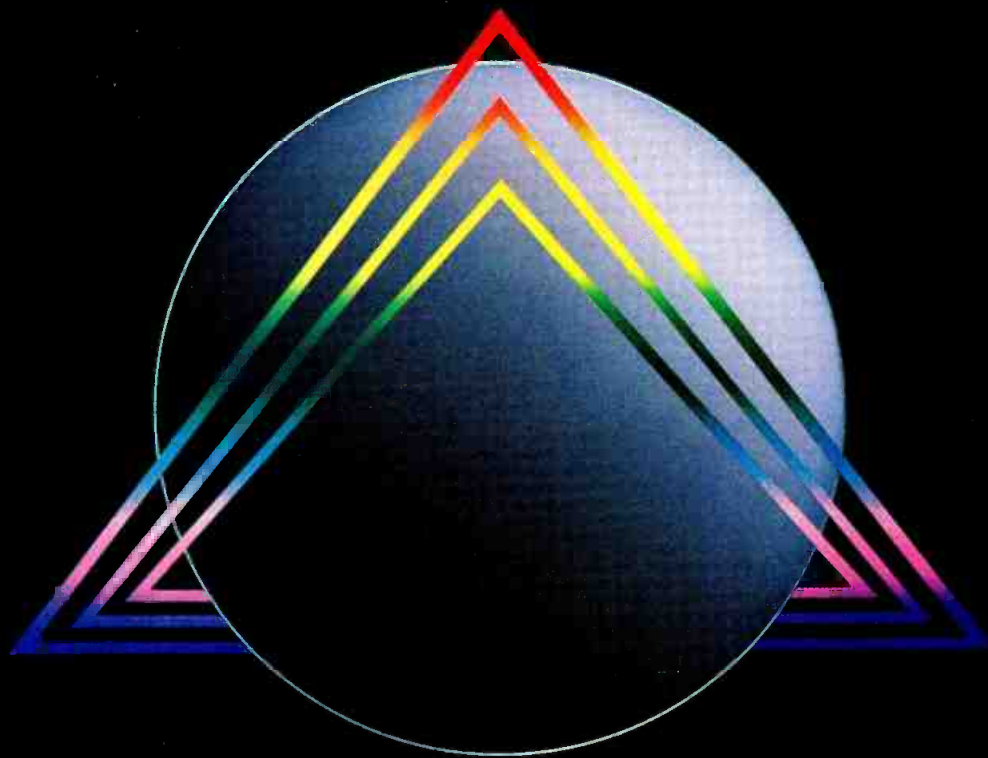
The more than 300 affiliates of the ABC Radio Networks assembled at the Loews Anatole hotel in Dallas on the eve of the NAB convention were greeted with the news that



Setting the course. The direction of the new NAB Radio—the result of the unification between the NAB and the National Radio Broadcasters Association—was the focus of a closed-door meeting during last week's NAB convention in which the current NAB radio board welcomed the new NRBA directors chosen to join its fold at a breakfast meeting headed by Joint Board Chairman Ted Snider (center) and Radio Board Chairman John Dille (l). (About half of the 12 NRBA directors named to the radio board, including NRBA Chairman Bill Clark (r), president of Shamrock Broadcasting's radio division, were in attendance. Clark has been selected to serve as the NRBA representative on NAB's executive committee, subject to approval by the other NRBA directors serving on the NAB board.)

During the meeting, the board created five subgroups for establishing shared goals, including what role, if any, NAB Radio should take in fostering national sales. The Radio Advertising Bureau is currently the industry's marketing and sales arm.

The new NAB radio board members will meet May 15 at a special orientation session at NAB headquarters in Washington.



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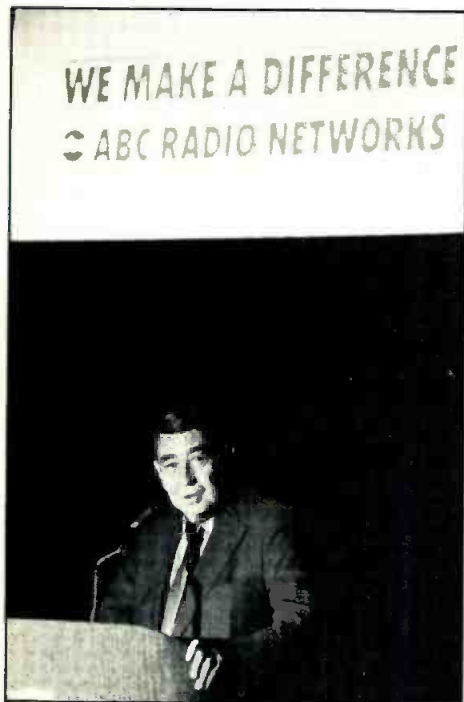
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ABC Radio will soon have the network radio broadcast rights to events surrounding the Fourth of July celebrations for the Statue of Liberty.

Bob Benson, vice president/senior executive, ABC Radio Networks, told the group that ABC Radio is completing negotiations with television producer David L. Wolper, who is chairman of Liberty Weekend in New York, to secure the radio rights. (ABC-TV purchased the television rights for Liberty Weekend last fall for a reported \$28 million to \$30 million).

Benson also said that ABC Radio will air the "America Rocks" concert from the Louisiana Superdome in New Orleans on May 18. The 90-minute special broadcast will feature



Cosell

Huey Lewis & The News, Hall & Oates and the Hooters in a concert honoring the Statue of Liberty's centennial. The event will be hosted by actor Tony Danza. Other programming announcements included picking up the radio broadcast rights for the Belmont Stakes to give ABC Radio, like ABC-TV, the entire Triple Crown package, and the introduction of four new services: *Today's People*, an actuality service focusing on celebrities as well as sports personalities; *Rock Stars*, a new weekly summer series; *Music of America*, contemporary country music concerts, and *Audio Datebook*, a programming service highlighting historic events.

Following Benson, Ed McLaughlin, president of the ABC Radio Networks, introduced Jim Arcara, president of Capital Cities/ABC Radio, who, in his first appearance at an ABC affiliates meeting, briefly spoke on the vitality of the radio business.

The ABC affiliates also heard from ABC Radio sportscaster Howard Cosell who, in giving the keynote speech, reiterated his "conviction" for radio while questioning the credibility and impact of the print medium. "You [radio broadcasters] can reach more people effectively than newspapers," Cosell said. □

What station buyers need to look for

Radio acquisition primer discusses what buyers need to do to complete a successful purchase

Some of the steps of buying a radio station in today's marketplace were elucidated at a Sunday morning seminar. "Radio Acquisition—So... You Want to Buy Your First Station?"

Robin Martin, a consultant and president and chief executive officer of Deer River Group, a Washington-based group owner, said the first step for a station buyer was to decide what he wanted and to assess his "own strengths and weaknesses." Then, Martin said, "specialized advisers [who would] evaluate prospective stations... from a managerial, financial or technical point of view" should be chosen.

Randy Jeffrey, an Orlando, Fla.-based broker for Chapman Associates Inc., agreed

that a first-time buyer needed assistance: "All of us have seen a successful general manager go out, but he didn't do due diligence and didn't have a team; and in four months the wheel goes bust. You will need a lawyer, a broker, a consulting engineer and a CPA (certified public accountant) who understands broadcasting."

In questioning by moderator Erwin Krasnow, of the Washington-based law firm of Verner, Liipfert, Bernhard, McPherson & Hand, it was emphasized that the professional advisers join the team at a price. Jeffrey said it was almost a standard fee for brokers to get 5% of a station transaction up to \$3 million, and 2% thereafter. Deals above \$15 to \$20 million were usually negotiated. Jeffrey added that in 90% of transactions, the broker's fee is paid by the seller. The Chapman broker said that especially for the first-time buyer, a broker can bring "credibility"



Getting his due. Engineering achievement award winner George H. Brown (l) received honors from NAB's Thomas Keller at an engineering luncheon last Tuesday. Brown, a 77-year-old retired RCA engineering executive, was praised by Keller before the luncheon crowd of over 1,000 as the "acknowledged architect" of compatible color television, as well as for his 80 patents and more than 100 technical papers on AM antennas and other technologies ("Fifth Estate," April 7).

Known for a sharp wit, Brown did not disappoint in his brief acceptance of the award. Noting that although he had "not been ignored" in engineering circles, he said jokingly his "well-intentioned and often unsolicited advice had been completely ignored" by governmental bodies such as the FCC and CCIR and added, to audience laughter, that if he had been heeded, he could have "prevented the present sorry state of Radio Corporation of America." In addition to receiving NAB's 1986 engineering achievement award, Brown has received a citation from the International Television Symposium in Switzerland, the Edison medal of the Institute of Electrical and Electronic Engineers and the David Sarnoff Award for outstanding achievement in radio and television.



Chemical Bank's Susan Ness, Jeffrey, Martin, Krasnow

o a transaction.

David Schutz, a financial consultant with New York-based ComCapital Group, said his services would also receive roughly 5% on a \$500,000 transaction).

Financial consultants are more often becoming part of a buyer's "team," said Martin, especially in the larger transactions. "...to protect the buyer's interest. Others in the deal have a set of goals that may be different from the buyer's, and the buyer needs a friend out there." Martin said that too often, buyers will approach banks and others with a feeling that they have nothing to offer: "What you have is the expertise that people with money want."

Both Krasnow and Martin said that buyers should check out the references of their "team" and make sure there is a "kick-out" procedure in case the arrangement is not working well. Susan Ness, an assistant vice president with Washington-based American Security Bank, said that a loan application will often be given extra consideration if the applicant has ties to an established broker or lawyer.

On the contractual side, Krasnow pointed out that station acquisitions can differ from other transactions. Those differences include the fact that a buyer cannot pledge the station's license as collateral and that a transaction can be delayed by a petition to deny, or by action of the FCC. Those delays and uncertainties, he said, mean that any contract will have to specify closing dates and "drop-dead dates"—the deadline after which a deal is canceled.

One contractual clause that requires forethought, said Schutz, is "material adverse change," which refers to any dramatic change in the station's revenue or profit between the contract signing and the transaction's closing, several months later. "We propose a formula that defines adverse change and provides a remedy" (by altering the purchase price). Schutz said the change need not be adverse: "It is in our best interests to reward the seller if the station shows improvement during that time."

Martin expressed some nervousness about such clauses, saying that if he were a seller, the station price would then become "subject to things over which I have no control and which could be influenced by the banks, the buyer or the press." On the other hand, he said, if he were a buyer, there might be "certain things that would improve the station's performance in those few months that might be detrimental to it over the long term."

One example of that was provided by an audience member who said that the previous owner of a station filed numerous collection claims against advertisers just prior to relinquishing control of the station, thus making life difficult for the new owners. □

Station trading flurry brings new forms of financing

NAB panel discusses where to go for money and what kind to get to finance acquisitions

Along with the new world of station transactions has come the new world of acquisition financing, a topic explored during a Monday-afternoon panel session at the NAB, "Financing the Acquisition."

Not every broadcaster is able to tap the banks, the stock market and other sources of capital for millions of dollars. Gerald L. Hassell, senior vice president of the Bank of New York, said that banks look for credentials: "Obviously, we want to do business with experienced operators. We really try to look at past experience and whether the operator has been able to turn around stations. We also see how their reputation stacks up in the industry."

The often intangible quality, commitment, is deemed by some of those providing capital to be an important entrepreneurial quality. I. Martin Pompadur, managing general partner and CEO of Television Station Partners, and a general partner of Merrill

Lynch Media Partners, offered a tangible example of the commitment an operator has to have, even when most of the money is provided by outside sources: "If a deal we had done 10 years ago had fallen apart before closing, we, the general partners would have been out \$1.5 million in 'broken deal fees.'" The panelists generally agreed that those trying to finance single stations, especially independents, would have a harder time than those financing affiliates and groups—the latter because slack at one station in a group can be taken up by the other stations.

Steve Gormley, a partner at TA Associates, a Boston-based venture capital firm, said that group financing opens up the possibility of tapping the public marketplace (stock and debt) for funds.

The question of which method of financing is most appropriate for an acquisition depends on who the buyer is, said George Castell, vice president of corporate development for Viacom International: "Some of problems come about because of a lack of definition... Are you looking for a quick turnaround? Are you looking to build cash flow? Are you looking to be a public company?"

The best place to go for money is always changing, said Fred Seegal, managing director of the communications group at Shearson Lehman Brothers: "There are no hard and fast rules about the capital markets. There are things that happened in the past year that no one would have imagined."

The New York-based investment banker said, for instance, that insurance companies are getting more aggressive about regaining communications industry business previously lost to banks and the high-yield debt market. That assessment was confirmed by Pompadur, who said in a recent deal that insurance companies, which already were providing 75% of the debt in a transaction, tried to bid on the remaining 25% that was initially to be provided by banks.

The Bank of New York's Hassell said that banks were also becoming more flexible—loaning for longer periods, for instance: "There is very much a crossing over from one type of lender to the next."

Castell said that it was important to be getting as many financing ideas and acquisition candidates as possible. Open mindedness can lead to innovative solutions, he said, such as when Viacom wanted to buy a VHF independent in a large market but was



Pompadur, Castell, Hassell, Seegal, Gormley

afraid the purchase might excessively hurt the public company's earnings per share. It then found a limited partner (a very wealthy individual) and some insurance money—but still lost the station, falling \$2 million short on its bid.

A few do's and don'ts during the complex process of financing were discussed. Castell said that borrowing arrangements should be flexible, even if the price of that flexibility means a little higher interest rate: "Enter into a loan agreement or financing plan that you can live with."

Hassell said: "We encourage people in this market to look for some [interest rate] caps or other protection against higher rates." And Seegal noted that getting assured financing must come early in the acquisition process: "When we are conducting a sale, the last thing we want to do is give a buyer

time to raise money. The entrepreneur must think through financing ahead of time." He also suggested that entrepreneurs "... arm yourself with equity resources. One good thing is that if you have equity before you have found a defined property [to buy] you will find that the equity backers will likely add more equity once you have defined the property."

Seegal also suggested that some companies may want to consider the public equity marketplace and noted that a number of cable companies—Rogers Cablesystems, Century Communications and Cablevision—have made recent public offerings. "The only person you have to worry about then is the SEC (Securities and Exchange Commission) and your conscience." He said there has been more recent tapping of the public equity market by cable, because that indus-

try remembers the time when it was very difficult to raise capital: "Maybe there is some smugness on the TV side." Pompador reviewed some of the pros and cons of limited partnerships. On the positive side is that the general partner (usually the entrepreneur) has to put up very little of his own money and gets the satisfaction of controlling the operations. However, he said, decisions about when to sell the station may actually be made by the investment firm that is representing the interests of the limited partners. The outside partnership interests may also want to treat the entrepreneur "like an employee," especially if the revenue and profit projections are off.

Other considerations for the general partner include the initial, and sometimes considerable, costs of getting the deal under way, and the investment firm's fee. □

Music licensing, Hall of Fame inductions on radio luncheon menu

Tuesday's radio luncheon served as both a forum for announcing what appears to be a breakthrough in the music licensing dispute and for the induction of two broadcasting pioneers into NAB's Radio Hall of Fame.

Bob Henley, chairman of the All-Industry Radio Station Music License Committee and president of KGNR(AM)-KCTC(FM) Sacramento, Calif., told the attendees that the American Society of Composers, Authors and Publishers, which is involved in a court battle with the committee over new radio music license fees (BROADCASTING, April 7), has agreed to go back to the bargaining table. "But," said Henley, "if we don't get a fair agreement at the table, we won't hesitate to

fight in court."

Henley also said that the committee has asked the Department of Justice to establish a "rate court" for negotiating licenses with Broadcast Music Inc. similar to the one in place for ASCAP.

Also at the luncheon, the "voice of the New York Yankees" from 1939 through 1964, sportscaster Mel Allen, and, host of the long-running syndicated radio program, *Our Changing World*, commentator Earle Nightingale, were inducted into the Hall of Fame.

The luncheon's keynote speaker was Stan Freberg, known for innovative advertising techniques and comical copy writing, who

said his philosophy in approaching advertising is to "communicate with people the way you want them to communicate with you." He played a number of his commercials, including a new pro-radio spot he created at the request of NAB. Freberg said the people who influenced him the most in his early days in radio were the sound men. Why? "Because," he said, "they were selling the theater of the mind."

Another feature of the luncheon was the unveiling of a new NAB-commissioned audio presentation on the "importance" of radio, entitled "Radio: the Mind Connection." The 25-minute presentation was produced by the Otis Conner Cos., Dallas. □



At left, radio luncheon speaker and advertising legend Stan Freberg (r) is put through his paces by Mutual's Larry King, whose late-night show originated from the NAB convention on Monday and Tuesday last week. Above, Radio Hall of Fame inductees, Earl Nightingale (l) and Mel Allen (r) with NAB Radio Board Chairman John Dille.

How the excellent continue to excel

Survey of successful radio operations zeroes in on top-flight programming

As at last year's NAB convention, the "Radio in Search of Excellence" report, which looked at how 11 of the nation's top stations maintained their high quality performance, led the special day of radio workshops on Saturday (April 12). This time, however, the data specifically focused on programming strategies.

The study applied to radio operations the basic principles of the best-selling book, "In Search of Excellence," written by the consulting firm McKinsey & Co. The study was commissioned by the NAB in December 1984.

The 11 stations used in the study were: WWNC(AM) Asheville, N.C.; WRBQ(AM) Augusta, Ga.; WGN(AM) Chicago; WMMS(FM) Cleveland; KOSI(FM) Denver; KHS(FM) Los Angeles; WVOR-FM Rochester, N.Y.; KGO(AM) San Francisco; WRSC(AM) State College, Pa.; WKYS(FM) Washington, and KEYN-FM Wichita, Kan.

Sharon Patrick, a partner with McKinsey & Co. who ran the session, said that a second look at the stations over the past year shows that no outlet departed from the three-step programming process that first surfaced

last year: find a programming "hole" in the market through research (zero to two years); "take down the format walls" by moving to become more broad-based in audience appeal (three to four years), and become "synonymous" with the community (year five).

But Patrick said other ingredients, in addition to the three-step process, can provide success, specifically her company's "7S Model" (shared values, strategy, skill, staff, style, systems and structure).

At the heart of the "7S Model" are shared values, which Patrick called "a fundamental idea on which the station is built." For the sample stations, Patrick said two values emerged: quality and service.

As for two of the other elements of the 7S Model, skill and staff, most of the stations in the survey have a very selective hiring process and are committed to sales training. They also stress building recognizable, local voices. WMMS said most of its personalities grew up in Cleveland and know the market, which contributes to their longevity at the station and WMMS's success.

On style, most stations emphasize consistency, but they have a "disdain for complacency," said Patrick. "The only concept we have is change," said Bud Wertheimer, general manager of WVOR, in the updated study. "That's why we do intensive music and perceptual research."

Patrick characterized the internal systems and structure of the top stations in the study as having "tight central guidance with maximum autonomy." Wally Clark, vice presi-

dent and general manager, KHS(FM) Los Angeles, said it's sometimes hard to tell disk jockeys what to do. "But you can get them to agree philosophically with you." □

Test run for political ads in 1986

Some in Congress say bill won't get passed if broadcasters use proper discretion in '86 campaign

Congressional panelists urged broadcasters at the NAB convention last week to exercise editorial discretion when airing so-called negative political ads. They suggested that if broadcasters refrain from airing negative ads that attack candidates unfairly, there would be no need for government intervention.

The broadcasters' role in the political process, particularly as it deals with negative political ads, was debated by moderator Wallace Jorgenson, Jefferson-Pilot Broadcasting; Senators James J. Exon (D-Neb.) and Ted Stevens (R-Alaska); Representatives Mike Oxley (R-Ohio) and Larry Smith (D-Fla.), and broadcasters Gary Capps, Capps Broadcasting, Bend, Ore., and Paul Davis of WGN-TV Chicago.

Congressional concern over negative campaign advertising arose last year when

**IF THE
STATUE OF
LIBERTY
COULD TALK
ON YOUR
STATION:**

**"I would tell
your audience
that 1 out of 2
Americans are
neglecting an
important
freedom."**

ORDER FREE!

**THAT'S THE MESSAGE THESE 60-SECOND
AND 30-SECOND RADIO AND TELEVISION
SPOTS COMMUNICATE TO YOUR AUDIENCE.**

The Statue of Liberty is suffering from the ills of age combined with lack of preventive care. And so she has deteriorated.

The health of the human being is much the same.

Contrary to popular belief, one should not wait until outward signs of health deficiencies show up, for often health problems have progressed to a serious point when major symptoms show up.

The other problem is that most people hesitate to get a second or third opinion, which is not only their right but also basic to making a wise decision about health care.

This important public service television and radio campaign helps the Statue of Liberty/Ellis Island Fund and makes Americans more aware of this personal freedom.

TO: American Chiropractic Association
1916 Wilson Blvd., Arlington, Virginia 22201

86-2

Please send me copies of "THE STATUE OF LIBERTY"

public service spots for:

- ☐ Television (One 30 sec.)
_____ Filmed Spots
_____ ¾" Videocassette
☐ Radio (Two 60 sec. & two 30 sec. taped spots)

I understand the spots will be sent without cost or obligation.

Public Service Director _____

Station _____

Street Address _____

City _____ State _____ Zip _____



Jorgenson, Smith, Oxley, Davis, Stevens, Exon, Capps

three bills were introduced—S. 1310, S. 1806 and H.R. 3799—that would expand the equal time provisions of the political broadcasting laws.

Exon urged broadcasters to go along with the "White Paper" published by NAB. It advises the industry to act responsibly in agreeing to air negative commercials. Exon praised NAB's White Paper for citing some of the serious difficulties that exist with political commercials.

"Unless you go along with the White Paper, you're going to see Congress, whether you like it or not, do something," Exon said. He believes broadcasters have not been as responsible as they could be. "You have the right to make editorial decisions. It's up to you," he said.

Smith agreed that broadcasters should act responsibly. But he also thought the legislation raises some constitutional concerns. "There is a problem with negative campaign ads, but we really don't know how to fix that problem specifically. It's a real problem. It must be addressed," he said.

"Some of these claims and charges are difficult for the local broadcaster to track and find out what really is the truth," Jorgenson noted. Davis believed the legislation represents a push to regulate political advertising in the same manner as cigarette advertising. "Aside from all of the venomous advertising and speech making I've seen," Davis said, "I am still concerned the issues that are surfacing are not surfacing through negative ads."

Oxley criticized the legislation for what he called a bias toward incumbents. The bills, he said, could be labeled the "Incumbents Protection Act." The bills would require broadcasters to provide free equal time to candidates attacked in negative political ads sponsored by independent political action groups. Nor is Oxley alarmed over the use of negative ads. In many cases, negative ads have backfired against the candidates or organizations using them, Oxley said.

Capps noted that licensees can decide whether to accept the ads. The problem, he said, is that broadcasters are not sensitized to the issue. Exon noted that what is really being debated is the issue of ads sponsored by third party groups. If broadcasters can deal with the problem on a local level, then all the better. Exon said.

Smith said: "What you have is a hodge-podge of editorial judgments over what to do. I would like to see broadcasters refuse to take independent PAC ads. Some of the ads

that run were absolutely horrendous and outside the norm of good taste," Smith said.

Stevens defended the legislation for highlighting the issue and bringing it to the industry's attention. Moreover, Stevens felt the measure did not necessarily protect incumbents. "My experience with most negative ads," Stevens said, "is that they are against incumbents."

Capps argued that the legislation was unconstitutional. "Why go after the broadcasters? Why not go after the PAC's?" he asked.

Stevens, however, emphasized that the measure is designed to make broadcasters think about their involvement in the political process. The real question, he said, is "what is your role. It goes beyond looking at ads." Capps agreed that there is a problem with ads and that broadcasters need to exercise editorial judgments. "But it's better for broadcasters to exercise editorial judgment than the government," he said. □

Gauging the growth in station prices

Leaps in value of broadcast stations are creating whole new ball game for acquisitions and valuation of properties

There are new yardsticks to decide what a television station is worth, said Tribune Broadcasting President James Dowdle in introducing a panel session, "What's a TV Station Worth Today?" Dowdle said: "The past 15 or 16 months will go into the history books as a time when the industry really changed." Dowdle's company made some of that history with its \$510-million purchase of KTLA(TV) Los Angeles, the record.

One of the changes, he said, was that "Wall Street has finally recognized broad-

casting," an assertion that was confirmed by the large number of bankers and other financial community members who helped pack the Monday afternoon session.

Other members of the panel provided additional reasons for the new era of station valuation. Marvin Shapiro, executive vice president of Veronis Suhler & Associates, said it was due to a sudden awakening by the financial community that although the broadcasting industry lacked "hard assets," it was still very profitable, and predictably so.

Daniel Gold, who heads the broadcasting operations of Knight-Ridder, attributed much of the new valuation of broadcasting to the FCC's dropping its antitrafficking rule which previously required a buyer to hold a station for three years before selling it again: "The financial community was not interested before in getting locked into a situation for three years. The ability to traffic in TV stations has brought a lot of people out of the woodwork," said Gold.

George Lilly, president of the Montana Television Group, said it was not so much the availability of money that influenced station values as it was the presence of money-oriented people.

And Peter Desnos, president of Burnham Broadcasting, said the decline in interest rates and the FCC's decision to increase the number of stations one company could own also added to station values: "Also we have learned with some great assurance that we have a wonderful industry, secure against some of the competing technologies."

The most common measurement of a station's value, its price divided by its operating cash flow—revenue minus necessary and cash consuming expenses—can be a poor method for valuing a station if poorly applied, cautioned Desnos. "I think one of the great misconceptions is the influence of trailing or current cash flow. It will be prologue to the future depending how I operate



Dowdle, Desnos, Gold, Lilly, Shapiro

it. When you get 30 people looking at a TV station, the wonderful thing is that many will reach a different answer."

Shapiro said that one reason for different valuations of a station is the "synergy" a station would bring to an already existing station group.

Still, the Veronis, Suhler executive vice president cautioned against the optimism of some buyers: "Many deals have been done where cash flow/revenue is already 52%. I wonder how new owners can improve margins and I think we are starting to push the limits of cash-flow improvement."

Also contributing to relatively high station prices, said the panel, is the selling process known as blind bidding—also referred to as an auction process. Lilly commented: "I think blind bidding tends to bring out emotion and there are people who don't want to lose." Gold said that blind bidding called for "disciplined" buyers, and added that "this may just be a period in broadcasting [which] will be modified somewhat."

Despite the higher prices, there has been enough money to support the marketplace, said Desnos, who noted the development of financing mechanisms such as limited partnerships and venture capital: "To pick up an issue of BROADCASTING recently and see KKR [Kohlberg Kravis Roberts & Co.] as one of the leading broadcasters was shocking."

Other panelists also noted the "different breed" of station owners. Lilly said there was perhaps a drifting away from community service and show business and toward treating stations merely as investments: "It's hard to serve the community when they sell the station before they close on it."

There are other, different forces that may possibly cast a shadow over station values, the panel suggested. Lilly said broadcasting always provides a "legitimate opportunity for failure, although up until this time it was almost impossible to fail. But there is no doubt in my mind that there are far too many independents to survive. A few failures might make people nervous."

Desnos agreed, saying: "The same failure by buyers to discriminate between weak and strong stations led to a rise in multiples, and problems with the weaker stations will also lead to fall."

Other changes that the panelists suggested might make a difference in the future station trading marketplace included a change in the prime time access rule, or technological changes brought about by international agreement (such as changes in the spectrum caused by the adoption of high-definition television). The panelists generally did not think the marketplace had too much to fear from government action, either regulatory or tax-oriented.

By putting the various marketplace pressures together, the panelists created their own predictions of future station values. "My sense of it is that there will continue to be high multiples [of cash flow] paid," Shapiro said. He said that although a reversal to higher interest rates could slow station-trading activity down, "there are still a lot of people who want to get in a lot of markets."

Lilly predicted: "As long as we are dealing with a limited resource [TV stations] the

value in television properties will remain high. One thing that financial people have shown us is that we have clearly undervalued our television properties."

Gold said of the future that "we will never again return to [a station price of] 10 times earnings, but instead will see 12 to 13 times as a base and will go from there."

Desnos repeated his thoughts that failures of some independent TV's might lead to at least some more conservative pricing in that segment of the industry, but that overall "creation of new sources of capital will more than likely drive the prices up for the near term." □

Megarates study reveals how to raise ad prices

Increase demand for spots, use counselor-sell approach, sell added value are among recommendations

How to raise the level of pricing for radio spots was the focus of a major study unveiled for the first time at a Monday morning NAB workshop. Entitled, "Megarates: How to Get Top Dollar for Your Spots," the study, which was commissioned by the NAB and conducted by The Research Group, Seattle, was based on interviews with 51 managers and sales managers known for getting high rates. "This could prove to be one of the most significant contributions to the radio industry," said John Abel, executive vice president/operations, NAB, in opening the session.

Bill Moyes, chairman of The Research Group, who presented the study's findings, told the group that it would be unrealistic for broadcasters to think they can double their rates overnight. However, he said one aim could be sales growth of 20% over one year. The Research Group executive gave an example of how a station with a fixed operating cost of \$40,000 per month could increase its profit margin by as much as 79% (less commissions and operating costs) when raising rates by 20% between 6 a.m. and 8 p.m.

According to the Megarates study, there is a three-step formula on "demand curve pricing" that can be applied for achieving higher rates. The three principles are: "Price is only a function of supply and demand, not what the other stations charge; test the 'demand ceiling' aggressively and review grid rates daily, and work constantly to increase the demand for your limited supply."

Moyes said that Megarates managers never sell out their inventory for the week. "Being sold out is the best guide for signaling that your rates are too low," he said. Megarates managers, said Moyes, also continually challenge their sales people to bring the highest possible rates "even if it means walking away from the business," said Moyes.

Good ratings aside, the study revealed the top three ways Megarates stations create more demand for their inventory. Topping the list are success stories and testimonial letters to demonstrate results. That was followed by training and coaching the sales staff through utilization of the "counselor-sell" approach which focuses on the needs of the customer, and working to maintain "consistency of performance" which includes not only a consistency in ratings and quality of product, but "consistency in the practice of rate maximizing techniques."

For overcoming rate objections, the Megarates managers suggest managers establish a "value-added" concept, a value beyond price for the station upfront, as well as averaging lower cost-per-point stations into the buy. The managers were also advised to challenge the cost-per-point criteria of the buyer. Moyes said "cost per result" not cost per point is the Megarates manager's new definition of efficiency.

Other data from the study showed that 8% of the Megarates managers don't use rate cards and many (72%) don't use frequency discounts. Also, 94% of the managers polled use grid cards and 72% make reach and frequency data available to clients.

"In order to maximize your rates, you need to sell the sales staff on the value of the station," said Perry Ury, vice president and general manager, WTIC-AM-FM Hartford, Conn., at a follow-up Megarates panel discussion. "We get better rates than many television stations in town, both for prime time and the fringe periods," he said. "We get it because we sell the 'perceived value' of the station... Our people rarely go out with a ratings book in hand. But the belief has to start with the managers, who, in turn, transmit it to the sales staff," said Ury.

One of the most important strategies used by the Katz Radio Group, said Katz's Steve Marx, is to make price comparisons for the buyer "irrelevant." He also noted that the "counselor-sell" approach to radio sales marketing is inappropriate for the buyer. "You need to [directly] talk to the clients about what's important to them," he said.

Also on the panel were Larry Campbell, president, and Jim Woodyard, vice president, of The Research Group. □



Ury, Marx, Campbell, Woodyard, Moyes

FCC releases reminder on enhanced underwriting

Commission says it will penalize public broadcasters who violate guidelines; key prohibition prevents sales of goods and services

The FCC has issued a warning that it will enforce its enhanced underwriting rules for noncommercial broadcasting and said it will penalize public broadcasting licensees who violate them.

The action follows the agency's relaxation of the enhanced underwriting rules in March 1984, allowing public broadcasters to expand their donor acknowledgements to help financially support operations and program production. While the FCC guidelines allow public broadcasters to acknowledge those donating funds on the air, they prohibit broadcasts of announcements promoting the sale of goods and services of "for-profit entities" in return for money. Specifically, the FCC rules allow logograms or slogans that identify and don't promote: location information; "value neutral descriptions" of a product line or service, and brand and trade names and product or service listings.

Examples of permissible broadcasts, the FCC said, are logos or logograms that do not contain "comparative or qualitative descriptions of the donor's products or services." Also, company slogans which contain "general product-line descriptions" are allowed "if not designed to be promotional in nature." Public broadcasters may also use visual depictions of specific products and telephone numbers in their acknowledgements.

In its latest public notice, the commission said it will continue to scrutinize questionable noncommercial underwriting messages and cite those not complying with the FCC rules. The commission has taken such action in the past. In October 1985, it issued "notices of apparent liability" to the licensees of two public stations for "repeatedly airing commercial messages" in violation of the Communications Act and the FCC rules. Additionally, the FCC warned the licensee of a third station about airing underwriting announcements that contained comparative and qualitative descriptions of the donors' products and services.

The FCC said it will rely on public broadcasters' "reasonable good faith judgments" in distinguishing between announcements that "identify rather than promote" and gave examples of announcements that would violate FCC rules: Those messages containing prices (including interest rates); those containing "a call to action," such as: "Try product X next time you buy oil," and announcements having an incentive to buy, sell, rent or lease, such as a "special gift for the first 50 visitors."

Additionally, the FCC listed those ads which have drawn letters of warnings or forfeitures for rule violations, including an ad

for Genesee Beer that says "Our one brewery makes it best..."; a fur shop that said it sells fur that "stands above the rest," and a limousine service that suggests "spoil[ing] yourself or a client" with an evening in a limousine.

In its clarification, the FCC also upheld its 1982 order allowing the sale of program-related materials, provided that the sponsor of the offering is clearly identified in the announcement; cautioned noncommercial broadcasters "to exercise care to insure that

the promotion of program-related goods or services during children's programs is in compliance with the commission's policy against host-selling," and said it expects "as a minimum, periodic monitoring" of foreign-language programs by those proficient in the foreign language being broadcast "in order to assure licensee control of programming the licensee may not otherwise understand." Failure to do so may raise "serious questions as to the station's operation in the public interest," the FCC said. □

Washington Watch

Revocation proceeding. The FCC has ordered Silver Star Communications—Albany Inc. to show cause why its licenses for WJUM(AM)-WFAV(FM) Cordele, Ga., shouldn't be revoked. According to FCC, staff investigation indicated that Silver Star may have abused commission's distress sale process and also may have transferred control of stations without commission authorization in violation of Communications Act. In press release, FCC said investigation had raised "serious questions" about Silver Star's qualifications to remain licensee of Cordele stations. Dr. John Robert E. Lee is 51% owner of Cordele stations. According to FCC staffer, Lee also has majority interest in WOKS(AM)-WFXE(FM) Columbus, Ga., and 20% interest in WRIF(FM) Detroit. □

Cul de sac. FCC has given Owosso Broadcasting, licensee of WOAP-AM-FM OWOSSO, Mich., until March 1, 1987, to divest radio stations or co-owned *Owosso Argus Press*. FCC had originally directed that licensee, and 15 others, to divest when it adopted rule generally prohibiting combined ownership of broadcast stations and daily newspapers in same market in 1975. Owosso Broadcasting pursued variety of appeals since then. □

Appellate affirmation. Three-member panel of Court of Appeals in Washington has affirmed FCC's grant of Class C FM to Barnacle Broadcasting Ltd. in Port Royal, S.C. Barnacle won out for specifying Port Royal, which had no local transmission service. Beaufort County Broadcasting, mutually exclusive applicant for adjacent community of Beaufort, which already served as base for three local stations, appealed. Beaufort County argued that commission had erred in failing to hold hearing on whether Barnacle genuinely would provide first service to Port Royal, and for not permitting Beaufort County to amend its application to change its community of license to Port Royal. Beaufort Broadcasting also asserted that FCC had erred in preferring Port Royal since both applicants proposed high-power regional service that covered both communities of license involved. Appellate court, however, said FCC's judgment here had been on target. Barnacle's president and majority owner is Pegram Harrison, who also owns WNOX-FM Columbia, S.C. □

Collection delay. FCC doesn't expect to be able to start collecting cash under fee-collection program approved (BROADCASTING, April 14) before April 1, 1987, according to Edward Minkel, FCC managing director. At press conference, Minkel said FCC planned to ask Congress for additional \$1 million for fiscal 1987 for computer equipment and about 38 employees for fee-collection program. He also said if commission implemented program by April 1987, program could raise \$15 million through remainder of year. In press release, FCC also said it would launch rulemaking to establish rules and policies for program. □

Over. FCC has terminated proceeding examining interference-related compatibility problems between broadcast and VHF aeronautical radio services. □

Another idea. Grace Cathedral Inc. has asked FCC to reject industry must-carry compromise proposal as "self-serving and unconstitutional" and to set out Grace's own proposed rule for public comment. Grace Cathedral, which is buying newly constructed UHF in Akron, Ohio, has recommended rule that would require cable operators to carry start-up stations for five years but grant waivers to those systems that elect not to use

compulsory copyright license (BROADCASTING, March 31). In comments at FCC, Grace Cathedral questioned singling out of industry must-carry compromise proposal for comment. "The public and any commenters are presented with only the proposal advanced by entrenched broadcast and cable interests," Grace Cathedral said. "Such a narrow framing of the issue conveys the impression that other alternatives are either unavailable or not worthy of attention and comment, even though that clearly is not the case."

□

Labor cases. Patricia Diaz Dennis, who will move soon to FCC from National Labor Relations Board, participated in two NLRB cases involving communications companies in past few weeks, and in both she was part of majority ruling against management. In one, involving WLNE(TV) Providence, R.I., Dennis and two other members of three-member panel affirmed administrative law judge's finding that station's refusal to make profit-sharing payment it had promised to employees was unlawful. Station had conditioned payment on ratification of collective-bargaining agreement. Panel ordered station to make payment plus interest. In case of Quality C.A.T.V. Inc., Dennis and one other panel member reversed decision of ALJ and held that system had violated labor act in firing two of its employees. They had refused to climb telephone pole that was wet, which, majority said, was "protected activity." Majority ordered workers reinstated and paid back earnings. NLRB chairman, Donald L. Dotson, dissented, would have affirmed judge.

□

Modification request. Wilbert A. Tatum, chairman and editor of *New York Amsterdam News*, has asked FCC to modify license of RKO General Inc.'s WOR-TV Secaucus, N.J., to prohibit GenCorp, RKO's parent, from realizing "windfall profits" on sale of station and to require sale or transfer to "comply with the localism principles by mandating that any sale be made to an applicant owned and/or controlled by local residents." Tatum alleged that windfall profits would be realized through proposed sale of station to MCA for \$387 million. Tatum is also chairman of Palisades-Amsterdam Communications, which he said was formed "as a minority controlled media company in an effort to secure local control over at least one of these most valuable [VHF] television outlets" in New York metropolitan area.

□

Power turned down. FCC has affirmed staff action denying Ware Communications, permittee of low-power television station K09SS (ch. 9) Flagstaff, Ariz., waiver to raise power from 10 w, maximum permitted LPTV on VHF channel, to 100 w. FCC said Ware Communications had not shown its situation presented "any extraordinary circumstances so as to make waiver of the 10-watt power limitation in the public interest."

□

VBI proposal. FCC has proposed to permit immediate use of additional lines for nonbroadcast services offered on TV signal's vertical blanking interval. Current rule prohibits use of lines 10-13 until 1988. Line 14 was restricted to 40 IRE until same year. After that, IRE levels on lines 10-14 would be permitted to rise gradually to 70 IRE for lines 10-12 and 80 IRE for lines 13 and 14. In notice of proposed rulemaking, FCC has proposed to permit immediate use of lines 10-12 at 70 IRE and lines 13 and 14 at 80 IRE. Comments are due May 29; replies are due June 13.

□

Discrimination charged. Former television production assistant at NBC-TV has filed complaint with New York State Division of Human Rights alleging that network discriminated against her in its hiring practices because of her race (she is black) and sex. Former employee, Elizabeth Collings, also charged that NBC discriminated against her in "retaliation" for having raised complaint about sexual harassment by male superior. Collings said her attorneys were preparing court suits to be filed on her behalf, including \$10-million breach of contract suit in New York State Supreme Court. She said breach of contract charge refers to alleged violations by NBC of two earlier out-of-court settlements stemming from initial sexual harassment claim. Collings also said she may file suit in federal district court alleging network, by discriminating against her, violated federal laws covered under Title 7 of Civil Rights Act. Several NBC executives declined to talk about specifics of case citing company-wide policy not to discuss cases in litigation.

□

Still trying. Public Broadcasting Service's negotiations during week of April 1 over fire-related \$30.1-million insurance claim ("Washington Watch," March 10), have been adjourned. PBS's deadline to reach "reasonable settlement" by April 15 or pursue litigation has been extended 90 days, said Neil Mahrer, chief executive officer of PBS Enterprises.

□

Training money. Corporation for Public Broadcasting has granted \$180,304 for 16 training grants for women and minorities. Funds will go to nine noncommercial radio and seven noncommercial television organizations to provide training to "help minorities and women increase their employment opportunities in public broadcasting and to encourage upward mobility for those now in lower-level public broadcasting jobs," CPB said.

No obscenity for FCC

Commission takes case involving STV station away from ALJ's, saying it is not empowered to determine what is considered obscene

The FCC doesn't think it should attempt to determine whether programing is obscene.

That's what it said last week in refusing to permit an FCC administrative law judge to consider an obscenity issue in a comparative renewal case pitting group owner Harriscope Broadcasting Corp.'s Video 44, licensee of WSNS(TV) Chicago, against the competing application of Monroe Communications. The FCC Review Board remanded the case to the ALJ to consider whether WSNS, formerly a subscription television station, had transmitted obscene programing in its STV service, and if so, what effect that should have on its qualifications to be an FCC licensee (BROADCASTING, Sept. 16, 1985).

But in its order last week, the FCC removed the obscenity issue from consideration. The commission conceded that it had exercised "concurrent jurisdiction" to enforce the federal obscenity statute in the past. But, "upon reflection," the FCC said it believed it should exercise "greater restraint" in the area.

"We believe that the commission should not attempt to determine in the first instance whether material is obscene, but rather, should defer to local authorities," the FCC said. "Our concern in this area arises from the First Amendment ramifications of the obscenity question. Obscene material is not protected speech under the First Amendment, whereas material which is not obscene, even if sexually explicit, is protected speech. Consequently, a failure to exercise restraint presents the threat of serious intrusion into the First Amendment rights of licensees and the public.

"In formulating its obscenity criteria, the Supreme Court anticipated that determinations would be made by local juries based on their familiarity with local community standards," the commission added. "Obviously, no such mechanism could be applied in commission proceedings. While the Supreme Court did provide for alternative means to determine community standards, if necessary, such as the use of expert witnesses, we believe that, in the context of commission proceedings, these would be highly burdensome and of dubious reliability. In particular, we are concerned that this could lead to taking an unduly restrictive view of adult-oriented programing. As we have previously recognized, adult programing is a common feature of subscription services, as it is indeed a feature of local movie theaters and videocassette services. In commission licensing proceedings, opponents of a licensee's renewal application, for example a mutually exclusive applicant, may well have a strong incentive to raise allegations of obscenity, even where no parallel concern exists in the local community itself.

"Accordingly, we believe it would be de-

sirable to rely on local prosecutors to recognize situations in which a perceived threat to local community standards actually exists. In our view, such an approach will serve both to protect the commission's processes from unproductive litigation and to give appropriate deference to the expertise of local community officials in recognizing the ability of their communities to tolerate diverse and arguably offensive programming. In cases where a licensee has been convicted of violating [the federal obscenity statute] the commission would take appropriate action" under its character guidelines.

Harriscop would not appear to have fared as well under the other aspect of the commission's ruling, however.

In the initial decision in the case, ALJ Joseph Chachkin had found that Video 44 did not deserve renewal expectancy (which gives an incumbent broadcaster a leg up over a challenger) on grounds that it had not been broadcasting news or regular local programs and had, among other things, effectively shut down its studios. Chachkin denied renewal and granted the competing application of Monroe, which is owned by Robert L. Haig (36%) and 10 others. Haig also has interests in WGMY(AM) Charlotte, Mich., and WGLY(FM) Goulds, Fla.

In an appeal to the Review Board, Video 44 alleged that the ALJ had been wrong to deny it renewal expectancy and should have considered the public interest value of its STV operation in deciding that issue. As a result, the board asked the FCC to rule on whether the past performance of an incumbent STV licensee should be judged by the same renewal expectancy standards that are applied to conventional broadcast stations. The FCC answered in the affirmative. "In evaluating whether an STV operator's past performance merits a renewal expectancy, the standards applied should be essentially the same for an STV operator as for a conventional licensee," the FCC said. "We do not mean to suggest that any rigid formula should be mechanically applied in evaluating either conventional or STV operators. Rather, we mean only that the same underlying factors are relevant in either case." □

Draft obscenity report urges FCC to act on pornography

It says FCC should use its powers to crack down on cable programmers who "transmit obscene programs"

Among the draft recommendations the U.S. Attorney General's Commission on Pornography is considering is that the FCC use its "full regulatory powers and impose appropriate sanctions against cable television programmers which transmit obscene and indecent programs." The commission, according to draft documents, also wants the FCC to clamp down on those who provide "dial-a-porn" services.

According to the American Civil Liberties Union, which obtained the commission's working papers in a settlement of a lawsuit it

Back to court. Grandbanke Corp., a competing applicant in the comparative renewal proceeding for Simon Geller's WYCA-FM Gloucester, Mass., last week asked the Court of Appeals in Washington to review the FCC's decision renewing Geller's license for the station. It's not the first time the court has been asked to consider the case. In 1982, the FCC denied Geller renewal and granted Grandbanke's application (BROADCASTING, May 24, 1982). At that time, the FCC held that Geller, who was broadcasting mostly symphonic music, didn't warrant renewal expectancy for his past programming record, which was short on non-entertainment programming, and found Grandbanke preferred on comparative grounds. In the first go around, the appellate court affirmed the finding that Geller did not warrant renewal expectancy. But the court criticized the FCC's diminishing Geller's preferences for diversity and integration on grounds that he had failed to provide "adequate" informational programming and to ascertain community needs. On remand from the appellate court, the FCC then granted Geller renewal on diversification grounds (BROADCASTING, Dec. 16, 1985).

had filed against the Department of Justice alleging that withholding the documents was in violation of the Federal Advisory Committee Act, the commission report appears to equate "indecent" programming with "R-rated fare."

The commission documents also recommend, among other things, that Congress amend the Mann Act to make it gender neutral; that Congress amend Title 18 of the U.S. Code, which now prohibits the broadcast of obscenity, to "specifically proscribe obscene cable television programming"; that state legislatures amend obscenity statutes to make second obscenity offenses felonies; that the attorney general appoint a high-ranking official from the Department of Justice to oversee the creation and operation of an obscenity task force, which would consist of special assistant U.S. attorneys and federal agents who would assist in the prosecution and investigation of obscenity cases; that U.S. attorneys should use "new and existing" federal statutes to prosecute obscenity violations involving cable TV; that state and local prosecutors use existing state statutes to prosecute obscenity violations involving cable and satellite TV; that state and local public health authorities investigate conditions within pornographic bookstores and arcades and enforce the laws against any health violations found on the premises; that the President's Commission on Uniform Sentencing consider a provision for a mandatory minimum of one year imprisonment for any second or subsequent violation of federal law involving obscene material that depicts adults; that "judges should impose substantial periods of incarceration for persons who are repeatedly convicted of obscenity law violations and when appropriate should order payment of restitution to identified victims as part of the sentence," and that public and social service agencies provide

"medical, mental health and victim support services for persons who have suffered harm through the production, distribution or use of obscene materials."

The commission, chaired by Henry Hudson, commonwealth attorney for Arlington County, Va., is supposed to begin its final working session April 29. Its final report is scheduled for release in June. □

Newsletter draws Fifth Estate support

Groups file amicus brief supporting anti-abortion group's right to publish

In a friend-of-the-court brief with the Supreme Court, the Reporters Committee for Freedom of the Press, the National Association of Broadcasters, the Radio-Television News Directors Association, the Public Broadcasting Service and several other media groups are seeking a ruling that uphold what they say is the First Amendment right of a nonprofit, right-to-life corporation to pay for and publish its views on candidates in a federal election. The brief, in support of the Massachusetts Citizens for Life Inc., a nonprofit corporation opposed to abortion challenges the position of Federal Election Commission in *FEC v. MCFL*.

According to the brief, the MCFL published a special September 1978 election issue of its newsletter which detailed the positions on abortion-related issues of about 500 Massachusetts candidates for state and federal offices. According to the FEC, the edition, which was sent to about 6,000 MCFL contributors and about 50,000 noncontributors, contained photos of some pro-life candidates and exhorted readers to "vote pro-life." (A subsequent supplemental issue was also published to correct errors in the first edition.) The FEC maintains that MCFL's expenditures for the publications (\$9,812.76) violated the Federal Election Campaign Act's ban on corporate spending "in connection with" a federal election. It is a "clear-cut violation," said Fred Eiland, an FEC press officer, because MCFL spent money on sending material to the general public advocating the election or defeat of "clearly identified candidates."

After unsuccessfully attempting to resolve the matter with MCFL in February 1982, the FEC filed suit against the group in the U.S. District Court for Massachusetts. In June 1984, the District Court granted a summary judgment to MCFL, and held that the group's spending for the special election editions did not constitute prohibited corporate expenditures but fell within the election law's news exemptions. The District Court also held that if MCFL's expenditures for the special election editions were prohibited, it was a violation of MCFL's First Amendment rights. The FEC appealed in October 1985 and the Appeals Court subsequently found that FECA's ban on corporate expenditures applied to MCFL's special election editions but held that the statute "was unconstitutional as applied to a publication by a nonprofit ideological corporation such as MCFL," the RCFP brief said. The FEC appealed to the Supreme Court. □

U.S. programmers converge in Cannes

Privatization of Europe seen is boon for distributors

This week, against the backdrop of the growth in the number of private television outlets in European markets, U.S. syndicators will again assemble in Cannes for the *Marché International des Programmes de Télévision* (MIP-TV), with thoughts of scoring more sales and adapting their marketing skills to the changing global environment.

Some 1,500 distributors and buyers from 15 countries are expected for the 22d annual MIP-TV, with total attendance projected to be around 6,000. There will be 56 new stands this year occupying three new levels of the Palais.

This year's international programming bazaar will continue to be dominated by U.S. companies, as in years past. The combined total production of U.S. companies is roughly 20,000 hours a year.

And as in the past, the major studios will yield a good portion of the festival business to the major independent producers—Emmery, Lorimar-Telepictures, Viacom, Orion and Worldvision. As a spokesman for 20th Century Fox (which will not attend the convention as it did last year) put it, the May screenings in Los Angeles—where studios show product that has made network schedules for the fall season—have become a de facto festival. Many international buyers acquire product that is guaranteed to go into production, instead of looking at pilots of shows that may never be produced. The annual Los Angeles screenings, said Carlos Zarba, president of Netspan, and New York's Spanish-language WJLU-TV, are now the "only television market without a name."

Also set to expand their presence in the international arena are the three American television broadcasting networks.

But whatever the relative strengths of studios screenings in May, MIP-TV is hardly taken for granted as a television program bazaar. "This is an enormous meeting place, the largest of its type," said Jerome Wexler, president of NBC Enterprises. The Cannes gathering spawns sales that cross into home video, cable and other programming vehicles.

By all accounts the number of broadcast outlets attending is growing, almost exponentially. Universally referred to as choice opportunities this year, as last year, are Germany, as well as France and Spain, where Italian broadcasting entrepreneur Silvio Berlusconi may soon be operating. In addition, political changes are sparking further deregulatory stances by many governments and, in turn, opening other markets. Bruce Gordon, president, Paramount International Service Limited, for example, said that it "won't be long before the Philippines will be



The Palais

coming back" into the marketplace.

Bert Cohen, senior vice president, international, Worldvision, said prices will rise in the short-term because of the rapidly increasing number of outlets coming on line. Cohen cited France as a country where outlet proliferation has begun, and added that Spain and Germany were due to follow.

Although American comedies do not have a history of playing well abroad, both NBC and Viacom have shows bucking that trend. NBC Productions's *Punky Brewster*, a sitcom introduced last year, and Viacom's *The Cosby Show*, also in its second year of selling overseas, have both broken tradition.

For the most part, international sales staples consist of action-adventure shows and

dramas, according to David Sifford, president of the King World Enterprises, King World's two-year-old international division. In that vein, King World is selling *Night Heat*, which currently airs late nights on Wednesday on CBS. Additionally, King World will be looking to expand its present lineup of countries for the licensing of game shows. Not only have domestic successes like *Wheel of Fortune* and *Jeopardy* done well in re-formatted versions overseas, but *Headline Chasers*, a ratings disappointment here, has done well internationally in re-formatted form. For the networks, sale opportunities continue to be promising through sales of news and sports programs. A list of principle U.S. exhibitors appears below. □

ABC Pictures International 2.20/4.19
1330 Avenue of the Americas, New York 10019

Liberty Weekend '86, Moonlighting, Acceptable Risks, Triple Cross. **Staff:** Herb Granath, John Healy, Archie Purvis, William Vitale, June Shelley, Sandra Dorsey.

American National Enterprises 3.24, 5.23
106 W. 2950 South, Salt Lake City 84115

Anemagic (10), Izzy & Moe, Killing 'Em Softly, China Rose, Lily in Love, Vultures, Heart, Ups & Downs, Goldenrod, Once Upon a Scoundrel, Bimini Code, Beasts, Lost, Didn't You Hear?, Hooch, Mountain Charlie, Skateboard Madness, Smoke in the Wind, Spittin' Image, Stuckey's Last Stand, 2 Catch 2, The Deadly and the Beautiful, Surabaya Conspiracy, Escape from Angola, Evidence of Power, The Last Reunion, Medusa, Pursuit, Pushing up Daisies, South Seas Massacre, The Legend of Alfred Packer, Class of '74, Reels of Fortune (16), Warriors (12), Rainbow Family Theater (12), Eagle I (13), The American Diary (6), The Eaglet (10). **Staff:** Rip Coalson, Robyn Anderson, Lindsey Dudevoir, Rockee Siminaitis.

BBC Enterprises 17.04/19.01
Woodlands, 80 Wood Ln., London W12 0TT

That Uncertain Feeling (4), Lovelace (7), Bluebell (8), Arena, Hotel Du Lac, Birds for All Seasons, Yes Prime Minister (8), Silas Marner. **Staff:** Michael Checkland, Bryon Parkin, Roy Gibbs, John Kelly, Ray Stiles, Sheila Hamilton, Ian Duncan.

Isme Bennie International 5.09
307 Davenport Rd., Toronto M5R 1K5

Peter Ustinov's Russia (6), Free to Fly (13), Owl/TV (10), The Kids of Degrassi Street (26), Battle of the Monster Trucks, Artie Shaw: Time Is All You've Got, Floating... Across Canada, Trespass, Lugosi. **Staff:** Isme Bennie.

Blair Entertainment 5.01
1290 Avenue of the Americas, New York 10104

The Lollipop Dragon*, SCTV (52), The Cisco Kid (156), The Great Chefs (52). **Staff:** Richard Coveny, Guy Mazzeo, Tony Brown, Phil Kent.

Brightstar Communications
Visnews booth
Visnews House, Cumberland Ave., London NW10 7EH

Worldwide satellite syndicated services. **Staff:** Peter Marshall, Ernest Samuel, Gary Worth, Hesi Carmel, John Milman, Paul Binstead.

Brightstar Communications
of America **Hotel du Cap**
1801 Avenue of the Stars, Suite 435, Los Angeles 90067

Satellite syndicated services for the U.S. and the world. **Staff:** Ernest Samuel, Gary Worth.

Cannon Television
640 San Vicente Blvd., Los Angeles 90048

The Delta Force, American Ninja, The Great Getty: The Life and Loves of J. Paul Getty, Interpol, Open All Hours, Assignment: Undercover, The Seventh Street, The Naked and Dead, Dayan, Sea Hawk. **Staff:** Sanford Blum.

Cascom 10.25
707 18th Ave. South, Nashville 37203

Staff: Wayne Smith, Simon Pollack, Ron Ellis, Vicky Ellis, Glenda Clifford.

CBS Broadcast International
51 W. 52d St., New York 10019

If Tomorrow Comes*, Royalty*, Foley Square*, The Twilight Zone*, West 57th, 60 Minutes, The Network Movies/One*, God, The Universe and Hot Fudge Sundae*, pre-Olympic sports events*, NBA Championship Series on CBS, Harry Belafonte: Don't Stop the Carnival*. **Staff:** Rainer Siek, Art Kane, Greg Phillips, Maria Komodikis, Sonja Mendes, Greg Cooke, Joe Dicerto.

Cinema Releasing Corp. 0.02
120 El Camino Dr., Suite 110, Beverly Hills, Calif. 90212

Daisy Chain, Dr. Coppelius, The Con Artists, This Man Can't Die, Impulse, Lovers and Kings, What Sex Am I?, The Killer Likes Candy, Starcrossed Roads, Love Me Deadly, Run Like a Thief, Seven Against the Sun, Cain's Cutthroats, The Man From Clover Grove. **Staff:** Stephen Goodman, Annie Walsh, Art Newberger, Eva Larsen.

Columbia Pictures International
711 Fifth Ave., New York 10022

Benson (158), Crazy Like a Fox (35), Fortune Dane (6), Hell Town, T.J. Hooker (88), Last Precinct (7), Lime Street (8), Ripley's Believe It or Not (81), Melba (6), Stingray (7), Stir Crazy (10), Tough Cookies (6), What's Happening Now (22), Badge of the Assassin, Canterville Ghost, Das Boot, Deceptions, Eagle and the Bear, Encounters, Gidget's Summer Reunion, I Dream of Jeannie — 15 Years Later, Jenny's War, A Miracle of the Heart, The Other Lover, Outrage, Out of the Darkness, Passion Flower, Pleasures, The Return of Mickey Spillane's Mike Hammer, Stranded, A Winner Never Quits, Houston Knights, Designing Women, Starman. **Staff:** Brian McGrath, Nicholas Bingham, James Wills, Jacques Porteret.

Consolidated Productions 2.32, 4.29
9000 Sunset Blvd., Suite 1010, Los Angeles 90069

A Case of Deadly Force, Adventures of Huckleberry Finn, Death by Prescription, Animated Classics, To Win at All Costs,

Barter abroad. Barter sales are beginning to play an increasingly important role in international programs sales. According to John M. Eger, senior vice president, CBS/Broadcast Group Worldwide Enterprises, barter could spell a "new golden era" in international distribution.

Eger said the demand for using barter internationally will come from advertisers who think in "global" terms. According to European Economic Community estimates, approximately 500,000 hours of programming per year would be needed if all of the proposed private channels were to come on-line today. By contrast, the U.S., as the largest producer of programming, produces some 20,000 hours per year.

"Advertisers would spend money [on television] if they could," Eger said. Advertisers with money in hand will search for audiences, and that will set the stage for barter programming sales. Eger said that agencies will logically become the conduit through which programs are developed and distributed, with the program's sponsor (the agency's client), already having its time in the program in place. The need for international sales offices by distributors, through which they would sell the barter time held back in distribution (as is the case domestically in barter sales), would then be eliminated.

Procter & Gamble's barter movie package, "Platinum 193," is an example of that in the U.S. P&G advertising is already in place within the movies before they get to stations. One large hurdle for the sale of barter program overseas, however, is finding spots with universal appeal that meet the variety of governmental restrictions they may encounter.

CBS International has already made barter deals in China with news and sports programming, and is now trying to launch barter in Hungary. (Eger said that previous attempts in Brazil and China "did not go well.") Sponsors included IBM, Kodak, P&G and Boeing.

Jeff Schlesinger, senior vice president, international sales at Lorimar-Telepictures, said that company is "taking a good long look" at international barter. The company already has a head start: It owns the advertising agency Bozell Jacobs Kenyon & Eckhardt.

Circuit, First Aid for Parents. **Staff:** Michael Deeley, Colin Hurren, Steve Walsh, Susan Reiner, Sally Busby, Elizabeth Matthews, Stephen Smallwood, Beryl Vertue, Sue O'Neill, Chantal Keast, Annette Kiely.

William F. Cooke Television 13.22, 15.17
696 Yonge St., Toronto, Ont. M4Y 2A7

In Session (26), Bourbon Street Parade (78), Nashville Swing (104), Pete's Place (52). **Staff:** Clifford Wilson, William Cooke.

Cori Films International

2049 Century Park East, Suite 1200, Los Angeles 90067

Strikebound, Amazonia, Basking Sharks, cartoons, family, animation and feature films. **Staff:** Judith Bland, Louise Rimoldi, Cait Williams, Marie Hoy.

Ralph C. Ellis 13.20/15.15
1231 Yonge St., Suite 300, Toronto M4T 2T8

Profiles of Nature (65), The Man Who Loved Birds, Frank Mills Specials, Fabulous Festival (13), October Stranger, Arm of Gold, Double Play, Canwest Theater (4), Toronto Trilogy, Images of Galapagos, Red Baron, Wild Canada (12), North to the Top of the World, Cities (13), Portraits of Power (20), Audubon Wildlife Theater (78), Wildlife Cinema (26), Third Testament (6), Stationary Ark (13), Dostoevsky 1821-1881, Karen Kain Ballerina, Lynn Seymour in a Class of Her Own, An Ark for Our Time, A Birth in the Family. **Staff:** Ralph C. Ellis, R. Stephen Ellis, Cathy Ellis.

Embassy Telecommunications

14.12/16.11
1901 Avenue of the Stars, Suite 666, Los Angeles 90067

227* (22), Who's the Boss (70), The Facts of Life (146), Silver Spoons (92), Tales

from the Darkside (24), Diff'rent Strokes (185), Emergency Room (22), It's Your Move (18), Jeffersons (253), Double Trouble (23), Gloria (21), Square Pegs (20), Archie Bunker's Place (97), One Day at a Time (209), Sanford & Son (136), Hello Larry (33), Sanford (25), Good Times (133), Highcliffe Manor (6), Maude (141), In the Beginning (9), All That Glitters (65), All's Fair (24), Mary Hartman (325), Kane & Abel (7), Palmerstown (18), Nairobi Affair, Heartsounds, Grace Kelly Story, A Doctor's Story, Invasion of Privacy, Eleanor: First Lady of the World, The Facts of Life Goes to Paris, Generation, Ishi, Billie Jean, The Magical World of Gigi (63), specials/documentaries (6), music/entertainment shows (2). **Staff:** Ron Brown, Christopher Golf, Martha Chavira.

Favorite TV/ATA Trading 14.18
505 Eighth Ave., New York 10018

Super Horror Package (12), Golden Action Package II (12), Nutty Squirrel (50), The Challenge, A Champion and a Child (12), Nightsongs*, Information on Health*, The Red Sea Odyssey*. **Staff:** Harold Lewis, Susan Lewis, Derek Blades, Alain Henot, Michelle Lewis.

Filmation 13.26/15.23
18107 Sherman Way, Reseda, Calif. 91335

Ghostbusters* (65), She-Ra: Princess of Power (60), He-Man and the Masters of the Universe (130), He-Man and She-Ra in the Secret of the Sword, He-Man and She-Ra: A Christmas Special, Fat Albert (50), The Lone Ranger (22), Blackstar (13), Hero High (13), Shazam (12), Zorro (13), Mission Magic (16), U.S. of Archie (16), Waldo Kitty (13), Wacky & Packy (16), Snow White Christmas, M*U*S*H (23), Fat Albert specials, Frady Cat (12), Isis (22), Ghost Busters (15), Ark II (15),

Archie (57), Archie & Sabrina (26), Fabulous Funnies (13), The Freedom Force (5), Groovie Goolies (18), Jason of Star Command (20), Lassie and the Rescue Rangers (17), My Favorite Martian (16), Sabrina (31), Space Academy (15), Space Sentinels (13). **Staff:** Lou Scheimer, Alice Donenfeld, Gary Allen, Paul Baccus.

Four Star International

931 N. Cole Ave., Hollywood, Calif. 90038
Wanted Dead or Alive*, Kidpix*, Achievers*, Roller Derby, The Big Valley, Zane Grey Theater, Star One (15), The Detectives, Pippin, plus 300 features. **Staff:** Richard Cignarelli, Alfred Markim.

Fox/Lorber Associates 19.20
432 Park Ave., South, Suite 705, New York 10016

Children of Rage*, Cosmic Eye*, End Play, Escapes*, Gai Young 'Un', Gums*, High Rolling, Memed My Hawk*, Putney Swope, The Last Bastion*, The Rollicking Adventures of Eliza Fraser, The Rutles, Sweet Sweetback's Baadasssss Song, Union City, Young Duke, Romance Theater* (17), Fallen Angels*, Women of Iron, The Best of Susskind*, The Great Pleasure Hunt, I Love Country*, Australia Now*, Glen Campbell*, Sheena Easton*, Crystal Gayle*, Johnny Mathis*, Frankie Valli*, Dionne Warwick*, Inspiration: Vienna*, Folk City 25th Anniversary Show*, Randy Newman at the Odeon, Rock and Roll: The Early Days*, British Rock: The First Wave*, Rock Influences series*, Progressive Rock, Guitar Greats, New York, The Blues, San Francisco*, Folk Rock*, Survivors: The Blues Today, Academy Award Winning Animated Shorts*, The Hubley Studio Library of Animated Series, Goldie & Kids*. **Staff:** Richard Lorber, Olivia King Canter, Susan Margolin.

Fremantle

660 Madison Ave., New York 10021
City Killer*, Last Days of Frank & Jesse James*, Cat on a Hot Tin Roof*, All Star Celebration Honoring Martin Luther King Jr., Patti Labelle Show*, Teenage America*, Comet Halley*, Second City Television*, Divorce Court*, 1985 Nissan Cup World Championship of Golf*, Break the Bank*, Strike it Rich*, The Tripods*, The Campbells*, Cisco Kid*, Burning Rage, Reckless Disregard, The Baron, Half Slave Half Free, Cradle Will Fall, Special People, Loving, Kid From Nowhere, Fugitive Samurai, One Last Ride, Joey and Redhawk, Paul Killiam Collection of Film Classics (76), Silents Please (40), Night of 100 Stars II, Tony Awards, Kennedy Center Honors, 1985 Christmas in Washington, The Magic of David Copperfield, other music and variety specials, New Candid Camera (130), Candid Camera specials (3), TV's Funniest Game Show Moments, National Geographic Specials (52), Three in the Wild, Animal World (100), Ryan's Hope, Loving, sports specials and series, children's shows, animated fare, Quandaries, The Price Is

Right, Card Sharks, I've Got a Secret, Password Plus, Family Feud, Blockbusters, Beat the Clock, To Tell the Truth, Match Game, Now You See It, Child's Play, Concentration, Better Sex, Tattle-tales, What's My Line?, What's Your Sign?, Babble, Go, Everything's Relative, Star Connection, Dating Game, Newlywed Game, Every Second Counts, Hot Potato, \$25,000 Pyramid, Tic Tac Dough, Joker's Wild, Bull's Eye, Press Your Luck, Trivia Trap, science fiction, drama and action series, mini-series, Take Kerr (260), Warner Amex/Nickelodeon programing, Scottish television programing. **Staff:** Paul Talbot, Tony Gruner, Julie Zulueta, Susan Talbot, Jane Busfield, Helen James.

Fries Distribution Co. 5.14
9200 Sunset Blvd., Suite 700, Los Angeles 90069

Fries Frame I, II and III* movie packages, Off the Wall (26). **Staff:** Robert Lloyd, Larry Friedrichs, Lou Wexner.

Gilson International 7.16
9200 Sunset Blvd., Suite 1005, Los Angeles 90069

Betty White Show (14), Doc (31), Duck Factory (13), Hill Street Blues (102), Last Resort (16), Mary* (13), Mary Tyler Moore Hour (16), Newhart (66), Paris (13), Phyllis (48), Remington Steele (66), St. Elsewhere (68), Three for the Road (13), Tony Randall Show (44), We've Got Each Other (13), White Shadow (54), WKRP in Cincinnati (90), movies of the week (8), mini-series, Carlton Your Doorman. **Staff:** Frederick Gilson, Anne Stewart Page.

Grampian Television 23.01
Queen's Cross, Aberdeen AB9 2XJ
Oil* (8), Richard Clayderman (6), The McCalmans (6). **Staff:** Alex Maier, Edward Brocklebank, Michael McIntock.

Harmony Gold 8.20/10.19
8831 Sunset Blvd., Suite 300, Los Angeles 90069

Shaka Zulu* (10), Robotech* (85), Robotech II: The Sentinels* (65), Ghosts & Gold* (26), American Immortals* (34), William the Conqueror* (4), Count of Monte Cristo* (4), Praying Mantis*, Letters to an Unknown Lover*, Eye on Hollywood* (65), Captian Harlock and the Queen of a Thousand Years (65), Story of Hanaan (26), Brave Frog (39), Time Fighters (30), Speed Racer (59), animated features (21) and short films. **Staff:** Frank Agrama, Jehan Agrama, David La Follette, Aileen Leonard, Michelle Stanley.

Horizon International 16.17
11811 W. Olympic Blvd., Los Angeles 90064
Staff: Stan Golden.

Interama 22.01
301 W. 53d St., New York 10019
Rate It X*, Raoni*, Bo and Banna*, Bio*, The Night of the Elephants*, Four on the Floor*, Tom Goes to the Bar*, Red Hot Chicago*. **Staff:** Nicole Jouve.

International Program Consultants
200 E. 24th St., New York 10010

Deja View*, Beyond 2000* (52), Omni: Visions of Tomorrow. **Staff:** Russell Kagan, Jo-Ann Zumba.

M.A. Kempner 21.16
4699 N. Federal Hwy., Suite 102, Pompano Beach, Fla. 33064

TV Powwww, Telephone Poll, Escape/600*. **Staff:** Marvin Kempner, Richard Walker.

King Features Ent. 3.14/5.13
235 E. 45th St., New York 10017

Defenders of the Earth, Adventures of the Galaxy Rangers*, The Performers II*, The Performers (30), The Romance of Betty Boop, Original Popeye. All New Popeye, Animated Flash Gordon, Beetle Bailey, Barney Google & Snuffy Smith, Cool McCool, Beatles, Blondie (series and features), Original Flash Gordon, Television Playhouse, TV Time Capsules, Hearst Reports, Bonaventure Travel Shows, Great Adventures, Perspective on Greatness. **Staff:** Bruce Paisner, William Miller, Samuel Gang, Michael Doury.

King World

1700 Broadway, New York 10019
Wheel of Fortune, Jeopardy, Headline Chasers, Night Heat, True Confessions, Little Rascals, The Epics. **Staff:** David Sifford, Katherine Haffner.

Lorimar Television 5.04/7.01
475 Park Ave. South, New York 10016

Strong Medicine*, Blood & Orchids*, Under Siege*, Deliberate Stranger*, Liberty*, Club Med*, Hostage Flight*, Intimate Strangers*, Crime of Innocence*, Charley Hannah*, Dallas: The Early Years*, Geisha*, The Final Jeopardy, This Child is Mine*, Margaret and the Saturday Night Ladies*, Promises to Keep*, Wild Horses*, Copacabana*, Thundercats*, Falcon Crest, Knots Landing, Valerie*, Bridges to Cross*, Redd Foxx*, Morningstar/Eveningstar*, Second Serve. **Staff:** Michael Jay Solomon, Stuart Graber, Jeffrey Schlesinger, Alasdair Waddell, Michelle Kearney, Wayne Broun, Frances Reynolds, Joan Robbins, Bonnie Adamson, Annette Bouso, Andrew Molasky, Joanne Asfour, David Peebler, Kenneth Morris.

MCA 11.02/13.01
100 Universal City Pl., Universal City, Calif. 91608

Airwolf (47), Alfred Hitchcock Presents* (23), A-Team (86), Blackie's Magic* (14), Dalton* (6), The Equalizer* ("22), Fast Times* (7), George Burns Comedy Week* (13), Gimme a Break (110), He's the Mayor* (13), The Insiders* (13), Knight Rider, Leo and Liz in Beverly Hills* (6), Magnum (129), Miami Vice (46), Misfits of Science* (17), Murder She Wrote (48), Puttin' on the Hits (77), Simon & Simon (107), Still the Beaver (39). **Staff:** Bob Bramson, Colin Davis, Don Gale, Roger Cordjohn, Claude Perrier, Hendrik Van Daalen, Kamal Sayegh, Bertie Bartee.

Medallion TV Enterprises 13.28
 8831 Sunset Blvd., Suite 100, West Hollywood, Calif. 90069

The Making Of... (26), Action I, Action II, Scrooge's Rock 'n' Roll Christmas, Cimaroon Strip (23), Wrestling Spectacular (26), Roller Derby (26), Something Else (34), Harvest Jazz Festival. **Staff:** John Ettlinger, Barry Barnholtz, Dennis Livson, Greta Ettlinger, Elizabeth Renaudo.

MGM/UA 7.02,9.01,9.02
 1350 Avenue of the Americas, New York 10019

Fame, Kids Inc., Lady Blue, Gabriela (130), Goodbye Mr. Chips, George Washington, Paper Dolls (13), Jessie (10), We Got It Made, For Love and Honor, Empire, Cutter to Houston (9), The Citadel, CHiPs (138), Gavilan (10), Seven Brides for Seven Brothers (22), McClain's Law (16), Flamingo Road (37), Chicago Story (13), Courtship of Eddie's Father (73), Medical Center (170), Please Don't Eat the Daisies (58), Gilligan's Island (98), Patty Duke Show (104), Rat Patrol (58), How the West Was Won (6), Lucan (11), French Atlantic Affair (6), Sean (13), Studs Lonigan (6), G.E. Monograms (9), Dakitari (89), Then Came Bronson (26), Man/Girl from U.N.C.L.E. (132), Logan's Run (14), Spencer Tracy Legacy: A Tribute by Katharine Hepburn*, Greta Garbo*, Motown 25, Thank Heavens for Maurice Chevalier, Tom Sawyer, Bette Davis: The Benevolent Volcano, Separate Tables, Barretts of Wimpole Street, Making of Rocky III, Kids from Fame, James Cagney: That Yankee Doodle Dandy, Magic of the Stars, World of Mother Teresa, World of Entertainment, The Fifth Missile*, The Defiant Ones, Children of the Night, Dirty Dozen: Next Mission, Braker, Something About Amelia, Paper Dolls, Cowboy, Cry for the Strangers, Deadly Lessons, Dear Liar, Death of a Centerfold, Fantasies, Farrell for the People, For Lovers Only, Happy Endings, Hear No Evil, I Take These Men, I Want To Live, I Was a Mail Order Bride, Johnny Belinda, Journey's End, Love Tapes, Marian Rose White, Sins of the Past, This House Possessed, Witness for the Prosecution, Women of San Quentin, Pink Panther & Sons, New Adventures of Gilligan (24), Banjo the Woodpile Cat, The Yearling (52), Pink Panther (226), Pandamonium (13), Mighty Orbots, Meatballs & Spaghetti (13), Tom & Jerry (308), Gilligan's Planet (13), MGM/105 cartoon library (105), Bugs Bunny & The Warner Bros. cartoon library (327), Popeye (234), MGM, UA and Warner Bros Pre-48 motion picture libraries. **Staff:** Lawrence Gershman, Joseph Tirinato, Sheryl Hardy, Howard Karshan, William Wells, Lynden Perry, Jean Viana, Michelle Prince.

National Film Board of Canada 12.21
 Box 6100, Station A, Montreal H3C 3H5

Dark Lullabies, Return to Dresden, La Guerre, D.E.S.: An Uncertain Legacy, Speaking of Nairobi, Indian Women, Carried Away, Sylvia, O Picasso, Concerto

Grosso Modo, The Magic Quilt, The Big Snit, 90 Days, Dad's House Mom's House, Feeling Yes Feeling No, The Umpire, The Bio Ethics Series, All About Bears, Elk Island, The Intertidal Zone, Wild in the City, Where the Bay Becomes the Sea. **Staff:** Jean-Marc Garand, Muriel Adolphe, Anthony Kent, Joanne Leduc, Hannah Kelson, Karoline Baird, Rachelle Cournoyer.

NBC International 02.03
 30 Rockefeller Pl., New York 10112

NBC's 60th Anniversary Celebration*, An Early Frost, Love on the Run, Punky Brewster (series and animated show), Kissyfur, Poison Ivy, The Japan They Don't Talk About, The Today Show, NBC Nightly News with Tom Brokaw, Main Street, International SportsWorld, The Budweiser Arlington Million, The Breeder's Cup, Major League Baseball, 1986 World Series, college basketball and professional golf. **Staff:** Jerome Wexler, Mike Perez, Eric Stanley, Larry Barnett, Susan Beckett.

New World Television 3.10

Sins*, Harem*, Santa Barbara, Gladiator, Philadelphia Experiment, Angel, Children of the Corn, Girls Just Want To Have Fun, Night Patrol, Black Moon Rising, 200 hours of programming from the Learning Corp. of America, feature films. **Staff:** William Shields, James McNamara.

New York Times Syndication Sales
 130 Fifth Ave., New York 10011

The Western, Portraits of Power—Financial Leaders, All Night Long, The Songwriters, Princess, Glittering Crowns, H.R.H. Prince Charles, Olympic Champions, The Torch of Champions, The Golden Link. **Staff:** Sam Summerlin, Paul Gendelman, Ted Harbert, JoAnn McGrath.

Orion Pictures International 9.10
 9 W. 57th St., New York 10019

Alter Ego, The Secret of the Black Dragon, Cagney and Lacey (75), The Blood of Others, Louisiana, Kay O'Brien Surgeon, Hollywood Squares. **Staff:** Ernst Goldschmidt, David Lamping, Edward K. Cooper, Charlotte Ermoian, Richard Rosenbloom, Kathleen Hricik, Jocelyne Ranucci, Ray Myles, John O'Brien, David Ginsburg, Robert Cooper.

Paramount 12.02/14.01
 One Gulf + Western Pl., New York 10023

MacGyver*, Madison Square Garden Package*, 16 Days of Glory*, All Is Forgiven*, Mr. Sunshine*, Hanlon*, New Love American Style* (65), Space, Wallenberg: A Hero's Story, Special Squad (39), Brothers (65), Call to Glory (20+2), Jesse Owens Story, Hometown, Return to Eden, Riptide, Hardcastle and McCormick, Miss Universe, Winds of War, Smiley's People, Inside the Third Reich, Entertainment Concerts, Cheers, Family Ties, Webster, Rock of the '80's, Miss USA/Miss Teen USA, Entertainment This Week (260), Solid Gold (268), Anything for Money (150), A Town Like Alice, Evita Peron, Shogun, All the Way Home, Barefoot in the Park, Odd Couple, Plaza Suite,

Rainmaker, Greatest American Hero (42), Happy Days (255), Joanie Loves Chachi (17), Laverne & Shirley (178), Madame's Place (150), Powers of Matthew Star (22), Star of the Family (13), Taxi (110), Hans Christian Andersen (52), Kum Kum (26), Chopper Squad (26), Mork & Mindy (95), Nero Wolfe (14), Patrol Boat (26), Star Trek (79), Jacksons (12), over 600 features and over 100 movies of the week. **Staff:** Bruce Gordon, Peter Cary, Patrick Stambaugh, Jean Pullen, Malcolm Orme, George Mooratoff, Ramon Perez, Joe Lucas.

Richard Price TV Assoc.

Seymour Mews House, Seymour Mews, Wigmore St., London W1H 9PE

The Goldcrest Catalogue, Return to Treasure Island* (10), A Thousand Skies* (6), Durrell in Russia* (13), Nosenko*. **Staff:** Richard Price, Richard Leworthy, Michael Crawford, Simon Willock, Peter Tomlinson, Peter Carroll, Pat Coelho, Keith Bailey, Juliet Gluckstein, Gillian Gross, Deirdre Simms, Marcel Teisseire.

Rank Film 6.36
 127 Wardour St., London W1V 4AD

Noel Coward—The Master's Collection*, An Invitation to Remember (6), What a Carry On (13), Storytime (6), children's and feature films. **Staff:** Chris Towle, Charles Bloye, John Billett.

Reeves Entertainment Group 14.20
 3500 W. Olive Ave., Suite 500, Burbank, Calif. 91505

Kate & Allie, People Do the Craziest Things, Under One Roof Spencer, That's Incredible, Those Amazing Animals, In Search Of..., Strange but True, Between the Wars, The Pop 'n' Rocker Game, And Baby Makes Five, Personal & Confidential, The Chisholms, Ruby & Oswald, Adam, A Long Way Home, And Baby Makes Six, Ants: It Happened at Lake-wood Manor, Baby Comes Home, Bill, Bill on His Own, The Jayne Mansfield Story, Marathon, Mysterious Island of Beautiful Women, Mysterious Two, Tarantulas: The Deadly Cargo, Terror Out of the Sky, Triangle Factory Fire Scandal, Torn Between Two Lovers, Oh Baby Baby Baby, Song of the Succubus, Rock-A-Die Baby, Murder in the First Person Singular, Death in Space, Murder: Impossible, specials (19), features (5). **Staff:** Richard Reisberg, Jim Landis.

Republic Pictures/NTA 3.23
 12636 Beatrice St., Los Angeles 90066

Acapulco (8), Accidental Family (16), African Patrol (39), Alice Through the Looking Glass, All About Me, America and the American, The Americans (17), Animal Secrets (24), Betty Boop (100), Bill Cosby (52), Bill Dana (26), Billie Jean King's Tennis for Everyone (18), Blue Angels (39), Bonanza (430), Boots and Saddles (39), Byline: Steve Wilson (39), Cameo Theater (26), Captain Nice (15), Captured (26), Car 54 Where Are You? (60), Cary Grant Features (6), The Champions (152), Children's Letters to God, Christie Comedies (108), Commando

Cody (12), Continental Classroom (160), Dr. Kildare (58), Fabulous Funnies, Falcon (39), Favorite Holiday Features, Fibber McGee and Molly (26), Fireside Theater (100), Frontier Doctor (39), Funny Manns (130), George Pal Puppets (42), Get Smart (112), Glencannon (39), Grand Jury (39), Great Gildersleeve (39), Gumby (22), Hero (16), High Chaparral (98), Horror Features (35), Hot Dog (46), How to Marry a Millionaire (52), H.R. Pufnstuf (17), Huck Finn (20), International Playhouse (26), I Spy (82), Jim Backus Show (39), John Wayne Features (46), Kentucky Jones (26), Klondike (18), Kung Fu Gold (13), Laramie (124), Laredo (56), Lilli Palmer Quality Theater (36), Little Lulu (26), Loretta Young (187), Make Your Own Kind of Music (8), Mantovani (39), Man Without a Gun (52), Max Fleischer Color Classics (32), Michael Shayne (32), Mr. Wizard (300), My Friend Tony (16), Mystery/Suspense Features (246), My World and Welcome To It (26), National Velvet (58), New Lion of Sonora, Nostalgic Musicals Features (47), Western Features (396), Not for Hire (39), Noveltoons (43), Official Detective (39), Outlaws (50), Panic (31), Paramount Short Subjects (500), People Are Funny (150), Pony Express (39), Red Skelton (24), Republic Cowboys Features (162), Republic Serials (71), Richard Boone (25), Ride the Wind, Roy Rogers' The Great Movie Cowboys (21), Science Fiction Features (28), Seven Greatest, Sheriff of Cochise (78), Shirley Temple Theater (9), Silent Service (78), Steve Donovan Western Marshal (39), Stories of the Century (39), Stryker of Scotland Yard (13), T.H.E. Cat (26), Tab Hunter (32), Temple Houston (26), Theater of Stars (53), The Third Man (77), This Is Alice (39), TVI Acts (198), Union Pacific (39), U.S. Marshal (78), Victory at Sea, Walter Winchell File (39), Young People's Favorites (8). **Staff:** Aubrey Groskopf, Dick Jolliffe, Patricia Fleming, Bernard Shaw, Panos Spyropoulos, Seher Karabol, Mounir Chammas.

RKO Pictures 3.09
1440 Broadway, New York 10018

Skydive to Autana*, Run Chrissie Run*, Secret Servant, Dick Turpin, Hollywood Tribute Shows (8), The Day the Universe Changed (10), Stage Plays (14), variety specials. **Staff:** Wynn Nathan, Bill Gilbert, Graham White, Joe Ondrick, Caroline Tuke, Anna Goldwasser.

Samuel Television Hotel du Cap
601 N. Rodeo Dr., Beverly Hills, Calif. 90210

Financial News Network, Rock Concerts, Gillette World Sport Special Series, sports, features. **Staff:** Ernest Samuel, Gary Worth.

Silverbach-Lazarus Group 3.02
9911 W. Pico Blvd., Los Angeles 90035

The Last Days of Patton*, A Christmas Carol*, Mrs. Delafield Wants to Marry*, Stone Pillow*, A Time to Triumph*, Child's Crime*, Thompson's Last Run*, The Ex-

ecution of Raymond Graham*, Right of Way*, Shelly Duvall's Tall Tales & Legends*, America Censored*, In the Name of God*, Your Money or Your Life*, Identity Crisis*, Explore (13), The Littlest Hobo (114), Phenomenal World (22), Faerie Tale Theater (26), Terror, Children in the Crossfire, Quincy Jones, Return to Iwo Jima, Best Christmas Pageant Ever, Member of the Wedding, Oldest Living Graduate, Not Just Another Affair, Princess & The Goblin. **Staff:** Alan Silverbach, Herb Lazarus, Jim Phillips, Nicole Wonica.

Simcom International 4.12, 6.11
9750 Wilshire Blvd., Beverly Hills, Calif. 90212

Mania*, Loyalties*, Spooks*, Monarch of the Mountains*, High Stakes*, Tramp at the Door*, Lost*, What Comes Around*, Awesome Lotus*, Bullies*, Hank Williams—The Show He Never Gave, The Life and Times of Eddie Boyd, Rumours of Glory—Bruce Cockburn Live, Balboa, Crossover, Curtains, Melanie, Paperback Hero, Wacko, The Vals, The War Boy. **Staff:** June Hatch.

Sunbow Productions 9.15
130 Fifth Ave., New York 10011

The Transformers (95), Jem (26), My Little Pony 'n' Friends (65), GI Joe (95), Super Show (15), Inhumanoids (13), My Little Pony I and II, Bigfoot and the Muscle Machines, Robotix, The Glo Friends Save Christmas, The Secret World of the Very Young, My Little Pony—The Movie, The Transformers—The Movie. **Staff:** Gary Wald, Jan Cooper.

Taffner/Limited, D.L. 24.09
31 W. 56th St., New York 10019

Animated Classics (19), Garfield Specials, Mirthworms, Robotman & Friends, The Shari Show, Capitol, Everest: The Last Unclimbed Ridge, Gates of Brass, Great Confrontations, Inner Space*, The Last Cause, Reader's Digest Lifetime, Woman Watch, Born Beautiful, A Case of Libel, Cash & Company, Deathcheaters, The First Legion, The Gift of Love, Living Proof, Refuge, Shock Trauma, Silent Reach, Tandarra, Voyage of Bounty's Child, Comedy Tonight, Cover Story, Glenn Miller: A Moonlight Serenade, John Ritter: Being of Sound Mind & Body, The Miss Hollywood Pageant 1985, Pump Boys & Dinettes, Shari's Christmas Concert, Al McGuire on Sports. **Staff:** Donald Taffner, John Fitzgerald, Rick Karo, Martha Strauss, Eleanor Taffner.

Television New Zealand
Box 3819, Auckland, New Zealand

Staff: Nigel Dick, Julian Mounter, Martin Judd, Peter Fowler.

Television Program Enterprises 3.16
875 Third Ave., New York 10022

You Write the Songs*, Supermodel of the World*, Lifestyles of the Rich and Famous, The Start of Something Big, Star Search, 1986 World's Best, Lifestyles—The Superstars. **Staff:** Al Masini, Phil Flanagan, Mary Jane Hastings.

The Entertainment Network 2.28
1111 Santa Monica Blvd., Suite 1210, Los Angeles 90025

The 1986 International British Record Industry Awards*, The 1986 Montreux Rock Festival*, The 1986 Christmas in Montreux Rock Special*, Cosmos—In the Year of the Comet*, Hollywood Television Theater—Volume II*, B.B. King—Live at Nick's, Swan Lake Ballet, TEN Animated Classics, TEN Space Animation, Kid-A-Littles (13), Hollywood Television Theater Volumes I and II, Shakespeare Theater, No Guts No Glory, Hopalong Cassidy. **Staff:** William Doyle.

Tomwil International 9.20
5315 Wilkinson Ave., N. Hollywood, Calif. 91607

Second Annual Stuntman Awards Hosted by Lee Majors*, Exciting World of Speed and Beauty* (26), Winter/Summer Style* (6), Heroes: Made in the U.S.A.* (26), American Sports Cavalcade, Reunion*, Asmahan*. **Staff:** James Rokos, Wilda Rokos.

Turner Broadcasting Intl.
66-67 Newman St., London W1P 3LA

CNN Television*, Goodwill Games*, Cousteau, Our Finite World*, End of Eden*, Portrait of America. **Staff:** Charles Bonan, Henry Gillespie, Robert Wussler, Joshua Elbaum, Jack Petrik, Rebecca Johnson, Stephanie Schilling.

Viacom World Wide 5.18, 7.15
1211 Avenue of Americas, New York 10036

The Cosby Show* (50), Peter the Great*, Perry Mason Returns*, Diary of a Perfect Murder*, The Mystery of Al Capone's Vault*, Say Goodbye to the President*, Star Games, Lily*, The Case of the Notorious Nun*, Blood Brothers*, The Loni Anderson Show*, The Alamo*, Mistral's Daughter, Lord Mountbatten, East of Eden, Executioner's Song, Helter Skelter, Martian Chronicles, Master of the Game, Playing For Time, Rumor of War, Sybil, The Word, Kenny Rogers as the Gambler Trilogy, All in the Family (197), American Dream (6), Andy Griffith (249), Apple's Way (28), Ark II (15), Baby I'm Back (13), Bailey's of Balboa (26), Beverly Hillbillies (274), Bizarre (75), Blue Knight (23), Bob Crane Show (14), Bob Newhart Show (142), Calahan, Call Mr. D. (51), Cannon (118), Cimarron Strip (23), Colonel Flack (39), Concrete Cowboys (6), Dan August (26), Dear Detective, December Bride (157), Devlin Connection (13), Doc Elliot (15), Don Rickles (13), Dr. Simon Locke (26), Dundee and Culhane (13), Flying High (18), Gentle Ben (56), Get Smart (26), Gomer Pyle (150), Good Guys (42), Governor and J.J. (39), Gray Ghost (39), Great Adventure (26), Greatest Heroes of the Bible, Grizzly Adams (35), Gunsmoke (402), Have Gun Will Travel (225), Hawaii Five-O (280), He and She (26), Hogan's Heroes (168), Honeymooners (39), I Love Lucy (178), I'm a Big Girl Now (19), Jason of Star Command (20), Kids from C.A.P.E.R. (13), The Lazarus Syndrome

(9), Little Vic (6), Lou Grant (114), Lucy-Desi Comedy Hour (13), Mackenzies of Paradise Cove, A Man Called Sloane (12), Mark Twain's America, Marshal Dillon (233), Mary Tyler Moore Show (168), The Millionaire (188), My Three Sons (380), Navy Log (102), Nurse (25), Oh Those Bells (13), Operation Runaway, Our Miss Brooks (127), Ozzie's Girls (24), Paul Sands Show (15), Perry Mason (271), Petticoat Junction (222), Phil Silvers Show (138) Phoenix, Please Stand By (24), Rawhide (217), Red Hand Gang (12), Rhoda (109), The Runaways (13), Secret of Isis (22), Spy (6), Storefront Lawyers (23), Suspense (23), Swiss Family Robinson (26), Texas Wheelers (13), Tony Randall Show (22), Twilight Zone (134), United States (13), We've Got Each Other (13), Whirlybirds (111), Wild Wild West (104), Ace Crawford (5), Amanda's (13), Carol Burnett (102), Concrete Beat, Edison Twins (52), Oh Madeline (13), Wishman, Me and Mom (6), Comedy Zone, animation shows, music/variety, specials, documentaries, docudramas, drama/arts, sports, education and game shows, features (1,000). **Staff:** Bud Getzler, Jules Haimovitz, Willard Block, Neil McHugh, Raul Lefcovich, Martha Burke-Hennessy, Jiro Sugiyama, Peter Press, Hiro Kuno, Peter Pawsey, Beth McTigue, George Faber.

Video Tape Co.

10545 Burbank Blvd., North Hollywood, Calif. 91611

Videotape duplication services. **Staff:** Keith Austin, Frances Van Paemel, Dick Millais, Catherine Malatesta.

Visnews Limited

8.10

Cumberland Ave., London NW10 7EH

News and sports packages, library archive material video and film facilities, satellite transmission. **Staff:** David Wratten, Peter Lamb, Chris Laid, Chris Higgs, Peter Marshall, Gerry Sadler, Pam Turner, Kate Charters, Paul Binsted, John Albert, Tom Freebairn.

Warner Bros.

Hotel Juana

4000 Warner Blvd., Burbank, Calif. 91522

Bugs Bunny & Friends (100), Bugs Bunny Cartoons (234), Looney Tunes (190), International 32 (51), 31 (34), 30 (66), 29 (44), 28 (7), 27 (5), 26 (11), 25 (32), 24 (80), 23 (99), 22 (135), 21 (56), 20 (3), 19 (28), 18 (26), 17 (28), 16 (92), 15 (33), 14 (36), 13 (35), 12 (36), 11 (36), 9 (1), 5 (48), 4 (127), Crossings*, Dream West*, Dress Gray*, North and South I* and II*, Hollywood Wives, V. Thorn Birds, Mystic Warrior, Bare Essence, Scruples, Pearl, Roots, The Phenomenon of Roots, Roots: The Next Generation (14), The Awakening Land, Born to the Wind, Hanging by a Thread, Haywire, Moviola, Night the Bridge Fell Down, Pirate, Salem's Lot, Scarecrow and Mrs. King, Hotel, Spenser: For Hire*, Shadow Chasers, The Colbys*, Hollywood Beat, I Had Three Wives, MacGruder & Loud, Eye to Eye, Double Dare, V. Finder of Lost Loves, Glitter, Dukes of Hazzard (147), Matt Houston (68), Yellow Rose (22), Mississippi (23), Bare Essence (11), The Alaskans (36), Banyon (15), Bourbon Street Beat (39), Bret Maverick (16), Bronco (68), California Fever (10), Casablanca (5), Cheyenne (107), Code R (13), The Dako-

tas (19), Delphi Bureau (8), Dial M for Murder (13), Drama (42), Enos (17), The FBI (238), Fitzpatrick (13), Freebie and the Bean (9), Gallant Men (25), Harry O (44), Hawaiian Eye (134), High Performance (4), Kung Fu (62), Life on Earth (13), Maverick (124), The New Land (13), Nichols (24), Notorious Woman (7), Rafferty (13), Roaring 20's (45), Search (23), 77 Sunset Strip (205), Streets of San Francisco (119), Sugarfoot (69), Superfriends (93), Challenge of Superfriends (16), Surfside Six (74), Tarzan (57), Time Express (4), Tribal Eye (7), Waltons (219), Wizards and Warriors (8), Wonder Woman (13), New Adventures of Wonder Woman (46), The Yeagers (4), Young Maverick (6), Off the Rack, Night Court, Growing Pains*, Welcome Back Kotter (95), Love Sidney (44), Alice (202), Rubik the Amazing Cube (13), A.E.S. Hudson Street (5), Another Day (13), Aquaman (18), At Ease (14), Batman (17), New Adventures of Batman (16), B.C. Archaeology of Bible Lands (12), Bugs Bunny Show (78), Chicago Teddy Bears (13), Chico and the Man (88), Colt .45 (67), The Cowboys (12), Dorothy (4), The Dukes, Fat Albert and the Cosby Kids (60), Flo (29), F Troop (65), Goodnight Beantown (8), Jimmy Stewart Show (24), Lassie's Rescue Rangers (17), Lawman (156), Little People (46), Marine Boy (78), Me and Maxx (10), Merrie Melodies Show (24), Mr. Roberts (30), New Adventures of Superman (34), No Time for Sergeants (34), Park Place (5), Porky Pig Show (26), Private Benjamin (39), Roadrunner Show (26), Shazam (28), Superman (104), Tarzan (34), TV Funnies (16). **Staff:** Bryan Hamb-

It's all NBC in the prime time ratings

NBC took the penultimate week of the regular season (April 7-13), paced by its Thursday and Saturday performances, as well as an uncharacteristic Sunday win, thanks to the second-ranked "Return to Mayberry," on the *NBC Sunday Night Movie* (33/49). NBC had a 17.3 average Nielsen rating for the week, and a 28 share, compared to a 16.7/26 for CBS and a 14.9/23 for ABC.

"Return to Mayberry" was the seventh-ranked all-time made-for-television film, gaining the same share and 0.1 rating point behind ABC's "A Case of Rape," seen on Feb. 20, 1974. For the week, "May-

berry" finished behind *Cosby*.

In network news ratings, CBS rebounded from its tie with NBC during the previous week to win with a 12.1/23. NBC had an 11.2/21 and ABC a 10.8/20.

Ratings statistics for the week were similar to those for the same week a year ago. HUT's were down slightly, from 61.7 to 61.5; combined network ratings were up slightly, from 46.2 to 46.3, and combined network shares were 75, compared to a 76 a year ago. Twenty-three of the schedules' 71 programs were repeats.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	34.8/53
2.	Return to Mayberry	NBC	33.0/49
3.	Family Ties	NBC	31.0/47
4.	Murder, She Wrote	CBS	25.8/39
5.	Cheers	NBC	23.4/35
6.	Who's the Boss?	ABC	22.9/35
7.	60 Minutes	CBS	22.0/40
8.	Golden Girls	NBC	22.1/38
9.	Dynasty	ABC	21.0/33
10.	Moonlighting	ABC	20.5/32
11.	Perfect Strangers	ABC	20.5/31
12.	Kate & Allie	CBS	20.4/31
13.	Night Court	NBC	20.2/31
14.	Dallas	CBS	20.0/33
15.	Newhart	CBS	19.5/30
16.	Dream West, pt. 1	CBS	19.5/29
17.	Valerie	NBC	18.6/28
18.	Knots Landing	CBS	18.4/32
19.	MacGyver	ABC	17.9/27
20.	My Two Loves	ABC	17.5/28
21.	You Again	NBC	17.5/27
22.	Highway to Heaven	NBC	17.3/28
23.	Falcon Crest	CBS	17.1/30
24.	All is Forgiven	NBC	16.8/30

Rank	Show	Network	Rating/Share
25.	Hotel	ABC	16.6/34
26.	Miami Vice	NBC	16.5/29
27.	Facts of Life	NBC	16.3/28
28.	Hunter	NBC	16.2/25
29.	20/20	ABC	16.1/28
30.	Cagney & Lacey	CBS	15.6/26
31.	Simon & Simon	CBS	15.4/23
32.	Scarecrow & Mrs. King	CBS	15.3/24
33.	Dynasty II: The Colbys	ABC	14.9/22
34.	Magnum, P.I.	CBS	14.4/22
35.	The Annihilator	NBC	14.1/23
36.	A Team	NBC	14.0/21
37.	Webster	ABC	13.9/25
38.	Crazy Like a Fox	CBS	13.8/24
39.	Gimme a Break	NBC	13.7/25
40.	Remington Steele	NBC	13.6/25
41.	Spenser: For Hire	ABC	13.6/25
42.	Last Precinct	NBC	13.6/22
43.	Blackie's Magic	NBC	13.6/21
44.	Mr. Belvedere	ABC	13.4/23
45.	Hardcastle & McCormick	ABC	13.2/20
46.	Stingray	NBC	12.9/23
47.	Alfred Hitchcock Presents	NBC	12.9/19
48.	Hill Street Blues	NBC	12.8/22

Rank	Show	Network	Rating/Share
49.	A Fighting Chance	ABC	12.8/21
50.	Amazing Stories	NBC	12.6/19
51.	Love Boat	ABC	12.1/22
52.	Riptide	NBC	12.1/21
53.	A Case of Deadly Force	CBS	12.0/20
54.	A Touch of Scandal	CBS	11.3/20
55.	Twilight Zone	CBS	11.3/20
56.	Equalizer	CBS	10.8/20
57.	Fast Times	CBS	10.7/17
58.	Morningstar/Eveningstar	CBS	10.0/15
59.	Man With Golden Gun	ABC	9.9/16
60.	Fathers and Sons	NBC	9.8/16
61.	St. Elsewhere	NBC	9.7/20
62.	Mr. Sunshine	ABC	9.5/16
63.	Mary	CBS	9.5/14
64.	Foley Square	CBS	8.9/14
65.	Punky Brewster	NBC	8.7/16
66.	Mr. & Mrs. Ryan	ABC	8.5/15
67.	Redd Foxx Show	ABC	8.1/15
68.	Joe Bash	ABC	7.8/13
69.	Benson	ABC	7.6/13
70.	Fall Guy	ABC	6.9/12
71.	Ripley's Believe It or Not	ABC	6.8/10

*Indicates premiere episode

leton, Gary Phillips, Kevin Williams, Michel Lecourt.

Worldvision 24.02,26.01
660 Madison Ave., New York 10021

On Wings of Eagles*, Sins*, Doubletake*, You Again?*, Throb*, Return to Eden*, Key To Rebecca*, Starring the Actors*, AFI Life Achievement Award*, A Deadly Business*, My Two Loves*, Sam's Son*, That Girl* (136), Centurions* (65), Jetsons* (65), Fantastic World of Hanna-Barbara* (51), Sectaurs* (5), Chuck Norris* (5), The Berenstain Bears* (13), Highway to Heaven*, Dallas, Love Boat, Santa Barbara, General Hospital, One Life to Live, All My Children, The 13 Ghosts of Scooby Doo (13), Alvin & The Chipmunks (10), Mr. T, The Snorks (10), The Smurfs (24), Maximum Security, Remember Me, Little House on the Prairie specials (3), An Act of Love: The Patricia Neal Story, Worldvision dramatic specials (10), Holocaust, Against the Wind, Ordeal of Patty Hearst, Trial of Lee Harvey Oswald, Last Nazi,

Reincarnation, Little Mo, Freedom Road, Russian Festival of Music and Dance, Candid Camera specials, Paragon features (70), Prestige Features (33), Selznick Classics (22), ABC Pictures, Casper the Friendly Ghost, Hanna-Barbera/Ruby-Spears, holiday specials (27), Lucie Arnaz Show, Little House on the Prairie (216), Eight Is Enough (112), Kaz (22), Project UFO (26), The Andros Targets (13), Spencer's Pilots (11), Man From Atlantis (20), Married: The First Year (4), Pruitts of Southampton (30), Doris Day Show (128), Hunter (13), Mod Squad (124), The Invaders (43), The Fugitive (120), The Next Step Beyond (24), Thunder (12), Garrison's Gorillas (26), Cowboy in Africa (26), Ben Casey (153).

Staff: Bert Cohen, Michael Kiwe, Tom Devlin, Dan Willis, William Peck, Rolande Cousin, Brian Rhys-Jones, Mex Hartmann, Mie Horasawa, Mary Demangeat, Andrea Migliori, Rita Scarfone, Gerald Gayton, Christel Andre.

Disney to target affiliates

With movie review program, it hopes to increase ratings by increasing number of affiliate clearances

Walt Disney Domestic Television has begun to realize its goal of producing syndicated programming aimed at TV network affiliates with its distribution of *Siskel & Ebert & the Movies*. Disney senior vice president Robert Jacquemin said that since the show's previous ratings performance was hurt by its lineup containing only one-third affiliates, the company is upgrading clearances to include affiliates in major markets.

Until now, the natural outlet for Disney's syndicated product—such as the film package "Magic I," *The Wonderful World of Disney* and *Duck Tails*, an animated strip—has been independents. Now with *Movies*, and *People*, a show based on the magazine of the same name slated for 1987, Disney has broadened its offerings for affiliates.

Disney assumed distribution of the show, formerly the property of Tribune Entertainment, by outbidding Tribune for the services of the two Chicago-based film critics in the option year of their contract (BROADCASTING, March 31).

Since then, *Siskel & Ebert* has been cleared on approximately 80 stations covering 50% of the country, and on affiliates in a number of markets where independents previously had the show. As before, sales are on a barter basis, with three-and-a-half minutes for stations and two-and-a-half minutes for Disney. For the most part, the show will be used in double runs on weekends, first between 4 p.m. and 8 p.m. and then during late fringe. With its emphasis on affiliate clearances, the show is also expected to receive a ratings boost through more extensive promotion.

Jacquemin said that as an "island program," it was hard for independents to mix the show into their schedules except as an introduction to prime time movies. Affiliates, on the other hand, he said, have more



Siskel and Ebert

places on their schedules for compatible placements of the show. Overall, Disney is counting on the move to more affiliates to increase the show's NTI rating by 0.5 to 1 points.

New York is one example of the switch from independent to affiliate. The show will move from Tribune Broadcasting's WPIX-TV to Capcities/ABC's WABC-TV, where it will be shown on Sunday during daytime and once during late fringe. Jacquemin said that should mean a gain of about three rating points.

In Chicago, the show will move from independent WGN-TV to CBS-owned WBBM-TV, and will air once in access and then in late fringe. WBBM-TV will also produce the show. Jacquemin said he expects that move to increase the show's ratings by five to six rating points. Only "minor changes" will be made in the way the show currently airs. The CBS-owned station, for which Gene Siskel is an on-air movie critic, and ABC-owned WLS-TV, for which Roger Ebert is critic, both bid for production of the show. Six one-hour specials will also be produced under Disney.

In Dallas, the show will move from independent KRLD-TV to Capcities/ABC affiliate WFAA-TV. Elsewhere in the 10, the show has been picked up by Capcities/ABC-owned KABC-TV Los Angeles, Capcities/ABC-

owned WXYZ-TV Detroit, NBC affiliate WBZ-TV Boston and CBS affiliate WKW-TV Cleveland. □

PBS preview

Noncommercial television broadcasters will meet in Washington April 27-30 for the Public Broadcasting Service's annual meeting, to be held at Washington's L'Enfant Plaza hotel just across the way from PBS's recently vacated headquarters. The 200 expected at the gathering will attend four days of panel sessions on must carry, enhanced underwriting and the FCC.

Speakers include Secretary of Labor William E. Brock, who will make his remarks at a luncheon on Project Literacy U.S. (PLUS), a joint public service campaign on adult illiteracy produced by PBS and Capital Cities/ABC; Representative John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee; Senator Lowell P. Weicker (R-Conn.), Corporation for Public Broadcasting President Martin Rubenstein; FCC Commissioner James Quello, and Garrison Keillor, host of *A Prairie Home Companion*.

A welcoming reception for the public broadcasting executives will be held Sunday, April 27, at the Smithsonian Institution's Museum of Arts and Industries, and the National Association of Public Television Stations will hold a reception for congressional members and public television leaders on Capitol Hill, on Monday, April 28. □

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RIDING GAIN

O N R A D I O

Best in noncommercial radio. The Corporation for Public Broadcasting presented its annual awards at National Public Radio's Public Radio Conference in San Diego last week. Receiving the Edward R. Murrow Award for "outstanding contributions to public radio," was William H. Siemering, vice president and manager of WYXX-FM Philadelphia, and creator of NPR's news program, *All Things Considered*. CPB vice president of telecommunications, David J. Brugger in presenting the award, called Siemering "an innovator—one of those rare individuals who breaks through the ruck of the commonplace—and by his innovation sets new standards for what ought to be."

The CPB Public Radio Program categories and their winners:

■ **News and public affairs**—WEBC(AM) Buffalo, N.Y., for *Layoffs at Trico Products*, day-long news coverage of 1,100 employee layoffs and the shutdown of a Buffalo industrial plant; Boston-based Monitorradio, for *Mercenaries*, an investigation of an Alabama training camp for mercenary soldiers; National Asian American Telecommunications Association for *Indochinatown*, which focused on the refugees who are revitalizing San Francisco, and WILL(AM) Urbana, Ill., for *Klan Rally*, a report on recruitment rallies for the Ku Klux Klan.

■ **Target audience programs**—WNYC-FM New York, for *Kids America*, a call-in children's show featuring music, games and problem solving; Children's Radio Theatre for *The Seventh Annual Henny Penny Playwriting Contest*, the 1985 national broadcast of five winning plays by young playwrights.

■ **Arts and humanities programs**—Marjorie Van Halteren for *Breakdown and Back*, a true story of a woman who suffers a mental breakdown and recovers, and Jim Metzner for *The Sounds of Science*, a series of two-minute explorations of scientific concepts conveyed through sound.

A classic at 50

WQXR(AM) New York is celebrating its 50 anniversary with a six-month series of special programs and events honoring the station's format for that half century: classic music.

Starting on April 7, the station began a 26-week series of 90-second vignettes "great moments" in its history. Assembled from acetate recordings, archival static tapes and tapes donated by listeners, these special segments include interviews with Leopold Stokowski, Artur Rubinstein, Li Pons, Luciano Pavarotti, Plácido Domingo and Karl Boehm.

The programming segments are being assembled under the supervision of executive producer Robert Sherman, a 30-year veteran of WQXR. Sherman also is producing an hosting the one-hour Sunday program *WQXR At 50*, which features segments of archival programs including full-length performances and interviews.

On hand for the start of the celebration



were (l-r): Warren G. Bodow, WQXR president and general manager; Elliott Sanger, co-founder of station in 1936, and Sherman.

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Statuesque programming

AP Network News will feed its radio affiliates a package of 20 *Liberty Minutes* for airing starting on June 9 and ending July 4 in celebration of the 100th birthday of the Statue of Liberty. The first program will feature President Reagan who will discuss the meaning of freedom. Other one-minute segments will present Americans from various walks of life—statesmen, teachers, entertainers and craftsmen. All 20 programs also will be pre-fed to Network News affiliates on June 6. Throughout the July 4 weekend, AP Network News will supply live coverage of festivities from Governor's Island in New York harbor.

Also, beginning May 5 and continuing through July 5, the UPI Radio Network will feed its affiliates one-minute *Liberty Preview* reports Monday-Friday. According to UPI Radio's new senior news producer, Mik Freedman, the reports will include both tips for those planning to visit New York for the event and interviews with immigrants whose first view of the United States was the statue.

Now you hear it...

American Public Radio will distribute a new 5-part drama series produced by the Canadian Broadcasting Corp., called *Vanishing Point*, over APR beginning next October. PR describes the program as "an eclectic mythology" of half-hour mysteries, comedies, science fiction and "psychological realism"—a mix of original radio plays and dramatizations from contemporary fiction. The latter includes works from Ray Bradbury, Daphne DuMaurier, Joanne Greenberg and Evelyn Waugh.

More 'Business'

Business Week magazine has expanded its broadcast coverage with the establishment of *Investors News Network*, which provides radio stations with six 60-second updates daily on stock market and business news, plus four 60-second feature reports on weekends. As part of its enlarged broadcast operation, the magazine has appointed Ray Hoffman, formerly with the *Wall Street Journal*, as broadcast correspondent. He joins Rudy Suderman, broadcast operations editor, in writing and delivering the news reports, which are fed to stations by satellite. The reports are distributed by R&R Syndications Inc., New York.

Full Cup

UPI Radio's Spanish-language network, *Nuestras Noticias*, will offer its affiliated stations day-to-day coverage of the World Cup soccer games from Mexico in June. The network will distribute six, five-minute programs each day from May 31 through June 9. According to a UPI spokeswoman, the sports will include interviews with coaches and players as well as previews and summaries of each day's game. The network currently has some 45 affiliates.

Can't tell the channels without a scorecard

CBS Radio will broadcast a nonmusic event in stereo for the first time on July 15 when the CBS Radio Network airs baseball's 57th All-Star Game from the Houston Astrodome. Nearly 13% of the network's affiliates are FM stations and many AM outlets have the capability of picking up stereo transmission, noted Dick Brescia, senior vice president, CBS Radio Networks. He said the stereo broadcast will not require any additional personnel, "just slightly more equipment."

Job search

The nominating committee of the National Public Radio board of directors is seeking candidates to fill six seats on the NPR board. Those directors whose terms expire in October are Ward Chamberlin Jr., Kathryn Jensen, Bill Siemerling, William Leonard, Graciela Olivarez and Ernest Sanchez.

Past is present

National Broadcasting is readying a new, 90-second, weekday feature focusing on historical news events and stories, *Like Only Yesterday*. The series, which begins on Monday, May 5, will feature past news accounts of each air date beginning with a flashback to May 5, 1961, when Alan Shepard became the first American in space.

NUMBER ONE IN A SERIES

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UPI details reorganization plan

Filing describes payment to creditors, stock plans, guild agreement

UPI's plan of reorganization, filed with the U.S. Bankruptcy Court in Washington on April 8, calls for the sale of the wire service to New UPI Inc. (owned by Mexican newspaper publisher Mario Vazquez Rana and Houston developer Joe Russo) for \$41 million. The plan also spells out details for paying off unsecured creditors and an agreement with the wire service guild. Both groups are supporting the reorganization plan. UPI also said that if the plan is approved, it would consider entering new businesses, such as providing information services to personal computer owners and expanding news coverage in areas such as business and sports.

Bankruptcy Court Judge George Bason, who is presiding over the UPI case, has scheduled a public hearing on the company's proposed reorganization plan for May 12 in Washington. Attorneys for the Financial News Network say they are exploring the possibility of asking Bason for permission to file a counter reorganization proposal—a plan that would propose the sale of the wire service to FNN, whose last-minute bid last fall was rejected by UPI. FNN claimed its bid offered UPI's unsecured creditors about 20 cents more on the dollar in debt payments than the New UPI offers. FNN is challenging, in the U.S. Court of Appeals in Washington, Bason's ruling last December approving the New UPI offer, in which he also barred the UPI Creditors Committee from considering other bids and enjoined FNN from contacting UPI's unsecured creditors.

As for payment of creditors, the plan filed April 8 calls for payment in full of most (and

substantiated) claims under \$3,000, including those of company employees. A special "unsecured creditors fund" has been established to which New UPI will contribute \$9.5 million and more than a million shares of a new nonvoting Class B stock, which will be issued upon approval of the plan. According to the plan, each creditor participating in the fund will receive "the proportionate amount that [its] claim bears to all [valid] claims." The example cited is that if a creditor has a claim equal to 0.3% of the total amount of claims seeking payment from the fund, that creditor would receive 0.3% of the cash in the fund. The stock in the fund would be distributed on the same pro rata basis. UPI estimates that the \$9.5 million in the fund will be sufficient to pay all valid claimants roughly 40% of what they are owed.

The sale agreement between UPI and New UPI provides for the continued existence of newspaper and broadcast advisory boards to review, on a continuing basis, the performance of the wire service. Also, to promote "continuity" at the wire service, the agreement stipulates that nine executive officers designated by UPI would continue their employment for at least one year after the closing of the sale. Vazquez Rana also agreed not to terminate any employee covered by the current wire service guild pact through April 30, 1987. He has also agreed to institute a profit sharing program under which 7.5% of the UPI's future pre-tax profit would be distributed to nonmanagement employees. Employees would also have the right of first refusal to buy New UPI stock in the event more than 10% of the total stock is sold to outside investors. The guild, in turn, has

agreed to smaller contributions to its retirement pension plan from New UPI. Two persons nominated by the guild would also sit on the company's board of directors.

If the sale is approved, all existing UPI stock would be canceled and new issues (voting Class A and nonvoting Class B stock) would be issued. All the Class A stock would be held by New UPI. More than one million of the 10 million newly issued Class B shares would be distributed to creditors. However, five years from the date of the issuance of that stock, those creditors "will be subject to the perpetual right of UPI to buy any share" of the outstanding Class B stock. The price would be \$2 per share, or "the product of the most recent four quarters' total of dividends per share times eight." The creditors would also have the right, after five years or upon liquidation of the company, to require New UPI to buy back the Class B stock at a price determined by the same formula.

The Class B stock not issued initially to creditors would be issued to New UPI. Class B stock, the agreement stipulates, would receive "dividends amounting to not less than one-third of the annual net income of UPI, any, net of taxes and reserves for known and foreseeable liabilities." Dividends, if any, would be payable quarterly "in the year following their declaration."

There is a provision in the agreement letting New UPI out of the deal if the reorganization plan is not approved by the Bankruptcy Court by Aug. 31.

In a statement accompanying the plan, UPI said its plan for long-term growth "based on strengthening the basic news business for media news customers and developing new services." The company said it was considering expansion of its business and sports coverage and the possible sale of UPI products "in combination with other services, e.g., computers and office products, marketing UPI as a tenant amenity in 'smart' buildings, entering the magazine and newsletter markets and exploiting its picture archives in publishing."

Journalists appeal ruling on covering court arguments over Gramm-Rudman

Representatives of broadcast and print journalists last week asked Supreme Court Chief Justice Warren Burger to reconsider his rejection of a request by the Mutual Broadcasting System to provide radio coverage of the court's April 23 hearing into the constitutionality of the Gramm-Rudman budget law.

In a March 6 letter, Burger had rejected

Press Club honors. Sixteen awards were presented by the Overseas Press Club of America at its 47th annual ceremony, held last Tuesday (April 15) at the Grand Hyatt hotel in New York. Jeremy Levin, the former CNN Beirut bureau chief who was held hostage in the Middle East for 11 months, presented the awards. Yelena Bonner, wife of Nobel Prize-winning Soviet dissident, Andre Sakharov, received the club's President's award for her advocacy of human rights. Four awards honored broadcasters:

- The Ben Grauer Award for best radio spot news from abroad was given to Philip Till, NBC Radio Network, for "Coverage of TWA Flight 847." Citations were given to Peter Maer, Mutual Radio Network, for "Coverage of the Mexico City Earthquake," and Maggie Fox, Mutual Radio Network, for "Beirut TWA Hijacking."

- The Lowell Thomas Award for best radio interpretation of foreign affairs was given to Karen Burnes, ABC Entertainment Network, for *Reporter's Journal: Ethiopia*. A citation was given to Monitorradio, *The Christian Science Monitor*, for "Team Interpretive Reporting."

- An award for best spot TV news reporting from abroad was given to Bill Moyers, *CBS Evening News With Dan Rather*, for "Africa: Struggle for Survival." A citation was given to Jon Alpert, *NBC Nightly News With Tom Brokaw* and *The Today Show*, for "Vietnam 1985."

- The Edward R. Murrow award for the best TV interpretation or documentary on foreign affairs was given to Ted Koppel and Richard Kaplan, *ABC News Nightline*, for "South Africa Series." A citation was awarded to CNN for "Iran: In the Name of God."

Good news. May 19 is the deadline for entries for news and documentary Emmy awards for "programs, program segments and individual crafts for broadcasts aired between Jan. 1 and Dec. 31, 1985." For more information, contact the National Academy of Television Arts and Sciences, 212-586-8424.

the Mutual request. "It is not possible to arrange for any broadcasting of any Supreme Court proceeding," Burger said. "When you get cabinet meetings on the air, call me," Burger added (BROADCASTING, March 17). In their own letter last week, the media representatives—Society of Professional Journalists, Sigma Delta Chi, National Association of Broadcasters, Radio-Television News Directors Association, Reporters Committee for Freedom of the Press, American Newspaper Publishers Association, American Society of Newspaper Editors, and National Press Club board of governors—said the court's refusal to permit the experimental, pooled, live radio coverage "



Burger

proposed would send an "unfortunate message to the public and could well erode the public's confidence" in the judicial process. "More than 40 states have now experimented with television and radio coverage of both trial and appellate proceedings, without adverse impact on the administration of justice," the groups said. "We see no reason why the U.S. Supreme Court should not follow suit. Our society depends increasingly on the rapid if not instantaneous transmission of information. The public's reliance on broadcast media as a source of information in addition to the print media suggests that the court could enhance public understanding of justice and our form of constitutional government by permitting Americans to listen to an argument that will vividly illustrate lessons about the separation of powers among the three branches of government."

"We sincerely believe that this simple experiment would be an excellent way to start, and we stand ready to implement the experiment in a way that would assure the court's decorum and dignity." □

NewsBeat

Publication problem. *The Providence Journal* was fined \$100,000 and its top editor, Charles McC. Hauser, given 18-month suspended prison term for publishing article about alleged mob figure in violation of court order. Francis J. Boyle, chief judge of U.S. district court for Rhode Island, said heavy penalty was in order because newspaper had "chosen to violate an appropriate court order and boldly communicate that defiance to hundreds of thousands of residents of this area." Story at issue was based on FBI documents *Journal* had obtained through Freedom of Information Act. *Journal* Publisher Michael P. Metcalf issued statement expressing regret judge had seen fit to impose criminal sanctions for decision made "in good faith and in the reasonable belief that the First Amendment justified the publication." And Floyd Abrams, New York lawyer specializing in First Amendment law, said judgment was "troubling" and "may lead to significant impairment of First Amendment rights in the future by encouraging courts to issue unconstitutional prior restraints on publications." But Laurence H. Tribe, Harvard law school professor of constitutional law, said case did not involve constitutional conflict but question as to "power of the judiciary to punish violators of its orders." □

DOD on line. Department of Defense, following White House into age of electronic press release, is offering daily recorded news summary of up to five minutes. Summary features stories dealing with defense matters and, when available, actualities of senior Defense officials. Material is in format designed for recording and broadcast, but it is up to stations to identify pieces as originating with Defense Department. Material is normally recorded once daily, Monday through Friday, and is available for access from 4 p.m. each day. Updates are provided as warranted in event of major, breaking stories. Recordings are on Spotmaster lines, and stations interested in material can then reach it 24 hours a day, seven days a week, by calling (202) 695-6004 or (202) 695-6201. Ernie Schultz, executive vice president, Radio-Television News Directors Association, does not see cause for concern in new service. "It's just another form of government handout," he said. It would be matter of concern, he said, "only if DOD thought this would replace coverage by a reporter." White House has for several years provided actualities of White House officials to stations calling either (202) 456-7198 or 800-424-9000. And since November 1984, its Office of Media Relations has been making press releases, speeches and other material available to journalists plugged into White House News Service, which is part of data base of ITT Dialcom News service (BROADCASTING, Nov. 19, 1984). □



Native sons. More than 50 journalists with ties to Tennessee journalism gathered in Nashville on April 7 for "Tennessee Homecoming '86" at Vanderbilt University. Day-long event was held to bring veteran journalists back to share their memories of news gathering in Tennessee, and to provide opportunity for students to learn from discussions on journalism issues of past and present.

Participating in one of five panel sessions, "Television in the 80's," were (l-r): moderator Eliot Frankel of Vanderbilt University; John Palmer of NBC's *Today*; Huell Howser, KCEI-TV Los Angeles; Wallace Westfeldt, formerly of NBC News; John Dancy, NBC News, and sportscaster and columnist Lindsey Nelson. Issues covered during panel session included discussion of perceived blurring of line between entertainment and news and pressures in presenting network and local news created by time constraints and ratings. □

Jesse Jackson makes appearance at CBS board meeting

He and PUSH organizers complain of portrayal of minorities in media, CBS's minority employment record

The Rev. Jesse Jackson and Hycle Taylor, the national president of Operation PUSH (People United to Save Humanity), appeared at CBS's annual stockholder meeting in Philadelphia last week and complained, in Taylor's words, of the "injustice and unfairness" of media treatment of minorities in employment, news coverage, programming and general access. CBS Chairman Thomas Wyman acknowledged that CBS was part of the problem but said that the company was making a good faith effort to address the concerns "in a substantive way." But, he said, "we need help in finding people. We need help in finding the bridges to the community that we are trying with uneven success to build."

Taylor charged that CBS's owned and operated station in Chicago, WBBM-TV, had "failed to be responsive" to complaints about the station's minority employment and programming policies, triggered by the removal of black anchorman Harry Porterfield six months ago to make way for the returning Bill Kurtis. That incident sparked a PUSH-sponsored boycott of WBBM-TV which is continuing. He said a lack of input by blacks in the station's programming and news coverage has had a "devastating effect on black life" in Chicago. According to Jackson, his Rainbow Coalition will join PUSH in the boycott which is being expanded to other CBS-owned stations.

Jackson charged that there were no blacks or Hispanics in "key management positions at any of the four major groups—the Broadcast Group, Records Group, Publishing Group and Technology Center." Focusing on the CBS/Broadcast Group, Jackson noted that the three executive vice presidents reporting to President Gene Jankowski were all white males and that the division presidents reporting to them were also all white males. He also noted that there were no black bureau chiefs or black producers at the domestic bureaus. Commenting on the recent promotion of Jonathan Rodgers to vice president general manager of WBBM-TV, Jackson said that Rodgers was "eminently qualified" for the post before PUSH started its boycott, but was considered for the post after the boycott started, "just as blacks were qualified" to use bathrooms also used by whites before the Civil Rights Act of 1964. "There is some correlation between pressure and progress," he said.

Jackson complained that there were "zero" black or Hispanic station managers, (the number-two post at CBS O&O stations under general managers), news directors, executive producers or program directors at CBS stations. "The same basic pattern," he

said, prevails throughout the Broadcast Group. "It kind of asks the question: 'Where is the black vanishing family?'" said Jackson. "Some place on the bottom," he answered, "and in fact black males are being castrated. These irrefutable facts and gross violations of the spirit of justice and fairness," he said, were why his Rainbow Coalition was supporting PUSH in a boycott of "CBS-owned stations and bureaus across the country."

Jackson described the situation at CBS as "de facto apartheid," which he said must be a "source of embarrassment and shame to every shareholder." He called on shareholders to come up with an "immediate remedy" to the situation.

In response, Wyman said the issues raised by Jackson had already been "put before" the CBS management committee. But he added that "we will take the specific questions you raise and the specific issues you raise and respond in some detail and thoughtfully." Wyman said he supported the idea of getting the company's minority employment levels more in line with the demographics of individual markets. "Our only qualification," he said, "is that we put our-

selves in a position and engage the people and grow the people so that we can do that in conscience for the people themselves and to our shareholders, and to the people who depend on us for the services and education and products we provide." It would be unacceptable, said Wyman, to simply replace "people on the air without regard to getting the job well done to meet an arbitrary set of goals without the quality overlay." Wyman said he would "personally," as the network would "collectively," respond to Jackson's complaints and "engage in the process of pursuing what I think are largely mutual goals."

In other business, the company refused to consider several proposals by Accuracy in Media President Reed Irvine, including one to implement a drug testing program at the company. "It's a complicated issue and a management issue," said Wyman, not one to be decided by shareholders.

CBS founding Chairman William Paley did not attend the meeting, although Wyman said he had planned to. Wyman said Paley developed a "small back problem" that prevented him from attending. □

Dilemma of the dish manufacturer

Many companies in the home satellite market are reporting lower earnings figures; scrambling and its related fallout among the chief causes

The billion-dollar-plus home satellite equipment industry has fallen on hard times. How profitable the manufacturing of dishes will be in the future will depend not only on the price and availability of satellite signals, both scrambled and unscrambled, but also on more typical business concerns, such as raw material costs, currency exchange rates and how many manufacturers survive the current shakeout.

The most recent bad news for home satellite equipment makers began four months ago when sales began to plunge. The industry's lobbying organization, the Satellite Television Industry Association (SPACE), estimated that January and February shipments to dealers were down 50% from the year-earlier period.

Announcements by several publicly held companies within the past few weeks translated the unit sales drop into dollars and cents. Birdview Satellite Communications reported a net operating loss of \$4.5 million in its most recent quarter, compared to income of \$1.4 million in the same quarter a year before. Sales for the Chanute, Kan.-based manufacturer were off 23%.

Scientific-Atlanta has warned of weaker 1986 profits, in part because of "a severe

downturn in sales of home satellite terminals." And M/A-Com has announced the both a write-down of home satellite equipment inventory and an operating loss in the division will contribute "substantially" to an expected \$45-million to \$55-million second quarter loss. And competition has reportedly forced out other manufacturers: Toki, Viewstar, Automation Techniques, Gillespie and Comsat's Amplicia.

The full-time scrambling of HBO and Cinemax on Jan. 15 that, to many, seemed to cause the industry's problems, was actually the culmination of gradually increasing scrambling that began the previous spring.

Was the drop-off in sales an indication that consumers were only interested in satellite reception because they could get HBO and other services for free? Or was the sale drop, as many manufacturers maintain, a result of misleading press coverage that the "skies were about to go dark?" Or was the blame for the sales plunge due to poor marketing preparation by the industry? Or was it the programmers' responsibility to better prepare consumers for how to receive the scrambled service and at what cost?

Joe Boyle, SPACE vice president of communications, said that the shock of scrambling was felt by those who already owned dishes and may now have to buy a separate M/A-Com-manufactured decoder that has been retailing for \$395 since January. Boyle said that for those just now buying dishes

Stock Index

Closing Closing Net Percent P/E Market
Wed Wed Change Change Ratio Capitali-
Apr 16 Apr 9 zation
(000,000)

BROADCASTING

ABC	228	3/8	233		—	4 5/8	—	1.98	21	2,967
Capital Cities/ABC	228	3/8	233		—	4 5/8	—	1.98	21	2,967
CBS	138	5/8	138	3/8		1/4		.18	31	3,249
Clear Channel	18	1/2	19		—	1/2	—	2.63	28	54
Gulf Broadcasting		1/8	3/16		—	1/16	—	33.33		5
Jacor Commun.	6	5/8	6	1/2		1/8		1.92		37
LIN	44	3/4	44	3/8		3/8		.84	31	1,181
Malrite	16	7/8	15	3/8		1 1/2		9.75	20	141
Malrite 'A'	16		15			1		6.66	19	67
Price Commun.	12		11	1/8		7/8		7.86		88
Scripps Howard	54		53	3/4		1/4		.46	18	557
SunGroup Inc.		4 3/8	4	1/4		1/8		2.94		7
Taft	95	3/8	95	1/2	—	1/8	—	0.13	21	861
TVX Broadcast Group	10	3/4	10	3/8		3/8		3.61	44	63
United Television	29	1/4	28	3/8		7/8		3.08	88	320

BROADCASTING WITH OTHER MAJOR INTERESTS

A.H. Belo	52	1/8	50	3/4	1 3/8	2.70	25	603
Adams Russell	36	1/2	34	1/2	2	5.79	23	225
Affiliated Pubs	48	7/8	47	1/2	1 3/8	2.89	30	898
American Family	28	7/8	28	1/2	3/8	1.31	14	1,154
Assoc. Commun.	43	3/4	42	1/4	1 1/2	3.55		208
Chris-Craft	64		60	1/8	3 7/8	6.44	46	409
Gannett Co.	76	1/4	73	5/8	2 5/8	3.56	24	6,119
GenCorp	75	1/4	74		1 1/4	1.68	21	1,647
Gray Commun.	138		138				23	68
Jefferson-Pilot	54		51	1/2	2 1/2	4.85	8	1,542
John Blair	23		21	7/8	1 1/8	5.14		185
Josephson Intl.	8	1/8	7	3/4	3/8	4.83		38
Knight-Ridder	51		47	5/8	3 3/8	7.08	23	2,856
Lee Enterprises	25	3/4	26		1/4	0.96	21	652
Liberty	43		41	7/8	1 1/8	2.68	18	433
McGraw-Hill	54	7/8	55	1/2	5/8	1.12	18	2,765
Media General	90		91		1	1.09	19	633
Meredith Corp.	78	1/2	76	3/8	2 1/8	2.78	15	743
Multimedia	33	1/8	31	1/2	1 5/8	5.15		364
New York Times	62	3/8	60		2 3/8	3.95	21	2,492
Park Commun.	27	3/4	28	1/4	1/2	1.76	25	382
Rollins Commun.	30	1/8	29	3/4	3/8	1.26	34	440
Selkirk	24	1/2	25	3/8	7/8	3.44	53	198
Stauffer Commun.	120	1/2	122		1 1/2	1.22	19	120
Tech/Ops Inc.	28	3/4	29		1/4	0.86	5	63
Times Mirror	63	3/8	60	3/4	2 5/8	4.32	16	4,090
Tribune	66	5/8	65	1/8	1 1/2	2.30	22	2,702
Turner Bcstg.	22	5/8	19		3 5/8	19.07	52	492
Washington Post	160		152	3/4	7 1/4	4.74	18	2,051

PROGRAMING

All American TV	6	1/2	6	1/2					7	
American Nat. Ent	2	1/16	2	5/16	-	1/4	-	10.81	10	4
Barris Indus	22	5/8	21		1	5/8		7.73	28	200
Century Commun.	12	7/8	12	7/8					257	249
Coca-Cola	109	7/8	100	5/8		9	1/4	9.19	21	14,372
Disney	46	3/4	39	3/4		7		17.61	33	6,048
Dow Jones & Co.	51	5/8	51	7/8	-	1/4	-	0.48	24	3,328
Financial News	7	3/4	8		-	1/4	-	3.12	193	83
Four Star	6	1/4	5	7/8		3/8		6.38	6	5
Fries Entertain.	9	5/8	9	1/2		1/8		1.31	12	33
Gulf + Western	59	7/8	59	1/2		3/8		.63	17	3,689
Hal Roach	15	1/4	13	1/4		2		15.09		84
King World	40	1/2	37	1/2		3		8.00	26	412
Lorimar-Telepictures	28		26	1/8		1	7/8	7.17	10	218
MCA	54	1/4	52	3/4		1	1/2	2.84	34	4,066
MGM/UA	26	5/8	26	5/8						1,322
New World Pictures	19	7/8	15	3/4		4	1/8	26.19	79	169
Orion Pictures	13	1/2	11	3/4		1	3/4	14.89		128
Playboy Ent.	7	5/8	7	3/4	-	1/8	-	1.61	71	
Reeves Commun.	14	3/4	14	7/8	-	1/8	-	0.84		184
Republic Pictures 'A'	11	3/8	11			3/8		3.40	81	33
Republic Pictures 'B'	10		10						71	7
Robert Halmi	4	1/4	4	1/8		1/8		3.03	60	74
Sat. Music Net.	7	3/4	7	3/4						52
Warner Communications	44	1/4	42	1/4		2		4.73		2,719
Westwood One	27	1/2	24	1/4		3	1/4	13.40	23	93

Closing Closing Net Percent P/E Market
Wed Wed Change Change Ratio Capitali-
Apr 16 Apr 9 zation
(000,000)

SERVICE

O Ally & Gargano	11		12	1/4	-	1 1/4	-	10.20	10	24
O BBDO Inc.	33	1/4	31	3/4		1 1/2		4.72	11	428
O Compact Video	7	1/8	6	5/8		1/2		7.54		30
N Comsat	34	3/8	35		-	5/8	-	1.78	10	622
O Doyle Dane B.	22	1/2	22	3/8		1/8		.55	15	118
N Foote Cone & B.	61	7/8	64		-	2 1/8	-	3.32	15	235
O Grey Advertising	227		227						14	136
N Interpublic Group	56	3/8	54	1/2		1 7/8		3.44	18	614
N JWT Group	40	1/8	39	3/4		3/8		.94	22	363
A Movielab	7		7	1/8	-	1/8	-	1.75		11
O Ogilvy Group	38		39		-	1	-	2.56	11	521
O Saatchi & Saatchi	39		41	5/8	-	2 5/8	-	6.30	23	490
O Telemation	6	3/4	6	1/2		1/4		3.84	6	7
O Tempo Enterprises	8	3/4	8	1/2		1/4		2.94	33	50
A Unitel Video	9	7/8	9	1/2		3/8		3.94		21
N Western Union	6	3/4	7	1/8	-	3/8	-	5.26		164

CABLE

A	Acton Corp.	2	5/8	2	3/8	1/4	10.52		15
O	AM Cable TV	1	7/16	1	1/2	1/16	4.16		5
N	American Express	68		66		2	3.03	19	15,120
N	Anixter Brothers	24	1/4	24	1/2	1/4	1.02	23	441
O	Burnup & Sims	6	5/8	6	1/2	1/8	1.92	12	59
O	Cardiff Commun.	1	3/16	1	3/16			3	2
N	Centel Corp.	51	3/4	50	1/4	1 1/2	2.98	11	1,431
O	Comcast	26	1/4	26		1/4	.96	45	559
N	Gen. Instrument	20	3/8	19	3/4	5/8	3.16		657
N	Heritage Commun.	25	1/2	25	7/8	3/8	1.44	50	402
O	Jones Intercable	13		12	3/8	5/8	5.05	56	135
T	Maclean Hunter 'X'	19	1/2	18	7/8	5/8	3.31	27	718
A	Pico Products	3		2	5/8	3/8	14.28		10
O	Rogers Cable	15	1/4	15		1/4	1.66		357
O	TCA Cable TV	26	1/4	26		1/4	.96	35	175
O	Tele-Commun.	49	3/8	48	1/4	1 1/8	2.33		2,321
N	Time Inc.	73	3/4	73	1/2	1/4	.34	23	4,626
O	United Artists Commun.	28	1/2	28		1/2	1.78	41	584
N	United Cable TV	29	1/4	27	1/8	2 1/8	7.83	44	442
N	Viacom	65	1/4	61	1/8	4 1/8	6.74	25	1,321

ELECTRONICS/MANUFACTURING

N 3M	101	3/4	98	1/8	3 5/8	3.69	17	11,639
N Allied-Signal	51		51	3/4	3/4	1.44	10	8,878
N Arvin Industries	31	1/2	27	1/4	4 1/4	15.59	14	490
O C-Cor Electronics	5	1/2	5	1/2				16
O Cable TV Indus.	3	1/2	3	1/2			175	10
A Cetec	8	1/2	8	1/4	1/4	3.03	20	17
O Chyron	5	7/8	6		1/8	2.08	18	59
A CMX Corp.	1	3/4	1	5/8	1/8	7.69		6
A Cohu	9	1/2	9	1/8	3/8	4.10	9	17
N Conrac	16	7/8	16	3/8	1/2	3.05	19	101
N Eastman Kodak	60	1/4	59	1/4	1	1.68	18	13,596
O Elec Mis & Comm.	3	5/8	3	5/8				14
N General Electric	78		76	1/8	1 7/8	2.46	15	35,537
O Geotel Inc.	1	3/8	1	3/8			22	4
N Harris Corp.	28	3/4	27	3/4	1	3.60	19	1,157
N M/A Com. Inc.	18		17		1	5.88	23	783
O Microdyne	6	1/2	6	3/8	1/8	1.96	29	29
N Motorola	48	3/8	42	1/4	6 1/8	14.49	79	5,764
N N.A. Philips	45	5/8	41	7/8	3 3/4	8.95	16	1,317
N Oak Industries	1	7/8	1	7/8				57
N RCA	64	5/8	64		5/8	.97	15	5,801
N Rockwell Intl.	47	7/8	46	5/8	1 1/4	2.68	12	7,148
N Sci-Atlanta	10	7/8	10	1/2	3/8	3.57	14	254
N Sony Corp.	22		22				14	5,080
N Tektronix	58		55	7/8	2 1/8	3.80	17	1,147
N Varian Assoc.	28	3/4	25	1/8	3 5/8	14.42	41	612
N Westinghouse	57	3/4	55	7/8	1 7/8	3.35	16	10,087
N Zenith	25	1/8	22	5/8	2 1/2	11.04	1,256	580
Standard & Poor's 400	268.48		258.44			10.0		3.88

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

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

the decoder will be a less inhibiting (and less expensive) board built into the receiver.

Ironically, the long-term decline in the price of home satellite units means that the cost today (dish, decoder and monthly subscription fees) is less than the cost of dish-only "free reception" of five years ago. But there has so far been no rush to buy descramblers. Only an estimated 10,000 of the 1.5 million dish owners have decoders.

Dropping prices of the units—which retailed for \$5,000 two years ago and are now available today for about \$2,500—have not always benefited the manufacturers. Some of the decline is a result of increasing volume—SPACE estimated sales of home units at 115,000 in 1982; 240,000 in 1983; 340,000 in 1984, and 700,000 in 1985—leading to lower manufacturing costs.

But the lower sales price was also caused by competitive factors that have kept operating margins low. For a number of years, most dishes were made of fiberglass. It was not too expensive for somebody to make a fiberglass mold (sometimes copied from someone else's design) and manufacture a few dozen dishes a day. Relative ease of entry into the market helped keep supply up and reduced prices of the nonelectronic components of a satellite reception unit (the antenna, the pedestal and mount).

Now an estimated 75% of the dishes are made of metal. Although it takes a greater capital investment to build the "mesh" dishes from scratch, they can be assembled by companies that buy the "ribs," metal webbing and other dish parts through suppliers. Furthermore, the metal dishes are lighter and easier to ship. Before, virtually all dishes were domestically manufactured. With the lighter weight, a growing number of dishes are built abroad. And copying is still a problem, according to James Wentz, vice president of operations for RAYDX Satellite Systems: "We have just received, after two years, a patent on our antenna, and in that time over two dozen companies have manufactured copies. Now it is referred to as the RAYDX 'type.'"

It is in the electronics side of the business where foreign competition has had the greatest impact. A low noise amplifier that cost \$200 two years ago costs \$75 today. Most of those commenting estimated that at least three quarters of the electronic components (including receivers, low-noise amplifiers and modulators) are manufactured overseas, much of it under contract for U.S.-owned companies.

The few cable services that scramble now will be joined by others by yearend, although the final count is unclear. Currently there is a debate as to whether the "resale carriers" of superstations such as Eastern Microwave (WOR-TV New York) and United Video (WGN-TV Chicago) are legally able to scramble the signals or charge consumers for descrambling them ("In Brief," April 7). CBS intends to scramble its signal but the other networks have given less definite commitments.

There is also confusion about who will distribute the programming or at what price. The Justice Department is currently investigating arrangements that have left the cable industry largely in control of selling scram-

bled programming although some basic programmers have more recently indicated a willingness to work with independent distributors. It is conceivable that a package of channels could be offered at a price competitive with that offered by cable, at a time when that industry is trying to raise its basic rates. Price competition among pay channels has already occurred with Showtime/The Movie Channel offering a descrambled service for several dollars below that offered by HBO/Cinemax. And as RAYDX's Wentz noted, 85% of transponders still aren't scrambled.

Downward pressure on prices for the dishes will continue at least in the near future, as some manufacturers trying to move inventory and some bankrupt companies dump their inventory on the market. If the current slump ends, prices may well stabilize.

Another possible bad sign is that the cost for the manufacturer may be moving up. Wentz said that he expects the price of aluminum, the raw material comprising most of the metal web dishes (90% of the RAYDX dish), to increase by 25% in the next year. Additionally, with the majority of components now being manufactured overseas, the current decline in the dollar could lead to higher costs, which would either lead to higher prices for consumers or lower profit margins for the manufacturers.

But many of the costs that reduce margin may prove less important if the consumer market grows. The numbers do not look too bad to Don Berg, vice president of marketing for Channel Master: "There will always be about 22 million homes that will not be reached by cable. Let us say that 12 million of those homes would not buy a dish, either because the homes are in the city where it is less practicable, or for whatever other reason. That leaves 10 million homes. If we can achieve cable's penetration rate of 55%, that gives us a market of more than five million homes."

The Channel Master vice president says the five million number is not static either. "That kind of figuring will carry the industry until 1988 or 1989, when Ku band will come in, meaning still lower prices [some say less than \$500] and smaller dishes [many of the dishes being sold now are already Ku band compatible]. Then the slice of the non-cable market buying dishes will grow further."

Judging from the comments of industry executives, the manufacturing of home satellite equipment may never be an easy business, but the rewards may be easier to find. Already SPACE estimates that March sales were down 30%, a slight improvement over January-February figures. The question for many companies today is: Do they have the staying power to wait out the bad news?

Saatchi buys Backer & Spielvogel

Initial payment by British company is to be \$50 million

Saatchi & Saatchi Co., a British-based advertising agency conglomerate, announced last week it has signed an agreement to acquire Backer & Spielvogel, a New York advertising agency, for an initial payment of \$50 million in cash.

Under the terms of the agreement, the six

stockholders of the privately held B&S also may be paid additional cash to bring the aggregate consideration, including the down payment, up to an expected 10 times the average after-tax profits in the three years ending March 31, 1992.

Saatchi & Saatchi was formed in 1970 by brothers Charles and Maurice Saatchi. It has grown to encompass 92 offices in 54 countries. S&S says it is among the largest ager-



B & S stockholders (l-r, seated): Spielvogel; Stephen Leff, executive vice president and director of media services, and Backer. Standing (l-r): Robert Lenz, executive vice president and creative director; Robert Holmen, executive vice president and chief operating officer, and Robert Meul, executive vice president and copy chief.

groups in the world, with worldwide billings in 1985 of \$3.03 billion. In the U.S., it already represented by a large agency, Saatchi & Saatchi Compton, with domestic billings of about \$400 million in 1985, of which \$334 million was in broadcast. Backer & Spielvogel was established in 1979 by Earl Spielvogel, chairman and chief executive officer, and William M. Backer, president. Its domestic billings have grown to most \$400 million. The agency has no overseas branches. B&S reported domestic television and radio billings of \$317.8 million in 1985.

This consolidation is the latest in a number of mergers by large and middle-sized agencies. Other alliances were forged by Gilvy & Mather and Scali, McCabe & Coes; Campbell-Mithun and Ted Bates Worldwide; Bozell & Jacobs and Kenyon & Eckhardt, and D'Arcy MacManus & Masius & Benton & Bowles.

Among the Backer & Spielvogel clients are NCR Corp., Quaker Oats and its Fisher-

Free advice. Closer cooperation by agencies, broadcasters and advertisers was urged by panelists during a session held in New York for newcomers to broadcasting, part of a seminar co-sponsored by the International Radio and Television Society and the Station Representatives Association.

Paul Bell, promotion-advertising manager, Dow Jones, said he was surprised that some media representatives and timebuyers did not know "my business, my product, my strategy." In addition, he suggested that advertising solicitations should not "overpromise" but should propose "exactly what can be delivered."

Candace Cinnamon, sales manager, Torbet Radio, said salespersons must know the needs of the buyer and have access to various marketing information related to the buy. She said: "We must destroy the myth that the role of the buyer and seller is an adversarial one."

Jan Cavanagh, vice president and associate buying director, Dancer Fitzgerald Sample, noted that in devising a media plan, the agency may create two or three different plans and often discusses them with the client for suggestions before making a final decision.

Price Division; Miller Brewing; Arby's; Campbell Soup; Magnavox, and Helene Curtis Industries. Under its arrangement with Saatchi & Saatchi, B&S will operate

autonomously.

All six shareholders in B&S are top executives with the agency and they have received new management contracts. □

The Media

Report urges public diplomacy to help fight terrorism

Advisory commission urges USIA to get word out on U.S. actions opposing terrorism

The U.S. Advisory Commission on Public Diplomacy, which oversees the U.S. Information Agency, last week released its annual report that included a warning that U.S. embassy security policies may undercut public diplomacy programs carried out by the USIA and called for an "intensive" public diplomacy program in support of U.S. anti-terrorist policies. The timing of the report's release came less than 40 hours after the U.S. attack on Libya.

The commission said that "economic sanctions, traditional industrial security techniques, and bilateral and multilateral political responses to terrorism are not enough. They must be supplemented by aggressive public pressure on our European allies and others to take their antiterrorist responsibilities seriously." Foreign public opinion, particularly in Europe, may support more vigorous antiterrorist actions than foreign governments have yet undertaken," a USIA summary of the report said.

"The role and influence of public diplomacy and the importance of this agency was clearly evident over the last 72 hours," the commission's chairman, Edwin J. Feulner Jr., said as he recounted the measures undertaken in the wake of U.S. action in Libya: "Literally within minutes" of the press briefing by presidential press secretary Larry Speakes last Monday, a Voice of America editorial was broadcast in English and Arabic "to the affected audiences" and repeated at frequent intervals, and VOA carried a live broadcast of President Reagan's remarks in English, with simultaneous translations in

several languages, including Arabic, Feulner said. Additionally, questions and answers on the strike were distributed by cable "immediately" to American overseas posts; Worldnet, the USIA's television service, conducted two-way transmissions Tuesday and Wednesday mornings with London, Bonn, Paris, Rome and Madrid, and the regular television feed of the USIA carried news on the activities in Libya, Feulner said.

He added that the next step would be to encourage U.S. government officials—within both USIA and the State Department—"to emphasize and increase their public diplomacy activities—particularly in Europe." He suggested using "more active and aggressive" diplomatic programs, such as having senior American officials talking to the public on local television and the beginning of a systematic program of media skills training for ambassadors and other U.S. diplomats.

The report said also that as Reagan's administration and Congress "embark on a \$4.4-billion embassy rebuilding plan, security decisions affecting USIA should be made on a flexible, case-by-case basis with the least possible isolation of USIA from its audiences and in full recognition of differences in local threat levels."

Overall, the seven-member commission praised the public diplomacy efforts of Reagan and USIA at the Geneva summit and recommended that the President appoint "an experienced senior adviser to coordinate domestic public affairs and foreign public diplomacy decisions" for subsequent U.S.-Soviet summits.

Voice of America, however, is not modernizing as rapidly as national needs require, the report said. VOA is being surpassed by

other international radio broadcasters in facilities, equipment, personnel, signal strength and broadcast hours. In addition, the large turnover of VOA directors has "adversely affected" VOA modernization and management. The commission urged more private sector participation in VOA's training program for Third World radio broadcasters and that USIA resume daily VOA broadcasts to Western Europe. It commended the overseas broadcasting service for getting Radio Marti on the air, however.

Other aspects of the report include:

- Recommending that the National Security Council and the State Department "mandate public diplomacy impact assessments for all major foreign policy decisions."

- Recommending the implementation of the U.S.-Soviet exchanges accord and strict reciprocity in numbers of grantees and academic fields.

- Commending USIA for creating Worldnet and recommending that the National Security Council examine the TV service "with a view toward clarifying its mission, long-term needs, and appropriate institutional role."

Those on the commission are: Feulner, a Republican and president of The Heritage Foundation; e. robert wallach, a Democrat and dean of Hastings Law School for Trial and Appellate Advocacy; Tom C. Korologos, a Republican and president, Timmons and Co.; Priscilla Buckley, a Republican and senior editor of *National Review*; Hershey Gold, a Democrat and chairman of Super Yarn Mart Inc.; Richard M. Scaife, a Republican and publisher of the Tribune Review Publishing Co., and Herbert Schmetz, a Democrat and vice president for public affairs of the Mobil Oil Corp. □

Changing Hands

PROPOSED

KESY-AM-FM Omaha □ Sold by Media-Omaha to SunGroup Inc. for \$6,250,000, with payment in stock and assumption of liabilities. **Seller** is principally owned by Jane Woods, president. It has no other broadcast interests. **Buyer** is publicly owned group of three AM's and five FM's headed by Frank A. Woods, president. Woods is seller's husband. KESY is daytimer on 1420 khz with 1 kw. KESY-FM is on 104.5 mhz with 32 kw and antenna 285 feet above average terrain.

WFUZ(FM) Ocala, Fla. □ Sold by WMOP Inc. to The Wooster Republican Publishing Co. for \$4 million. **Seller** is owned by Jim Kirk, former mayor of Ocala. It also owns co-located WMOP(AM). **Buyer** is Wooster, Ohio-based publisher, cable operator and station group of three AM's, three FM's and two TV's, owned by Albert Dix and family. It publishes seven newspapers in Ohio and owns cable systems in Woodland Park, Colo., and Gouverneur, N.Y. WFUZ is on 93.7 mhz with 100 kw and antenna 190 feet above average terrain. *Broker: Robert W. Rounsaville & Associates.*

KOTE(AM)-KKZZ(FM) Lancaster-Palmdale, Calif. □ Sold by Antelope Broadcasting Corp. to Valley Wide Broadcasting Inc. for \$2,250,000, including assumption of \$400,000 in liabilities and \$1-million note.

Seller is principally owned by William S. Sanders. It has interest in KHEI(AM) Kihei and KVIB(FM) Makawao, both Hawaii; KAAP (AM)-KKBZ(FM) Santa Paula, Calif., and KPER(FM) Hobbs, N.M. It also owns cable system serving Fort Collins, Colo., and has recently purchased Drake Chenault Enterprises. **Buyer** is owned by Laurence Rutter, George R. Schrader, James Baker and Lyndsay Schnyder. Schrader and Rutter own KNGT(FM) Jackson and KDHI(AM)-KQYN(FM) Twenty-nine Palms, both California. Schnyder is manager of KOTE(AM)-KKZZ(FM) and Baker is manager of KDHI(AM)-KQYN(FM). KOTE is daytimer on 1380 khz with 1 kw. KKZZ is on 106.3 mhz with 3 kw and antenna 210 feet above average terrain. *Broker: Chapman Associates.*

KFMF(FM) Chico, Calif. □ Sold by Kragwood Broadcasting Inc. to Fuller-Jeffrey Group Inc. for \$1.2 million. **Seller** is owned by Jeffrey Kragel, Ron Woodward and William Frazier. It has no other broadcast interests. **Buyer** is Sacramento, Calif.-based group of one AM and four FM's, owned by Robert F. Fuller, Joseph N. Jeffrey and Edward F. Bock. It purchased KSCO-AM-FM Santa Cruz, Calif., two weeks ago ("Changing Hands," April 14). KFMF is on 93.7 mhz with 15 kw and antenna 330 feet above average terrain.

WKZY(AM) North Fort Myers, Fla. □ Sold by Southern Star Broadcasting Corp. to Paton-

/Cramer Broadcasting Inc. for \$1.1 million. **Seller** is owned by Arnold Bloom. It has other broadcast interests. **Buyer** is owned by N.E. (Pat) Paton, Theodore Cramer and tv others. It also owns WREN(AM) Topeka, Ka WKZY is on 770 khz with 10 kw day and kw night.

KFLR(AM) Phoenix and KFLT(AM) Tucson both Arizona □ Sold by Family Life Broadcasting Systems Inc. to Affiliated Broadcasting Inc. for \$1,050,000. **Seller** is noncommercial Christian group of three AM and three FM's, headed by Warren Boltouse, president. It is buying KGLR(AM) Tucson (see below). **Buyer** is station group subsidiary of three AM's and five FM's owned by publicly traded Affiliated Publication Inc., publisher of *Boston Globe*. It also owns 45% of McCaw Communications Co., Bellevue, Wash.-based MSO with over 380,000 subscribers in 11 states. KFLR is on 1230 khz full time with 1 kw. KFLT is on 1450 khz full time with 1 kw.

KZNG(AM)-KWBO(FM) Hot Springs, Ark. Sold by George T. Heinrich to Demaree Media Inc. for \$1 million. **Seller** has no other broadcast interests. **Buyer** is Fayetteville, Ark.-based group of three AM's and four FM's, owned by Levoy Patrick Demaree and his wife, Reba Pearl. KZNG is on 134 khz with 1 kw day and 250 w night. KWBO is on 97.5 mhz with 36 kw and antenna 80 feet above average terrain. It holds construction permit for 100 kw and antenna 870 feet above average terrain.

KWBW(AM)-KHUT(FM) Hutchinson, Kan. 52.5% sold by Nations Center Broadcasters Co. to Fred L. Conger and family for \$900,000, comprising \$100,000 cash and remainder note. **Seller** is owned by BeWyse Rickard, who has no other broadcast interests. **Buyer** is stations' general manager and owns remaining shares of station. KWBW is on 1450 khz with 1 kw day and 25 w night. KHUT is on 102.9 mhz with 28.5 kw and antenna 496 feet above average terrain.

KGLR(AM) Tucson, Ariz. □ Sold by Doyle Forney to Family Life Broadcasting System Inc. for \$742,300.13, comprising \$125,000 cash and remainder note at 10.5% over or year. **Seller** also owns new TV in Tolleson, Ariz. **Buyer** is selling KFLR(AM) Phoenix and KFLT(AM) Tucson, both Arizona (see above). KGLR is on 830 khz with 50 kw day and 1 kw night.

WNNR(AM) Hamden, Conn. □ Sold by Palm C. Dante to General Broadcasting Corp. for assumption of liabilities. **Buyer** will then sell station to Speed-O-Print Business Machine Corp. for \$600,000. **Seller**, Dante, has no other broadcast interests. He originally purchased station from Southern Starr in 1983. **Re-seller**, General Broadcasting, is subsidiary of Southern Starr Broadcasting Group. Orlando, Fla.-based group of two AM's and five FM's principally owned by Peter Starr. **Buyer** is owned by Peter Salant, Peter Nissen, Lawrence Goldstein and seven others. It owns WJYE(FM) Buffalo, N.Y. WNNR is daytimer on 1220 khz with 1 kw.

WPJL(AM) Raleigh, N.C. □ Sold by Raleigh Radio Co. to William C. Suttles for \$600,000, comprising assumption of

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Cosby: image polisher. E.F. Hutton & Co. is turning to television comedian Bill Cosby to help burnish its tarnished image. Hutton has signed Cosby to a long-term agreement as spokesman for the stock brokerage firm in television commercials and in print advertising. He will also appear in concerts under the billing, "E.F. Hutton Presents an Evening with Bill Cosby." Hutton was rocked last year by a scandal involving fraud. The firm declined to reveal the financial details of the Cosby contract. The spokesman said the first of about 10 commercials featuring Cosby will air in May.

APR, NPR convene back-to-back

Bennet tells NPR to set 'bold goals,' maintain high standards; APR group expresses concern over increased fees

Spurred by slowing audience growth and declining government support, the nation's public radio stations last week committed themselves to a broadly based development and awareness campaign aimed at doubling listenership by 1990. Programming was the principal focus of back-to-back annual conventions of entrepreneurial American Public Radio (Apr. 12-13) and federally mandated National Public Radio (Apr. 13-17) held at separate San Diego sites. More than 700 public radio professionals heard speaker after speaker describe techniques designed to increase the noncommercial audience beyond today's estimated nine million weekly listeners.

In an opening address, National Public Radio President Douglas J. Bennet urged stations to build listenership while "providing distinctive, in-depth news coverage and performance programming that is fresh and alive." He challenged his Town & Country hotel audience to set "bold goals" for the future while adhering to public broadcasting's standards of excellence and innovation.

Although Bennet voiced concern regarding future government funding cuts in the "era of Gramm-Rudman," he said he does not expect such reductions to deal any mor-

tal blows to the system. "We know we are in for tough appropriations fights," Bennet said. "There will be a new element of uncertainty when and if the automatic cuts of Gramm-Rudman take effect. There will also be trickle-down pressures on state and local jurisdictions trying to pick up some costs which are being shifted outward by Washington."

Bennet called upon NPR members to organize to make sure their stations receive the public support "their contribution to society justifies." The NPR chief recommended formation of a task force on audience building and an increase in advertising devoted to promotion of network programs.

In coming months, said Bennet, public radio should attempt to woo listeners away from morning television news programs, which he claimed are NPR's biggest programming competitors. Nevertheless, Bennet said both *Morning Edition* and *All Things Considered*, NPR's daily news magazines, have captured large and influential audiences. He cited a recent Harris poll that found 57% of top corporate executives surveyed listen to the programs either "very often" or "somewhat often."

In his remarks, former Congressman Lionel Van Deerlin (D-Calif.), keynote speaker at NPR's Public Radio Conference, chided commercial radio broadcasters for increasing program blandness. "Deregulation," said the co-sponsor of the 1967 legislation

100,000 note and remainder note at 10% ver 10 years. Seller is owned by buyer; his rother, Robert Suttles; Derwood H. God-in; Diane S. Houston, and John E. Ingram. It has no other broadcast interests. Buyer is station's general manager and has no ther broadcast interests. WPJL is on 1240 hz with 1 kw day and 250 w night.

TOL(AM) Lacey, Wash. □ Sold by Capitol County Broadcasters to Pioneer Broadcasting for \$475,000. Seller is principally owned y Joseph R. DiMeo, who has no other roadcast interests. Buyer is principally owned by Matthew Clapp. It also owns BRC(AM) Mount Vernon, Wash., KFQD(AM)-WHZ(FM) Anchorage and KXRO(AM)-DUX(FM) Aberdeen, Wash. KTOL is on 1280 :hz with 1 kw day and 500 w night. Broker: 3roadcast Properties West for seller and Archie Taft & Associates for buyer.

WKRI(AM) West Warwick, R.I. □ Sold by WKRI Broadcasting Inc. to DBH Broadcasting Inc. for \$418,200, comprising \$320,000 ash and remainder noncompete agreement. Seller is owned by Richard Villanova, Thomas Ianitti, Richard Pizzi, Herbert Roiss and John Parente. It has no other broadcast nterests. Buyer is owned by David B. Hills and his wife, Susan. Hills is vice president of TeleRep, New York-based television station representative firm. WKRI is daytimer on 1450 khz with 1 kw. Broker: New England Media.

WCHZ(AM) Pensacola, Fla. □ Sold by Pratt-Mark Communications to The Main Street Broadcast Group for \$325,000. Seller is principally owned by Marcus David Jones, who also owns WZBR(AM) Amory, Miss.; KSSB(AM) Calapatria, Calif.; KEZP(AM) Canadien, Tex., and KCFL(FM) Hebronville, Tex. Buyer is owned by Samuel Showah, John Deep, Richard Nahley and Nashley's brother, Donald. WCHZ is daytimer on 980 khz with 1 kw. Broker: Wilkens & Associates.

WHEO(AM) Stuart, Va. □ Sold by Community Broadcasting Inc. to Patrick County Cablevision Inc. for \$300,000. Seller is owned by James E. Litton, who has no other broadcast interests. Buyer is owned by Samuel P. Masse. It owns Stuart, Va., cable system and has no other broadcast interests. WHEO is daytimer on 1270 khz with 1 kw. It holds CP for 5 kw.

For other proposed and approved sales see "For the Record," page 109.

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authorizing federal funding of public broadcasting, "has brought rich new meaning to the word mediocrity." Van Deerlin, now a columnist for the *San Diego Tribune*, received a standing ovation after characterizing public radio as "a rock against the stormy seas of commercial broadcasting."

The Corporation for Public Broadcasting's recently appointed president and chief executive officer made his first two public speeches as a CPB official during the conventions. Martin Rubenstein labeled public radio "a national treasure" during both addresses. "Our public radio system is a special breed," he told APR affiliates at the Hyatt Islandia hotel on Sunday (April 13). "It is one of the most precious services in the United States. I will do everything I can do to safeguard it." Rubenstein hinted that he would unveil a new funding proposal for public broadcasting the following Tuesday (April 15) at the National Association of Broadcasters convention in Dallas (see separate story, page 70).

"I believe that the trying times [in public radio] are now over," Rubenstein continued, in an indirect reference to National Public Radio's brush with bankruptcy several years ago. He called the system's new business plan, which takes effect Oct. 1, "a bold step into the future which demonstrates [broadcasters'] maturity and business sense." Under the new approach, most CPB-provided radio funds will be allocated directly to stations to be spent as they wish rather than being sent to NPR.

Rubenstein said local and federal support



Van Deerlin

of public radio "is essential," adding that stations "must also be more imaginative and aggressive in approaching the private sector." He singled out the recently announced program production agreement among CBS Radio, CBS News and APR as an example of "the kind of innovation and creativity that the system needs" (see BROADCASTING, April 15). Under terms of what is considered the first arrangement of its kind in the non-commercial medium, CBS will produce a half-hour weekday business news program for distribution among APR's 311 affiliates. APR also disclosed it will begin distribution next October of the British Broadcasting Corp.'s World News Service, the Canadian Broadcasting Corp.'s half-hour *Vanishing Point* drama series and WNYC-AM-FM New York's 90-minute weekend children's series, *Kids America*.



Bennet and Rubenstein

In contrast to NPR's decidedly upbeat gathering, the preceding APR session was marked by sometimes acrimonious debate over a dramatic increase in affiliation fee and carriage costs for many of the network's most popular programs, including Minnesota Public Radio's *Prairie Home Companion* hosted by Garrison Keillor.

APR, a nonmembership organization founded in 1982, expects to nearly double its 1985 budget to roughly \$1.2 million under the new fiscal plan, which includes annual affiliation hikes of up to 543% and a 60% increase in the weekly fee for *Prairie Home Companion*. The new rates go into effect July 1, based on 12 separate market size categories. APR officials said the increase will be used to cover the program service's administrative overhead which has been mostly paid for in the past by program grants and underwriting.

"We don't want to drop our APR programing, but the new fee structure will make it very difficult for us to remain an affiliate," lamented Rich McClear, general manager of KSKA(FM) Sitka, Alaska. He said his was one of many small-market stations that would be hard-pressed to find the additional funds necessary to pay the new rates.

In a keynote address to APR members Washington-based Station Resource Group consultant Tom Thomas observed that public radio's new business plan will reallocate about \$5 million in annual discretionary funds that had in the past been allocated to National Public Radio, and confessed: "It's going to be a hard choice deciding how to spend it." He suggested the increase in APR's fees needs to be evaluated within that context, terming the new plan "a radical transformation" of the public radio system that continues to have subtle and complex ramifications. "There are lots of questions, but the answers are not simple," Thomas advised.

The 55-member Station Research Group, according to Thomas, is urging that CPB's recently created (and as yet unnamed) \$3.15-million fund for innovative programming be given "plenty of breathing space" so that it can be applied broadly in support of risk-taking ventures.

The new CPB fund was one of the few topics of controversy during NPR's convention, after Richard Madden, CPB's assistant to the vice president for telecommunications, distributed tentative guidelines specifying that the fund be used principally for major series capable of reaching large audi-

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nces. The document also suggests elimination of CPB's existing Satellite Program Development Fund, an NPR-administered entity that distributes about \$600,000 worth of program grants each year. The CPB board is expected to take initial action on the guidelines at its May 15 meeting.

Many station managers and program directors told Madden in a Monday afternoon session they fear the proposed guidelines mitigate against the production of one-time specials and limited series, arguing that many of the approximately 400 SPDF-funded projects of the past four years would not have been funded if similar restrictions had been applied. A letter-writing campaign was launched by concerned station representatives and producers during the conference, arguing that the new CPB fund accommodate small-scale as well as large-scale productions.

NPR itself had few program announcements to make during the Public Radio Conference, although several senior executives hinted that expansion of Saturday morning's two-hour *Weekend Edition* into Sunday morning was a top priority. Other new programming in the area of arts and performance may be originated as a result of an unexpected \$1 million appropriation from the National Endowment for the Arts. The grant is currently the object of great controversy, inasmuch as APR disputes NPR's exclusive claim to the funds.

As for NPR itself, president Bennet told members Wednesday morning (April 16) the network has reduced its debt to \$226,469, which "will be paid on or ahead of schedule." As a result of the network's newly found financial security, he continued, "in the eyes of the donor community NPR is no longer seen as a worthy basket case but as a revitalized vehicle in which potential donors can repose some of their hopes—and to which they can more comfortably commit some of their dollars—for a better society."

The NPR financial crisis of 1982-83 not only frightened off potential donors, it contributed to a slight decline in public radio listenership, according to David Giovannoni, the network's director of audience research analysis. During a Tuesday conference session, Giovannoni said that the decline was arrested in 1985, which enjoyed a 10% audience increase over 1984. He said that it is conceivable that public radio's current nine million weekly audience could double by 1990, but this will require a 15% boost compounded each year until then. Based on his analysis of Arbitron and other data, Giovannoni said greatest areas of growth seem to be in news and locally originated programming. Public radio generally performs most poorly on the weekends, he added.

In a position paper on the matter, NPR's Bennet said the network's board has adopted the goal of doubling audience size by the decade's end with an emphasis on increasing average quarter-hour listening through "ongoing investment in program innovation, promotion, training and research... The goal must be pursued by the entire NPR system."

Although the goal was generally warmly received by conference attendees, several station managers cautioned against growth

at the expense of cherished program goals. "We seem to be all going in the same direction for a change," offered one manager, "but let's not forget why we got into this business in the first place. Our commitment should be to the highest quality programming, not necessarily the most popular."

Dale K. Ouzts, general manager of WOSU-AM-FM-TV Columbus, Ohio, echoed those sentiments in accepting the annual Edward E. Elson Award, given for "outstanding contributions to public broadcasting." During a Tuesday luncheon ceremony, Ouzts called upon public radio professionals to work together toward common industry goals, particularly with Congress and the newly reconstituted Corporation for Public Broadcasting. □

WHAS promotion hits close to home

'Bingham Bucks' spoofs owners' internal struggles, playing on visibility of sale of family-held media properties

WHAS(AM) Louisville, Ky., has launched a giveaway promotion capitalizing on the station's status as part of the communications empire being offered for sale by the feuding Bingham family. Response to the promotion, in addition to that of lucky listeners, has come from as divergent sources as an unhappy Bingham and the Secret Service.

The station sent "Bingham Buck" certi-

cates to 400,000 local households. According to the certificates: "As the Bingham family sell their communications empire, we want you to share the wealth. So, WHAS offers you the opportunity to Steal a Fortune from Louisville's megabucks family, the Bingham family." That "fortune" is distributed by air personalities, who give serial numbers four times a day. If a number matches a listener's



Bingham Buck—in \$10,000, \$1,000, \$100 and bonus buck denominations, each bearing the picture of a WHAS air personality—that listener can call and claim the cash equivalent or, in the case of "bonus bucks,"



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discounts on local products and services. The campaign was supported by 30-second television spots that aired on local stations including co-owned WHAS-TV. The spots, a takeoff on the opening of *Dallas*, CBS's prime time soap opera chronicling the family feuds of the wealthy and powerful Ewing family, addressed "The Bingham. A saga of a family empire built and sold," and included scenes of Louisville a la *Dallas* and WHAS air personalities introduced in the fashion of *Dallas* stars.

According to WHAS Inc. president and general manager, Robert Morse, Barry Bingham Jr., vice chairman of WHAS Inc., was told about the promotion. "I asked him if he had any problem with it," said Morse, "and he told me: 'No.'" WHAS program director, Gary Bruce, said the campaign "was not meant to make fun of the Bingham in any way." Bruce said it was to take advantage of the family's high profile and name

recognition. "We thought we would play off the fact that we were being sold," said Bruce. "Most people don't know a Jefferson-Pilot when they sell a station, but the Bingham are so recognizable."

At least one Bingham was not amused. According to WHAS station manager, Bob Scherer, the scheduled 10-day flight of television spots was cut short after eight days when Barry's mother, Mary Bingham, complained about it. "She didn't like it," said Scherer, "and after eight days we figured we'd already gotten all the impact we were going to get." About his decision to pull the spots, Morse said: "It was not our intention to cause the family any more anguish than they were already going through."

The promotion drew attention in other quarters as well. The station was told by the Secret Service that the color reproduction of U.S. currency held up for the camera by a station personality in the Bingham Bucks

brochure was against federal regulation. "They advised us of the problem," said Scherer, "and we immediately changed the press run to a black-and-white." The station did not have to recall the "couple hundred thousand" color versions already in the market but it did turn over the unmailed copies.

There had been reports that *60 Minutes*, which aired a segment on the Bingham in April 13, had asked for a copy of the station's television promo for possible use in the broadcast, but, according to *60 Minutes* executive producer, Don Hewitt, he received the tape unsolicited after the segment had already been completed, and it proved not to be germane to the piece.

The promotion, which was conceived and produced in-house, was the collaborative idea of Bruce, Scherer and promotion director Peggy Boeck. So far, said Scherer, response to the campaign has been "phenomenal."

TELECASTINGS

Don't interrupt

The Public Broadcasting Service management is developing a report that details the "range of practices" permissible under its Station Users Agreement. The action, which was discussed at PBS's executive committee meeting March 27, was prompted by PBS's receipt of complaints of unauthorized interruptions and editing of programs, deletions of underwriting and production credits, electronic compression of programs and broadcast of programs before an authorized release date, PBS said. The practices appear "to take place most often during pledge drives in [an] effort to provide added time for fund raising," PBS said, adding that the report is expected to be ready before the August pledge drives. The executive committee also unanimously recommended the adoption by the full PBS board of directors of the proposed PBS fiscal 1987 budget at their meeting April 30. The latter calls for a 9.8% increase in general

assessment, most of which is due to a fire at PBS's former headquarters and moving expenses, PBS said.

Capitol idea

The Corporation for Public Broadcasting and the U.S. Department of the Interior have provided funds for a 90-minute live production of Washington's July 4 festivities at the Capitol. Called *A Capitol Fourth—1986*, the program is to be hosted by actor E.G. Marshall. It will feature a concert by the National Symphony, conducted by Henry Mancini, and include a performance by jazz vocalist Sarah Vaughn.

Documentary of champions

The achievements of black American athletes will be chronicled in a three-part series of hour-long television documentaries to be presented on PBS on May 14, 21 and 28.

Titled *Black Champions*, the series was produced by Miles Educational Film Pro-



Good day's work. Peter Peelgrane, a reporter and helicopter pilot for KMGH-TV Denver since 1979, was among the heroes during a severe snowstorm that hit Colorado on April 3. Peelgrane responded to a call for help from the Colorado Air Patrol to fly over Interstate 76, northeast of Denver, to spot stranded motorists.

Accompanied by cameraman Scott Wright, Peelgrane assisted in the rescue of more than 100 snow-covered cars and trucks. With information provided by Peelgrane, Colorado authorities moved the people in all of the vehicles to safety in the town of Lochbuie, Colo. One of the vehicles stuck in a snowdrift was an ambulance containing a stroke patient in critical condition. The patient was transferred to the helicopter (shown above) and flown to a hospital in Brighton, Colo. The patient was delivered to the emergency room. After refueling the chopper, Peelgrane resumed rescue operations. During the trip back to Denver he landed the KMGH-TV helicopter again to rescue two people whose truck had run out of gas.

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The first program focuses on early black participants in sports, including Josh Gibson and Leroy (Satchel) Paige in baseball; Alvin Karpis and Eddie Tolan in track and field; Fritz Pollard and Paul Robeson in football, and Joe Louis and Jack Johnson in boxing. The second part explores the contributions of the athletic departments of segregated Negro colleges. The final chapter examines the multimillion-dollar world of professional sports and the pressures facing today's superstars.

Meeting the test

Today's young people are dramatically less than those of 10 and 20 years ago," according to Gene Jankowski, president, CBS/Broadcast Group. To increase awareness of the problem, the CBS/Broadcast Group has launched a Youth Fitness Public Service Project that will involve the CBS Television and Radio Networks, CBS Owned Television

and Radio Stations, CBS Sports and CBS affiliates. The network and its owned stations will produce 10-second and 30-second public service announcements featuring such groups as the YMCA, the President's Council on Physical Fitness, the American Heart Association and the American Cancer Society, and will air them in all dayparts, beginning June 1. The project, which will continue throughout the summer, will also feature program initiatives and station-sponsored community events. In addition, the month of May has been designated by the owned stations as "Youth Fitness Month."

Emmys amended

The Academy of Television Arts & Sciences board of governors approved 11 changes in the rules governing the prime time Emmy awards competition. The changes were recommended by the academy's Prime Time Awards committee, and are effective immediately.

Among them:

- U.S. cable-premiered programming is ineligible.

- New categories have been created for guest performers in drama and comedy series and mini-series and for makeup and hairstyling in specials.

- "Informational program categories are changed from must-give, single-winner awards to 'areas,' with a possibility of one, more than one or no award."

- Specials are defined as one night only; limited series are renamed "mini" series and are defined as two or more nights.

- "Writers' entries for variety/music series are limited to a single entry that represents the series, with all writers who receive credit on 40% or more of those programs being eligible."

- Two categories for single-camera production and two for multicamera production replace videotape and film editing.

- Film and tape sound mixing categories are restructured as sound mixing for: comedy, variety-music, drama series and mini-series/specials.

For the Record

is compiled by BROADCASTING, April 10 through April 16, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. LJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. H—critical hours. CP—construction permit. D—day. A—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. 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

KGLR(AM) Tucson, Ariz. (830 kHz; 50 kw-D; 1 kw-N)—Seeks assignment of license from Doylan Foreman Family Life Broadcasting Systems Inc. for \$742,300.13, comprising \$125,000 cash and remainder note at 10.5% over 10 year. Seller also owns new TV in Tolleson, Ariz. Buyer nonprofit commercial Christian group of three AM's and one FM's headed by Warren Bolthouse, president. It is also selling KFLR(AM) Phoenix and KFLT(AM) Tucson, both Arizona (see below). Filed April 7.

KFLR(AM) Phoenix and KFLT(AM) Tucson, both Arizona (KFLR: 1230 kHz; 1 kw-U; KFLT: 1450 kHz; 1 kw-N)—Seeks assignment of license from Family Life Broadcasting Systems Inc. to Affiliated Broadcasting Inc. for \$1,050,000. Seller is buying KGLR(AM) Tucson (see above). Buyer is station group subsidiary of three AM's and one FM's owned by Affiliated Publications Inc., publishers of the Boston Globe. It also owns 45% of McCaw Communications Co., Bellevue, Wash.-based MSO with over 30,000 subscribers in 11 states. One 8.6% stockholder, Berkshire Hathaway, principally owned by Warren Buffett, as 13.3% interest in Washington Post Co., and has interest in Sun Newspapers Inc., which publishes daily newspaper in Omaha. Filed April 7.

KZNG(AM)-KWBO(FM) Hot Springs, Ark. (AM: 340 kHz; 1 kw-D; 250 w-N; FM: 97.5 mhz; 36 kw; HAAT: 30 ft.; CP: 100 kw; HAAT: 870 ft.)—Seeks assignment of license from George T. Heinrich to Demaree Media Inc. for \$1 million. Seller has no other broadcast interests. Buyer is Fayetteville, Ark.-based group of three AM's and four FM's, owned by Levey Patrick Demaree, and his wife, Reba Pearl.

Filed April 4.

KOTE(AM)-KKZZ(FM) Lancaster-Palmdale, Calif. (AM: 1380 kHz; 1 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 210 ft.)—Seeks assignment of license from Antelope Broadcasting Corp. to Valley Wide Broadcasting Inc. for \$2,250,000, including assumption of \$400,000 in liabilities and \$1 million note. Seller is principally owned by William S. Sanders. It also has interest in KHEI(AM) Kihai and KVIB(FM) Makawao, both Hawaii; KAAP(AM)-KKBZ(FM) Santa Paula, Calif., and KPER(FM) Hobbs, N.M. It also owns cable system serving Fort Collins, Colo., and has recently purchased Drake Chenault Enterprises. Buyer is owned by Laurence Rutter, George R. Schrader, James Baker and Lyndsay Schnyder. Schrader and Rutter own KNGT(FM) Jackson and KDHI(AM)-KQYN(FM) Twentynine Palms, both California. Schnyder is station's manager and Baker is manager of KDHI(AM)-KQYN(FM). Filed April 10.

KCBQ-AM-FM San Diego, Calif. (AM: 1170 kHz; 50 kw-D; 5 kw-N; FM: 105.3 mhz; 29 kw; HAAT: 620 ft.)—Seeks assignment of license from The Audio House Inc. to Eric/Chandler Communications for \$12.2 million. Seller is subsidiary of Infinity Broadcasting, New York-based group of four AM's and six FM's, principally owned by Michael A. Weiner and Gerald Carrus. Buyer is subsidiary of Los Angeles-based entertainment investment firm, Eric/Chandler Ltd., owned by Robert E. Geddes and Terry C. Bassett. Subsidiary is headed by Simon T. president. Filed April 10.

KOVR(TV) Stockton (Sacramento), Calif. (ch. 13; ERP vis. 281 kw; aur. 42.7 kw; HAAT: 1,490 ft.; ant. height

above ground: 1,548 ft.)—Seeks assignment of license from Outlet Communications to Narragansett Broadcasting Co. of Sacramento Inc. for \$104,000,000 cash. Seller is Providence, R.I.-based group of one AM, three FM's and seven TV's. It was recently purchased by management group headed by Bruce Sundlun (BROADCASTING, Feb. 10). It recently announced sale of WCPX-TV Orlando, Fla. ("Changing Hands," March 17). Buyer is headed by Edwin W. Pfeiffer, former general manager of WDVM-TV Washington, Narragansett is publicly-owned owner of KHTT(AM)-KSJO(FM) San Jose, Calif. Filed April 3.

WNNR(AM) Hamden, Conn. (1220 kHz; 1 kw-D)—Seeks assignment of license from Palmer C. Dame to General Broadcasting Corp. for assumption of liabilities. Seller has no other broadcast interests. Buyer is subsidiary of Southern Starr Broadcasting Group, Orlando, Fla.-based group of two AM's and five FM's principally owned by Peter Starr. It will sell station (see below). Filed April 9.

WNNR(AM) Hamden, Conn. (1220 kHz; 1 kw-D)—Seeks assignment of license from General Broadcasting Corp. to Speed-O-Print Business Machines Corp. for \$600,000. Sellers' ownership of station is dependent on grant of assignment of license (see above). Buyer is owned by Peter Salant, Peter Nisselson, Lawrence Goldstein and seven others. It owns WJYE(FM) Buffalo, N.Y. Filed April 9.

WKZY(AM) North Fort Myers, Fla. (770 kHz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Southern Star Broadcasting Corp. to Paton/Cramer Broadcasting Inc. for

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800/531-5232 800/252-9792 TX



\$1.1 million. Seller is owned by Arnold Bloom. It has no other broadcast interests. Buyer is owned by N.E. (Pat) Paton, Theodore Cramer and two others. It also owns WREN(AM) Topeka, Kan. Filed April 10.

■ **WCHZ(AM)** Pensacola, Fla. (980 khz; 1 kw-D)—Seeks assignment of license from Pratt-Mark Communications to The Main Street Broadcast Group for \$325,000. Seller is principally owned by Marcus David Jones, who also owns WZBR(AM) Amory, Miss.; KSSB(AM) Calapatria, Calif.; KEZP(AM) Canadien, Tex., and KCFL(FM) Hebronville, Tex. Buyer is owned by Samuel Showah, John Deep, Richard Nahley and his brother, Donald. Filed April 10.

■ **KWBW(AM)-KHUT(FM)** Hutchinson, Kan. (AM: 1450 khz; 1 kw-D; 250 w-N; FM: 102.9 mhz; 28.5 kw; HAAT: 496 ft.)—Seeks transfer of control of Nations Center Broadcasting Co. from Bess Wyse Rickard (52.5% before; none after) to Fred L. Conger and family for \$900,000, comprising \$100,000 cash and remainder note. Seller has no other broadcast interests. Buyer is stations' general manager and has no other broadcast interests. Filed April 9.

■ **WSAO(AM)** Senatobia, Miss. (1140 khz; 5 kw-D)—Seeks assignment of license from Northwest Mississippi Broadcasting Co. to Christian Impact Inc. for \$135,000, comprising \$45,500 cash and remainder note at 10% over 96 months. Seller is owned by Robin H. Mathis and family and L.B. Skelton. It also owns WSJC-AM-FM Magee, Miss.; WPCP-AM-FM Houston, Miss.; WDXE-AM-FM Lawrenceburg, Tenn., and WJXL(AM) Jacksonville, Ala. Buyer is owned by William R. Ingram and Mike Davis. It has no other broadcast interests. Filed April 4.

■ **WDKM-TV** Vicksburg, Miss. (ch. 35; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 722 ft.; ant. height above ground: 523.4 ft.)—Seeks assignment of license from Vicksburg Broadcasting Group to Television Communications Inc. for \$120,000. Seller is owned by Sue Kemmerly and her husband, Robert; Harmon Drew and his wife, Talley, and Riley E. Burton and his wife, Terry. It also owns KMSS-TV Shreveport, La. Buyer is owned by Jack Rehburg, who also owns WRDG(TV) Burlington, N.C. Filed April 7.

■ **KGLE-FM** Glendive, Mont. (96.5 mhz; 100 kw; HAAT: 400 ft.)—Seeks assignment of license from Christian Enterprises Inc. to Magic-Air Communications Inc. for \$100,000. Seller is Billings, Mont.-based group of two AM's and four FM's headed by Harold Erickson. Buyer is owned by Burt Oliphant and family. It has no other broadcast interests. Filed April 3.

■ **KESY-AM-FM** Omaha, Neb. (AM: 1420 khz; 1 kw-D; FM: 104.5 mhz; 32 kw; HAAT: 285 ft.)—Seeks assignment of license from MediaOmaha to SunGroup Inc. for \$6,250,000, with payment in stock and assumption of liabilities. Seller is principally owned by Jane Woods, president. It has no other broadcast interests. Buyer is publicly owned group of three AM's and five FM's headed by Frank A. Woods, president. Woods is seller's husband. Filed April 7.

■ **WGRZ-TV** Buffalo, N.Y.—(ch. 2; NBC; ERP vis. 100 kw, aur. 10 kw; HAAT: 1,000 ft.; ant. height above ground 958 ft.)—Seeks assignment of license from Buffalo Broadcasting Inc. to WGRZ Acquisition Corp. for \$56 million. Seller is publicly traded, Chestnut Hill, Mass.-based movie theater owner and Pepsi-Cola bottler. It is headed by Richard Smith, chairman. Buyer is owned by Robert Smith, George Lilly, William Reyner and station management to be announced. It recently purchased WHTM-TV Harrisburg, Pa., and WETM-TV Elmira and WSTM-TV Syracuse, both New York ("For the Record," Dec. 16, 1985). Filed April 11.

■ **WPJL(AM)** Raleigh, N.C. (1240 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Raleigh Radio Co. to William C. Suttles for \$600,000, comprising assumption of \$100,000 note and remainder note at 10% over 10 years. Seller is owned by Derwood H. Godwin; Diane S. Houston; William Suttles; his brother, Robert, and John E. Ingraham. It has no other broadcast interests. Buyer is station's general manager and has no other broadcast interests. Filed April 4.

■ **KOKC(AM)** Guthrie, Okla. (1490 khz; 500 w-D; 250 w-N)—Seeks assignment of license from Guthrie Radio Inc. to Ralph L. Robison for \$72,814.75. Seller is owned by Donald Hodges, who has no other broadcast interests. Buyer is station's sales manager and has no other broadcast interests. Filed April 3.

■ **KZZE-FM** Poteau, Okla. (1280 khz; 1 kw-D)—Seeks assignment of license from Audiophase Communications Inc. to Markoma Ltd. for assumption of liabilities. Seller is owned by Curt Van Loon, who also owns KIXY-FM Dubuque, Iowa. Buyer is owned by Donald Alt, general partner, and Paul Rothfuss and Kerby Confer, limited partners. Confer and Rothfuss are principals in Keymarket Communications, North Augusta, S.C.-based group of three AM's and six FM's. Filed April 9.

■ **WKRI(AM)** West Warwick, R.I. (1450 khz; 1 kw-D)—Seeks assignment of license from WKRI Broadcasting Inc. to DBH Broadcasting Inc. for \$418,200, comprising \$320,000 cash and remainder noncompete agreement. Seller

is owned by Richard Villanova, Thomas Ianitti, Richard Pizzi, Herbert Roiss and John Parente. It has no other broadcast interests. Buyer is owned by David B. Hills and his wife, Susan. Hills is vice president of TeleRep, New York-based television station representative firm. Filed April 9.

■ **WIZO(AM)** Franklin (Nashville), Tenn. (1380 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Robro Inc. to Sam Littleton for \$1 million. Seller is owned by James R. Romine, who has no other broadcast interests. Buyer was formerly general manager of WSM(AM) Nashville and WLRQ(FM) Franklin, both Tennessee. Filed April 4.

■ **KTRG(TV)** Jacksonville, Tex. (ch. 56; ERP vis. 2,000 kw; aur. 20.1 kw; HAAT: 1,489 ft.; ant. height above ground: 1,223 ft. CP: 3,720 kw vis. 376 kw aur.; HAAT: 1,369 ft.)—Seeks assignment of license from James R. Chapman, trustee, to Texas American Broadcasting Ltd. for \$150,000. Seller is trustee in bankruptcy for Thomas Gilchrist. It has no other broadcast interests. Buyer is principally owned by Carl Westcott, Philip Hurley, Edee L. Haws and John Curtis. It has no other broadcast interests. Filed April 7.

■ **WHEO(AM)** Stuart, Va. (1270 khz; 1 kw-D; CP: 5 kw)—Seeks assignment of license from Community Broadcasting Inc. to Patrick County Cablevision Inc. for \$300,000. Seller is owned by James E. Litten and his wife, Ann. It has no other broadcast interests. Buyer is owned by Samuel P. Masse. It owns Stuart, Va., cable system and has no other broadcast interests. Filed April 10.

■ **KTOL(AM)** Lacey, Wash. (1280 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Capitol County Broadcasters to Pioneer Broadcasting for \$475,000. Seller is principally owned by Joseph R. DiMeo, who has no other broadcast interests. Buyer is principally owned by Matthew Clapp. It also owns KFQD(AM)-KWHZ(FM) Anchorage and KBRC(AM) Mount Vernon and KXRO(AM) KDUX(FM) Aberdeen, both Washington. Filed April 7.

■ **KLSN(AM)-KISC(FM)** Spokane, Wash. (AM: 590 khz; 5 kw-U; FM: 98.1 mhz; 94 kw; HAAT: 2,030 ft.)—Seeks assignment of license from KHQ Inc. to Home News Co. for \$1,547,700 cash. Seller also owns KHQ-TV 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 of 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. Filed April 9.

New Stations

FM's

■ **Apple Valley, Calif.**—John A. McAulay seeks 1550 khz; 800 kw-D. Address: 10207 East Ave., Littlerock, Calif. 93543. Principal has no other broadcast interests. Filed April 2.

■ **Seffner, Fla.**—Spann Communications seeks 890 khz; 10 kw-D; 1 kw-N. Address: 5525 S. State St., Chicago, Ill. 60621. Principal is owned by Pervis Spann. Filed March 31.

■ ***Albany, Ga.**—Gospel of Grace Missionary Radio Inc. seeks 90.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 497, Leesburg, Ga. 31763. Principal is nonprofit corporation headed by Larry Firth, president. Filed April 4.

■ **Remerton, Ga.**—Michael Dee Howard seeks 1000 khz; 10 kw-D. Address: P.O. Box 108, Lake Park, Ga. 31636. Principal has interest in WZLS(FM) Valdosta, Ga. Filed March 31.

■ **Barraga, Mich.**—Mary Verkest seeks 104.3 mhz; 100 kw; HAAT: 745 ft. Address: 173 N. Main St., Oregon, Wis. Principal, with her husband, Tom, owns WFCL-AM-FM Clintonville, Wis. Filed April 4.

■ **Cassopolis, Mich.**—Larry Langford seeks 910 khz; 1 kw-D. Address: 6024 S. Bishop, Chicago 60626. Principal has no other broadcast interests. Filed April 4.

■ ***Kearney, Neb.**—Kearney Educational Broadcasting Foundation seeks 89.9 mhz; 376 w; HAAT: 255.8 ft. Address: 4310 17th Ave., 68847. Principal is nonprofit corporation headed by Larry Lautaret, Richard A. Cloyed and George Frazell. It has no other broadcast interests. Filed March 31.

■ ***Summerdale, Pa.**—Central Business School Alumni Association seeks 91.7 mhz; 250 w; HAAT: minus 34 ft. Address: College Hill Rd., 17093. Principal is nonprofit corporation headed by Joyce R. Smith, president. Filed April 4.

■ ***Newport News, Va.**—School Board of the City of

Newport News seeks 90.1 mhz; 8.9 kw; HAAT: 226.4 Address: 12465 Warwick Blvd., 23606. Principal is elected school board. Filed April 2.

■ **Blennerhassett, W.Va.**—Minority Christian Radio W.Va. seeks 940 khz; 500 w-D. Address: 2711 Highway Jeffersonville, Ind. 47130. Principal is owned by Mary Smith, who also owns LPTV W05BA, Jeffersonville, Ind. and is app. for four FM's and one AM. Filed April 7.

TV's

■ **Atlantic City, N.J.**—ACTB Inc. seeks ch. 62; ERP: 5,000 kw; aur. 500 kw; HAAT: 422 ft.; ant. height above ground: 414 ft. Address: 208 S. Monroe, Wenonah, N.J. 08090. Principal is owned by Sandra L. Metz, who has other broadcast interests. Filed April 10.

■ **Atlantic City, N.J.**—Boardwalk Broadcast Associa Inc. seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HA: 590 ft.; ant. height above ground: 594 ft. Address: 160 Illinois Ave., 08401. Principal is owned by W. Oscar Hae (50% voting stock), Kenneth Williams (50% voting stock) and Lee D. Andrews (100% nonvoting stock). Andrews interest in app.'s for six new TV's. Filed April 10.

■ **Atlantic City, N.J.**—Surf City Broadcasting Associa Inc. seeks ch. 62; ERP vis. 1,000 kw; aur. 100 kw; HA: 287 ft.; ant. height above ground: 280.1 ft. Address: 1 23rd St., Surf City, N.J. 08008. Principal is equally owned by Roger O'Kane; his wife, Marian, and their son, Kev Younger O'Kane has interest in WTUV(TV) Utica, N.Y. Filed April 10.

■ **Toledo, Ohio**—Wade Mitchell seeks ch. 40; ERP v. 5,000 kw; aur. 500 kw; HAAT: 1,049.6 ft.; ant. height above ground: 1,046.6 ft. Address: 5586 West Jefferson #5, Tr ton, Mich. 48183. Principal has no other broadcast interest. Filed April 10.

■ **Toledo, Ohio**—Dominion Broadcasting Inc. seeks ch. 40; ERP vis. 2,400 kw; aur. 240 kw; HAAT: 735 ft.; a height above ground: 719 ft. Address: 215 Melody La 43615. Principal is equally owned by Larry Whatley, Ron. Mighell and Jerry Toth. Whatley and Mighell have interest in WTLW-TV Lima, Ohio. Filed April 10.

■ **Toledo, Ohio**—The Malenowski Partnership seeks ch. 40; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,000 ft.; a height above ground: 972 ft. Address: P.O. Box 251, Par ton, N.C. 28371. Principal is equally owned by Arthur M lenowski and Paul St.G. Baptist. Baptist is app. for two n FM's. Filed April 10.

■ **Toledo, Ohio**—Priscilla L. Schweir seeks ch. 40; El vis. 5,000 kw; aur. 500 kw; HAAT: 1,533 ft.; ant. heig above ground: 1,520 ft. Address: 1630 Ohio Citizens Ba Bldg., 43604. Principal has interest in WICU(TV) Erie, a LPTV in Warren, both Pennsylvania. Filed April 9.

■ **Toledo, Ohio**—Carmora Broadcasting Inc. seeks ch. 4 ERP vis. 1,000 kw; aur. 100 kw; HAAT: 750 ft.; ant. heig above ground: 749 ft. Address: 1946 13th St., 43610. Prin al is owned by Blondell Dixon (50% voting stock), Jarr L. Felton (50% voting stock), Jerry Jones (50% nonvoti stock) and Lee D. Andrews (50% nonvoting stock). A drews is also app. for six new TV's. Filed April 10.

■ **Toledo, Ohio**—New Life Evangelistic Center seeks c 40; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 801 ft.; a height above ground: 787 ft. Address: 1602 Monroe S 43624. Principal is headed by Larry Rice. It also ow KNLJ(TV) Jefferson City, Mo. Filed April 10.

■ **Charlottesville, Va.**—Archean Broadcasting Co. seeks ch. 64; ERP vis. 3,182 kw; aur. 318 kw; HAAT: 1,3 ft.; ant. height above ground: 450 ft. Address: 1532 16th S NW, Washington, D.C. 20036. Principal is owned by M got Polivy (100% voting stock) and Marilyn Marcoss (100% nonvoting stock). It has no other broadcast interest. Filed April 10.

■ **Charlottesville, Va.**—Commonwealth Broadcasti Corp. seeks ch. 64; ERP vis. 3,720 kw; aur. 372 kw; HA: 1,143 ft.; ant. height above ground: 250 ft. Address: 14 Minor Ridge Ct., 22901. Principal is equally owned l Melanie Modlin and her mother-in-law, Nelida. Ed Modli husband and son, is app. for new FM in Ruckersville, V Filed April 10.

■ **Charlottesville, Va.**—George W. Lindsay seeks ch. 6 ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,003 ft.; ar height above ground: 124 ft. Address: 17 Farmington D. 22901. Principal has no other broadcast interests. Filed Ap: 10.

■ **Charlottesville, Va.**—Evangel Communications Inc. seeks ch. 64; ERP vis. 2,500 kw; aur. 250 kw; HAAT: 421 ft.; ant. height above ground: 300 ft. Address: 612 Bull Ave. SE, Roanoke, Va. 24103. Principal is owned by Eva gel Foursquare Church, which is controlled by past Charles Wright. It also owns WEFC(TV) Roanoke, Va. Fil: April 10.

■ **Christiansburg, V.I.**—Cabarrus Television Corp. seel ch. 15; ERP vis. 8.13 kw; aur. 813 w; HAAT: 1,100 ft.; ar height above ground: 190 ft. Address: 222 Commerce St

ngsport, Tenn. 37662. Principal is owned by Home News Corp., New Brunswick, N.J.-based publisher, cable operator and station group of three AM's, four FM's and two TV's. publishes daily Brunswick, N.J., *Home News* and five daily papers and owns cable systems in Collegeville and Upper Merion, Pa. Home News Co. is owned by William M. Boyd. Filed April 9.

Facilities Changes

Applications

AM's

Accepted

WQSN (1470 kHz) Kalamazoo, Mich.—Seeks CP to add night service with 1 kw; change TL, and make changes in ant. sys. App. April 14.

KSWM (940 kHz) Aurora, Mo.—Seeks CP to change city lic. to Republic, Mo.; add night service with 5 kw; increase day power to 5 kw; install DA-2; change TL, and make changes in ant. sys. App. April 14.

KGW (1150 kHz) Seattle—Seeks CP to operate experimental synchronous AM station at Seattle simultaneously with KGNW facility at Tacoma, Wash., on same freq., 1150 z. App. April 8.

Accepted

WRBR (720 kHz) Richland, Miss.—Seeks MP to make changes in ant. sys. and change TL. App. April 10.

WBOZ (880 kHz) Sabana Grande, P.R.—Seeks MP to change TL. App. April 10.

TV's

Accepted

*WLJS-FM (91.9 mhz) Jacksonville, Ala.—Seeks CP to change ERP to .32 kw and change HAAT to 1,033.2 ft. App. April 10.

*WCAL-FM (89.3 mhz) Northfield, Minn.—Seeks CP to change ERP to 97.6 kw; change HAAT to 1,009.26 ft., and make changes in ant. sys. App. April 8.

*WSAJ-FM (89.5 mhz) Grove City, Pa.—Seeks CP to change freq. to 91.9 mhz and change ERP to .156 kw. App. April 14.

Accepted

KAVS (97.7 mhz) Mojave, Calif.—Seeks CP to change L. App. April 10.

KVRH-FM (92.1 mhz) Salida, Colo.—Seeks mod. of CP change HAAT to minus 654.69 ft. App. April 10.

WEKS-FM (104.1 mhz) La Grange, Ga.—Seeks mod. of P to change TL. App. April 8.

KEITB (102.3 mhz) Couer D' Alene, Idaho—Seeks mod. CP to change TL; change ERP to 3 kw, and change HAAT 288 ft. App. April 8.

*KLSA (90.7 mhz) Alexandria, La.—Seeks mod. of CP change ERP to 100 kw. App. April 10.

KISY (98.3 mhz) Tioga, La.—Seeks CP to change TL and change HAAT to 328 ft. App. April 10.

WJDQ (101.3 mhz) Meridian, Miss.—Seeks CP to change TL and change HAAT to 1,105.36 ft. App. April 10.

WMVQ (97.7 mhz) Amsterdam, N.Y.—Seeks CP to change TL and change HAAT to 328 ft. App. April 8.

*WUNY (89.5 mhz) Utica, N.Y.—Seeks mod. of CP to make changes in ant. sys. App. April 8.

WKKJ (93.3 mhz) Chillicothe, Ohio—Seeks CP to change ERP to 50 kw. App. April 8.

WHOK (95.5 mhz) Lancaster, Ohio—Seeks CP to change L; change HAAT to 492 ft., and install DA. App. April 10.

WOEZ-FM (100.9 mhz) Milton, Pa.—Seeks CP to change ERP to .64 kw. App. April 10.

WXTG (96.9 mhz) Charleston, S.C.—Seeks CP to change TL and change HAAT to 539.5 ft. App. April 10.

*WVSM (91.7 mhz) Memphis—Seeks CP to change TL; change ERP to 22.5 kw; change HAAT to 369 ft., and change to DA. App. April 14.

WYQC (102.9 mhz) Shelbyville, Tenn.—Seeks CP to change TL and change HAAT to 820 ft. App. April 8.

KHIT (106.9 mhz) Bremerton, Wash.—Seeks CP to

change TL and change HAAT to 819 ft. App. April 10.

TV's

Accepted

*KHCT (ch. 34) Salina, Kan.—Seeks MP to change ERP to vis. 156 kw, aur. 15.6 kw; change HAAT to 419 ft.; replace ant., and change TL. App. April 14.

*WVCI (ch. 61) Bay City, Mich.—Seeks MP to change ERP to vis. 2,900 kw, aur. 290 kw; change HAAT to 1,559 ft., and replace ant. App. April 10.

Actions

AM's

*WFKB (1180 kHz) Florence, Ky.—Granted app. to change SL to 7075 Industrial Road, Independence, Ky. Action April 8.

*KXKW (1520 kHz) Lafayette, La.—Dismissed app. to make changes in ant. sys. Action April 3.

*WJYV (850 kHz) Forest, Miss.—Dismissed app. to make changes in ant. sys. Action April 3.

*WSOM (600 kHz) Salem, Ohio—Granted app. to increase power to 1 kw and make changes in ant. sys. Action April 7.

*WAEB (790 kHz) Allentown, Pa.—Granted app. to increase night power to 5 kw and make changes in ant. sys. Action April 7.

FM's

*WEIZ-FM (100.1 mhz) Phoenix City, Ala.—Granted app. to move SL to Phoenix, Ala. Action Feb. 27.

*KAVV (97.7 mhz) Benson, Ariz.—Granted app. to change TL; change ERP to .63 kw, and change HAAT to 589 ft. Action March 31.

*KAIO-FM (100.9 mhz) Russellville, Ark.—Granted app. to reduce tower height to 160.72 ft. Action March 31.

*WMEZ (94.1 mhz) Pensacola, Fla.—Granted app. to change TL and change HAAT to 1,328.73 ft. Action March 31.

*KMIX (98.3 mhz) Turlock, Calif.—Granted app. to change ERP to 2 kw. Action April 9.

*WAMF (90.5 mhz) Tallahassee, Fla.—Dismissed app. to

change freq. to 90.3 mhz; change ERP to 100 kw; change HAAT to 782 ft., and change TL. Action March 31.

*KZLT-FM (104.3 mhz) East Grand Forks, Minn.—Returned app. to change TL and change HAAT to 443.78 ft. Action April 4.

*KNSS (98.1 mhz) Carson City, Nev.—Granted app. to change TL; change ERP to 75.9 kw, and change HAAT to 2,273.04 ft. Action April 8.

*WKJY (98.3 mhz) Hempstead, N.Y.—Granted app. to change HAAT to 328 ft. Action March 31.

*WPLJ (95.5 mhz) New York—Granted app. to construct aux. sys. Action March 27.

*WRFM (105.1 mhz) New York—Granted app. to install aux. sys. Action March 27.

*WOJY (100.3 mhz) High Point, N.C.—Granted app. to install aux. ant. sys. Action March 27.

*WPRO-FM (92.3 mhz) Providence, R.I.—Granted app. to change ERP to 45.4 kw and change HAAT to 488.72 ft. Action March 31.

*KPFT (90.1 mhz) Houston—Granted app. to change HAAT to 431.32 ft. Action March 31.

*WMYU (102.1 mhz) Sevierville, Tenn.—Granted app. to change TL; change ERP to 15.1 kw, and change HAAT to 1,978.5 ft. Action April 8.

*WSVS-FM (104.7 mhz) Crewe, Va.—Dismissed app. to change TL and change HAAT to 982 ft. Action March 27.

*WAEZ-FM (106.3 mhz) Milton, W.Va.—Granted app. to change ERP to .26 kw and change HAAT to 1,091.58 ft. Action April 9.

TV's

*WNAL-TV (ch. 44) Gadsden, Ala.—Granted app. to change ERP to vis. 2,741 kw, aur. 274 kw; change HAAT to 964.32 ft.; replace ant., and change TL. Action April 1.

*KOZJ (ch. 26) Joplin, Mo.—Granted app. to change ERP to vis. 51.4 kw and change HAAT to 933 ft. Action April 8.

*WEJC (ch. 20) Lexington, N.C.—Granted app. to move main SL outside community of lic. Action April 8.

*KWBR (ch. 9) Ogden, Utah—Granted app. to move main SL outside community of lic. Action March 27.

In Contest

ALJ Joseph Chachkin made following decisions:

*Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted notice of withdrawal by Reno Television Broadcasters and dismissed its app. with prejudice. By order. April 9.

*Syracuse, N.Y. (Tureaud Broadcasting, et al) TV proceeding. Granted motion by Flomation Communications and dismissed its app. with prejudice. By order. April 9.

*Myrtle Beach, S.C. (Myrtle Beach Broadcasting, et al) TV proceeding. By separate orders: granted motion filed by Myrtle Communications Inc. and Coastal Carolina Limited Partnership and dismissed their apps. with prejudice; granted motion for summary decision by Coastal Carolina Broadcasting Co. and resolved air hazard issue in its favor. By orders. April 9 and 10.

ALJ Thomas B. Fitzpatrick made following decision:

*Presque Isle, Me. (John R. Powley) TV proceeding. Granted motion for summary decision filed by Powley and resolved air hazard issue in his favor; ordered issues added against Powley to determine transmitter and tower availability and misrepresentation as to availability of that site. By MO&O. April 8.

ALJ John M. Frysiaak made following decisions:

*Honolulu (Channel 5 Broadcasting Associates, et al) TV proceeding. Granted joint request for settlement agreements by Ka' Ikena Lani TV Corp., Polynesian Services Corp., Channel 5, TV 5 Honolulu and dismissed apps. of Channel 5, Polynesian and TV 5 with prejudice; granted Ka' Ikena's amended app. for new TV station on Channel 5 at Honolulu, and terminated proceeding. By MO&O. April 9.

*Newton, N.J. (Bogner Newton Corp., et al) TV proceeding. By separate orders: granted motion by John R. Powley and dismissed his app. with prejudice; granted petition by Newton Television Inc. to enlarge issues against Newton Television Limited and Reyes Broadcasting Co. to determine whether they are in compliance with commission EEO rules, and, if not, effect on their basic and/or comparative qualification; granted Family Stations Inc.'s motion and enlarged

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.

issues against Classic Broadcasting Co. to determine transmitter and tower site availability. By order, April 1 and by MO&O, April 2.

■ El Paso (UN2JC Communications, et al) TV proceeding. Granted petition by UN2JC and enlarged issues against Liquico Television to determine Liquico's engineering proposal. By MO&O, April 3.

ALJ Joseph P. Gonzalez made following decision:

■ Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. Granted joint motions by Gulfwind Broadcasting Ltd. and Tampa Fifty Ltd. to enlarge issues against Bay Area Broadcasting Ltd. to determine ownership issues. By MO&O, April 10.

ALJ Edward Luton made following decision:

■ Conroe, Tex. (DLBS Inc., et al) TV proceeding. By separate orders: granted motion by DLBS and added issue against Wood Broadcasting Co. to determine financial qualifications; granted motion for summary decision by Conroe Broadcasting and resolved air hazard issue in its favor. By MO&O and order, April 9.

ALJ Walter C. Miller made following decisions:

■ Fredonia, N.Y. (Catocin Broadcasting Corp. of New York) AM proceeding. Granted Catocin's motion and dismissed with prejudice app. to assign license of WBUZ Fredonia to Carl G. Timko. By order, April 1.

■ Victoria, Tex. (Hispanic Broadcasting, et al) FM proceeding. By separate orders: granted motion for summary decision by Yolanda G. Dorsett and resolved air hazard issue in her favor; granted joint motions filed by Dorsett, Robert Rivera Jr., Sand Dollar Communications Inc., and Hispanic

Broadcasting and dismissed apps. of Hispanic, Rivera and Sand Dollar with prejudice; granted Dorsett's app. of new FM station at Victoria and terminated proceeding. By MO&Os, April 8.

ALJ Richard L. Sippel made following decision:

■ Los Angeles (RKO General Inc., et al) AM/FM proceeding. Partially granted motion by Future Broadcasting Inc. to enlarge issues against Radio Radio Inc. to determine financial qualifications; granted RKO's motion to enlarge issues against Los Angeles Broadcasting Co. to determine whether LA falsely executed an amendment to its app. in violation of commission rules; whether LA misrepresented or lacked candor in its disclosures of the corporate shareholdings of its principals; whether LA misrepresented or lacked candor by submitting amendment which reported removal of Maria Alfaro as officer, director and/or shareholder as of Jan. 9, 1985. By MO&O, April 4.

ALJ Joseph Stiermer made following decisions:

■ Novato, Calif. (Magdalene Gunden Partnership, et al) TV proceeding. Granted motion by Novato Broadcasting Corp. and dismissed its app. with prejudice. By order, April 9.

■ Memphis (Burwood Broadcasting of Memphis Ltd., et al) TV proceeding. Granted joint petitions for settlement agreement by Kyles Broadcasting Ltd. and Dorothy B. Evans and dismissed Evans's app. with prejudice; Kyles's app. is retained in hearing status. By MO&O, April 8.

ALJ James F. Tierney made following decision:

■ San Francisco (KQED Inc. and Minority Television Project) Ed-TV proceeding. Added issue against KQED Inc. to determine whether programming on stations KQEC-TV, KQED(TV) and KQED-FM, before KQED Inc. learned that

its licenses were in jeopardy, had been meritorious to manage any conclusion that could be drawn with respect whether KQED Inc. misrepresented to commission re: for suspending operations of KQED(TV) from November 1979 through May 1980. By MO&O, March 21.

Call Letters

Applications

Call	Sought by
Existing AM's	
KSEK	KNZS Heartland Broadcasting Inc., Pittsburg, Kan.
KUGT	KJAS Target Media Inc., Jackson, Miss.
Existing FM's	
WZBQ	WWWB-FM SIS Sound Inc., Jasper, Ala.
WRXR	WMET Flint Chicago Associates, Chicago

Grants

Call	Assigned to
New AM	
KDMN	Buena Vista Broadcasters, Buena Vista, Colo.
New FM's	
*WKYU-TV	Western Kentucky University, Bowling Green, Ky.
*KBVV	Enid Educational Broadcasting Foundation, Enid, Okla.
*KMOC	Christian Service Home Inc., Wichita Falls, Tex.
KREC	Brian Head Broadcasting Co., Brian Head, Utah
New TV	
KTVG	Family Broadcasting Co., Grand Island, Neb.
Existing AM's	
WLOV	WGPI G & O Inc., Washington, Ga.
WTUX	WMLF NEWSsystems-WMLF of Indiana Inc., Indianapolis
WSNX	WTRU Goodrich Theaters Inc., Muskegon, Mich.
WZFL	WLL KJ Radio Inc., Centerville, Miss.
KHAT	KECK TM Broadcasting Inc., Lincoln, Neb.
KRPM	KXA Highsmith Broadcasting, Seattle
KFRS	KARP Lloyd C. Hannah, Sumner, Wash.

Existing FM's

WSNX-FM	WSNX Goodrich Theaters Inc., Muskegon, Mich.
WZFL-FM	WZZB KJ Radio Inc., Centerville, Miss.
KHAT-FM	KHAT TM Broadcasting Inc., Lincoln, Neb.
WRFX	WJZR Metroplex Communications of Charlotte Inc., Kannapolis, N.C.
WQTL	WPNM Black River Broadcasting Co., Ottawa, Ohio
KEYW	KTCW United Broadcasting Inc., Pasco, Wash.
KRPM-FM	KRPM Highsmith Broadcasting, Tacoma, Wash.
Existing TV	
KVHF	KSHQ Mauna Kea Broadcasting Co., Kailua-Kona, Hawaii

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RADIO

HELP WANTED MANAGEMENT

General manager: Success oriented sales leader for AM/FM combo in Idaho. Medium size college market. Good credentials required. Salary plus bonus, profit sharing, and stock ownership. Send resume to Box C-55.

Broadcasting: Boise State University is seeking three professional staff for KBSU-FM radio station: Chief Operator/Engineer, Program, Director, and News Director. KBSU-FM provides significant training opportunities for students. Applicants should be committed to undergraduate communication education. Experience in public broadcasting preferred. Committee began reviewing applications April 1, 1986 and will continue until the positions are filled. Hiring subject to final approval by the State Board of Education. To apply send letter of application, resume, official transcripts, at least three letters of recommendation, and other supporting documentation to: Dr. Edward McLuskie, Chair, Screening Committee, Department of Communications, Boise State University, Boise, ID 83725. EO/AA institution.

Ownership strong possibility for energetic sales/community-oriented manager. Must handle all phases of this single-station market gospel operation. Resume to: Paul Miller, WSJW, Woodruff, SC 29388. EOE.

Move up the ladder quickly in this expanding Sunbelt group. Run your own show as GM for profitable AM/FM billing \$700K + . \$50,000 compensation/benefits package. Equity position possible. All inquiries confidential. Resume to Box C-110.

MN station in medium market looking for general manager with strong sales ability. Must be able to train and motivate sales staff. Good earning potential. Box C-101.

Twin Falls, Idaho 5000 W fulltime AM in beautiful Rocky Mountain city with excellent four season climate. Prefer small or medium market sales manager or manager with outstanding local sales record who is currently employed in Rocky Mountain or Northwest area. This is a selling manager's position and desk-types need not apply. Ability to train and motivate in local sales essential. Proof of sales ability, honesty and sobriety required. Salary, commission and bonus. EOE/MF. Call Charles Powers, 415-376-0397 or 619-436-6501.

Manager for full-time AM in West Texas. Opportunity for full responsibility in small market. EOE. Reply: Teller Radio Corp., 8731 Canyon Drive, Dallas, TX 75209.

General sales manager. Coastal North Carolina 100kw contemporary FM needs people-oriented motivator. Management and training skills are musts. Professional growth oriented company in top 100 markets. Resume and salary requirements to Phil Martin, WZYC(FM), P.O. Box WZYC, Beaufort, NC 28516. EOE.

HELP WANTED SALES

General sales manager for Key Largo, Florida FM station. Must have experiences. All new operation. Automated. Send resume to David W. Freeman, Sr., 513 Southard St, Key West, FL 33040. Phone 305-294-2542

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.

Mid-West Family Radio's expansion to 17 stations can be your opportunity to bigger and better. You are a problem solver, college grad on the way up. Have two years of highly successful selling experience small/medium markets. Strong on creativity, ability to write and sell imaginative advertising. Let's trade. We'll teach you a new, exciting profitable way to sell more radio. Few openings now available, good growth markets in Wis, Mich, Ill. Possible career path to management, equity. Write Phil Fisher, Box 253, Madison, WI 53701. EOE.

WTCH AM Shawano, WI seeks aggressive sales veteran to assume account list opening due to promotion. Send resume to: 108 S. Main St., Shawano, WI 54166.

Sales manager. Strong experienced leader to motivate and train staff. Must be aggressive, a self starter, and capable of handling a large list. Call D. Holson, 302-856-7355. EOE.

Sales manager. Can you multiply sales through people development? Can you manage independent ego-driven salespeople in a positive style? Are you aware of the power in close relationships with your salespeople? Does your personal style indicate an excellence in sales ability? If so, Scantland Communications can offer you a chance for unlimited income potential, independence in your work, and an innovative environment focused on excellence. We are Billboard Magazines' Station of the Year for three years running, and offer a chance to join a central Ohio company with integrity, purpose, and an eye for the future. If you have the talent, call Jim Hopes, Monday - Friday, 10am -8pm. 614-387-9345. EOE.

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.

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.

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.

New Reno, NV FM looking for morning person to join aggressive company. A/C format. Send tape, resume and picture to Andy Vierra, P.O. Box 2271, Reno, NV, 89505. EOE.

WWSA/WCHY seeks evening announcer. Adult Contemporary - AM. Team player with production skills. T&R - Randy Bush, P.O. Box 1247, Savannah, GA 31402. EOE M/F.

Early bird shift. Need intelligence, smooth reading, good voice-diction. Small central New York. June opening. Apply now. Beginner considered. Box C-115.

English and Spanish speaking big-voiced announcers, sales persons for newly expanding 10,000 watt regional MOR and Hit AM station. Send tapes and resume to Emet Huntsman, KVOZ, Box 1638, Laredo, TX 78044. EOE.

Experienced radio announcer: production person with good voice (not a D.J.) for automated, 5 kw small market radio station in western North Carolina. Excellent opportunity. Resume and tape to Michael Sink, P.O. Box 744, Burnsville, NC 28714.

Virgin Islands radio urban FM seeks female announcer, and aggressive sales staff. Send tapes & resume. Box 487 Frederiksted, St. Croix, VI 00840.

HELP WANTED TECHNICAL

Chief engineer, (WFPK-FM/WFPL-FM) Radio Broadcasting Department of the Louisville Free Public Library. Requires FM radio engineering experience, FCC First Class radiotelephone operator's license. Respond to: City of Louisville, Department of Employee Relations, 609 West Jefferson, Louisville, KY 40202. EOE.

Chief engineer/automation operator. Need an individual with solid automation experience. Works an air shift, programs the automation and does emergency maintenance on a CETEC 7000. Maintains studio equipment as needed. Benefits, salary commensurate with experience. EOE. Minorities encouraged to apply. Call KUTY, 805-947-3107.

HELP WANTED NEWS

Dominant capital city AM-FM combo seeking an experienced news director. Send tape/resume to To Thies, c/o KLIK/KTXV, P.O. 414, Jefferson City, MO 65102.

News director. KFVB All News 98 Los Angeles, a Westinghouse Broadcasting station has an immediate opening for a news director, to oversee 24 hour day news operations. We are looking for a special leader, manager who understands radio as well as news. 1 years electronic media management experience preferred. Please no phone calls. Send resume to David Forman, Executive Editor, KFVB, 6230 Yucca Street Hollywood, CA 90028. EOE.

News director: Minimum 2 years experience for Midwest AM/FM - \$11,000. Applicants from Illinois, Wisconsin, Indiana & Iowa. Send resume, tape & writing samples to Jim Feather, P.O. Box 177, Rochelle, IL 61068.

Dedicated, experienced anchor/reporter. Good voice, excellent reading and professional reporting writing and ability to get and use actualities effective a must. Good benefits and top salary to right candidate. T&R to: News Director, WSOYAM-FM, Decatur, IL 62526.

KTIP/K100, Porterville, California needs news director. Must be strong in local beat coverage, writing, and doing newscasts with actualities. One year experience preferred. Will consider strong news-oriented beginners. Send tape, resume to Rt. 1, Box 1450, Porterville CA 93257.

SITUATIONS WANTED MANAGEMENT

Station manager. Successful medium market experience in programing, sales, and engineering. Major market engineering and on-air experience. Looking for an advancement opportunity. Peter G. Hamlett, P.C. Box 12573, Columbia, SC 29211.

GSM seeks winning company! Creative leader speaking at NAB. Call Mr. Money, 214-960-5694.

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, programing and sales. Call 215-759-5303.

I can help - increase sales/ratings, community image 20 year major market money maker desires small/medium market. 939 South Main, suite 175, Euless, TX 76040. 817-354-7150.

Experienced GM, Country specialist, successful operation track record, ratings/profit. Family man, looking for association with professionals. Top 100 markets Box C-111.

Top administrator, teacher, bottom line manager, now available. Call Jack Teiken, 308-532-8444.

20 years in radio: Sales, sales mgmt and gen'l mgmt small, med, lge mkts. Creative. Profit and promotionally minded. Very anxious to get back in to radio mgmt! Prefer Florida. Resume: Bryce Cooke, PO Box 3003, Ft Pierce, FL 33448.

Husband/wife, 40's, relocate near beach. Husband 25 yrs., announcing, programing, sales, management Wife 10 yrs. retail, 5 yrs. radio sales. Box C-117.

Top-100 market GM available. Seeks career opportunity with progressive organization in competitive market. Married, stable, over 12 years management experience. Hard worker, respected leader, excellent record of achievement and references. Box C-106.

SITUATIONS WANTED ANNOUNCERS

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.

years radio/TV/cable. All facets. Possible investment. NY, NJ, CT. Box C-75.

major market talker: Proven big voice generalist with humor, 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.

major adult professional, 20 yrs experience radio television, news-sports director, programming, major market jock all formats, operations promotional expert, interviewing, anchoring, public relations skills unmatched. Consider all offers air, management. 904-3-5215.

commercial seller announcer, writer, creative, self-starter, hard team worker, will relocate. Love Radio! die Blair, 4065 East University, #492 Mesa, AZ 205. 602-924-1442. Mountain time, 2pm to 6pm.

wanting to relocate. Brian Speez of WDND, Wilmington, IL. Looking for position as air talent or combo. For resume and resume, phone 815-458-2141 or home 2-896-4871.

seven years radio experience last three mornings d program director. Fringing major market. Looking for larger market. Box C-113.

SITUATIONS WANTED TECHNICAL

shot! I can give you the best signal in your market. 10 yrs. experience providing the highest quality audio 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 s experience in television production, Radio RF and instruction, satellite signal distribution. All offers considered. Box C-74.

SITUATIONS WANTED NEWS

right, 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.

BP sportscaster for major college statewide network with national network experience, seeks professional college PBP. Box C-3.

xperienced sportscaster, who also has solid news background, willing to relocate anywhere in the country. 201-543-2035.

nergetic sportscaster/newscaster. Exciting PBP. excellent reporting, interviewing, writing skills. Airshift, production. At top rated station. Hard worker. Bob, 39-586-4683.

female news anchor veteran with major market background seeks anchor spot in your top 10-20 market. East coast preferred. Box C-89.

aggressive, young sportscaster looking for better position, medium and small markets. Experience in all BP sports, talk shows, reporting, anchoring, and production. Can relocate immediately. Mark, 312-433-234.

ports director, with PBP. Minor league baseball, junior college basketball, network experience. Wants love up. David -- 314-756-7097, after 2:15.

first class, 8-year PBP pro seeks Division One college football/basketball PBP. Call Doug, 319-557-8591.

SITUATIONS WANTED PROGRAMMING, PRODUCTION & OTHERS

attention \$\$\$ owners \$\$\$: Are you seriously concerned about why your radio station keeps losing the ratings war? No adults? Gross comes stink? Can't hold them through the quarter hour shares? Are you really gonna copy the current #1 KIIS-FM type CHR in your market again?! Why?! That plan didn't work last book or the book before that either. Why should it work this book?? Are you really at your wits end but still care enough to actually be considering contracting one of these "so called" "national programming consultants" to retune of \$10,000 to \$35,000 per month? WE'LL SAVE U \$\$\$!! I have a much better plan THAT REALLY WORKS and at a fraction of the cost! Curious! If I were you I would be too. Invest a minute of your time and a 2 cent stamp and this 20 year Los Angeles veteran will happily send you the answer. Do it now. DL P.O. Box 6241 Encino, CA 91426.

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

Must reading! Before you invest any money in an "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.

Receive 100 copy scripts \$100.00. Get 25 free "quik-kee's!" Send check: Quikstart, Box 683, Macomb, IL 61455.

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TELEVISION

HELP WANTED MANAGEMENT

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 TVB staff. Some travel; NYC based. Resume and salary requirement to W. Westphal, TVB, 477 Madison Ave., New York, NY 10022. No phone calls.

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.

TV Services Department administrator to manage university TV unit; supervise the design, development and production of television programs; assign and supervise personnel; plan and account for budgets. Requires B.A., five years experience, three as supervisor. Approximate starting salary \$28,000-\$31,000. Send letter and detailed resume postmarked by April 30, 1986 to Television Services, Attn: Dolores Baran/1442, University of Wisconsin-Milwaukee, P.O. 413, Milwaukee, Wisconsin 53201. Women and minorities are urged to apply. An equal opportunity (M/F) affirmative action employer.

General sales manager: Attractive opportunity for achievement focused sales manager from 75th-to-150th market range at medium size network affiliate in Midwest. TV marketing experience, strategic planning and people motivation skills a must. Associating with solid, growth-oriented small group. Please send resume and salary history to Box C-116.

Development director - PTV. WCPE-TV seeks an aggressive, flexible, and creative professional to lead development team, special projects and volunteers to reach fundraising goals. Steady growth of membership, young auction and underwriting provide a base for exciting career growth. Degree, successful experience in development or sales/marketing required, proposal writing desired. Salary commensurate with experience, negotiable. May 5 deadline. Send cover letter, salary history and resume to General Manager, WCPE-TV, P.O. Box 617, Plattsburgh, NY 12901 AA/EOE.

HELP WANTED SALES

Account executive: WJKS-TV NBC, Jacksonville, Florida needs a marketing oriented salesperson with a minimum of three years of electronic media sales. Must have a proven record of excellence and possess a thorough knowledge of all aspects pertaining to television spot sales. Send resume to Ernest E. Rhine, Local Sales Manager, PO Box 17000, Jacksonville, Florida 32216. A Media General station, equal opportunity employer.

Local sales manager for medium market solid independent with good ratings. Strong local sales position in competitive market is available immediately to sales pro well versed in research, local direct sales, packages and people skills. Highly visible position with excellent company benefits and compensation package awaits creative sales leader. Send resumes to TV sales P.O. Box B-162.

Medium market independent in the greath Southwest seeks local account executive. TV sales experience required in local agency and direct accounts for a motivated self-starter. Resumes to Box C-107.

Account executive: Would you like to earn \$80,000.00 in the next year and have eight months off? That's our deal. We sell television advertising. This \$80,000.00 is sitting right here waiting for you. Call Glendora TVAds. We'll show you the \$80,000.00. Mr. Dunn, 914-949-9495. Box 532, Scarsdale, NY 10583.

HELP WANTED TECHNICAL

Chief engineer: For small market ABC affiliate in resort area. UHF transmitter and microwave experience along with supervisory and maintenance experience. Studio upgrading in progress. Send resume and salary requirements to Michael Khouri, WGTU/WGTQ, 201 East Front Street, Traverse City, MI 49684.

KDAF-TV 33 has an opening for a maintenance engineer. 3-5 years experience in all phases of broadcast television maintenance. FCC General Class or SBE certification. Applicant must possess knowledge and ability to maintain and repair 3/4", 1" and 2" video tape equipment and peripheral broadcast television equipment. Send resume to Joseph A. Maggio, Asst. Chief Engineer, KDAF-TV, Fox Television Stations, Inc. 8001 Carpenter Freeway, Dallas, TX 75247. EOE M/F.

Maintenance engineer: Telemation productions/Chicago has two immediate openings due to retirement and advancement. Applicants should possess a minimum of 5 years maintenance experience with all types of studio equipment. Equipment includes: CMX 3400 editors, Ampex ADO, Ikegami cameras, Utah-scientific routing, Aurora computer graphics, 4 camera/3 VTR remote truck. Interested persons should contact: John W. Gebhard, Chief Engineer, Telemation Productions, Glenview, IL 60025, 1-800-323-1256.

Chief engineer sought for full-time, full-power religious UHF. All new state-of-the-art equipment. Technical support provided by group. Salary commensurate with experience. Send resume to Director of Engineering, P.O. Box 26, Dayton, OH 45401. EOE M/F/H.

Maintenance engineer with installation and maintenance experience on Mirage, GVG switchers, Sony 1", RCA 2" and TK47's wanted by suburban Philadelphia, production facility. Resume to Eric Address, E.J. Stewart, Inc., 525 Mildred Avenue, Primos, PA 19018. 215-626-6500. EOE M/F.

Transmitter engineer - Knowledgeable in Harris TV35H a plus: 3/4-inch ENG maintenance experience highly desirable. Send resume to: Timm Winn, Manager of Engineering, KFDD-TV, PO Box 1400, Amarillo, TX 79189-1400.

Television maintenance technician: Looking for a great opportunity in the Los Angeles area? We are searching for an experienced technician/engineer familiar (to the component level) with state-of-the-art editing equipment: Sony, Quantel, Grass Valley, etc. Send Resume to: Box C-54.

Video maint. engineer: Familiar with Sony 1 in. broadcast equip, ADO, Grass Valley and related equipment. Salary open. Call Bob or Randy, 9-5, M/F, 212-838-3044, for appt.

Transmitter/studio maintenance engineer: WTVH-TV seeks qualified engineer with minimum of 3-5 years experience to maintain RCA TT-50FL and state-of-the-art studio equipment. Send resume to Ed Lewis, DE, WTVH-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 production facility. Familiarity with ADO, Quantel Paintbox, Dubner CBG II, Sony VTRs, 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, Cinemagraphics/Video One, Inc., 100 Massachusetts Ave., Boston, MA 02115.

N.Y.C. duplication facility seeks experienced operation personnel. Thorough knowledge of 2" and 1" VTR's a must. Familiarity with signal routing, distribution and patching helpful. Salary commensurate with experience. Send resume to Richard Cohen, P.A.T. Video, 630 Ninth Avenue, N.Y.C., NY 10036.

TV technician: immediate opening. Minimum 3 years TV broadcasting experience. Operating experience with 1" and 2" VTR operation, camera setup, master control and ENG operating necessary. Send resume to Myron Oliner, KUSA-TV, 1089 Bannock St., Denver, CO 80204. We are an equal opportunity employer.

Maintenance technician: For post production company in Rochester, NY. Must have experience in maintenance, installation and operation of Sony and Ampex 1", Betacam, GVG switchers, Chyron, ISC editors and other related equipment. Send resume and salary requirements in confidence to: Don Roberts, Chief Engineer, CGI, P.O. Box 604, Ontario, NY 14519. No calls. EOE.

Chief engineer needed for PTV station with major construction project. Must have strong background in maintenance and studio operations. FCC General Class required. Send salary history and resume to General Manager, WNIN, 9201 Petersburg Road, Evansville, IN 47711. EEO.

Chief engineer: West Coast expanding group owned facility. New transmitter plant. Must have management as well as studio and transmitter maintenance and construction experience. EOE. Reply in confidence to Box C-100.

Technical maintenance engineer: UHF Independent seeks self starter. Must have general Radiotelephone experience with Quad VTRs. UHF transmitter experience helpful. Send resume to: Larry Hunt, 2475 N. Jackrabbit, Tucson, AZ 85745.

Television maintenance engineer. Immediate opening for a TV maintenance engineer. Minimum two years experience required in studio and ENG equipment repair. Send resume and salary requirements to: David Williams, WTVM TV, P.O. Box 1848, Columbus, GA 31994. Equal opportunity employer.

Transmitter/studio maintenance person needed to work in major market television station. 3-5 years experience with RCA UHF equipment and RCA TCR100's. Send resumes to Box C-96.

Engineer, television maintenance. Provides maintenance and technical support for all KUAT equipment and facilities, such as 1" Sony VTRs. Thompson ENG cameras and 3/4" VCR. Vidifont CG. Sony BYE-5000 editor, and Grass Valley switches. Qualifications: an Associates degree in radio/TV or related field and two years broadcast engineering experience in equipment repair and maintenance. Salary range \$20,409 - \$22,450. Please send a letter of interest/resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721 by May 9, 1986. EOE/AA.

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 Personnel, P.O. Box 1118, Miami, FL 33138. EOE.

Weatherpeople: Full and part-time positions for experienced and entry-level talent. Resume & tape to: Jeff Wimmer, P.O. Box 1122, Flushing, NY 11354.

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.

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 Director, KCRG-TV, Cedar Rapids, IA EOE.

Co-anchor. Warm, friendly, credible person to join our anchorman at 6 and 10. Minimum two years commercial 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.

Reporter/anchor: General assignment and morning cut-ins. Monday through Friday. One year minimum experience required. Send resume and tape to Sue Bernard, 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.

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. Journalism 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 Russellville 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 providers and develop interesting and informative stories. Must be good with tape. Minimum two years experience. 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, writing skills an absolute must. Two years experience required. Person sought might be second in large market wanting to move into top spot. Resume, letter with job ideas wanted. Box C-61.

Weatherperson: will pay starting salary in the 30's to the right person. Top-rated, medium market, sunbelt station with Cable Graphic III is looking for a M-F front-line weatherperson. Must be experienced. No beginners. Must be an excellent communicator. If you're really good, the sky's the limit! Letter, resume to Box C-91. EOE.

Central Florida's leading news station is looking for a top notch weather talent who doesn't mind playing second banana. Nonreturnable tape and resume to: Bob Jordan, WFTV, BOX 999, Orlando, FL 32802. No beginners, agents, or phone calls, please. WFTV is an equal opportunity employer.

News anchor. Minimum 3 years anchor experience. Must be able to produce and do some reporting. Small Northeast market. Looking for long term commitment. Resumes to Box C-102. EOE.

Sports director for flagship station of the Alaska Television Network. Knowledge of winter sports a must. Produce/Anchor sports segments in statewide/local shows. Opportunity for BPP hockey, basketball, and sled dog races. Send tape, resume to: News Director, KIMO-TV, 2700 E. Tudor, Anchorage, AK 99507. EOE.

Producer and chief photographer needed for #1 Southeastern affiliate. Leadership skills a must. EOE. Resume/salary requirements to Box C-114.

Wanted—anchor for weekend news. Anchor experience and reporting ability a must. Tape and resume to Jan Stratton, KSWO-TV, Box 708, Lawton, OK 73502. EOE. Women and minorities encouraged to apply.

Photographer. Bright, ambitious, creative shooter who can write a news story in a pinch. Previous commercial TV news photography experience required. Tape, resume, references and writing samples to Dean Bunting, Assistant News Director, KCRG-TV, Cedar Rapids, IA 52401. EOE.

Sports director. Can you produce sportscasts & features which appeal to more than hard-core sports fanatics? Send resume and letter telling us what makes you unique. Medium-market, network affiliate. Box 99.

Sports reporter/anchor/producer. Immediate opening for an enthusiastic sports journalist who can do it all. Send tape, resume and salary requirements to Larry Young, KOAM-TV, P.O. Box 659, Pittsburgh, PA 15201. EOE.

Co-anchor/reporter. #1 station in Eugene, Oregon looking for someone who can communicate news professionally. Must have 3-5 years experience, strong writing and on-air skills. Send tape and resume to News Director Bob Kerns, KEZI-TV, P.O. Box 7009, Eugene, OR 97401. EOE.

Progressive NBC affiliate seeks a reporter/photographer. Must have working knowledge of ENG equipment. EOE. Tape and resume to Kerry Pauls, KUAV-TV, Box 1287, Williston, ND 58802.

Producer: for weeknight newscast in top 20 market (Tampa/St. Petersburg). Strong editorial, writing, production, people skills. Ability to integrate live coverage and news from state-wide satellite network. Minimum five years' in television news, two years' as news producer. Send resume, description of present duties, writing samples, a newscast rundown and references (no tapes) to: Ken Middleton, News Director, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Sales promotion writer, TvB. TvB's Creative Service Department is expanding. We need someone with strong writing skills and station experience. Requirements are to research and write sales promotion 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 Beverly Keene, Television Bureau of Advertising, 4 Madison Avenue, New York, NY 10022. No phone calls please.

Cable production officer: Government of the District of Columbia. In charge of producing programming for city's municipal channel. Minimum 4 years experience and thorough hands-on knowledge of production of post-production equipment and techniques required. Salary range \$31,000 to \$41,000. Excellent benefits. Must be or become resident of D.C. Send resumes to: Office of Cable T.V., Tenth Floor, 1090 Vermont Avenue, N.W., Washington, D.C. 20005, 202-727-0424, EOE. Employer. Application deadline: April 30, 1986.

Producer/director. Top 25 midwest network affiliate. 4 years experience required in news, public affairs commercials, live sports. Box C-88. EOE M/F.

Art director. Take charge artist for one person department. Handle projects from concept to finished product. Black and white photography and development paste-up experience, electronic graphic work (Chyron or Paint Box) necessary. Send resume to Program Manager, KVBC (TV), P.O. Box 44169, Las Vegas, NV 89116.

Commercial TV producer-director. Medium market CBS affiliate seeks a creative individual with ideas, experienced with 1" editing, ADO, ESS, and 3/4" state-of-the-art equipment. Send resume, tape, and salary to Tim Cox, Production Director, KOAM-TV, P.O. Box 66, Highway 69 & Lawton Rd., Pittsburg, KS 66762. EOE.

SITUATIONS WANTED MANAGEMENT

Cable TV GM/regional mgr. seeks move to MS where practical experience in marketing, franchising, government relations, and customer service can be put to use for benefit of all concerned. Call 213-460290.

Station or general manager: Hands on pro with 10 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.

Programming/distribution manager: Proven program executive with distribution/marketing knowledge. CBS production experience to boot. Hundreds of contacts (foreign/domestic, including Federal) and years of experience to bring to your station or product company. Box C-63.

W. or station mgr.: have been a turn around G.M. in unique market situation. Very strong news background at all types of stations - small to the largest - U lie to Net O and O. Know sales, operations, programs - great with people. Excellent experience in re-ups and revamps. Want long term arrangement in growth company. Box C-94.

inted: Americas' worst television station. Indie nog nowhere? Innovative manager wants ultimate challenge: turn-on viewers, turn-around the bottom line! Make yours the most talked about, profitable station in your market. Box C-95.

ition manager., P.D. sales manager., promotion director, on air experience. Age 57, excellent health, unattached, can relocate anywhere in world. D. Sundby, x 3762, Chico, CA 95927.

SITUATIONS WANTED TECHNICAL

roadcast engineer with 20 years experience working AM/FM radio, network television, post production, arts remotes, olympic coverage and independent film start up. Looking for challenging position as engineering manager or assistant chief engineer in the northeast. Reply Box C-46.

ief engineer with over 25 years experience. Married, non-drinker, prefer midwest or upper midwest. Not afraid of cold climate. Box C-60.

ector of engineering: Desires new challenge. Creative, with impressive list of completed projects. Heavy experience in technical management, video/audio/rf systems engineering, VHF/UHF high power transmitters and microwave. Computer applications & programming, license filings & new construction. Inquire with confidence to: Box C-112.

SITUATIONS WANTED NEWS

time to move up: Hard working, aggressive sports clerk looking to move to larger market either as reporter or anchor. A team player who produces! 713-4-3977.

table newsmen. Excellent voice and delivery. Tape d resume available. Richard Harris, P.O. Box 582, Bensenville, IL 60106, 312-639-0558.

try level position in a television news department. Cent Mass Communications graduate with internships at WJZ-TV(Westinghouse) and WMAR-TV(ABell) Baltimore. Good writing skills, willing to relocate. Contact: James W. Middleton Jr., 301-323-3571, 106 Leveale Road, Baltimore, MD 21210.

otojournalist/editor: Experienced award winner seeking position in top 50 market. Background also includes all aspects of commercial production. Innovative, creative, aggressive with commitment to excellence. Jim Edwards, H1433 Passey Lane, Lancaster, 17603. 717-393-4078.

eatve, intelligent, attractive young female journalist with magnetic personality will surely make your wscasts sparkle. Interested? Write Box C-69.

irdworking and hungry. Top-notch TV reporter and k show host, generally consumer specialist, but plenty of awards for spot news and investigations. 8 years experience in top 20 markets. Management oriented, fluent Spanish, family man. Willing to talk pay cut and long-term commitment for the right position, on-air management. Box C-65.

anchor/reporter, aggressive with a folksy approach; can do news or sports. He's looking for a bigger challenge. A free service of the Scott Hankins Agency, 25511 Hickory Hill, Southfield, MI 48034.

roadcast grad, solid internship experience at Top-15 station, seeks first reporting job. Call Shannon, 206-6-0533.

ung and experienced sportscaster looking for anchor/reporter position in a quality sports department. Bright, young, aggressive, professional. Strong reporting, editing, and play-by-play skills. Seven years broadcast experience. Currently reporting for #1 station in top 40 ADL. Contact Chip Walters immediately. 5-890-5934 or P.O. Box 446, Murfreesboro, TN 37133-0446.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

ector/producer. Six years experience, spots, shows, promos. Currently employed, seeking new challenge. Box C-44.

Talent. Dedication. Unlimited creativity. Four years experience as producer/director/CMX editor/video manager for the United States Air Force. Looking for a team that'll make the most of my abilities. All areas considered, but prefer SE. Betty Waddell, 3040 Lancelome, Las Vegas, NV 89115, 702-643-2240 (days), 643-6914 (nights).

Female commercial VO talent seeks staff announcers position in promotions. Great writer; excellent voice and on-camera look. Box C-90.

Five years production and promotion experience. Looking for new challenge. Will relocate to any size market. Adam, 213-655-9164.

Need an art director? The Broadcast Designers' Association Employment Service can send you, at no charge, members' resumes - some of the most experienced, talented designers in the business. If you need an Art Director, Graphic Designer and/or Video Designer, call the BDA office at 415-788-2324.

MISCELLANEOUS

Primo People: The News Director's best friend when it's time to fill a talent or management position. Top quality people available now. Contact Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

Seeking a new challenge? There's movement in the job market for anchors and reporters in news, weather, and sports, along with photographers, directors, producers, disc jockeys, talk-show hosts, and promotion specialists. No placement fees. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

Job openings listed daily on MediaLine. If you need to find a new job fast, you need MediaLine. 312-855-6779.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor: telecommunications. TV professional with at least 5 years experience to teach TV production, videotape editing, ENG/EFP. Professional background necessary. Educational background helpful. PCC has active SMPTE and CSB chapters. Starting salary \$25,000 - \$30,000. District application form is required and must be received in Personnel by April 25, 1986. To obtain District application form call or write: Personnel Services, Pasadena City College, 1570 East Colorado Blvd., Pasadena, CA 91106. 818-578-7388.

Director/instructor needed for S.F. Bay area broadcast school. Salary plus commission. Call Jim Bryan/KCRK, 415-944-5275.

English faculty. Anticipated opening for Fall 1986; tenure-track position. Will teach writing for radio and television as well as basic journalism and communications courses. Master's degree and professional experience, preferably in both broadcast and print media, required. Rank and salary commensurate with qualifications and experience. Deadline for applications: May 15, 1986. Send cover letter, resume, three letters of recommendation, and official college transcripts to: Personnel Office, Westfield State College, Westfield, MA 01086. An AA/EO employer.

Communication Arts instructor. Full-time beginning Sept. 1, 1986. Teach Introduction to Broadcasting, Mass Media, Introduction to Video Production, Advanced Video Production, and Voice Performance. 12 teaching hours per week plus supervision of student video practicum. Class size from 12 to 25. Salary range \$16,000 - \$18,000. Masters degree plus professional and teaching experience desired. Apply before May 7th to Louis Emond, Dean Junior College, Franklin, MA 02038. EOE.

Mass communication faculty sought for radio/TV sequence. Doctorate with teaching and/or media experience preferred. Master's mandatory. Tenurable. Rank/salary competitive, based on qualifications. Market index salary adjustment possible. Start June or August, 1986. Send application letter, resume, three references to Dan Curtis, Communication, CMSU, Warrensburg, MO 04093. Screening continues until filled. AA/EOE.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

VTR operator wanted for post production facility in Los Angeles. Sony 1" and 3/4" experience required. Production oriented individual desired for top quality shop. No maintenance work expected. Send resume with references and salary history to: Box C-53.

Growing New York post production facility seeks independent editors, with followings preferred and protected. Write to: Video, P.O. Box 887, Madison Square Station, NY 10159.

INSTRUCTIONAL SERVICES

Intensive seminar—professional training on broadcast/production operations and equipment. Offered in Los Angeles, San Diego, Washington D.C., Chicago, San Jose, and Seattle. Get the insiders edge. For information call 800-232-DIVA (outside California 415-756-DIVA).

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.

EMPLOYMENT SERVICES

Save time. Get results! Prompt, professional, personalized services. Completely confidential. 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.

CONSULTANTS

Save time!! Computerize your logs and billing! Runs on Commodore 64 or 128. For TV, radio, cable. In use in major market. 415-457-0303.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash—highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Wanted: used VHS 3/4", 1 and 2" videotapes. Cash paid for all lengths. No defectives. Call Andy Cappel, 301-845-8888.

Wanted: Everything from microphone to antenna for a new FM station on 102.3 Mhz. Call 214-586-2162.

Time base corrector needed by non-profit org. Ideal tax deduction! Can pay part. 212-683-5656 Ext. 198.

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.

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.

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.

Videomedia 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.

Harris BT-16H VHF Hi-Band transmitter, immediate delivery. Bill Kitchen, Quality Media, 404-324-1271.

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.

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 Carpel 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 (Turnkey Operations). T.M.C.I. 402-467-3629.

Best offer! ERI 3-bay FMC-3A antenna (on ground). Two new Mark 4' STL antennas. 701-235-0102.

For rent or lease: 1979 Ford van with 3 TK710 cameras, ISI switcher, stereo audio, TEK monitoring, more. 609-435-6778.

Lease an automation system: Cut overhead with customized used SMC automations. Low rates. Call 216-499-5221.

3/4" evaluate videotape! Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99. 30 minutes \$9.49. 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect. 301-845-8888 or toll free 800-238-4300.

Used broadcast TV equipment Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Computer & software for radio station: AlphaMicro 1000 w/10 meg hard disk, 2 Wyse terminals w/12" monitors, Okidata 83A printer, VCR backup, G/L, A/P, A/R, payroll, contracts, and log preparation. New \$24,000, asking \$12,500. Roger Manning, FoxCom, Ltd., P.O. Box 618, El Dorado, AR 71730, or call 501-863-7021.

Tektronix 528, 520A, 650A, 1420. Mosely remote control system DCS-2A. All in excellent condition. 215-331-5859.

RADIO Help Wanted Sales

RADIO SALESPERSON SAN FRANCISCO

Contact: Teresa Freitas
Sales Manager
KLOK FM
77 Maiden Lane
San Francisco, CA 94108
415-788-2022

SALES MANAGER

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 Technical

CHIEF ENGINEER

KRVN AM/FM in Lexington, Nebraska, has a 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.

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.

TELEVISION Help Wanted News

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.

For Fast Action Use BROADCASTING'S Classified Advertising

Help Wanted Management

CABLE TELEVISION OPERATIONS SUPERVISOR

The City of Torrance operates five subscriber and institutional channels on a 24-hour/7-day per week schedule with a staff of 18. The operations supervisor, reporting directly to the administrator, is responsible for daily production and scheduling of staff and facilities.

Successful candidate will have 3 years' experience in the management of television production facilities and an appropriate degree.

We offer a salary range in the mid to upper 20's and a flexible benefit package suitable to most individual needs. To apply contact:

CITY OF TORRANCE
Civil Service Department
3231 Torrance Blvd.
Torrance, CA 90503
213-618-2969

Equal opportunity employer. M/F

Help Wanted Programing, Production, Others

BROADCAST DESIGNER FOR TOP 15 MARKET

KING-TV'S award-winning Design Department is looking for a talented, energetic broadcast designer to create high-quality graphics. Minimum 2 years TV experience. Your reel must be as exciting as your print portfolio. Experience with the Quantel Paintbox and Colorgraphics Liveline III preferred. Good technical, organization, and interpersonal skills required. Resume, print samples (no originals), and tape to:
Personnel, KING-TV, 333 Dexter Ave. No.,
Seattle, WA 98109
No phone calls please.
King Broadcasting Company is an
Equal Opportunity Employer.



Help Wanted Research

T.V. RESEARCH

A recognized leader in the Entertainment Industry seeks candidates for a managerial opening in **Television Research**. You will coordinate and lead research presentations to management and for sales purposes.

The successful candidate should have 2-3 years consecutive experience in T.V. research at either a local station, national rep. network or ad agency. You should possess outstanding written and verbal communication and supervisory skills and have a strong knowledge of network and syndication television.

Qualified individuals should send resume with salary history to: **P.O. Box 76387, JR 14, Los Angeles, CA 90076.**

Equal Opportunity Employer

GENERAL MANAGER TELEVISION

Middle market network affiliate. Challenging growth opportunity for an up-and-comer. Prior operating experience and proven track record required. Send resume and salary history to:

Box C-98

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.

ALLIED FIELDS Help Wanted Sales

ADVERTISING AGENCY SALES REP

If you could be a top biller at your station or rep firm but are being held back due to a poor list, format, or rating, then realize your full potential at our N.Y. agency specializing in barter. With us, your growth and income are limited only by your own creativity. Resumes please to Box C-109.

Help Wanted Technical

BROADCAST MAINTENANCE ENGINEER II

KUED-TV

2 years' experience in electronic maintenance or equivalency required. FCC General license preferred. Maintains studio, remote, operational and technical equipment. Sets up and operates studio and remote equipment. Assists maintenance supervisor with schedules, supplies and equipment. Application and/or two copies of resume with names, addresses and phone numbers of three references to Patricia Baucum at:

UNIVERSITY OF UTAH
Personnel Department
101 Annex Building, PB-1894
Salt Lake City, Utah 84112

Equal opportunity employer

Television

BROADCAST APPLICATIONS ENGINEER

ANDREW, a recognized leader in the development and manufacture of advanced state-of-the-art antennas and transmission lines, is conducting an immediate search for a Broadcast Applications Engineer. Position requires an individual experienced in actual customer application of UHF-TV and VHF-TV high power transmitting antenna and transmission line products. A thorough understanding of products and applications plus experience with Broadcast Field Sales and product support is necessary. B.S.E.E. desired, but equivalent experience may be acceptable.

For immediate and confidential consideration, please submit your resume, including salary history to:

ANDREW
CALIFORNIA CORPORATION

1037 West Ninth Street
Upland, California 91786
ATTENTION: Personnel Manager
An Equal Opportunity Employer

Help Wanted Management

EXECUTIVE EDITOR & DIRECTOR

Cornell University seeking executive editor and director for News Service; reporting to VP University Relations, position is responsible for developing and implementing long range strategies, policies and methods; recruitment of professional journalists; supervision of professional and support staff and management of budget. University degree in journalism or related discipline required; advance degree preferred. Understanding of major research universities desirable, as is experience with national media. Salary dependent upon experience; excellent benefits available.

Send resume and cover letter by May 8, 1986, to: Patricia E. Hutton, UPS Staffing Services, Cornell University, 160 Day Hall, Dept. ED-16, Ithaca, NY 14853-2801.

**Cornell
University**
An affirmative action/
equal opportunity employer

Help Wanted Management

PROMOTION MANAGER

World Events Productions, a dynamic entertainment production, syndication, and marketing company, is seeking a highly motivated, creative, innovative professional to direct and manage all promotional activities. Market opportunities include international.

Responsibilities include strategy development, execution of campaigns, management of professional staff and marketing/public relations agencies. Promotions include television, entertainment, and consumer sales.

Three to six years' experience required with television stations and/or marketing agencies, with appropriate academic degree. Specific experience preferred in market research analysis; creative strategy development; promotion planning and execution; copy/promotion writing; and creative direction in print, video, or audio media. Position requires strong oral and written communication skills and good interpersonal skills. Some travel required.

Salary commensurate with background and experience. Good benefits. EOE Send resume with salary history, in strict confidence, to:

Brian Lacey

World Events Production, Ltd., 4935 Lindell, St. Louis, MO 63108

Help Wanted Instruction

THE UNIVERSITY OF WISCONSIN MILWAUKEE

The Department of Mass Communication is recruiting to fill two positions in Fall, 1986, the first of several faculty openings to be filled by Fall, 1988.

This is the beginning of an unprecedented three-year expansion of media education at UWM with special funds appropriated by the State Legislature. The Department's systematic plan is to secure high quality faculty and state-of-the-art equipment to markedly improve undergraduate coursework in print and broadcast journalism, radio-TV-film, public relations, media research, and graduate courses leading to a Communication MA.

Two openings for Fall, 1986:

- 1) Nationally recognized media scholar, Ph.D., to serve as tenured associate or full professor, with record of distinguished scholarly publication in the fields of radio-TV-film, telecommunications, economics, the new mass media cultural criticism. Instruction will be at the graduate level as well as in scholarly-oriented undergraduate courses.
- 2) Ph.D. in journalism or mass communication as tenure-track assistant professor, with scholarly and skills-oriented specialties such as journalism ethics, law of the press, journalism history, and with practical background in news reporting, editing, editorial writing or interpretive reporting. Graduate teaching experience is highly desirable.

The University of Wisconsin-Milwaukee is one of The University of Wisconsin System's two doctoral institutions and is situated in the state's major metropolitan area and media center. UWM expects demonstrably strong research and publication together with excellent university teaching and service.

Faculty hired for 1986-87 will participate in recruitment for additional faculty through 1988-89 and in the development of computerized laboratories permitting extensive teaching applications in broadcast and print journalism graphics and video.

Send letter of application, resume, transcripts, and three letters of recommendation to Dr. Ruane B. Hill, Department of Mass Communication, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. Application deadline is May 15, 1986.

UWM is an equal opportunity affirmative action employer; applications from minority groups and women are encouraged.

Wanted to Buy Stations

**SEEK TO PURCHASE LPTV
CP or operating Facility
Cash for Midwestern station
Ohio, Penn., Illin., Ind., Mich.
Brokers or Direct.
Box C-10**

For Sale Stations

**MICHIGAN FM
\$2,800,000**

Unusual opportunity to pick up competitive facility with established format, call letters and staff at price approximating 7 times trailing cash flow. Quick sale needed, possibility of terms to qualified buyer.

Call now for details. Richard Blackburn.

202-331-9270

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 100 MARKET FM/AM COMBO

Profitable Class B FM with fulltime AM companion. Asking price of \$3,500,000 is an attractive multiple of revenue. Valuable real estate included. Reconstruction cash flow should approach \$425,000. Cash buyer needed. Box C-103.

Employment Services



MediaLine is a daily updated job placement service for the broadcaster serious about finding a job fast. With just one toll call you hear about new job openings every day, and get a jump in the competitive job market. To sample MediaLine and get subscription information dial 312/855-6779.

ENTRY LEVEL NEEDED

Most of the radio stations in the U.S. are in small markets—excellent training grounds for qualified entry level announcers & newscasters, male & female. NATIONAL, the Nation's leading radio placement service receives constant job orders from those stations. If you are qualified, let NATIONAL help. For confidential details and registration form, enclose \$1 postage and handling to: NATIONAL BROADCAST TALENT COORDINATORS, DEPT B., P.O. BOX 20551, BIRMINGHAM, AL 35216, 205-822-9144-ACT NOW!

Radio Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.



PROGRAM DISTRIBUTORS • P.O. Drawer 1737
Jonesboro, Arkansas 72403 • 501/972-5884

SMALL MARKET AM/FM by owner

A work & worry shop that was perfect for this first-time owner, and I'm moving up. Midwest, includes real estate, comfortable studios, excellent staff. Asking \$475K. Serious inquiries only. Box C-93.

FULLTIME AM/FM COMBO FOR SALE SUNNY CALIFORNIA COAST

Financing available
Call Jim Harden 805-543-8830

We've been home all week. Working.
Now that you're back home from N.A.B., maybe you'd like to hear
about new properties on the market.
Or maybe you want to list with us.
Either way, we'll be pleased to hear from you.
And to work with you!

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East Coast

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New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

901/767-7980

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MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

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CLASS C FM MIDWESTERN MARKET

Successful, highly rated format offers owner/
operator excellent sales potential currently not
being realized. Asking price of \$1,650,000
cash is "stick" value, even though station has
excellent ratings. Brokers protected. Cash buy-
ers only Box C-105.

Location	Size	Type	Price	Terms	Contact	Phone
CO	Med	AM/FM	\$1150K	\$300K	David LaFrance	(303) 234-0405
CA	Sm	AM/FM	\$1100K	\$150K	Elliot Evers	(415) 495-3516
CA	Sm	FM	\$775K	\$135K	Elliot Evers	(415) 495-3516
IL	Sm	AM/FM	\$725K	\$175K	Bill Lochman	(816) 941-3733
Rky Mnt.	Med	AM/FM	\$550K	\$100K	Greg Merrill	(801) 753-8090
PA	Sm	AM/FM	\$425K	\$125K	Warren Gregory	(203) 364-5659
MS	Sm	FM	\$400K	\$100K	Ernie Pearce	(404) 998-1100
CO	Sm	AM/FM	\$360K	Terms	David LaFrance	(303) 234-0405
NC	Sm	AM	\$300K	\$30K	Mitt Younts	(202) 822-8913
UT	Sm	AM	\$225K	\$35K	Greg Merrill	(801) 753-8090

For information on these properties, please contact the Associate shown. For information on other
availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman
Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



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Send your qualifications to:



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Beautiful Southern Colorado.
Fulltime AM with
FM under construction.
\$595,000, terms.

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Media Brokerage Appraisals

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Media Brokerage & Appraisals

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ALABAMA

Stand alone AM
Class IV Profitable
Owner Retiring
Box C-104

FOR SALE

profitable AM'er in the thriving area
of the Piedmont Carolinas. Same
owner over 30 years. Building and
several acres of commercial prop-
erty included. \$425K cash. Box C-97.



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

This Class A FM station is located in an attractive small Southeastern Coastal market and needs a knowledgeable operator to capitalize on its potential earnings capability. \$375,000 including real estate.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

Are YOU ready?

If now's the time for your first Station or to add to your holdings, it's THE time to call us.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

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I CAN SELL YOUR AM STATION

Marketing a stand-alone AM in a small or medium market requires unique knowledge and understanding acquired only through experience. Put my over 27 years of "hands-on" management, ownership and contacts to work for you. Call for confidential discussion. (302) 656-8884. William S. Cook, President.

P.O. Box 3800 GREENVILLE CENTER WILMINGTON, DE 19807 302-656-8884

AUCTION:

By Order of
Secured Creditor

Fully Equipped-In Operation RADIO STATION WNTR

(Washington, D.C. market)

TO BE SOLD IN BULK ONLY

Auction to take place at:

HOLIDAY INN - BETHESDA

8120 Wisconsin Avenue

Bethesda, Maryland

(Just North of Washington, D.C.)

**FRIDAY, MAY 2
at 12:00 NOON**

FCC Broadcast Specs:

Frequency-1050 kHz AM,

Nominal Power 1 kw, daytime

Terms of Sale: Deposit of \$75,000 in cash or Certified Check at time and place of sale. For complete terms of sale contact auctioneer.

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Quality Media
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- AM/FM. Central Minnesota. \$340,000. Terms.
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Business Broker Associates
615-756-7635, 24 hours

AM/FM IN CHAPTER 11

Class A FM with C-2 pending. 1000 watt fulltime AM. Lotsa problems. \$500. Will swing. Terms. Beautiful area, super hunting, fishing. Market is 175,000. Roger, 209-951-8165.

PENNSYLVANIA

One Class A FM and one 5000 watt AM Stereo and one stand-alone 1000 watt AM Clear Channel radio stations. One, two or all three. With or without real estate. Latest equipment. Owner wants to retire. Confidentiality both sides. Write Box C-92.

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.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted \$1.00 per word, \$18 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments). per issue: Help Wanted \$80 per inch. Situations Wanted (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, Initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Gannett has announced that temporary separation of broadcasting group into radio and television divisions, in effect since resignation of Jeff Davidson, president. Gannett Broadcasting, last November (BROADCASTING, Nov. 25, 1985), has been made permanent. **Cecil Walker**, acting president, Gannett Television Group, Atlanta, named president group, which comprises KUSA-TV Denver, KO-TV Oklahoma City, KPNX-TV Phoenix, KATV-TV Atlanta, WUSA-TV Minneapolis, WJTV-TV Boston, WDM-TV Washington and WUE-TV Austin, Tex. **Joe Dorton**, president Gannett Radio, continues in that capacity.



Walker



VanDerheyden

Robert VanDerheyden, VP, programming, CBS-owned FM Stations, named VP, CBS Radio, and general manager of CBS-owned WHTT-TV Boston.

R. Williamson, president, general manager and part owner, Marathon Communications, licensee of WIBX(AM)-WIBQ(FM) Utica, N.Y., until their sale in October 1985, joins Woodward Communications, Dubuque, Iowa, as VP, broadcast. Woodward comprises KATH-TV-KATF(FM) Dubuque, Iowa; KLMS(AM)-MQ(FM) Lincoln, Neb., and WHBY(AM)-PL-FM Appleton, Wis.

John Hale Jr., VP and general manager, New York Times Co.'s WNEP-TV Scranton, Pa., named executive VP and general manager. **Donald Kupers**, VP and controller, New York Times Co.'s KFSS-TV Fort Smith, Ark., joins WEP-TV in same capacity.

Samrock Broadcasting Co. general manager named VP's: **William Service**, WTVQ-TV Lexington, Ky.; **Diane Sutter**, WTKN(AM)-WSW(FM) Pittsburgh, and **Martin Sherry**, WOX(FM) Gainesville, Ga.

Paul Ploener, general manager, Universal Broadcasting's WYLO(AM) Jackson, Wis., joins co-owned WTHE(AM) Mineola, N.Y., as general manager.

Donald Kidwell, executive VP, radio, broadcasting division, Cox, Atlanta, named VP and general manager of Cox's WZGO(FM) Philadelphia.

Charles McFadden, VP and general manager, WX Broadcast Group's WNRW(TV) Winston-Salem, N.C., named VP and general manager WFL-TV Raleigh-Durham, N.C., which WX has purchased from Family Television

Corp. **James Fletcher Jr.**, general sales manager, WNRW, succeeds McFadden.

Peter Smyth, general sales manager, WOR(AM) New York, joins WMEX(AM)-WMJX(FM) Boston as general manager.

David Keefe, senior VP, Massachusetts operations, American Cablesystems Corp., Beverly, Mass., named senior VP, West Coast operations. **George Douglas**, senior VP, marketing, programming and advertising, American Cablesystems, named senior VP, marketing, programming and advertising, West Coast operations. **Stephen Grossman**, general manager, cable systems in Marion and Cape Cod, both Massachusetts, American Cablesystems, named general manager, American Cablesystems of California.

Al Crouch, news director, KLTV(TV) Tyler, Tex., joins WPAN-TV Fort Walton Beach, Fla., as general manager.

Tom Taylor, station manager, WPST(FM) Princeton, N.J., named VP and general manager. **John Anastasio**, program director, WPST, succeeds Taylor.

Cheryl Dawkins, senior personal representative, equal employment opportunity and affirmative action representative, Beckman Instruments, Los Angeles, joins KCBS-TV there as director, station services.

Stephen Brock, VP and general sales manager, WCIV(TV) Charleston, S.C., named assistant general manager. **Celia Shaw**, station manager, WCIV, named VP, station manager.

Hal Pontius, from Media Management Corp., Chicago, joins WVRN-TV Richmond, Va., as station manager.

John Bennett, station manager and controller, WJBF-TV Augusta, Ga., assumes additional duties as VP, operations.

Steven Dodge, assistant controller, Sasoon Jeans, Los Angeles, joins KHJ-TV Los Angeles as chief accountant.

Marketing

Stephen Oresman, senior VP, managing officer, Booz, Allen & Hamilton, New York, joins BBDO there as president, independent marketing communications group.

James Barry, VP, executive producer, Campbell-Ewald, New York, named senior VP, manager of television-radio production.

Greg Brauer and **Brian Threlfall**, VP's, management supervisors, Doyle Dane Bernbach, New York, named senior VP's.

Ann Marie Leban, assistant group media director, and **Debra Ludgate**, account supervisor, Cunningham & Walsh, New York, named VP's.

In corporate restructuring, LBS Communications' **Dan Greenblatt**, formerly president, LBS Distribution, will become president, LBS Television Marketing Group. Greenblatt

will oversee LBS Creative Services, LBS Research departments, and co-ventures with station groups. **Phil Howart**, formerly president, LBS Networks, becomes president, LBS Broadcast Group. Howart will oversee consolidated station and advertising sales divisions. **Fred Petrosino**, executive vice president, station sales, and **Mike Weiden**, executive vice president, advertiser sales, will report directly to Howart. Roger Lefkon will continue as president, LBS Entertainment. **Paul Siegel**, president of LBS Enterprises, will oversee expansion of division.

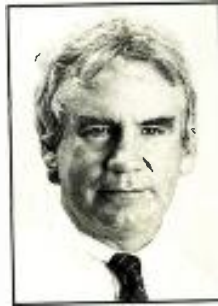
Cynthia Bell, group supervisor, and **Tony DeMauro**, broadcast supervisor, Foote, Cone & Belding, New York, named VP's.

Named VP's, McCann-Erickson, Detroit: **Paul Johnson**, associate research director; **Helen Seligman**, associate media director and planner, and **Edward Fleig**, associate media director and planner.

Peter Schweitzer, senior VP, worldwide account director, J. Walter Thompson, New York, named executive VP and general manager, Detroit office, and member of board of directors, succeeding **Joseph Schulte**, named Ford worldwide client service director.



Schweitzer



Kelley

Brendan Kelley, executive VP and creative director, Ingalls Associates, Boston, named executive VP and executive creative director for Ingalls, Quinn & Johnson, newly merged agency comprising Ingalls and Quinn & Johnson/BBDO.

Su Katz, former principal, Katz Productions, Bridgeport, Conn., resigns to form Katz Sheehan Media, advertising agency based in Bridgeport and New York, with **Steve Sheehan**, formerly of Scripps Howard's United Media, New York. **Val Chevron**, freelance actor and professor, Southern Connecticut State University, New Haven, joins agency as executive and political communications specialist.

Julie Pinkwater, VP, media director, Penchina, Silhowitz, New York, joins McCaffrey & McCall there as VP, associate media director.

Alan Lieberman, account supervisor, D'Arcy Masius Benton & Bowles, Chicago, named VP, account group supervisor.

Leslie Lester, from Ogilvy & Mather, Houston, joins Eisaman, Johns & Laws, Southwest, Houston, as media buyer.

Adam Stagliano, from Yankelovich, Skelly &

White, New York, joins Doyle Graf Mabley there as director of planning.

Colleen Leonard, art director, Saatchi, Saatchi & Compton Inc., Detroit, joins McCann-Erickson there as art director. **John Holoway**, from Frey-Alcorn Associates, Detroit, joins M-E as account executive.

Libby Brown and Lori Danenberg, assistant producers, SSC&B:Lintas USA, New York, named producers.

Clare Mulligan, sales administrator, Blair Radio, New York, named manager, administrative services, radio representation division.

Clifford Matis, director, advertising sales, CNN Radio, New York, named VP, sales, CNN Radio, Atlanta.

Margaret O'Neill, research analyst, silver team, Katz Continental Television, New York, named research manager, silver team.

Ned Holden, media planner, BBDO, New York, retired after 44 years with agency.

Maria-Luise Bust, controller, Katz Communications, New York, named VP.

Appointments, Katz Continental Television: **David Smith**, VP, programing, LBS Communications, New York, to associate director of programing; **Mary Ellen Glosser**, from WFAA-TV Dallas, to account executive there; **Margaret Tjepkema**, general sales manager, WXIN-TV Indianapolis, to account executive, New York.

John Rogers, local sales manager, KQRS-AM-FM Minneapolis, joins Torbet Radio as manager, Minneapolis office.

William Kunkel Jr., VP and general manager, WASH-FM Washington, joins SMY, independent media buying service there.

Andy Fisher, director of finance and planning, ABC Radio owned stations division, New York, named account executive for ABC-owned WPLJ(FM) New York.

Marion Coughlin, from Caballero Spanish Media, New York, joins CBS Radio Representatives there as account executive. **Brad Kelly**, account executive, KMET(FM) Los Angeles, joins CBS Radio Representatives there as account executive.

Paul Danitz, general sales manager, KTAR(AM) Phoenix, named director of sales, KTAR-KKLT(FM) there.

Terri Tucker, member of promotion department, KMBC-TV Kansas City, Mo., named director of market research.

Ray Erb, sales manager, WJBF-TV Augusta, Ga., named VP, sales, and general sales manager.

Jim MacDonald, from Blair, Chicago, joins WUPW(TV) Toledo, Ohio, as national sales manager.

Fred Howard and Diann Sullivan, account executives, WJTV(TV) Jackson, Miss., named local sales team managers.

Don Caruso, local sales manager, KGO-TV San Francisco, named national sales manager. **Bob Bushyhead**, account executive, KGO-TV, succeeds Caruso.

John Tierney, account executive, Blair Television, Los Angeles, joins KHJ-TV there as

national sales manager. **John Smart**, account executive, KHJ-TV, named co-local sales manager.

Pat Crounse, general sales manager, KIOA(AM)-KMGK(FM) Des Moines, Iowa, joins KLYF(FM) there as local sales manager.

Shelley Finnegan, account executive, WFLX(TV) West Palm Beach, Fla., joins tel, Los Angeles, as account executive.

Katie McLaughlin, account executive, KS AM-FM San Diego, joins KFWB(AM) Los Angeles as account executive.

Ed Fernandez, from WOTV(TV) Grand Rapids, Mich., joins WZZM-TV there as account executive.

Programing



Masters
keting director, MTV.

Lee Masters, general manager, KWEN-TV, Tulsa, Okla., joins VH-1/Video Hits C MTV Networks Inc. New York, as VP, responsible for production, editorial content and on-air promotion. **Valeria Casey**, national marketing manager, MTV, New York, named national marketing

James Tauber, manager of legal and business affairs, RCA/Columbia Pictures, New York, named director of legal and business affairs.

Holly Powell, casting director, Lyons/Isaacs, New York, joins CBS Entertainment there as director, talent and casting. **Lauren Marino**, talent coordinator, prime time programs, CBS Entertainment, named director of casting, remaining based in New York.

Cathy Izzo, program executive, Prime Time Movies, CBS, New York, joins The Ricco, program development and market company there, as general manager.

Tina Siciliano, member of international operations division, D.L. Taffner/LTD., New York, named manager, domestic operation.

Bob Levy, director, NBC Sports, New York, named coordinating director, Olympic games. **Terry Ewert**, coordinating producer, NBC's *Sportsworld*, named coordinating producer, Olympic games.

Eugene Lavelle, from 20th Century Fox Film Corp., Los Angeles, joins New Century Television there as VP, operations.

Shelley List and Jonathan Estrin, write producers-directors, join Orion Television, Los Angeles, as writers-producers, *Cagney, Lacey*.

Beth Abrams, media research analyst, A. Nielsen Co., New York, joins Syndicast Services there as director of research. **Mardi Holloway**, from WIGO(AM) Atlanta, joins Syndicast Services as assistant traffic director.

Tom Langan, associate producer, *The Young and the Restless*, Bell/Phillip Television Productions and Corday Productions in association with Columbia Pictures Television, Los Angeles, named producer.

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Volas Nash, program director. American Public Radio, joins newly formed Grand Mu- inc. as president, relocating from St. Paul White Bear Lake, Minn.

na Torres, director of comedy develop- it, Showtime/The Movie Channel, Los eles, joins Viacom Productions there in e capacity.

n Marcil, producer. Dick Berg/Stone- ge Productions, Los Angeles, named ex- ive VP, production.

Delamont, VP, Channel 9, Sydney, Aus- a, named chief executive officer of Chan- 9 Australia Inc.. Los Angeles arm of Aus- a's Nine Network.

an Rynn, senior research analyst. USA work, New York, named to newly created tion of manager. research. **Shane Ven- i**, research analyst. USA, named senior arch analyst.

ointments, Request Television, New k-based cable programming service: **Col- i Cahill**, from The Disney Channel, Bur- k, Calif., to director, affiliate relations, theast, New York; **Stuart Jacob**, from ertime/The Movie Channel, New York, to ctor of consumer marketing there; **Carter guire**, from The Weather Channel, Atlan- to director, affiliate relations. Southeast- region there; **Gregory DePrez**, from up W Satellite Communications, Los An- ss, to manager, affiliate relations, Western ion, and **Lori Sherman**, from Shearson/ erican Express, New York, to manager. s administration.

liam Seres, director, human resources de- pment, Viacom, New York, named VP, nan resources development.

ward David, sports announcer. CBS Radio, w York, named host. *Sports World Round-* **Ken Prewitt**, financial correspondent, ney magazine, New York, will anchor ir *Money Minute*, daily personal finance ort broadcast CBS Radio Network.

na Barrett, senior correspondent, *Enter- tment Tonight*, Paramount Television, re- is effective April 20 "to pursue other inter- i."

shael Viebrock, director of business affairs, ecTV of California, Los Angeles, named , business affairs and general counsel.

rk Carros, news director. WHO(AM) Des oines, Iowa, named program director.

y Gallon, producer, special projects, YC-FM New York, named program man- ar.

b McNeill, station manager. Edens Broad- ting's WRVA(AM) Richmond, Va., assumes litional duties as director of adult contem- ary programming. Edens owns two adult mtemporary-formatted stations: WRVA and Y(AM) Phoenix.

sk Falkner, assistant program director. ST(FM) Princeton, N.J., named program ctor, succeeding John Anastasio, named tion manager (see "Media," above).

na Reith, from KTXL(TV) Sacramento, Ca- , joins KSCH-TV Stockton, Calif., as pro- m manager.

ni Goldberg, producer. *Morning/Live*, IEV-TV Boston, named senior producer,

programming. **Deborah Cohen**, senior produc- er, *Alive and Well*, USA Cable, New York, joins WNEV-TV, succeeding Goldberg.

Donald Graham, acting production manager, WDIV(TV) Detroit, named production man- ager.

Tom Clark, station manager, WSCQ(FM) Co- lumbia, S.C., joins South Carolina Educa- tional Television there as head of production department.

News and Public Affairs

Appointments, Associated Press: **Ulrich (Uli) Renz**, domestic editor, German service, Frankfurt, to head of German service, suc- ceeding **Herbert Schmitt**, who resigned be- cause of illness; **Lester Hawes**, assistant chief of communications, Chicago, to chief of communications, Charleston, W. Va.; **Jo- seph Magruder**, newsman, Concord, N.H., bureau, to news editor for New England, re- maining based in Concord; **David Speer**, newsman, Little Rock, Ark., to correspon- dent, Iowa City, Iowa.

Robert Brandel, manager, design graphics, NBC News, New York, named director, spe- cial production, NBC News.

Chris Berry, morning producer-editor. CBS- owned KNX(AM) Los Angeles, named execu- tive producer, CBS Radio Stations News Ser- vice, Washington.

Rusty Lutz, manager, NBC Radio News, Washington, named director, NBC Radio

News.

John Lippman, VP, TV news director, KIRO- TV Seattle, named executive VP.

Dan Smith, member of news department, WHO(AM) Des Moines, Iowa, named news di- rector, succeeding Mark Carros, named pro- gram director (see "Media," above).

Paul Paolicelli, senior consultant, Audience Research and Development, Dallas, joins WESH-TV Orlando, Fla., as news director.

Henry Kline, designer-director, Cause & EFX, Hollywood, joins KNBC(TV) Los Ange- les as graphics manager, news.

Greg Habell, editor, KFWB(AM) Los Angeles, joins KNX(AM) there in same capacity.

Juli Buehler, 6 p.m. news producer, WLUK-TV Green Bay, Wis., joins WTNH-TV New Haven, Conn., as weekend producer, 6 and 11 p.m. news.

Rosemary Reed, writer-producer, 10 p.m. news, WTTG(TV) Washington, named execu- tive producer, WTTG(TV)'s *Panorama* public affairs magazine program.

John Ogle, consultant to Virginia News Net- work, Richmond, Va., joins WCXR-FM Wood- bridge, Va., as morning news anchor.

Jim Fox, senior news producer, WMTV-TV Madison, Wis., joins WISN-TV Milwaukee as 10 p.m. news producer.

Jim Asendio, reporter-anchor. WINS(AM) New York, joins CBS Radio Network there as re- porter-anchor.

Larry Burnett, freelance sports reporter, joins

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ESPN, Bristol, Conn., as reporter and anchor.

Brian Wilson, from WKRG-TV Mobile, Ala., and **David Burnett**, from WHIO-TV Dayton, Ohio, join WTTG(TV) Washington as general assignment reporters.

Walter Richards, writer-producer-correspondent, Associated Press Radio Network, Washington, joins WRNL(AM) Richmond, Va., and Virginia News Network there, as reporter-anchor.

Lisa Tutman, community information specialist, city of Saginaw, Michigan, joins WJRT-TV Flint, Mich., as reporter.

Bob Rondeau, sports director, KOMO(AM) Seattle, assumes additional duties as reporter, KOMO-TV there.

Connie Billmyer, assignment editor/community affairs program host/reporter, WHSV-TV Harrisonburg, Va., joins WVVA-TV Bluefield, W. Va., as reporter.

Technology

Don Brookfield Jr., director, electronic journalism operations, NBC-owned WNBC-TV New York, joins NBC-TV as director, videotape production operations, operations and technical services. **John J.P. Weir**, VP, broadcast operations, NBC, New York, named VP, operations and engineering, Olympics.

J. Michael Hudson, VP and controller, Group W Productions, named VP and general manager, Group W's Television Videotape Satellite Communications, Pittsburgh.

R. Colin Parkhill, from RCA Broadcast Equipment Division, Alexandria, Va., joins Philips Television Systems there as regional manager.

Dennis McNamara, controller, Television Videotape Satellite Communications, Group W Productions, Pittsburgh, named VP.

Charles Gaydos, national sales manager, Thomson-CSF Broadcast, Stamford, Conn., named VP, marketing.

Glenn Romsos, director of engineering, WPXI(TV) Pittsburgh, joins KYW-TV Philadelphia as director of broadcast operations and engineering.

Promotion and PR

Eric Block, VP, director of creative services, Fox Television Stations Inc.'s WFLD-TV Chicago, named VP, creative services, for Fox Television Stations.



Block



Spector

Beryl Spector, manager of public information,

noncommercial WMHT-FM-TV Schenectady, N.Y., and president of Broadcasting Promotion and Marketing Executives, joins New Hampshire Public Television, Durham, N.H., as director of publicity and promotion.

Janice Glaser, manager, advertising and publicity, RCA/Columbia Pictures International Video, New York, named director, advertising and publicity.

Kim Breda, production assistant, WOR-TV New York, joins Blair Entertainment there as promotion coordinator.

Jay Rubin, editor-in-chief, defunct *Broadcast Week*, New York, joins Request Television, cable programming service there, as director of trade marketing and public relations. **Tina Clarke**, manager of press information, MTV, New York, joins Request as manager of public relations.

Barbara Deaton, marketing director, KPTV(TV) Portland, Ore., named promotion manager.

Karen Walklin, director, promotion and public relations, Cornhusker TV Corp.'s KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, named creative services director.

Frederick Woskoff, production manager, WXIX-TV Cincinnati, joins WGAL-TV Lancaster, Pa., as manager of creative services.

Allied Fields

Fred W. Friendly, director, seminars on media and society, Graduate School of Journalism, Columbia University, New York, will receive Paul White award for distinguished service to electronic journalism from Radio-Television News Directors Association.

Jacob W. Mayer, trial attorney, hearing division, Common Carrier Bureau, FCC, Washington, joins Farrow, Schildhouse & Wilson there as associate.

James Hindman, associate director, programs, American Film Institute, Washington, named deputy director of institute.

Richard Hogan, account executive, ABC Sports, New York, joins Association of Independent Television Stations, Washington, as VP, marketing. He succeeds **Howard Kamin**, who resigned in February to join Mediamark Research, New York, as VP.

Beverly Keene, VP, creative services, Television Bureau of Advertising, New York, named senior VP, manager, creative services.

Appointments, Cole Raywid & Braverman, Washington: **James Ireland III** and **David Silverman**, associates, to partners, and **Marsha MacBride**, recent graduate, George Washington University Law School, Washington, to associate.

Brad Marks, television sales specialist, Walt Disney Productions, Los Angeles, joins Korn/Ferry International there as partner, in charge of executive recruiting in entertainment industry.

Deaths

Roy E. Fullen, 59, retired assistant director of engineering, Capital Cities Communications

(now Capcities/ABC), Philadelphia, from 1969 until 1976, when he took disability retirement, died of heart attack March 10 at home in San Clemente, Calif. Prior to joining corporate staff, he was chief engineer at Capital Cities' WTVD-TV Durham, N.C. He is survived by his wife, Sarah, son, David, who has own advertising agency in Greensboro, N.C., and daughter.



Hayes in 1960s

Arthur Hull Hayes, president, CBS Radio from 1955 until resignation in 1960, died at Westchester County (N.Y.) Medical Center April 14 from complications from stroke suffered March 31. Hayes joined CBS in 1934 as account executive, CBS Radio Spot Sales, New York.

and was named Eastern sales manager later. In 1938, he joined WABC(AM) (now WCB) New York as sales manager, moving up to general manager in 1940. In 1949, he was named VP and general manager of KGO(AM-FM) (now KCBS(AM)-KQRI(FM)) San Francisco, remaining there until being named president of CBS Radio in April 1955. He was director of National Association of Broadcasters, The Advertising Council, Broadcast Pioneers. He is survived by two sons and two daughters.

Alan H. Cummings, 60, president of Cummings Communications Corp., owner of WNAH(AM) Neenah-Menasha and WAHC(AM) Oshkosh, both Wisconsin, died of cancer April 5 in Palm Beach, Fla. He is survived by his wife, Helene, and four children.

Bartlett Robinson, 73, radio, film and television actor, died of cancer March 26 in Folsom, Calif., retirement home. He began performing on radio in 1933 over KFI(AM) Los Angeles and later was best known in title role of *Perry Mason* on that radio series. He also was heard on radio soap operas *Portia Face Life*, *The Romance of Helen Trent*, *Backstage Wife*, *Young Dr. Malone*, *Valiant Lady* and *Yours Truly, Johnny Dollar*. He also had acting roles in television series *McCluskey* and *Wendy and Me*. Survivors include his wife and two sons.

Mary C. McCall Jr., 81, screenwriter and former Writers Guild of America president, died of lymphoma April 3 at Motion Picture & Television Country Hospital, Woodland Hills, Calif. Charter member of WGA, she served three terms as union president in the 1940s and 1950s. She began writing motion picture scripts in 1932 and in the 1950s wrote episodes of television series *The Millionaire*, *Ford Theater*, *Sea Hunt*, *I Dream of Jeannie*, *Gilligan's Island* and others. She is survived by two daughters and two sons.

Ogie George Crawford, 66, veteran radio and television air personality, died of complications from gastrointestinal surgery April 8 at DePaul hospital, Norfolk, Va. Crawford was morning personality at WGH(AM) Norfolk from 1960 until station was sold in 1983. He also worked at WTTG(TV), WMAL-TV (now WJLA-TV) and WMAL(AM), all Washington, before joining WGH. He is survived by his wife, Beatrix, and five children.

The Fine points news programing

parts: an energetic, restless woman with a flair for the dramatic and a passion for film making; a quiet man who speaks with his wits and who began life hating cameras. Summary: Paul and Holly Fine, producers for CBS News, Washington, whose work at last night—which they don't keep—had attracted more than 50 national awards (including two State's, a national Emmy and a Peabody) and 70-plus local Emmys.

Holly Fine (Holly DeLisio at the time) was born Oct. 19, 1947, in Washington. "I didn't get to watch much TV. My parents had one of the first TV's on the block, but they were very strict about what we got to watch and when." She liked acting and producing—"I liked to be in charge."

She went to Marquette University to study drama, switched to math when she found out she wasn't the head of the drama department had to, and then, after a year with "600 engineering students who had all had calculus before," switched to psychology and acting. She graduated in 1969 with a degree in psychology and no stars in her eyes about the prospects. "I figured: 'If I go to New York I'm going to starve to death' since I didn't see myself as being that good." She decided to get a masters degree in psychology, but then, to "try my hand at something fun that I could do with drama. I thought television might be something like that." So she joined the CBS affiliate WMAL-TV (now WJLA-TV) in Washington as a management trainee.

Paul Fine was born Sept. 26, 1945, at Columbia hospital, Washington. His father, a professional photographer with the *Washington Herald* (later merged into the *Washington Post*), made home movies featuring Paul. "I filled 'albums full of still photographs,'" says Paul. "He pushed it on me, but I didn't like it." That changed, he says, when his father became photographer for the *Washington Redskins*. "One time I went with him to the press box. He handed me a camera and told me to go down to the field and take some pictures." When some of his pictures appeared in the next week's game program with his name under them, he thought: "This might not be a bad way to make a living." After taking classes at Montgomery (Md.) College, he went about getting his degree in hands-on experience. Following his father, he was a still photographer for the *Post* for a year. Then he joined an area film lab to learn about processing, editing and sound. While working at the lab, he got a job as a news cameraman for WJLA-TV. Theirs was a marriage made in the editing room.

Holly's training took her "all over the world" at WJLA-TV. One of her jobs was in editing. "First I was editing *Bozo the Clown*, then commercials. The third step was news editing, and I loved it." She had found something that combined her desire to



HOLLY KATHERINE FINE—producer-director-editor, CBS News, Washington; b. Holly DeLisio, Oct. 19, 1947, Washington; BA, psychology, Marquette University, Milwaukee, 1969; management trainee, 1970; news and documentary editor, 1970-74; associate producer-editor, 1974-76; producer-editor, 1976-82, WMAL-TV (now WJLA-TV) Washington; present position since 1982. m. Paul Fine, March 4, 1972; children—Sean, 12; Bryce, 7

PAUL RONALD FINE—producer-director-cameraman, CBS News, Washington; b. Sept. 26, 1945, Washington; attended Montgomery College, Takoma Park, Md., 1963-66; photographer, *Washington Post*, 1966; lab technician, Byron Motion Pictures, 1967-69; news cameraman, 1969-71; director-cameraman, documentaries; producer-director-cameraman, documentaries, 1976-82, WJLA-TV; present position since 1982.

take charge with her sense of drama: "It was the control of it. You could take people and places and put them together. It was almost like presenting a play."

Some of those people and places were coming from Paul's camera, and Paul liked what Holly was doing. "Holly was one of the best editors there, and I would try to direct my film to her to cut." Their professional association became a personal one as well, and they were married in March 1972.

When she left the training program in 1970, Holly joined the documentary unit full time. She tried to convince Paul to go with her. His response, she says, was that documentaries were "awful and boring and he had no interest at all." At the time, says Holly, the station was "into issue-oriented pieces, mostly crime and drugs. They weren't personal. They were statistics and a lot of experts talking, and they were boring. But, Paul says, "Holly convinced me we could make it not boring." She was right.

One of the first Fine productions was *Help Me Make It Through the Night* in 1973, in which they lived with two homicide detectives, showing how the detectives' jobs affected their lives and the community. "Instead of saying 'D.C. had 400 homicides this year,' we personalized it," says Paul.

Both credit Len Deibert, then WMAL-TV news and public affairs manager, with helping them develop as news producers. "We didn't go to journalism school. He taught us

everything about journalism. He believed in us, and through him Thomas Cookerly [WMAL-TV's general manager] believed in us. That combination let us take risks."

Their move to the network came in 1982, following a half-hour special, *The Shooting of the President*, about Ronald Reagan, in which they re-created the life-saving efforts at George Washington University hospital, using the people involved. The piece, and its producers, gained national exposure when it was picked up by ABC and aired on its 20/20 news magazine. "ABC started asking questions about us," says Paul. "We had an interview. Then CBS called and we had to choose between them."

Holly describes their first interview with *60 Minutes*' Don Hewitt: "He began talking about how he loves talking heads and Paul said 'I don't.' I said to myself, 'Here he goes: he's going to ruin our chances.' But they weren't really that far apart. He [Hewitt] likes a story to be personalized, and to him the epitome is a great talking head. We like the story to be personalized, but the epitome is great visuals. If you can put the two together you have a wonderful story." Hewitt and the Fines exchanged tapes. "Then he sent us a note," says Holly, "saying: 'I think the way you tell your stories and the way we tell ours will blend very well.'"

They went with CBS as producers for the *CBS Reports* documentary unit and for *60 Minutes*. Their blend with CBS was readily apparent. Their first documentary there, *The Plane that Fell From the Sky*, won a national Emmy and Peabody. The program was divided into three segments, each taking a different approach to the near disaster in which a plane carrying 89 people dove 33,000 feet before the pilot regained control. The first part was a 20-minute dramatic recreation of the events, the second a *60 Minutes* type investigation of what happened and the third a "lifestyle" piece on the effects on the lives of the pilot and passengers.

They enjoy working in both the documentary and magazine formats. "We like the variety," says Holly. They also like the attitudes they've found at CBS. "CBS producers have to be idea people. That's very important, and very different from local. We did our own ideas, but it was often a struggle."

What do they think of present trends in television? "There aren't enough new approaches in documentaries," says Holly. "People aren't trying new things. It's a form that's dying, so you have to start taking some risks."

What are the benefits of being married and working together? "When he goes out to shoot," says Holly, "I'll know exactly what's coming back. He knows when I edit, although he may still argue with what I've done, that I have looked at every idea and have come up with the best way to present it." "There's a great bond," says Paul.

"We're just in sync," Holly adds. ■

Ax has fallen at ABC-owned stations. Reports varied as to how many staffers were let go at each station, but it's believed WABC-TV New York and KABC-TV Los Angeles each let go between 80 and 100 employees, while WLS-TV Chicago laid off 35 staffers and will eliminate another 35 positions by yearend. At KGO-TV San Francisco about 40 slots were eliminated. Capacities also bought out last four months of four-year contract of WABC-TV news anchor Roger Grimsby for sum reported to be in excess of \$1 million.

Long-talked about **wish at ABC to change formula** for television network **compensation to affiliates** was discussed and **rejected by affiliate board of governors** at meeting last week in Dallas. General proposal, presented by George Newi, ABC's senior vice president in charge of affiliate relations, was to reduce cash compensation and make up for reduction by instead offering stations increased number of spots. Proposal apparently indicated that spots to be offered affiliates would not come from network advertising allotment but would instead come out of program material. Informed source indicated that despite rejection by board of governors, network would probably bring plan to annual affiliates meeting, June 2-5, in Los Angeles. Among shows where cash-for-spots swap was discussed were *Monday Night Football* and baseball playoffs.

A.C. Nielsen released annual TV report last week, which showed **daily household usage for 1984-85 period was flat, with average seven hours and eight minutes of viewing**, compared to 1983-84 period, where average was seven hours and seven minutes. Report also revealed that in pay cable homes on weekly basis, viewing is about 12½ hours greater on average than in noncable homes. In pay cable homes, report said 66% of prime time viewing was to broadcast network programs, while pay programs had 17 share and cable originated programs averaged 11 share. Report

Prime time preview. *The Ted Bates report on prime time development for the 1986-87 season on the three networks, says that of 54 prime time hours, excluding sports and movies, one third will be new to the schedule. ABC, "the number-three network in terms of homes and women, may actually air fewer new shows this fall than CBS and not many more than NBC." ABC has ordered 10 comedies and 15 dramas for the coming season, compared to 12 comedies and nine dramas for the 1982-83 season. ABC will need seven hours of new programming, "concentrated heavily on Friday and Saturday nights." Three hours will be needed for 8 p.m. (Monday, Thursday and Saturday), two for 9 p.m. (Friday, Saturday) and two at 10 p.m. (Friday, Saturday). CBS will need a total of eight-and-a-half hours overall. To overcome a "very serious problem" at 8-9 p.m. on Tuesday, Wednesday, Thursday and Saturday, that network will need three-and-a-half hours. For 9 p.m., three hours will be needed for Wednesday, Thursday and Saturday. And for 10 p.m., two hours will be needed on Wednesday and Saturday. NBC will need six-and-a-half hours with a "good part of those" needed for 8 p.m. on Monday, Tuesday and Saturday.*

The report, by Joel M. Segal, executive vice president, also notes the "growing rift" between producers and networks on license fees is beginning to reduce the amount of deficit financing by studios to support the cost of production of hour-long series. With the syndication marketplace for hours now soft, producers are not able to retrieve the same profits as in the past on back-end sales. Hence, half-hour sitcoms have become more attractive to produce. But the report says the move to half-hours will not bear strong influence this year because the overall pilot list is actually shorter than in years past. The report also says "the situation will change considerably in '87 and beyond with far fewer expensive dramas in development. That does not mean that comedy will fill the gap entirely. What we are likely to see are less costly forms of television entertainment, at least at two of the three networks."

downplayed impact of VCR usage on viewing to programs, no that last November, recordings for all evening broadcast programs gave shows additional 0.2% of a rating point, on average.

Showtime/The Movie Channel Inc. said last week that signal two pay services would be **fully scrambled by May 27**. Comj said last week its Home Satellite Service Center, set up to serve TVRO market (and operated by First Data Resources Inc.), begun taking orders for subscriptions to pay services. Service also available through participating cable affiliates. Backyard owners will pay \$10.95 for each service or \$16.95 for both.

Network radio ad revenues for March rose 11.2% over March 1985 \$29,372,355, according to Radio Network Association, which lies on financial data collected confidentially each month different network companies by accounting firm, Ernst & Young. For first quarter 1986, network radio business is up 14.8% same period year ago, totalling \$73,740,288.

Federal court for southern district of New York ruled that **rite's contemporary hit WHITZ(FM) New York** (licensed to New N.J.) was in **"technical violation" of Arbitron's ratings distortion policy** through on-air remarks in February ("Riding Gain," March 24), but that delisting station from upcoming winter report would be "unduly harsh." Court said remarks were "isolated, brief intended to be humorous" and not likely to have had "an actual distorting effect on the ratings." But court enjoined officers, agents and employees of Malrite Communications Group from "making any statement or engaging in any activity that would violate Arbitron's published rating distortion policy" for period of five years. Based on decree, Arbitron said it has decided to list WHITZ "below the line" in winter market report and "all other markets for which the station qualifies for inclusion." New York ratings book is out this Thursday (April 24).

Granada Group, London-based program producer, has announced it has agreed to **acquire 20% interest in USTV for \$3 million, join Hubbard Broadcasting, Capitol Broadcasting, Harriscope, Petry Frank Magid as partner** in new program production and satellite distribution company. Stanley Hubbard, president of Hub Broadcasting, which founded USTV, confirmed agreement with Granada and said USTV is still interested in taking on one or additional partners.

Senator Paul Simon (D-Ill.) introduced two bills last week aimed at **establishing voluntary effort to curb violence on broadcast television and cable** and directing FCC to conduct study to consider impact, if any, violence on television—including cable—has on children and adults.

Affiliated Publications repurchased 400,000 shares of common stock from Berkshire Hathaway Co. of Omaha. Purchase will bring 727,000 total shares bought in over past five months. About 1 million shares remain outstanding. **Warren Buffett**, chairman of Berkshire Hathaway, reportedly said sale of stock (NYSE: A) would **allow him to reduce his company's investment in media-related stocks**, proportion of which grew with substantial investment in stock of Capital Cities/ABC Inc. **Affiliated also announced week it would sell its eight-station radio group.** Jeff Epstein, chief operating officer of media group at First Boston Corp., which handling sale, said Affiliated was "not taking advantage of a very strong market for radio properties and would reinvest the proceeds in its newspaper and cellular radio operations and in their common stock." Epstein said sale could either be as group or as individual properties. Affiliated stations are: KQNC(FM) Phoenix; KFYE(FM) Fresno and KRAK-AM-FM all California; WOKV(AM) and WAIV-FM Jacksonville, Fla., and KMPS-AM-FM Seattle.

Spanish International Communications Corp., Bahia de San Francisco Television and Seven Hills Television Co. last week appealed its

ion denying them renewal for seven TV stations (BROADCAST-
lan. 13). In filing with FCC Review Board, companies alleged
administrative law judge's determination that they had run
of provision in Communications Act prohibiting alien control
broadcast licensees was based on "wrong legal standard, im-
properly equating potential with actual alien control." In another
with Review Board, however, FCC Mass Media Bureau said
supported denials of renewal. Bureau also asserted that ALJ had
in failing to designate "abuse of process" issue against li-
cees for allegedly harassing and intimidating Spanish Radio
roadcasters Association, which brought initial complaint against
sees, with litigation. As result, bureau asked that case be
ended for further inquiry on that issue. SRBA, in its own filing,
ad that abuse-of-process issue should have been designated.
A also said judge should have made "adverse character find-
' against licensees. Fouce Amusement Enterprises Inc., 25%
er of SICC, said it only took exception to judge's remedy. "We
that a 'corporate restructuring' that expels the sources of
gn domination of SICC from the company is a more appropri-
outcome," Fouce Enterprises said. In separate filing, bureau
attempts to negotiate settlement in case ("Closed Circuit,"
ch 10) had reached "impasse."

en West Television Productions has entered suit in U.S. District
t **against Syndivision** for clarification of who owns back-end
s to daily version of weekly syndicated series, *It's A Living*,
for damages that have resulted from Syndivision's claim to
s. Syndivision, formerly division of GWTP, was sold to Lori-
prior to latter's merger with Telepictures. Present disagree-
t concerns whether strip version of series is domain of original
s-holder, or of Lorimar-Telepictures. Legal filing follows at-
tacts by Golden West and Lorimar-Telepictures to reach out-of-
t agreement (BROADCASTING, Feb. 17). Second-year renewals
eekly series (and negotiations on back-end strip) have been
lled by Lorimar-Telepictures. Prior to that, syndication of se-
was handled for Syndivision by LBS. GWTP is now owned by
vision Programs of America. Robert F.X. Sillerman, chairman
bard.

Department has officially announced appointment of Wash-
on communications attorney **Leonard Marks as chairman of**
delegation to second session of World Administrative Radio
erence for planning shortwave radio bands. It will be held in
eva from Jan. 27 to March 14. Marks, whose appointment had
e expected ("Closed Circuit," March 17), is former head of U.S.
mation Agency and had served as chairman of delegation to
session, January-February 1984.

d Broadcasting Co., licensee of WDJY(FM) [formerly WOOK(FM)]
ington, has asked FCC to approve settlement under which
peting applicants for its facilities would dismiss their applica-
- According to agreement, District Broadcasting Co.—which
prevailed in initial decision affirmed by Review Board—would
\$1.28 million; Hispanic Broadcasting would get \$475,000. Re-
ng Review Board, FCC had granted United renewal (BROAD-
ING, Jan. 7, 1985), but competitors asked Court of Appeals in
ington to review. District and Hispanic have asked appellate
to remand case and defer oral argument to permit FCC to
ider settlement.

has amended rules to permit **FM licensees to upgrade** their
ing or adjacent channels without having to face competing
ications. It also has launched rulemaking to permit **any class of**
station to operate on any commercial channel, proposal that
ld permit Class A stations operating on 20 channels reserved
lass A's to get more power. Rulemaking, among other things,
proposes to replace current system for defining different sta-
classes.

ter Cronkite was among 100 journalists who made first cut in
ional Aeronautics and Space Administration's search for per-

MTV ratings dispute. Nielsen and MTV have agreed to publish
the network's disputed fourth quarter MTV ratings without
amendment, although Nielsen will continue to investigate the
sample base on which the numbers are based, at MTV's be-
hest. Nielsen's delayed Cable Activity Report for the fourth
quarter was mailed out 10 days ago, showing an average .6
rating for MTV on a 24-hour basis, by which it sells advertising.
That's down more than 30% from the .9 rating it received a year
earlier (BROADCASTING, Jan. 13). However, in a prepared state-
ment, MTV said it is still "not convinced of the accuracy" of the
rating and added it would withhold final judgment until Nielsen
concludes the investigation. But so far, after three months of
probing, a source at Nielsen said, "we have yet to see anything
that leads us to believe there's a problem with the numbers."
Agency executives suggest that if Nielsen sticks by MTV's
ratings as they now stand, the network will have to sell a third
more spots to maintain the current level of ad revenue (MTV
had about \$75-million net revenue last year).

Ronald B. Kaatz, senior vice president, director of media
resources and research, J. Walter Thompson, noted that it is
probable that some sort of ratings "anomaly" was partially the
cause for MTV ratings slide. But he also suggested other factors
were at work as well, including the fact that other cable net-
works are competing more effectively in the same viewing
universe and that MTV's novelty factor has largely worn off.

son who would be first journalist to report on **space shuttle** as
member of space flight crew. Semifinalists were selected by jour-
nalism schools in five national regions, 20 from each region, from
original field of 1,703 applicants. Breakdown of survivors of compe-
tition shows 36 from broadcasting, one less than those from news-
papers. List also includes 11 freelancers, four from wire services,
12 from magazines. Broadcast journalists still in running include
ABC's Lynn Sherr, William Blakemore, James Wooten and Barry
Serafin; NBC's Jay Barbree, Theresa (Terry) Anzur and Robert
Bazell. Cronkite was only CBS correspondent on list. TV freelancer
Gerald Rivera, former ABC correspondent, Thomas Mintier Jr. of
CNN and Morton Dean of INN made cut also. Among those who
did not were ABC's Sam Donaldson and NBC's Tom Brokaw.

RCA Corp. reported record first-quarter sales of \$2.29 billion, up
11%, and net income of \$73.4 million, up 13% (\$0.77 per share).
Company attributed results to "an outstanding performance by
NBC and a strong performance by Aerospace and Defense." Spe-
cifically, broadcast group revenue was up 24%, while operating
income was up 50%, primarily as result of prime time strength.

Shamrock Broadcasting Co., Burbank, Calif., reached agreement in
principle with **Houston FM Communications Inc.,** whose principal
owners are John Frankhauser and Jack Rich, for **purchase of**
KGOL(FM) Lake Jackson, Tex., 50 miles from Houston, for \$13 million.



Rufus Crater, 68, senior editorial consul-
tant since his retirement in 1982, and
writer, editor and reporter for BROAD-
CASTING magazine for 40 years, principal-
ly in New York, died April 18 at Dobbs
Ferry (N.Y.) hospital of complications fol-
lowing stomach surgery. Following sev-
en years as newspaper correspondent
and reporter for Winston-Salem, N.C.,
Journal and *Sentinel*, Crater joined
BROADCASTING in 1946 as associate edi-
tor, covering FCC. He was named New
York editor in 1951; senior editor, New
York, in 1954; editorial director in 1961,
and chief correspondent, New York, in 1971. He received Jesse H.
Neal award for Distinguished Business Journalism in 1956 and
1957. Crater is survived by his wife, Nancy, daughter, Helen, and
two grandchildren.

Editorials

True public interest

At the National Association of Broadcasters convention last week there were signs of deregulatory backlash.

A panel including Washington lawyers suggested that the FCC had gone too far in eliminating rules that broadcasters had learned to live by—with, it wasn't mentioned, the considerable and expensive help of lawyers. One lawyer said the FCC had "changed," for which read "debased," the "moral environment of the marketplace."

A panel including congressional aides who make their living drafting more, not less, regulation dusted off the same old justifications for the government controls of earlier times. Said Tom Rogers, who thinks like, perhaps for, his regulation-minded boss, Tim Wirth, chairman of the House Telecommunications Subcommittee: "You have exclusive rights to limited spectrum so you have to give something back."

On another panel, FCC Commissioner James Quello, who has been a willing participant in most deregulation, said he was having second thoughts about one action, the repeal of the rule that made broadcasters hold stations at least three years before selling them. Repeal, he said, had invited quick-buck specialists to buy broadcast stations for purely speculative purposes. "We used to have people who got into broadcasting because they wanted to be broadcasters," Quello said.

The overriding question was: Does serving the public interest, as required by the Communications Act, make the broadcaster the trustee of a public resource? Those who would answer yes are those who question deregulation. Mark Fowler, chairman of the FCC that has cut away the underbrush and more in the regulatory jungle, had another answer. "Trustees hold property for the care of another," said Fowler. "They are custodians. They do not engage in independent thought, independent action, freely arrived at." Cast in that role, broadcasters are "beholden" to the FCC, not to their own judgment or conscience or, indeed, to the public itself.

A better public service, he suggested, would be performed by broadcasters responding to their publics without the artificial and cloying intervention of the FCC. And Fowler, of course, was right.

From the beginning, successful broadcasters have had to think about conforming to prevailing regulations, but their principal attention has been concentrated on persuading the public to tune them in. What in a democracy is the better measurement of public service: the percentage of program time devoted to public affairs, however sterile, or the percentage of the public that is listening or watching—voluntarily?

As to the effects of repeal of the three-year rule, there can be no doubt that it and the liberalization of multiple ownership rules opened the market to the likes of Kohlberg Kravis Roberts whose interests are indeed speculative. But the ambitions of the speculators will be realized only if the properties they capture increase in value, a condition largely dependent upon the size of the audiences they command. If KKR had let KTLA(TV) Los Angeles go to pot while waiting to sell it, the station would not have doubled in price, no matter what inflationary forces were at work.

At one panel session where return to regulation was on many minds, a broadcaster in the audience arose to say: "We're serving the public interest because it's best for us. When we meet the needs and interests of the community, we're successful."

Get that man's name and station call and make him the next chairman of the National Association of Broadcasters.

Thanks, but no thanks

If the draft documents obtained by the American Civil Liberties Union are to be believed, the U.S. Attorney General's Commission on Pornography wants to enlist the "full regulatory powers" of the FCC in the suppression of "cable and satellite television programs which transmit obscene and indecent programs."

According to the draft, the pornography commission believes: federal obscenity statutes already on the books are insufficient to safeguard society's morals—Curiously, one recommendation would be to amend the Mann Act, which prohibits the transport of women across state lines for immoral purposes, to make it gender neutral (changing the name to Personn Act?). It had not previously come to this page's attention that women in degenerate numbers had begun to transport helpless males across state borders to have their way with them.

The attorney general's commission would also, among other things, instruct the FCC to invoke *Pacifica* and impose sanctions on cable operations that "transmit indecent programs." You remember *Pacifica*. That was the case in which the Supreme Court, flying in the faces of an appeals court, the Justice Department, the broadcast community and a reasonable reading of the Constitution, upheld FCC standards on indecency in such a way as to relegate broadcasters to the First Amendment basement, somewhere below those inclined to yell fire in crowded theaters.

The present FCC, far from showing an interest in reviving old entanglements in arbitrations of public taste, has indicated its desire to let individual communities define contemporary community standards. As much was said, and more, in the FCC's action last week in the comparative renewal case of WSNS(TV) Chicago. In disallowing an administrative law judge to consider an obscenity issue in the case, the commission said that while in the past it had exercised "concurrent jurisdiction" with the federal courts in enforcing the federal statute that prohibits obscene broadcasts, it now believed it should use "greater restraint." "We believe," the FCC said, "that the commission should not attempt to determine in the first instance whether material is obscene, but rather, should defer to local authorities." Such an approach, the commission said, "will serve both to protect the commission's processes from unproductive litigation and to give appropriate deference to the expertise of local community officials." The commission is headed in the right direction. The attorney general's commission is not.



Drawn for BROADCASTING by Jack Schmidt
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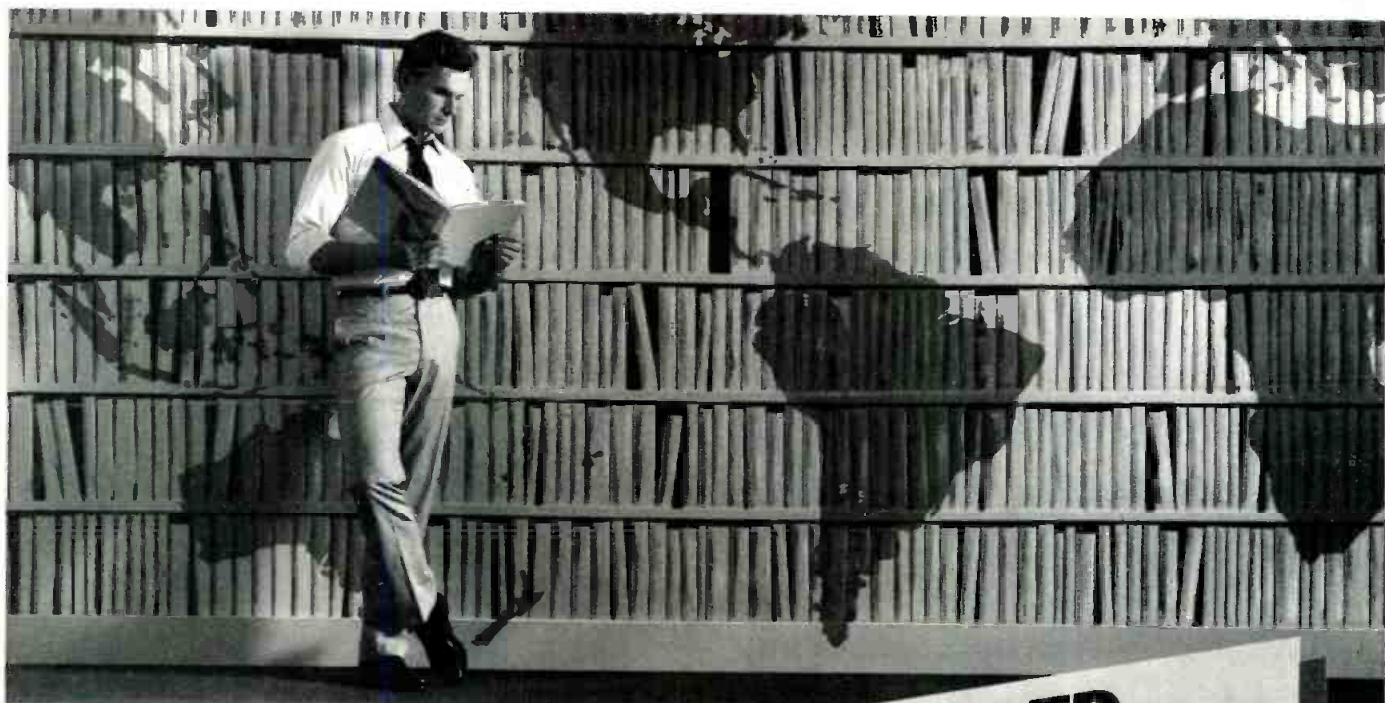
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